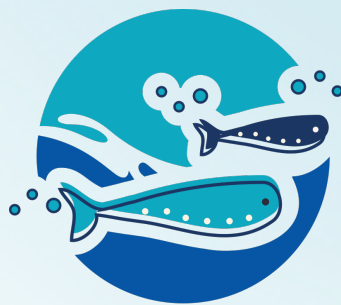


Annual Report 2018-2019

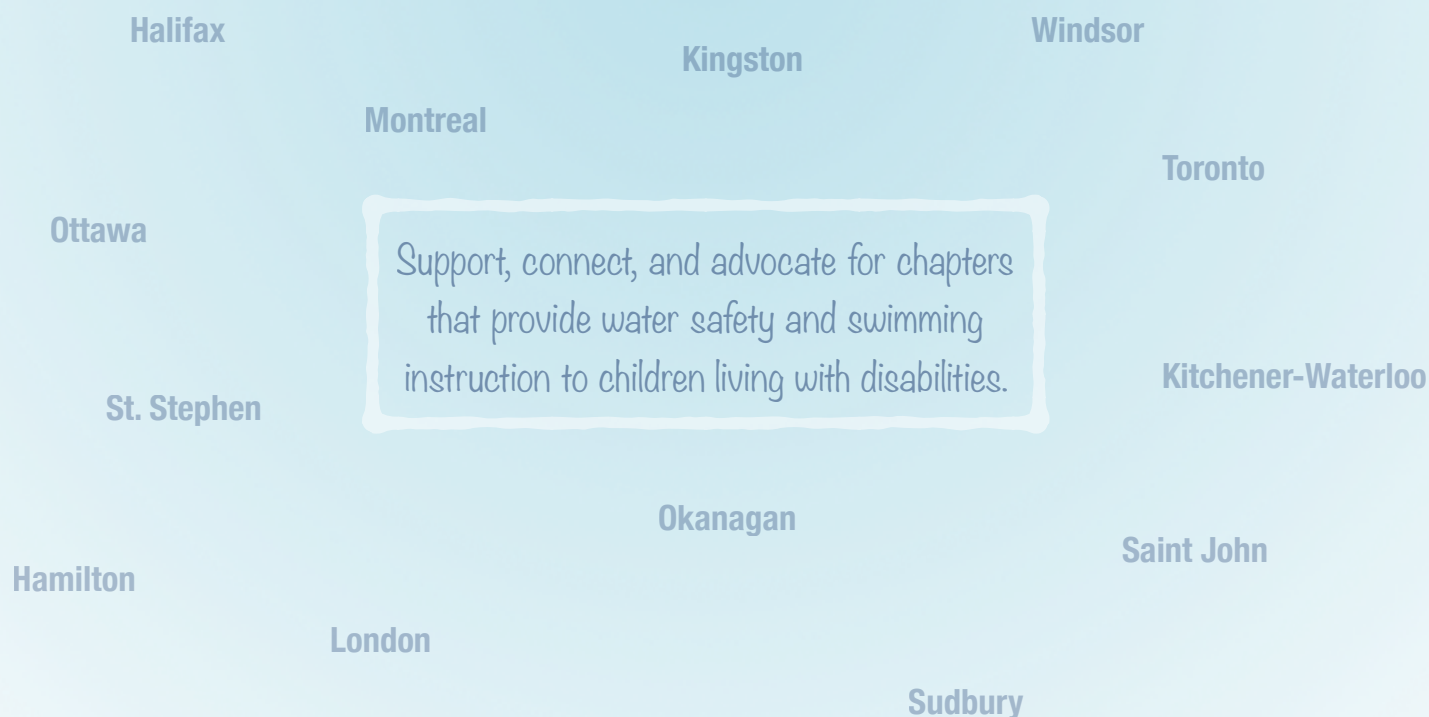


S.W.A.M.
SWIMMING WITH A MISSION
CANADA



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Letter From The President

Congrats to all of our volunteers, executive teams, families, and most importantly swimmers on another great year!

This year S.W.A.M. has flourished amid all the changes that have taken place. Our new centralized online registration system has been rolled out, and is being used by the majority of chapters. This coming year, 2019-2020, is the year for 100% use by chapters! With this centralized system, we are better equipped to collect data to provide to our partners and potential grants and funding sources. Monitoring and Evaluations, headed by Salman Ahmad, has put in hard work to roll out another survey this year. Some of the survey results can be found in this report.

