2017 USA Swimming Foundation
Make a Splash Grant Guidelines

In 2017, the USA Swimming Foundation will invest at least $340,000 in grants to help its Make a Splash Local Partner Programs provide services to young people who, otherwise, would not have the opportunity to participate in swimming lessons. Individual grant awards will range from $1,000 to $15,000. See amount and category details on page 4 to determine a reasonable request amount for your program. We invite all eligible and interested USA Swimming Foundation Make a Splash Local Partners to submit proposals that advance this purpose.

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.
- The Local Partner must have a current additional insured certificate in place naming the USA Swimming Foundation, or be self-insured, with a signed Indemnification Statement and proof of insurance on record.
- The Local Partner must have the USA Swimming Foundation Make a Splash logo with a link to http://www.usaswimmingfoundation.org/makeasplash displayed on their website, and post the Local Partner banner/poster at all facility locations where signage is permitted.
- Grantees will send a press release provided by the USA Swimming Foundation announcing the grant award to their local media outlets. Failure to do this will result in ineligibility for future grant funding.

The USA Swimming Foundation will NOT accept:
- Applications which are late or incomplete.
- Applications for USA Swimming Foundation Make a Splash grants using application forms reflecting anything other than the current grant year.
- Applications requesting an amount which exceeds the maximum amount allowed for the program type/category (please see amount and category details on page 4).
- Applications seeking funding to provide budget relief or to purchase equipment.
- 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 Submission Checklist

- Is your program an approved USA Swimming Foundation Make a Splash Local Partner?
- Has your program submitted all three (3) of the previous year’s enrollment report data via the Local Partner Portal (click here for a direct link to do so now)?
- Does your program have a current insurance certificate naming the USA Swimming Foundation as additional insured, or is your program self-insured? AND, have you provided a signed Indemnification Statement and proof of current insurance?
- Is the USA Swimming Foundation Make a Splash logo displayed on your website, and do you have Make a Splash signage posted, where permitted, at all facility locations?

If you can answer yes to all the questions above, you are invited to submit your USA Swimming Foundation Make a Splash Grant Application form no later than 4pm PST, Wednesday, February 15, 2017.

Guidelines for Local Partners who have received funding for three (3) consecutive years:
The Local Partner 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.

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

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

This information will be requested when filling out the grant application form.

Grant Submission Instructions and Timeline:

All grant applications must be received by 4pm PST Wednesday, February 15, 2017. Please print off these guidelines to reference as you fill out the application. This year’s application link and grant guidelines will be housed on both the USA Swimming Foundation’s Make a Splash Local Partner Grant Page and on the Local Partner Online Resource Library.

Please note that you can save your work and return at a later date/time to submit your application. To do this, click the save button at the bottom right hand corner of the form and enter your e-mail address, an e-mail will be sent with a link to retrieve your application draft.

- Request for proposals announced: December 15, 2016
- Request submission deadline: 4pm PST, Wednesday, February 15, 2017
- Award announcement: March 22, 2017
Grant funds will be distributed as soon as a signed letter of agreement and W9 form are submitted to the USA Swimming Foundation; documents provided to grantees upon announcement of award recipients.

Signed Letter of Agreement and W9 due: Prior to September 1, 2017

APPLICATION REQUIREMENTS: In order to apply for funding the following information must be received no later than 4pm PST, Wednesday, February 15, 2017:

- **Grant Application Form:** This form can be found [here](#). The form must be completely filled out. Incomplete applications will not be considered.

- **Project Description:** Within the application form, please upload a word or PDF document that contains a brief narrative description of the program for which you are requesting funding. This narrative should include the following information:

  **Project Summary:**
  a. Please briefly describe this project. If awarded this grant, how will you use this money?
  b. How many children are expected to be affected by this project? How will you recruit project participants?
  c. How will this program directly benefit children who would not otherwise receive the opportunity to learn to swim? How will your program quantify and identify the need of program participants? What criteria will you use to select scholarship recipients?
  d. Describe the educational setting (logistics/parameters etc.) in which your project will take place. Projects should follow the requirements of the USA Swimming Foundation’s Make a Splash Local Partner program (minimum of 4 hours of in-water instruction and a maximum of a 6:1 student to instructor ratio).
  e. Are there other organizations involved in the project? Does your program have community participation? How will the involvement of these partners strengthen your program?
  f. What are the expected results of this project? How will you know if this project was successful? What metrics will you use to evaluate project success?

  **Financial Summary:**
  g. What other resources/funding sources are committed to this project? Do you have commitments of support (financial or otherwise) from other organizations? Are you pursuing outside support? Is there a viable plan to raise additional money if you do not receive funding, or only receive partial funding from the USA Swimming Foundation?
  h. What is the planned duration of this project? If ongoing, is the project sustainable without future USA Swimming Foundation funding?
  i. What is your projected cost per participant? Our grant review committee will rank applications highest that show spending in the most cost effective manner.

  **Project Budget:**
  j. Please complete and upload the USA Swimming Foundation grant budget spreadsheet representing total project cost and how USA Swimming Foundation funds will be allocated to the grant application where indicated.
• **Amount and Category Details:** Please review the following category details to select your program’s appropriate request amount.

Large Municipality, YMCA Alliance, or Private Entity contracted by a municipal agency to operate on their behalf where municipal swim lessons would otherwise not be in operation*:

- Population served: more than 250,000
- Local Partners in this category: municipalities, county organizations, parks and recreation departments, and school districts
- 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 application which pools will receive grant money, and specifically where it will be used.

Small Municipality, YMCA Alliance, or Private Entity contracted by a municipal agency to operate on their behalf where municipal swim lessons would otherwise not be in operation*:

- Population served: less than 250,000
- Local Partners in this category: municipalities, county organizations, parks and recreation departments and school districts
- 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 application which pools will receive grant money, and specifically where it will be used.

Non-Profit Entities:

- Any non-profit 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
- Each 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
- Each Local Partner is eligible to apply for up to $5,000

*YMCA Alliance 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.
Houston, TX Grants

In 2017, a generous donation from Phillips 66 will allow $100,000 to be awarded specifically to USA Swimming Foundation Make a Splash Local Partner programs in the Houston, TX metro area. All Make a Splash Local Partner eligibility requirements remain the same with the exception of consecutive award year limits as outlined below:

**Consecutive award year limits for Houston, TX grants:**

Houston, Texas Local Partner programs may apply for grant funding in any given year, however upon the fourth (4th) consecutive year (consecutive years will be counted beginning with 2012), and each repeating four-year cycle, the Partner program must provide proof of:

- Program growth (i.e. number of children served, number of schools served, etc.)
- Outside funding sources specific to the program for which you are requesting funds (i.e. non USA Swimming Foundation funding)