



Make a Splash Local Partner Requirements

The USA Swimming Foundation's Make a Splash initiative is a national child-focused water safety campaign, which aims to provide the opportunity for every child in America to learn to swim. The USA Swimming Foundation strongly recommends swim lesson providers who meet or exceed industry best practices. To distinguish these providers in the Make a Splash Network, the foundation designates these providers as Local Partners, as these swim lesson providers go above and beyond to provide a safe environment and facility by using trained and certified instructors and lifeguards, a low student to teacher ratio, and industry best practices to empower children with the life-saving skill of learning to swim.

Organizations wishing to apply for participation in the USA Swimming Foundation's Make a Splash Local Partner program must meet the following minimum requirements:

1. Curriculum:
 - a. A nationally recognized learn-to-swim curriculum (e.g. Red Cross, YMCA, SwimAmerica, Starfish Swimming, etc.)
OR
 - b. Any independently-developed learn-to-swim curriculum reviewed and approved by the USA Swimming Foundation
2. Trained instructors and on-deck lifeguards holding current CPR and First Aid certification
3. Maximum 6:1 student to instructor ratio
4. Each child must receive a minimum of four (4) hours of in-water instruction per session
5. Proof of insurance for the program with the following limits:

Each Occurrence: \$1,000,000
General Aggregate: \$3,000,000
7. Formal, practiced, Emergency Action Plan for each location or program site
8. Operate in a facility regulated by the Department of Health or similar governing agency

In addition to maintaining the requirements above, organizations wishing to apply for participation in the USA Swimming Foundation's Make a Splash Local Partner program must be willing to provide the following:

1. Enrollment Data: Due 3x each year (Spring, Summer, Fall)—statistics are kept on the following:
 - a. Total number of enrolled participants
 - b. Number of participants served by USA Swimming Foundation Make a Splash grants (grant recipients only)
 - c. Number of participants served through Local Partner scholarship opportunities
 - d. Additional information when applicable
2. Placement of the USA Swimming Foundation Make a Splash Logo with live link to usaswimmingfoundation.org/makeasplash on the Local Partner website and display official Make a Splash Local Partner signage in all program facilities, as permitted.
3. Completed, signed indemnification statement and proof of current general liability insurance.

As a USA Swimming Foundation Make a Splash Local Partner, programs can take advantage of the following benefits and more:

1. Utilize the USA Swimming Foundation's Make a Splash name and branding to drive awareness to your learn-to-swim and aquatic programs
2. Premier listing on Swim Lesson Finder featured on usaswimmingfoundation.org and usaswimming.org
3. Participate in on-going, national marketing and public relations campaigns along with the USA Swimming Foundation and its corporate and aquatic partners
4. Eligibility to apply for grant dollars to support children who otherwise would not participate in learn-to-swim programming
5. Free or reduced rates on organizational memberships and educational opportunities, including the Children With Challenges™ online course and workshop for programs offering services for children with special needs
6. Access to lower rates on general liability insurance

For additional information and application, please contact:

USA Swimming Foundation,
Make a Splash Local Partner Program
1 Olympic Plaza
Colorado Springs, CO 80909

Email: masinfo@usaswimming.org
Phone: 719-866-3546

To apply as Local Partner, [CLICK HERE](#) or find the application online at usaswimmingfoundation.org/makeasplash