With regards to the new name of S.W.A.M. Canada, our Risk Management Team, headed by Psalm Cheung, has worked on the process of securing our trademarks. They have also reviewed our by-laws to ensure these connect with the values and goals of our organization.

For those of you on executive teams, you have definitely heard lots from Keara Lundrigan, head of Chapter Relations. Chapter Relations does such a crucial job, and has worked hard to ensure Chapters are keeping a high standard of lessons and safety for all of our swimmers. They are also the ears to the ground group and have advised the Board on issues coming from you, the Chapters and Families.

Once again, our Partnerships and Fundraising team, headed by Ainsley Nantes, has secured the GoodLife Kids funding. This will enable us to provide more assistance to chapters and their swimmers. We continued our partnership with Special Olympics Ontario and again received assistance from the Ivey CCP Program. We look forward to new partnerships and funding opportunities. If you are aware of any please contact us at canada@swamcanada.ca.

Our Finance Committee has worked in tandem with Partnerships and Fundraising and Chapter Relations to distribute funding to chapters. With all the financial support from other organizations they have had a hard job of developing a system to strategically and fairly divvy up these funds. Without Finance, we would not be able to support our hard working Chapters.

Our Nominations Committee, headed by Vincent Cao and Cara Summers, has worked very hard this year to fill opening roles on our Board of Directors. Salman Ahmad has started as the Director of Monitoring and Evaluations in late 2018 and I have taken on a new role, transitioning from Director of Chapter Relations to President. Over the summer, we will be on-boarding new directors - stay tuned for more details!

Lastly, our Marketing and Communications team, headed by Rachel Gupta has done so much behind the scenes work for us all. From creating this Annual Report to ensuring our websites, emails, and phone lines work, we would not be where we are without Marketing and Communications. For those of you graduating S.W.A.M., or know some graduates, reach out to become involved in our alumni network. We would love to hear from you and keep you in the loop on our current events.

Finally, upcoming this Fall we have a new chapter starting lessons. We warmly welcome S.W.A.M. Vancouver to our ever-growing team!

Have a great Summer and see you in the Fall!

Emma Crowley
President of S.W.A.M. Canada



Chapter Relations

Chapter Relations' primary goal this past year was to maintain open lines of communication with and between Chapters, and to ensure compliance among Chapters with S.W.A.M. Canada's Membership Agreement.

Over the past year, Chapter Relations—along with Marketing & Communications—assisted Chapters in rolling out a new registration platform for swimmers and volunteer instructors. We were able to support Chapters with various registration issues and obtain criminal record checks for all volunteers.

We love communicating with Chapters to ease their procedural burden; whether it be required documents to be filed, registration, criminal record checks, grant proposals, fundraising, or anything in between, we are thrilled to help! We appreciate all of the feedback we get from Chapters throughout the year and hope that we can continue to open the lines of communication going forward.



Chapter Relations also worked incredibly hard to create a streamlined Welcome Package filled with information for new Chapter executives about getting their chapters up and running, and with important deadlines to meet throughout the year. The Welcome Package serves as an introduction to several other precedents found in each Chapter's Google Drive folder.

Finally, a big welcome to our new Vancouver Chapter! S.W.A.M. Vancouver is the first of many 'Chapters-in-waiting' that has gotten the green light from S.W.A.M. Canada's Board of Directors, and will start lessons this Fall 2019.

We are so excited to dive into a new S.W.A.M. swimming season!

Marketing & Communications



The Marketing & Communications (M&C) Committee has been busy establishing ourselves under our new brand as Swimming With A Mission. With our new name and logo in place, our committee worked hard to update all our websites, social media pages, and letterheads, to make our transition to S.W.A.M. as seamless as possible for our Chapters and the community.

This year our biannual community newsletter for Chapters, Volunteers, and Parents/ Swimmers went out to our Alumni Network for the first time, and it has been a huge hit! We've seen an overall 40% increase in engagement with our content, based on open and click rates. We're always excited to share what we've been up to across the country, and celebrate all our collective achievements.

In the upcoming year we are going to continue building our Alumni Network for all past volunteers. This allows Alumni to stay connected and informed on what is going on in the S.W.A.M. community, and provides opportunities to get involved again at a national level. To further strengthen our brand, we are working on some exciting new S.W.A.M. initiatives including promotional videos and merchandise - please keep an eye out for more details!



