



Make A Splash Overview

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.

Drowning is the second leading cause of childhood unintentional death, and children from non-swimming households are **eight times more likely** to be at risk of drowning than children from homes where their parents know how to swim. Drowning is an epidemic in our country. It is also preventable. We have a solution, and the solution is swim lessons.

Traditional drowning prevention initiatives seek to save lives by putting up physical barriers between children and the water, such as fencing around pools and secure pool covers. The USA Swimming Foundation's Make a Splash initiative believes that the best defense against drowning is **empowering children** with the life-saving skill of learning how to swim and teaching them how to be safer around the water.

Research has shown that participation in formal swim lessons can **reduce the risk** of drowning by **88%**. Through Make a Splash, the USA Swimming Foundation provides children across America with the opportunity to receive qualified swim instruction, regardless of their ability to pay for lessons. By teaching children to swim, we are teaching children how to save their own lives.

The Make a Splash initiative has three (3) main goals:

Raise Awareness

The USA Swimming Foundation seeks to raise national awareness about the importance of learning to swim. Each year, the Foundation embarks on a national awareness tour, the **Make a Splash Tour presented by Phillips 66**, visiting cities across America to spread the life-saving message of learn to swim among children, families and communities. With the help of our USA Swimming Foundation Ambassadors and National Team athletes, the Tour has enhanced publicity and expanded the reach of the Make a Splash campaign to a wide audience of parents, learn-to-swim providers, educators and community leaders.

The Tour has received extensive national media exposure in outlets such as Sports Illustrated, the Today Show, HBO Real Sports and more. The Make a Splash Tour has made stops in cities such as St. Louis, Portland, Washington D.C., Oklahoma City, San Antonio, Seattle, Albuquerque, Ft. Lauderdale, Houston, New Orleans, Des Moines, San Francisco, Memphis, New York City, Los Angeles, Chicago, Phoenix, and Atlanta.

[Click here to see highlights from our annual Make a Splash Tour presented by Phillips 66.](#)

Increase Participation

Since 2007, the USA Swimming Foundation's Make a Splash Local Partner network has grown to more than 1,000 swim lesson providers in all 50 states. Through these lesson providers, children from ethnically diverse and economically disadvantaged communities receive the opportunity to enroll in free or reduced-cost swim lessons.

The USA Swimming Foundation assists these Local Partners in their efforts to provide swim lessons to all children, by providing educational resources, materials, and by awarding grant funding which allows programs to enroll scholarship students in their learn-to-swim lesson programs. The Foundation targets its grant dollars to partners that are best able to address the disparities in U.S. drowning rates, and who are able to have the greatest impact in their communities. Local Partners meet specific criteria to ensure their effectiveness and ability to offer water safety instruction and/or swimming lessons to young people who otherwise would not have the opportunity to learn to swim.



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To date, USA Swimming Foundation Make a Splash Local Partners have reported over 7.5 million enrollments in learn-to-swim programs at their facilities, now serving more than 1.3 million children annually.

Parents interested in enrolling their child in swim lessons can locate a qualified swim lesson provider in their area on USA Swimming Foundation's Swim Lesson Finder.

If you are a **swim lesson provider** interested in joining the Make a Splash Local Partner Network, [click here](#).

Align Partners

Through the Make a Splash initiative, the USA Swimming Foundation wishes to bring together national organizations, community-based water safety coalitions and advocacy groups, and volunteers to help spread the message of water safety.

In 2012, the USA Swimming Foundation announced the formation of its Make a Splash Affiliate Coalition. The Coalition is comprised of community-based national business and organizations who share the common goal of promoting the importance of learning to swim and water safety across America. To date, Affiliate Partners include the National Drowning Prevention Alliance, Starfish Aquatics Institute, Goggles for Guppies, the Joshua Collingsworth Memorial Foundation, Swim Lessons University, the U.S. Consumer Product Safety Commission Pool Safety campaign, the Aquatic Exercise Association, the Aquatic Therapy and Rehab Institute, the Association of Aquatic Professionals, Stop Drowning Now (formerly the Safer 3 Water Safety Foundation), World Waterpark Association's World's Largest Swimming Lesson, USA Triathlon, the Boy Scouts of America, the Redwoods Group Foundation, the American Red Cross, Water Smart Babies, U.S. Masters Swimming, and Swimming Saves Lives Foundation. In addition to our Affiliate network, the following organizations support the USA Swimming Foundation through Sponsorship or Charitable partnerships: SwimWays, Streamline Brands LLC., The College Swimming Coaches Association of America, and John Wayne Cancer Foundation.

To align with Make a Splash as a member of the Affiliate Coalition, Sponsor or Charitable partner, volunteer, or Water Safety Ambassador, [click here](#).

For more information on the USA Swimming Foundation's Make a Splash initiative, please visit our website at www.usaswimmingfoundation.org/makeasplash, or **contact us** at 719-866-3546, masinfo@usaswimming.org.