2019 USA Swimming Foundation Grant Guidelines
for Make a Splash Local Partners

In 2019, the USA Swimming Foundation will invest more than $600,000 in grants to help its Make a Splash Local Partners provide services to children who, otherwise, would not have the opportunity to participate in swim lessons. Grants will be awarded in two rounds, one in the Spring of 2019, and one in the Fall. We invite all eligible and interested USA Swimming Foundation Make a Splash Local Partners to submit proposals that advance this purpose. Final USA Swimming Foundation Grant Application proposals are due no later than 5pm EST on Tuesday, January 15, 2019.

Eligibility Requirements:

• The learn-to-swim provider must be an approved USA Swimming Foundation Make a Splash Local Partner with all three (3) of the previous year’s enrollment report data on file.
  - Not yet a Make a Splash Local Partner? Click here to apply before December 31, 2018.
  - Need to submit your enrollment reports? Click here.
• The Local Partner must have and maintain throughout the grant calendar year, a current insurance certificate naming the USA Swimming Foundation as additionally insured, or be self-insured with a signed Indemnification Statement and proof of insurance on record.
• The Local Partner must post the USA Swimming Foundation Make a Splash logo, with a link to usaswimmingfoundation.org, on their website, and post the Local Partner banner at all facility locations where signage is permitted.

The USA Swimming Foundation will NOT accept:

• Applications which are late or incomplete.
• Application forms reflecting anything other than the current grant year.
• Applications requesting funds from anyone other than the USA Swimming Foundation.
• Applications requesting an amount which exceeds the maximum amount allowed for the program type/category (i.e. individual grant awards will range from $1,000 to $15,000 – please see amount and category details below).
• Applications seeking funding to provide budget relief or cover something other than: (1) free or reduced cost youth swim lessons/scholarships; (2) transportation to/from the pool; and/or (3) instructor salaries. The USA Swimming Foundation will not fund equipment, apparel, marketing/promotional materials, facility overhead/construction/renovation, administrative costs, or the like.
• Applications requesting funds for re-granting purposes.
• Applications which request funding for a program that does not meet the requirements of the Make a Splash Local Partner program (i.e. exceeding maximum student to instructor ratios, insufficient instruction time, the provision of scholarships for children with no documented financial need).
Grant Application Instructions

Please refer to the following guidelines as you complete the grant application. This year’s application link and grant guidelines will be housed on the USA Swimming Foundation website under Local Partner Resources until the application window closes.

Grant Timeline:

• Request for proposals announced: Thursday, November 15, 2018
• Application submission deadline: Tuesday, January 15, 2019 @ 5pm EST
• Award announcement: Mid-March 2019; specific date TBD
• Acceptance documents provided to grantees upon announcement of award recipients; grant funds will be distributed as soon as a signed Letter of Agreement and completed/signed W9 form are returned to the USA Swimming Foundation
  - Signed Letter of Agreement and W9 must be received by June 1, 2019

Grant Application General Information:
Click here to access the online application form. The grant application must be completed in full and you must click “Submit” to complete the process; incomplete applications, and applications in draft form will not be considered. A “Success” page will open once the application has been successfully submitted, and email confirmation will be sent to the primary point of contact.

• Please note, you will be asked to create a user account upon accessing the online application form, this will allow you to save your work and return at a later date/time to officially submit your application. This user account is specific to this year’s grant application form and all applicants will need to log in as “New Users” the first time you access the form (even if a user name pre-populates in the “Returning User” fields).
• Prior to exiting the form, simply click the save button on the bottom of the form to save your progress at any given time. Please save your work often as data does not auto-save and the form will time-out if you leave it idle for an extended period of time.

Project Description: Within the application form, you will be asked to upload a Word or PDF document that contains a brief narrative description of the program for which you are requesting funding. At a minimum, this narrative should include the following information:

Project Summary:

□ A brief description of the program and how the requested funds will be utilized.
□ The number of children you propose to serve, and how you intend to recruit/select participants.
□ How this program will directly benefit children who would not otherwise receive the opportunity to learn to swim, and how you plan to identify or qualify participants based on need (i.e., what criteria will you use to select scholarship recipients?)
□ A description of the educational setting (logistics, parameters etc.) in which your project will take place. Keep in mind, all proposed projects should adhere to USA Swimming Foundation Make a Splash Local Partner best practice standards including a minimum of 4 hours of in-water instruction and a maximum 6:1 student to instructor ratio.
- Partner organizations involved in the project, community participation, and an overview of how their involvement strengthens your program.
- Anticipated results of this project, including a statement describing what project success looks like, and outlining what metrics will be used to determine project success.

Financial Summary:
- Listing of all funding sources, resource suppliers, and organizations who have committed funds, materials, space, services, or other support to this project. Additional considerations for inclusion: Are you in the process of pursuing outside support? Is there a viable plan to raise additional money if you do not receive, or receive only partial funding from the USA Swimming Foundation?
- The project timeline (start and end dates), or if ongoing, a statement detailing how you propose to sustain the project beyond USA Swimming Foundation funding.
- The projected cost per participant.

