

USMS Convention — Dallas, Texas 2017

Committee Name: Swimming Saves Lives Foundation	Session #: 1 of 1
Committee Chair: Brandon Franklin	Vice Chair: Debbie Malafsky
Minutes recorded by: Brandon Franklin	Date/time of meeting: 9/15/2017 @ 1;15pm

Actions Requiring Approval by the HOD:

1. None

Motions Passed:

1. None

Number of committee members present: 9	Absent: 4	Number of other delegates present: 27
Committee members present (list all, including chair and vice chair): Brandon Franklin (Chair); Michael Hamm; Bill Meier; Nancy Ridout; Maria Elias-Williams; Patty Miller; Jay Definis; Nadine Day; Holly Neumann (Ex-officio)		
Committee Members Absent: Leslie Scott; Debbie Malafsky; Ted Haartz; Tom Holberg		

Minutes

The meeting was called to order at 1:20.

1. Brandon Franklin opened the meeting by thanking all those who chose to attend this meeting and requested each individual present to take a moment to donate to the 2017 Goggle Drive to help buy goggles for participants of Programs that will receive Grants in 2018.
2. Brandon Franklin walked the meeting attendees through his presentation document and discussed the following:
 - a. Statistics that support the purpose of the Foundation: Drowning is an pandemic in the United States.
 - b. An overview of the Mission Statement of the Foundation and the accomplishments of the USMS organization, the National Office and the Trustees over the past 5 years. Areas of accomplishment highlighted in the following:
 - i. Raising Public Awareness / Outreach: April is Learn to Swim Month;
 - ii. Serving as an Educational Resource: Adult Learn to Swim Programs; April Learn To Swim Month;
 - iii. Providing Financial assistance to the Community through issuance of Grants to teach adults to learn to swim.
 - iv. Policies and Procedures put into place over the past year to provide a path to self-sustainability for the Foundation.
3. An overview of the Grant selection process was provided, along with the list of Grant recipients and the total amount of funds to be released to support those Program recipients.
4. It was stated that the quality of the Grant submissions has improved significantly over the past several years. Several reasons were offered as to why (improved messaging, greater proliferation of ALTS program, improved Grant Application process, etc.). The point was that difficult decisions needed to be made in the selection process and that approximately \$65k of Grant submissions that met the criteria for Funding could not be approved due to limitation of funds.
5. Bill Meier and other members of the Committee discussed the possibility looking to other options from which to source funds to meet these Grant applications needs. The Committee members were supportive of that approach and several options were discussed. Bill Meier and Brandon Franklin agreed to take the various options presented and develop a plan.
6. Fundraising as a priority of the Foundation going forward was discussed at length. The conversation ranged from specific ideas that have been employed by various attendees to the need for a medium and long term strategy.

Tasks for the Upcoming Year

1. Determine if there are options available to fund the additional Grants noted above.

2. Execute on the Event Driven Fundraising (Fitness Series).
3. Develop a short, medium and long term fundraising strategy and seek volunteers to assist in this area where necessary.
4. Continue to refine:
 - a. Integrated marketing plan between *USMS, Swimming Saves Lives Foundation, April Learn To Swim Month* and the *Adult Learn to Swim Program*;
 - b. The Application, Approval and Reporting Process;
 - c. Build out our infrastructure where necessary.

The meeting was adjourned at 2:20PM