Partnerships & Fundraising



Our strategic partnerships are vital to the success of S.W.A.M. Canada. Without the support of our partners, we couldn't continue to add new chapters across Canada or provide funds to expand our existing chapters. As we move into another exciting year, we will continue to look for ways to grow our current partnerships and explore new partnerships with aligned organizations.

This year S.W.A.M. Canada launched a formal chapter funding initiative. As a result, the National Board is working more closely with our chapters to ensure their needs are being met. We will continue this initiative in the coming years to ensure the sustainability of our organization.

Each of our key partners are outlined below with some important highlights of our achievements this past year!

Special Olympics Ontario

The 2018-2019 year was S.W.A.M.'s second year as a *Partner in Play* with Special Olympics Ontario. Special Olympics Ontario continued to be extremely supportive in opening up new opportunities for funding for S.W.A.M. and enthusiastically promoted our program to potential participants and volunteers. A total of 215 participants and 85 volunteers from S.W.A.M. have registered as Special Olympics Ontario members. Working together with Special Olympics Ontario, we can provide affordable and inclusive programs to thousands of Canadian children with special needs.



Special thank you to James Norohna & Wesley Samonte for their ongoing support of S.W.A.M. We hope to continue to expand our partnership with Special Olympics in the coming years.

To learn more about Special Olympics Ontario and the *Partners in Play* initiative, visit www.specialolympicsontario.com/play.



GoodLife Kids Foundation

S.W.A.M. Canada has once again been awarded a \$10,000 grant for the 2019-20 year from GoodLife Kids Foundation (GLKF). GLKF helps break down barriers to participation and provide physical activity opportunities to kids with special needs in communities across Canada. We are very excited to continue to be able to provide this funding back to our chapters to help cover the costs of running our program and encourage more participants. This year, GLKF wrote a story about one of our families in Sudbury—please find below:

“Look Mommy, I can swim!” seven-year-old Oliver shouts from the pool as he and twin brother Sebastian paddle around the pool with confidence.

Twin brothers Oliver and Sebastian are inseparable. Oliver, the oldest of the two, has autism while Sebastian has a mild learning deficit, making learning in larger group settings a challenge for the twins.

Four years ago, Oliver and Sebastian’s mom, Vanessa, enrolled the boys in Swimming with a Mission (SWAM)- an organization that provides one-on-one swimming lessons for children with disabilities across 13 chapters in Canada. The goal for children in the SWAM program is to work with the same instructor each lesson, helping build trust, form a bond, increase water safety and work towards goals they set together.

Prior to starting in the SWAM program, both boys were afraid of the water, but working with their instructors one-to-one has reduced their fear and made them feel more secure and confident.

Thanks to funding from GoodLife Kids Foundation SWAM is able to continue offering subsidized lessons, providing access and reducing financial barriers for families and children just like Oliver and Sebastian across Canada.

To learn more about GoodLife Kids Foundation, visit goodlifekids.com.

GoodLife
KIDS
FOUNDATION®

Ivey Community Consulting Project (CCP)

S.W.A.M. Canada partnered once again with a team of pro-bono Ivey consultants to build an engagement strategy for our organization. Thank you to the entire team for your support. Stay tuned for the execution of some of their key recommendations!

Ivey CCP team:

- Felice Lai (Accenture)
- Kirstin Hudon (Accenture)
- Nadia Ladak (Ivey)
- Rachel Duan (Ivey)
- Utsab Roychowdhury (Ivey)
- Douglas Chiu (Ivey)



Risk Management

The Risk Management Committee's focus this year was on taking a more proactive approach to risk management and to further support S.W.A.M. Canada's re-branding initiative from the previous year. S.W.A.M. Canada submitted two applications to the Canadian Intellectual Property Office to formally register two trademarks encompassing both the organization's name and logo. The registration process is expected to be complete by Fall 2019.

S.W.A.M. Canada's Membership Agreement, which outlines the terms of the relationship between S.W.A.M. Canada and each Chapter, was also revised this year. In particular, the terms and conditions of Chapters' use of S.W.A.M. Canada's intellectual property, including trademarks and training and other support materials, were amended. The revised form of the Membership Agreement will be implemented in advance of the Fall 2019 lessons.