Amount and Category Details
Please review the following category details to select the appropriate request range for your program. The USA Swimming Foundation will fund requests between a minimum of $1000 and a maximum as outlined below. Requests for funding beyond the maximum amount listed for a program’s specified category risk disqualification.

- Large Municipality:
  - Local Partners in this category include: municipalities, county organizations, park and recreation departments, YMCA Associations, school districts, or private entities contracted by the afore-mentioned agencies to operate on their behalf where swim lessons would otherwise not be in operation
  - Population served: 250,000 or more
  - 1-5 pools: Local Partner is eligible to apply for up to $5,000
  - 6-10 pools: Local Partner is eligible to apply for up to $10,000
  - 11 + pools: Local Partner is eligible to apply for up to $15,000
  - Must specify in program narrative which facility locations will receive grant funds, and the dollar amount to be allocated to each site; a full list of facility locations must be on record within the Local Partner profile to verify eligible facilities

- Small Municipality:
  - Local Partners in this category: municipalities, county organizations, parks and recreation departments, YMCA Associations, school districts, or private entities contracted by the afore-mentioned agencies to operate on their behalf where swim lessons would otherwise not be in operation
  - Population served: less than 250,000
  - 1-5 pools: Local Partner is eligible to apply for up to $5,000
  - 6 + pools: Local Partner is eligible to apply for up to $10,000
  - Must specify in program narrative which facility locations will receive grant money and the dollar amount to be allocated to each site; a full list of facility locations must be on record within the Local Partner profile prior to submission in order to verify eligible facilities
• **Non-Profit Entities:** Any individual non-profit organization/agency that is not also a municipality (or operating on behalf of a municipality), county organization, or school district
  - Local Partners in this category: YMCAs, Boys and Girls Clubs and privately founded non-profits
  - Local Partner is eligible to apply for up to $5,000

• **For-Profit Entities:**
  - Local Partners in this category: any for-profit swim lesson provider, including franchise operations applying on behalf of multiple locations
  - Local Partner is eligible to apply for up to $5,000
  - Local Partners and franchise operations applying on behalf of a multi-site operation must specify in program narrative which facility locations will receive grant funds and the dollar amount to be allocated to each site; a full list of facility locations must be on record within the Local Partner profile to verify eligible facilities

*YMCA Association or private entity contracted by a municipal agency to operate on their behalf where municipal swim lessons would otherwise not be in operation: The Make a Splash Local Partner must provide proof of operation on behalf of the municipality; acceptable documentation includes a copy of the agreement/contract between the Local Partner program and the municipal agency, and/or a signed letter from the municipality clarifying the relationship between the two entities and reflecting the agency’s reliance on the Local Partner to provide swim lessons for the community. In this circumstance, ONLY the Make a Splash Local Partner may be offering swim lessons. **Please note:** If the Local Partner is offering swim lessons in conjunction with or in addition to the municipality for whom they provide services, grant funds may be revoked and the Local Partner may be deemed ineligible for future grant funding.

**Special Categories**

In 2019, thanks to the generous donations of multiple donors and sponsors, USA Swimming Foundation Make a Splash Local Partner programs in the Houston-metro area, TX, Hennepin County, MN, NJ and Northern NJ, and OH, along with Streamline Brands providers, have a bucket of funds designated to serve these areas/providers specifically. **If applicable, please make sure to select the appropriate Special Category as you complete your grant application to help us in identifying you as a candidate for these funds.** All Make a Splash Local Partner eligibility requirements and grant application processes remain the same, with the exception of the following:

• **Consecutive Year Funding:** Local Partner programs qualifying for funding under “Special Categories” may apply for grant funding in any given year, however upon the fourth (4th) consecutive year (beginning with 2012), and each repeating four-year cycle, the Local Partner program must provide proof of growth as outlined under [Guidelines for Local Partners who have received funding for three (3) consecutive years](#).

• **Hennepin County funding:** Dedicated to support **spring and summer** learn-to-swim programming
  - All Hennepin County applicants are asked to specifically target at-risk populations outside their typical service area, and to include zip codes or specific service areas, as well as an outline indicating the selection and vetting processes to be used in identifying these locations, and the participant children within said locations, in the narrative requested as part of the grant application.
Guidelines for Local Partners who have received funding for three (3) consecutive years:
Make a Splash Local Partners may be awarded grant funds for a maximum of three (3) consecutive years (consecutive years will be counted beginning with the year 2012), unless, the program can show proof of consistent growth. The USA Swimming Foundation will not fund programs that are solely reliant on USA Swimming Foundation funds for more than three (3) consecutive years.

To be eligible to reapply following a gap year, or to apply for funding for the fourth (4th) consecutive year, the Local Partner must provide proof of:

- Program growth (i.e. an increase in the number of children served, number of schools served, etc.).
- Additional funding sources and organizational support specific to the program for which you are requesting funds (i.e. non-USA Swimming Foundation support)

Information on program growth will be requested during the application process in the form of a one-page document.

For questions regarding the USA Swimming Foundation’s 2019 Grant Application or Grant Guidelines for Make a Splash Local Partners, please contact the USA Swimming Foundation at 719-866-3546 or email masinfo@usaswimming.org.

Our staff is happy to provide guidance and support during the application process, please do not hesitate to contact us.