



# Local Partner Application Information

## **Requirements for Submitting a Local Partner Program Application**

Organizations wishing to apply for participation in the Local Partner program must meet the following requirements:

1. Curriculum:
  - a. A nationally recognized learn-to-swim curriculum (e.g. Red Cross, YMCA, Swim America, Starfish, USSSA, etc.) OR
  - b. Any approved independently-developed learn-to-swim curriculum reviewed by the USA Swimming Foundation.
2. Trained, certified instructors with current CPR and First Aid certification
3. A maximum 6:1 student to instructor ratio
4. A minimum of 8 classes per session with a minimum of 1 class per week
5. Class duration is at least 30 minutes for group lessons
6. Teaching docks provided if pool depth is greater than 4 feet
7. Proof of insurance for the facility and program including general liability and participant liability with a minimum of \$1,000,000 coverage per occurrence.
8. Emergency Action Plan in place

## **Make a Splash Participation Requirements**

Organizations wishing to apply for participation in the Local Partner program must be willing to incorporate the following *Make a Splash* requirements:

1. Community Service: hosting water safety days for the community, opening facility for community service groups (Boys & Girls Scouts, ROTC, etc) for water safety events, and/or offering lessons at a free or discounted rate dedicated to children from economically-disadvantaged populations.
  - To qualify as a discounted price, the cost must be at least 50% off the standard session fee.
  - To qualify as a member of an economically-disadvantaged population the participant should meet criteria such as qualification for a free or reduced fee school lunch program or a comparable local measure
2. Quarterly reporting—statistics will be kept on the following:
  - Total number of classes by program level offered to participants
  - Number of all participants, and number of participants served by the MAS program
  - Breakout of the ages of the MAS participants according to the following age groupings: Ages 5 & Under, Ages 6-8, Ages 9-11, Age 12 & Older.

- Breakout of the ethnicity of the *MAS* participants according to the following options: African American, Asian, Caucasian, Hispanic, American Indian & Alaska Native, Native Hawaiian & Other Pacific Islander, and Other.
- Breakout of the *MAS* participants by gender.
- Average attendance percentage of *MAS* participants per session
- Number of *MAS* participants passing the *MAS* basic skills test and each of the program achievement levels, i.e. Beginner, Advanced Beginner, etc.

### **Local Partner program Application Contents**

The Local Partner application must include the following:

1. Completed Application Form (see attached)
2. Overview of Applicant's Learn-to-Swim Program
  - a. Teaching Progression/Curriculum (if program is independently developed)
  - b. Sample Program Schedule
  - c. Fee Schedule
  - d. Awards and/or Recognition Program
  - e. Sample Promotional Info/Flyers
  - f. Facility Information
  - g. Other aquatic programs offered
3. Staffing
  - a. Training/certification requirements for swim school staff and instructors
  - b. Training/certification process for instructors
  - c. In Service Training
  - d. Instructor to swimmer ratio
4. Insurance
  - a. The approved *Make a Splash* Local Partner Program shall maintain in force either (a) policy or policies of insurance, (b) self-insurance program, or (c) combination of insurance policy and self-insurance policy, with limits as specified below, insuring against liability which may be imposed arising out of the above:
  - b. Commercial general liability including personal injury insurance with the following limits:
 

i. Each occurrence:	\$1,000,000
ii. Personal and advertising injury:	\$1,000,000
iii. Participant Liability:	\$1,000,000
iv. General aggregate:	\$2,000,000
  - c. The policy(ies) referred to above shall be endorsed to include USA Swimming and the USA Swimming Foundation as additional insureds and to indicate that the coverages provided by the policy(ies) are primary and non contributory with any insurance maintained by USA Swimming or USA Swimming Foundation.
  - d. The approved lesson program shall deliver to the USA Swimming Foundation a certificate of insurance evidencing the above-described policies and endorsements within thirty (30) days after approval of this application. Any material change, renewal or amendment to such insurance policy shall be delivered to the USA Swimming Foundation within thirty (30) days of its effective date.
5. Information regarding current scholarship program, i.e. number of students participating in free or reduced lessons over the past three years.
6. Emergency Action Plan for each facility

Please send the completed application form and additional materials to:

**Make a Splash™ Local Partner Program**  
**USA Swimming Foundation**  
**Attn: Kim O'Shea**  
**1 Olympic Plaza**  
**Colorado Springs, CO 80909**

Email: [koshea@usaswimming.org](mailto:koshea@usaswimming.org)

Fax: 719-866-4669

Phone: 719-866-3520



# Local Partner Program Application Form



Legal Name of Organization: \_\_\_\_\_

Federal ID Number: \_\_\_\_\_ Tax Status: \_\_\_\_\_

USA Swimming Club Member: Yes No Year organization established: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Position: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Mobile number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website Address: \_\_\_\_\_

Program Setting: Urban Rural Suburb Nearest Major City: \_\_\_\_\_

Facility (circle one): Own Rent/Lease (If more than one facility, please list on back)

Our rental contract is (with whom/for how long): \_\_\_\_\_

Learn-to-Swim Curriculum used: \_\_\_\_\_

Program Schedule: Please list months of the year that you offer LTS programming

Annual Number of Learn-to-Swim participants:

2004: \_\_\_\_\_ 2005: \_\_\_\_\_ 2006: \_\_\_\_\_ 2007: \_\_\_\_\_

\_\_\_\_\_  
Signature of Owner/Manager/Chief Authorizing Official

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed name of above



**Application Checklist for the Local Partner Program (LPP)**

Name of Program: \_\_\_\_\_  
 Contact person: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_

<b>Please check off items to be turned in:</b>	<b>Learn to Swim Program</b>	<b>Make a Splash office</b>	<b>Notes</b>
1. LPP Application Form			
2. LTS Program Info & Curriculum (if not a national curriculum)			
3. Sample Program Schedule			
4. Sample Fee Schedule			
5. Awards/Recognition Information			
6. Sample Flyers and/or Promotional Literature			
7. Staffing Info: including training and certification requirements, and instructor to swimmer ratio			
8. Insurance (proof required after approval)			
9. Scholarship Program Guidelines and Info			
10. Emergency Action Plan for each facility			

Make a Splash use only:  
 Date application received: \_\_\_\_\_

Initial & Date when complete:  
 NHQ Official \_\_\_\_\_ Date \_\_\_\_\_



### **What is Make a Splash?**

*Make a Splash* is a national child-focused water safety initiative created by the USA Swimming Foundation to save lives.