In addition, the Risk Management Committee also amended S.W.A.M. Canada's by-laws to ensure consistency with the re-branding initiative and with the revised Membership Agreement. The amendments also clarified procedures regarding the passing of director and member resolutions. The amended and restated form of the by-laws was accepted by the Board of Directors and subsequently confirmed by Chapters at the 2019 Annual General Meeting.

Moving forward, the Risk Management Committee intends to retain outside legal counsel on a pro bono basis to assist with S.W.A.M. Canada's ongoing corporate law needs.



Nominations



The Nominations Committee's main role is to recruit new, passionate members of the community for open Board and committee positions. During the 2018-2019 year, seven Board positions opened up and we have been actively interviewing candidates for these roles. Two of these positions were filled, with Emma Crowley as our new President and Salman Ahmad as the Director of Monitoring and Evaluations in late 2018. We are very excited for five new Board members to join by August 2019!

This year, we standardized the off-boarding process by creating Off-Boarding Forms for outgoing members of S.W.A.M. to complete prior to the end of their terms. With the information provided, the Nominations Committee is able to revamp our job postings to be as accurate and relevant as possible.

Working with the Marketing and Communications committee, we were able to increase the reach of our recruitment efforts through [Facebook](#), [LinkedIn](#), the [S.W.A.M. Alumni Network](#), and the [S.W.A.M. Canada website](#).

Looking forward to the 2019-2020 year, the Nominations Committee is eager to continue working with the Board to fill upcoming vacancies and to assist with the genesis and/or restructuring of committees.

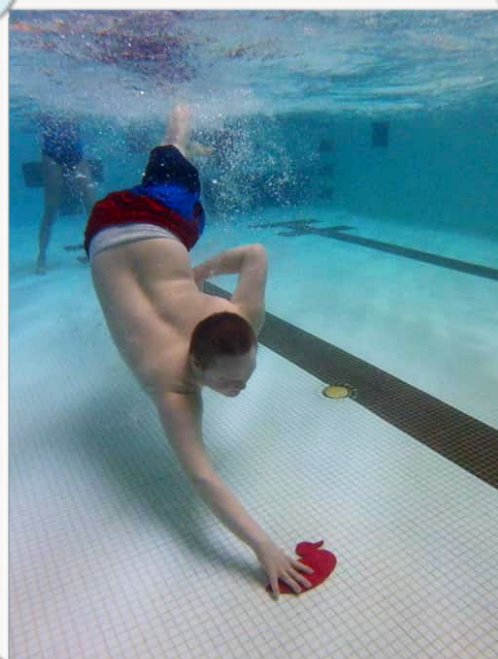


Finance

The Finance Committee is responsible for recommending financial and fiscal policies, due diligence procedures, and budgetary monitoring and oversight to broadly support the mission, values, and strategic goals of S.W.A.M. Canada. This year, the Finance Committee was able to play a large role in supporting our Chapters due to the funding initiatives spearheaded and secured by the Partnerships & Fundraising Committee. We provided \$3,700 in funding to Chapters to alleviate several financial constraints including pool rental costs, marketing materials, insurance fees, and lesson cost subsidies for parents and caregivers.

In the 2019-2020 year, we will support Chapters by helping to offset the costs of their provincial criminal record checks where needed. With the additional donation and grant money from Special Olympics Ontario and the GoodLife Kids Foundation, we will have the capability to support more broad Chapter funding requests in the upcoming year. We encourage all of our Chapters to take advantage of this opportunity by requesting funding when it's available.

We are also in the process of implementing a framework for consistent and comparable budgeting and financial reporting at both the national and Chapter level. This will enable us to derive more precise insights into the financial health of the organization, and we will be able to support our Chapters accordingly. Please be on the lookout for this development early next year!





