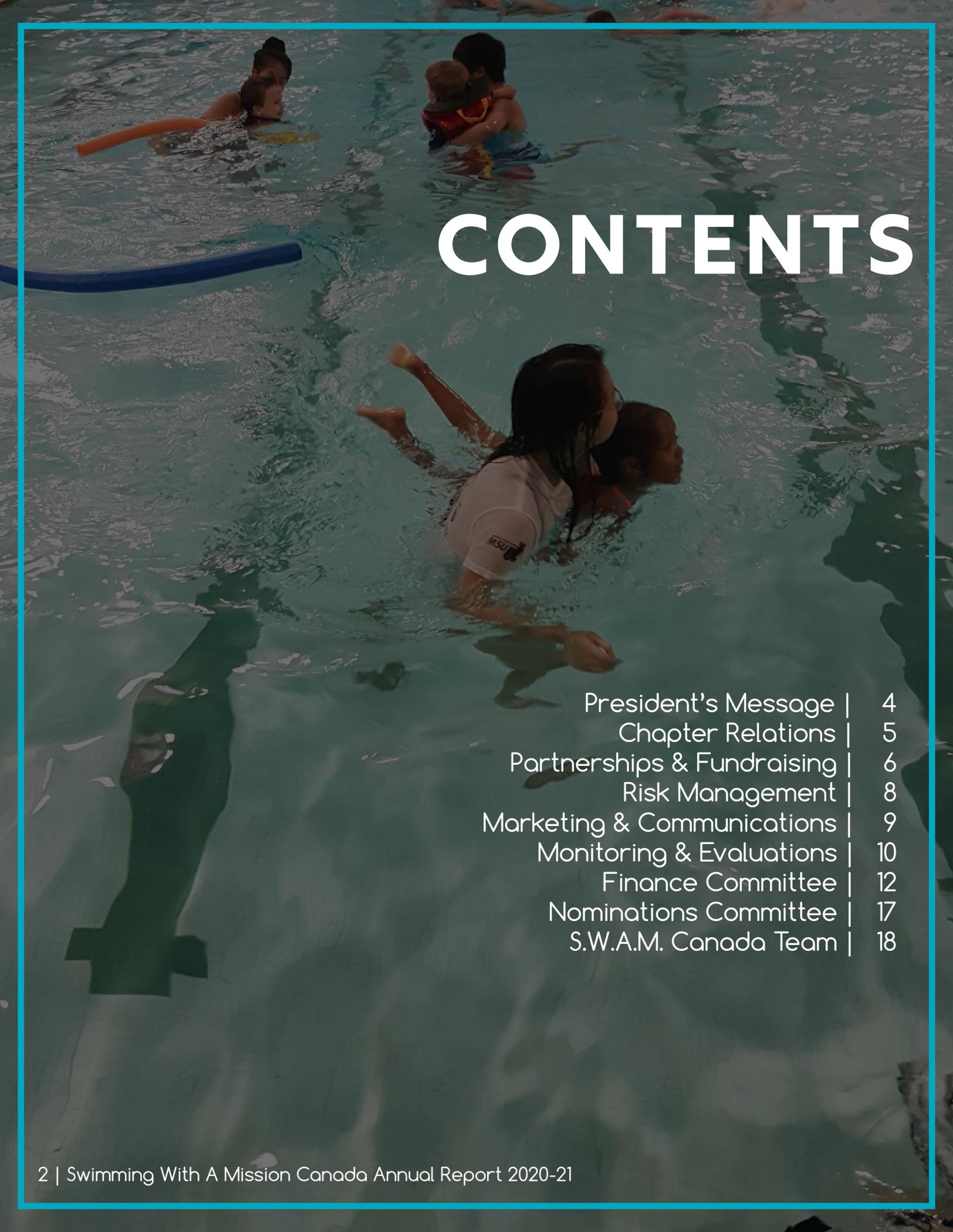




ANNUAL REPORT 2021



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



CONTENTS

President's Message		4
Chapter Relations		5
Partnerships & Fundraising		6
Risk Management		8
Marketing & Communications		9
Monitoring & Evaluations		10
Finance Committee		12
Nominations Committee		17
S.W.A.M. Canada Team		18

15

Chapters

1791

Swimmers

822

Instructors



ACROSS THE COUNTRY

PRESIDENT'S MESSAGE



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

Thank you so much to our volunteers, executive teams, families, and swimmers for remaining involved with S.W.A.M., despite a much different past year and a half than we all anticipated. This has been a difficult year for everyone, and we look forward to rejoining you in the water once it is safe to do so.

