

2019 U.S. Masters Swimming Annual Meeting — St. Louis, Missouri

Committee Name:	Swimming Saves Lives Foundation Board of Trustees		
Committee Chair:	Jay DeFinis	Vice Chair:	Brandon Franklin
Minutes recorded by:	Brandon Franklin	Date/time of meeting:	September 13, 2019

Actions Requiring Approval by the HOD:

1. None

Motions Passed:

1. Approved: Ratification of email vote approving August 27, 2019 Meeting minutes.
2. Approved: Recommend to the USMS Board of Directors approval of the 2020 SSL budget, as amended.

Number of committee members present: 11	Absent: 6	Number of other delegates present: 20
Committee members present (list all, including chair and vice chair): : Jay DeFinis, Chair; Brandon Franklin, Vice Chair; Nancy Ridout; Michael Hamm; Kristina Henry; Mia Erickson-Stevens; William Kolb; Leo Letendre; Lisa Ward; Bill Brenner (Ex-officio); Holly Neumann (Ex-officio).		
Committee Members Absent: Susan Pollard; Cheryl Richardson; Debbie Malafsky; Susan Ehringer; Patty Miller (Ex-officio); Dawson Hughes (Ex-officio).		

Minutes

The meeting was called to order at 1:15 by Jay DeFinis, Committee Chair.

1. Welcome – Jay DeFinis welcomed Committee Members and Guests.
2. Approval of Minutes - Ratification of email vote approving August 27, 2019 Meeting minutes: Motion was put forward to ratify the Minutes. The motion passed unanimously.
3. SSL 2020 Budget, as Amended - It was discussed that the SSL Budget for 2020 had been amended since approved at the August 27, 2019 meeting. Those amendments were discussed. A motion was put forward to recommended to the USMS Board of Directors that the SSL 2020 Budget, as amended, be approved. The motion passed unanimously.
4. Auction – Jay took the group through the 2020 USMS SSL Silent Auction, including some of the top items up for auction, and sharing of the link to bid: <http://bit.ly/USMS2019Auction>
5. Presentation - The meeting attendees were then walked through the Presentation document. Key items presented included the following:
 - a. Statistics that support the purpose of the Foundation: Drowning is a pandemic in the United States.
 - b. Jay presented the Mission Statement of SSL: *The USMS Swimming Saves Lives Foundation works to reduce adult drowning risk through education, financial support, and community outreach.*
 - c. Each of the three components of the USMS SSL Mission Statement, along with examples of how those components are being addressed, was discussed. Areas highlighted were:
 - i. Raising Public Awareness / Outreach: April is Learn to Swim Month; Facebook Gratification Campaign
 - ii. Serving as an Educational Resource: Adult Learn to Swim Instructor Certification;
 - iii. Financial Support: Providing financial assistance to the Community through issuance of Grants to teach adults to learn to swim.
 - d. Primary Activities of SSL, as opposed to USMS, were presented, which include the following:

- i. Fundraising
 - ii. Issuing Grants
 - iii. Supporting programs that receive grants thru provision of goggles, T-Shirts, banners, etc. to help run a successful program.
 - iv. Sponsoring Adult Learn to Swim Instructor Certification Classes in key areas of need. It was made clear that ALTS Instructor Certification Courses are not part of SSL. Rather, SSL pays to ensure several ALTS Instructor Certification Courses are offered in key areas of need. Those areas include locations where Grant applicants are located but for which no course has ever been offered. Profits from those sponsored courses stay with SSL to be used for grants.
 - v. Support Cross Organizational Initiatives such as the Fitness Series Events and April Adult Learn-to-Swim Month.
- e. Newly established giving levels were shared by Jay:
- **Life Saver - \$60:** Approximate cost to teach one adult to learn to swim.
 - **Save a Family - \$120:** Approximate cost to teach parents to learn to swim.
 - **Sponsor a Winning Relay - \$240:** Approximate cost to teach 4 people to learn to swim.
 - **Go the Extra Mile - \$1,650:** Approximately cost to sponsor an SSL Grant Program.
 - **Champion Club - \$2,500 & Up:** Sponsor (multiple) Grant Programs.

In addition, Jay set forth a scenario of level of donations and the amounts that could be raised at those levels.

- f. Updates were given on *April is Adult Learn-to-Swim Month*, ALTS Instructor Certification statistics and updated curriculum, resources available to Adult Learn-to-Swim programs (see link at [USMS.org/alts-central](https://usms.org/alts-central)), and the Fitness Series Events.
6. An overview of the Grant selection process was discussed, along with the list of Grant recipients and the total amount of funds to be released to support those Program recipients. Holly Neumann discussed the key criteria for a successful grant application, which was set forth on the website this past year.
7. Jay went over the key highlights for 2019 which included the Facebook Gratification Campaign, starting the silent auction, launch of new giving levels, and continued success of the April initiative and the Fitness Swims.
8. Jay also went over the 2020 priorities which included the donor cultivation process, planned giving, donor wall / recognition, more robust auction, build out grass roots fundraising, and 50th anniversary initiatives.
9. The meeting was adjourned at 2:15pm

Tasks for the Upcoming Year

1. Donor Cultivation Process
2. Planned Giving
3. Donor Wall / Recognition
4. More Robust Auction
5. Build Out Grass Roots Fundraising Initiatives
6. 50th Anniversary Initiatives