Balance Sheet

Swimming With A Mission Canada

As of: April 30, 2019

ASSETS

CASH & BANK	BALANCE
Checking Account	\$9,199.79
Restricted Cash	\$20,956.93
Seed Funding	\$3,075.00
TOTAL FOR BANK	\$33,231.72
OTHER CURRENT ASSETS	BALANCE
Accounts Receivable	\$600.00
TOTAL OTHER CURRENT ASSETS	\$600.00
LONG-TERM ASSETS	BALANCE
Long-Term Assets	\$0.00
TOTAL LONG-TERM ASSETS	\$0.00
TOTAL ASSETS	\$33,831.72

LIABILITIES

LIABILITIES	BALANCE
Accounts Payable	\$7,945.37
Long-term Liabilities	\$0.00
TOTAL LIABILITIES	\$7,945.37

EQUITY

Previous Year(s) Earnings	\$18,280.26
Current Year Earnings	\$7,606.09
TOTAL EQUITY	\$25,886.35



Income Statement

Swimming With A Mission Canada

Reporting Period: May 01, 2018 to April 30, 2019

REVENUE

Program Income - Membership Dues	\$2,400.00
Direct Public Grants - Non-profit Organization Grants	\$16,952.63
TOTAL REVENUE	\$19,352.63

COST OF GOODS SOLD (COGS)

Total Cost of Goods Sold (COGS)	\$0.00
GROSS PROFIT	\$19,352.63

OPERATING EXPENSES

AGM & Work Weekend	\$576.24
Bank Fees	\$87.40
Computer - Hosting, Domains, Email Addresses	\$420.04
Government Filing Fees	\$213.80
Insurance - Professional Liability	\$1,254.42
Legal Fees	\$2,760.00
Name Change	\$92.25
Other Expenses	\$3,700.59
Rent Expense	\$395.00
Telephone	\$471.30
Volunteer Canada	\$125.00
Website Development	\$1,650.00
TOTAL OPERATING EXPENSES	\$11,746.04
NET PROFIT	\$7,606.59

Monitoring & Evaluations

The Monitoring & Evaluations (M&E) Committee had another busy year as we hoped to continue the success and momentum built in 2017-2018. The implementation of a centralized online registration system in Fall 2017 continues to gain traction with more and more Chapters adopting its use. This initiative is game-changing as it enables seamless on-boarding for parents and instructors while providing the organization with a snapshot of the children we serve (age, gender, range of disabilities, etc.). We hope to ensure full compliance from all Chapters moving forward as we refine the registration forms to better meet everyone's needs.

This year, the M&E Committee overhauled the end-of-year feedback surveys for parents and volunteers. The aim was to collect comprehensive data around the following goals:

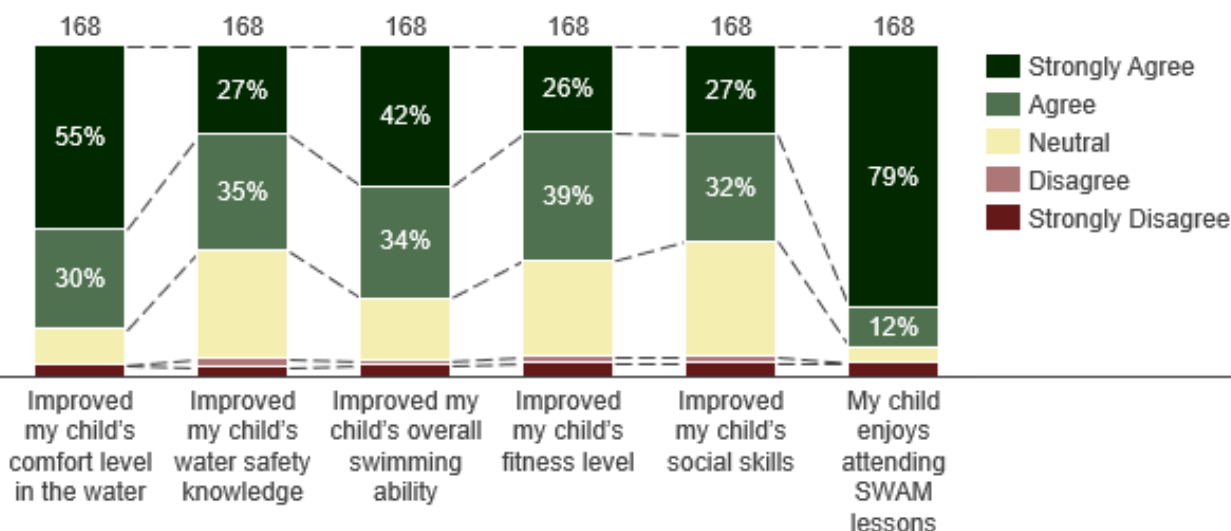
- Understand the progress S.W.A.M. is making against its mission (to provide affordable and accessible one-on-one swimming instruction to children with special needs).
- Assess parent/swimmer and instructor satisfaction and identify improvement opportunities.
- Evaluate chapter operations and identify improvement opportunities.
- Collect data needed to support fundraising, sponsorship, and volunteer recruiting activities.