Despite not being able to have lessons, our organization has continued to innovate and grow over the past year. One such example is our Ottawa Chapter, who worked around the restrictions and developed their "S.W.A.M. In a Doc" initiative to stay connected - virtually - with their swimmers.

We have continued to maintain great relationships with partner organizations such as Special Olympics Ontario, Goodlife Kids Foundation and Pastel Education. We look forward to continuing these partnerships as we return to the pool.

This year our Risk Management Team has done an excellent job in registering our trademarks from our most recent name change. This is complemented well by our recent development of a Brand Manual by our Marketing Team. This will help create a cohesive brand for S.W.A.M. Canada. Check us out on Instagram or Facebook!

We are always looking for enthusiastic volunteers for our Board and Committee Positions. We currently have 2 Board Positions open, Chapter Relations and Secretary. Please reach out to our Nominations Committee if you are interested.

For those of you graduating from S.W.A.M., or if you 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. Hope that you all have a great rest of your summer, and we hope to see you in the water as soon as it is safe to do so.

CHAPTER RELATIONS

Chapter Relations began this S.W.A.M swimming season with renewed hopes to see S.W.A.M volunteers and swimmers across the country back in the pool. Unfortunately, due to the COVID-19 pandemic it was not possible to run any programs in the scheduled Fall 2020 or Winter 2021 swim semesters.

Despite pool closures affecting lessons across the country, it was incredible to see the effort our Chapters made to continue connecting with their communities during these unprecedented times. It was clear from an outpouring of participant testimonials across the country just what the S.W.A.M. programs mean to many families and how much they missed them this year.

We thank all Chapters for their continued dedication to running successful swim programs and their enthusiasm for upkeeping their organizational structure in a year absent of swimming. In particular, the S.W.A.M. Canada Board of Directors was delighted to connect with our Ottawa Chapter and support their launch of the “S.W.A.M. In a Doc” initiative. Members of the Ottawa Executive and instructors volunteered their time and leveraged Google Classroom to connect with swimmers and their families in a new way. They successfully promoted and compiled a list of fun online resources that emphasized movement activities parents and children could enjoy at home. This is just another example of the creativity our members bring to S.W.A.M.!



As we approach a new year, we would like to remind everyone that Chapter Relations is ready to assist all members with any bureaucratic hurdles faced in their day to day Chapter operations. We are hopeful that the support Chapter Relations offers will become more needed as restrictions open up and public health measures relax.

Thank-you again to all of our hardworking Chapter Executives and Volunteers that have continued to advocate for their communities in these strange times. We look forward to seeing you all back in pools across Canada again soon!



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. In addition, our partners are able to help us streamline our operations, save us time and money, and provide great resources to share with our instructors, parents and swimmers! 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.

S.W.A.M. Canada continues its chapter funding initiative. The board continues to work with all chapters to ensure their financial needs are being met. We will continue this initiative in the coming years to ensure sustainability of all chapters and our organization.

Each of our key partners are outlined on the following pages with some important highlights of our achievements this past year!

This year we would like to give a special mention to our fantastic committee member, Natalie Pitch. Natalie has been absolutely instrumental in finding new grants to apply to, and helping with the application paperwork. The pandemic has made it increasingly difficult to get funding, however Natalie has shown initiative and dedication so S.W.A.M. can continue our mission of providing affordable and accessible lessons!

We would also like to give a special mention to Pastel Education, a platform that provides education modules and resources to help support children on the Autism Spectrum. Pastel Education provides simulation based modules to provide our instructors the knowledge and skills to better support our swimmers with ASD. This year, Pastel Education was provided free of charge making it accessible to all chapters and instructors at S.W.A.M! To utilize or share their resources, visit:
<https://www.pasteleducation.org/>



**pastel
education.**



Special Olympics Ontario



The 2020-2021 year was S.W.A.M.'s fourth 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. Working together with Special Olympics Ontario, we can provide affordable and inclusive programs to thousands of Canadian children with disabilities.