Launched in 2007, *Make a Splash* works by aligning the nation's top learn-to-swim resources in an effort to save lives. *Make a Splash* educates parents through a national awareness campaign, saves lives by joining forces with grassroots learn-to-swim programs and reaches thousands of children through wide-reaching in-school materials.

### **Make a Splash Local Partner Program**

#### **The Opportunity**

Since the launch of the *Make a Splash* initiative, many organizations have reached out to USA Swimming to find out how to participate in *Make a Splash*. One of the guiding principles of *Make a Splash* is to spread the word and mission of the USA Swimming Foundation to EVERY community. In order to reach the widest audience possible, *Make a Splash* partners with USA Swimming member clubs and non-member organizations through the Local Partner program.

#### **The Plan**

Develop a nationwide network of community organizations and programs to join the USA Swimming Foundation in activating the *Make a Splash* initiative. These "Local Partners" will make up the network of providers that deliver *Make a Splash* programs.

#### **Who Can Be a Local Partner?**

The *Make a Splash* Local Partner program is geared toward small and large community programs across the U.S. We envision participation by the following groups with a variety of curricula and more:

- USA Swimming member clubs
- YMCAs
- Learn-to-Swim Programs
- Boys & Girls Clubs
- Parks & Recreation Departments
- Summer League Programs
- School Districts
- You!
-

## **Local Partner Benefits**

### **Why Should My Local Program Make a Splash?**

The Local Partner program provides the opportunity to make a difference in your community using the power of *Make a Splash*. The *Make a Splash* campaign will help you locally to:

- Expand awareness about the importance of water safety and the need to learn to swim
- Make your learn-to-swim program services become more visible in your community.

The specific benefits of partnering with the USA Swimming Foundation are numerous. We share the common goal of saving lives and getting kids more fit. Your program can take advantage of these great Local Partner benefits:

- Utilize the *Make a Splash* name and branding in your community to help drive awareness for your learn-to-swim and aquatic programs
- Participate in an on-going, national marketing and public relations campaign along with the USA Swimming Foundation and its corporate and aquatic partners.
- Receive a FREE promotional kit of materials to use in your community to include:
  - CD/DVD set that includes flyer templates, posters, water safety day ideas, images, press release templates, logo artwork and logo usage guidelines, professionally produced radio and TV PSAs
  - 20 *Make a Splash* promotional cards with logo pins
  - 20 laminated Water Watcher cards and wristbands
  - 100 *Make a Splash* tattoos and stickers
  - *Make a Splash* Banner to hang in your facility
  - Opportunity to purchase additional *Make a Splash* materials at cost
- Access to a national learn-to-swim general liability insurance program with attractive rates
- Enhanced ability to raise funds in your community to help provide “scholarships” to children from economically-disadvantaged populations
- Potential to apply for future grant dollars and/or scholarship support

## **Local Partner FAQ**

### **What is the Local Partner Program?**

A partnership with the USA Swimming Foundation providing a way to activate the *Make a Splash* initiative in your community.

### **Can I use the *Make a Splash* name in my community?**

Yes, but only by participating in the Local Partner program or having a *Make a Splash* for Water Safety event.

**Are USA Swimming clubs the only organizations eligible to participate in the Local Partner program?** The Local Partner program is open to all learn-to-swim

providers and organizations in the United States as long as the program meets the Local Partner program guidelines.

**Is *Make a Splash* affiliated with a particular learn-to-swim provider?**

*Make a Splash* recognizes and supports all national learn-to-swim organizations. If a provider utilizes an independently-developed learn-to-swim curriculum, the program will be reviewed by the USA Swimming Foundation.

**Can I solicit local sponsor support for my program?**

Yes. Local Partners can solicit local businesses and foundations for contributions to support the Sponsor a Swim Lesson program.

**Can I solicit individual donor support for my program?**

Yes. Local Partners can solicit individual donations to support the Sponsor a Swim Lesson program.

**Can my learn-to-swim program receive funding directly from the USA Swimming Foundation?**

At this time, the USA Swimming Foundation is not directly funding individual programs. However, by participating in the Local Partner phase of the initiative, your program will be eligible to apply for any future funding or scholarship grants when they become available.

**What are some ideas to activate the Local Partner program in my area?**

The ideas are limitless, but here are a few thought starters:

1. Contact local agencies that specialize in outreach programs, such as the Boys & Girls Clubs, Scouts, Big Brothers Big Sisters, etc., and invite them to utilize your discounted lesson program
2. Contact nearby elementary schools to negotiate a partnership to offer discounted programs for third-graders for learn to swim classes
3. Many EMT, Fire and Police departments already have educational programs in place promoting water safety. Contact EMT, Fire and Police training entities and ask them to be ambassadors for *Make a Splash* during community events and school visits
4. Utilize the *Make a Splash* public service announcements in local media
5. Utilize the USA Swimming Swim-a-Thon program to dedicate funds to this cause