168 parents and 56 instructors responded to the survey with satisfaction rates (rated 4 or higher) of 98% & 96%, and Net Promoter Scores scores of 96 and 88, respectively. Based on response rates, parent and instructor feedback, and annual reviews, we will continue to modify the survey to accurately measure the impact of the organization. More details on the survey results can be found below.

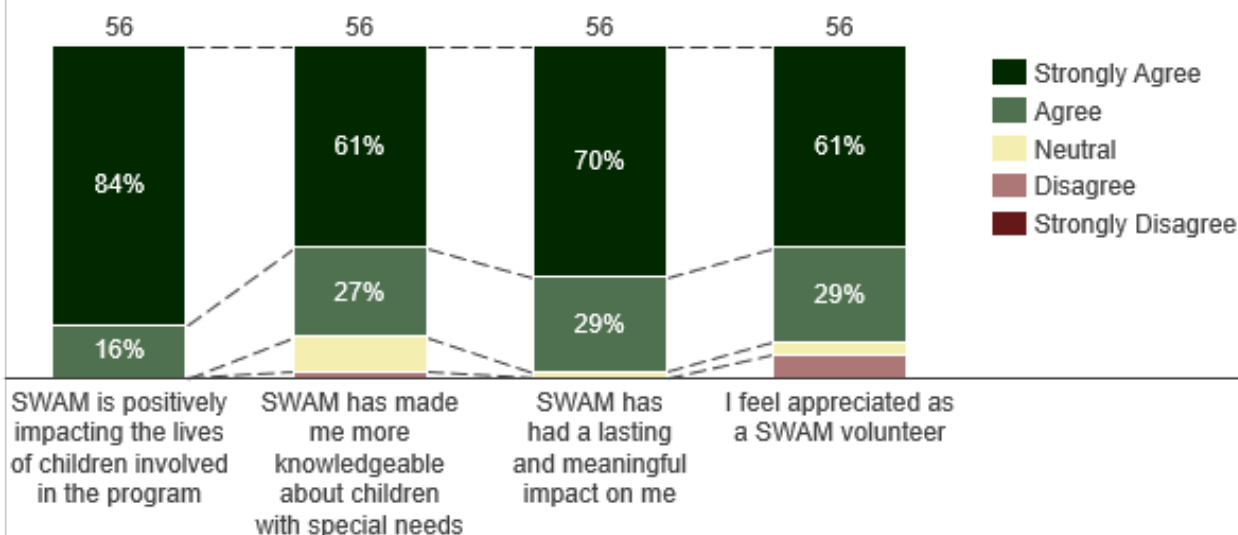
Parents: S.W.A.M. Impact

Q: Please rate your level of agreement/disagreement with the following statements on S.W.A.M.'s impact on your child.



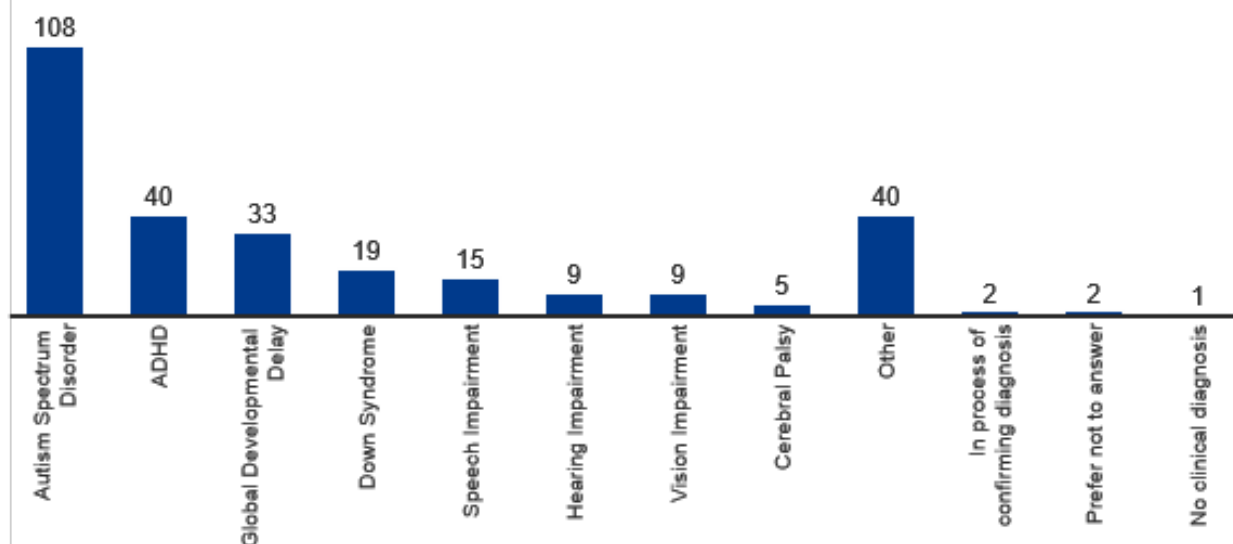
Instructors: S.W.A.M. Impact

Q: Please rate your level of agreement/disagreement with the following statements on S.W.A.M.'s impact.



Parents: Child's clinical diagnosis

Q: What is your child's clinical diagnosis? Check all that apply.
(n = 168)



Parent Testimonials

"My son Avery looks forward to [S.W.A.M.] every Sunday. There are few sports he feels comfortable playing due to noise or his abilities. Every year he truly forms a bond with his volunteer [instructor] and looks forward to telling them things he has achieved during the week. For myself I am pleased with the cost of the program as to put Avery in private lessons would be out of our budget. I am thankful for all of your hard work in putting this program together for all of our amazing children!"

"[S.W.A.M.] has helped us to connect with other special needs parents while our children are swimming. It is so enjoyable for me to watch all the children at their different levels improve every class."

"[S.W.A.M.] has helped my child feel more confident in the water. When he started he refused to go where he couldn't touch the bottom and now he will swim/float all over the pool. He looks forward to Sundays and going to swimming lessons. I am grateful for the opportunity to put my child into swimming lessons without it causing financial hardships. I feel blessed to have such understanding volunteers who work with my son at his pace."

Volunteer Testimonials

"[S.W.A.M.] is a wonderful experience for both swimmers and instructors! Each week we have the opportunity to work a variety of physical, cognitive, and social skills through physical activity and play. It not only develops the skills of swimmers, but makes instructors more familiar with teaching students with a variety of abilities and improves communication skills."

"One of my swimmers came to me only being comfortable in the water with a life jacket. He's recently started swimming without the aid of floatation devices for short periods. At the end of that session his mother began tearing up while explaining the impact that our work [as] volunteers has not only in the child's life but their whole family's as well."



"My favourite part of being a [S.W.A.M.] instructor is knowing that I've made even a small impact on a child's life. My favourite part of the program was when my student, who [lives with] autism, gave me a hug at the end of the season. This was a rare thing for her, and I felt really special and proud that she thought I deserved it. I was so happy that she enjoyed our lessons as much as I did!"

"As a Registered Nurse, I really value the one-to-one teaching and learning that builds confidence and capacity in both the swimmers AND the instructors. The [S.W.A.M.] Program is holistic in nature and exemplifies empathy and inclusion."



S.W.A.M. Canada Team

Board of Directors

Emma Crowley.....	President
Bosco Tong.....	Vice President
Kate Dillon.....	Secretary
Shyam Venkatraman.....	Treasurer
Ainsley Nantes.....	Director of Partnerships & Fundraising
Keara Lundrigan.....	Director of Chapter Relations
Psalm Cheung.....	Director of Risk Management
Rachel Gupta.....	Director of Marketing & Communications
Salman Ahmad.....	Director of Monitoring & Evaluations

Marketing & Communications Committee

Andy Tran.....	Social Media Manager (2018)
Anne Yang.....	Social Media Manager (2019)
Catherine Leurer.....	Alumni Relations Co-Manager
Amanda Fluke.....	Alumni Relations Co-Manager
Maria Perova.....	Writer & Editor
Nadia Ladak.....	Merchandise Manager

Nominations Committee

Cara Summers.....	Hiring Manager
Vincent Cao.....	Hiring Manager

Partnerships & Fundraising Committee

Georgia Besant.....	Grants & Partnerships Specialist
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