A special thank you to them this year for allowing us to leverage their Healthy at Home programming: a way to keep our swimmers engaged and active during social distancing. Healthy at Home has provided many unique and creative activities such as a Coast to Coast Walking challenge, weekly wellness challenges and mindfulness meditation sessions.

We have successfully rolled out the Give Program with the Special Olympics Ontario. This program allows us to leverage our partnership with the Special Olympics to create specific fundraisers for S.W.A.M to allow tax refundable donations directly to our organization. We thank all those who have already used this platform to donate to S.W.A.M.! To donate to S.W.A.M. nationally, or a specific chapter, visit <https://give.specialolympicsontario.com/campaigns/swam-canada/> Special thank you to Christopher Mehak & James Noronha 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.

S.W.A.M. Canada has been awarded grants in the past 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, we were able to leverage the MOVE program by GLKF during social distancing. MOVE was designed to get youth with disabilities active over virtual classes, completely free of charge to families. We thank GLKF for letting us leverage great resources such as this during such an unusual year!

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

RISK MANAGEMENT

This year, the work of the Director of Risk Management consisted primarily of supporting the National Board's efforts to respond to the COVID-19 pandemic, including monitoring the development of the pandemic, community health guidelines and provincial re-openings.

The Director of Risk Management was a member of S.W.A.M. Canada's ad hoc committee responsible for tracking the evolution of the pandemic and providing a recommendation with respect to the continuation/suspension of lessons.

The Director of Risk Management also played a key role supporting Chapters' efforts to develop alternative programming to stay connected and engaged with their swimmers.

Finally, the Director of Risk Management continued to work diligently with Blake, Cassels & Graydon LLP (Blakes) — one of Canada's top full-service law firms and S.W.A.M. Canada's external legal counsel — to advance the registration of certain S.W.A.M.-related trademarks. S.W.A.M. Canada and Blakes are pleased to report that the Registrar of Trademarks has granted preliminary approval in respect of two trademark applications for S.W.A.M. Canada's logo and full name ("Swimming With A Mission").





MARKETING & COMMUNICATIONS

S.W.A.M. Canada's Marketing & Communications Committee works towards the goal of building a community among S.W.A.M. chapters, swimmers, parents and volunteers through our social media, newsletters, and Alumni Network.

During the suspension of lessons and regular S.W.A.M. programming due to the COVID-19 pandemic, we focused on re-establishing our presence online. As most of the world increased their dependence on the internet, we felt that it was necessary to take this time to gain a proper footing and create an online network where our S.W.A.M. community could truly be connected.

The first part of this was the establishment of S.W.A.M. Canada's first brand manual, which was provided to Chapters to ensure that our branding remained consistent across their websites and social media accounts as well as our own at the level of the national board. Chapters readily took on these branding guidelines, and we saw a clear increase in the connectivity of our brand across all of our related accounts.

We also established a new Instagram account for S.W.A.M. Canada, giving us a chance for a clean slate that we could build a cohesive brand on. This account has gained a significant initial following and has maintained our brand during the pandemic by acknowledging major days of significance and sharing resources.

Moving forward, once regular S.W.A.M. programming resumes, this established presence will give us the footing we need to reach out to swimmers, parents, and volunteers across the country, as well as provide S.W.A.M. Canada with a clear identity on social media.

We also hope that in the future we will be able to assist our Chapters with promotional material for in-person programming and increase community engagement between Chapters.



MONITORING & EVALUATIONS

The main role of the Monitoring & Evaluations (M&E) committee is to understand the impact S.W.A.M. is having on its three main stakeholder groups: 1) Swimmers and parents, 2) Instructors, and 3) Chapter Executives. To accomplish this, we field annual end-of-year feedback surveys to each of these groups. The design of these surveys and the questions asked are directly related to the swimming lessons as we cover topics ranging from S.W.A.M.'s impact on swimmers and instructors to chapter and lesson operations.

End-of-year feedback surveys were not administered for 2020-2021 given the cancellation of the swimming seasons. Without swimming lessons taking place, there was no feedback we could gather on their impact and operations. We also did not want to burden parents, instructors, and Chapter Executives with an unnecessary questionnaire during this time.

That being said, last year was our first time conducting an end-of-year feedback survey for Chapter Executives. At the release of the 2019-2020 annual report, this survey was still in-fielding so we could not publish the results but we now have some data to share. As an important stakeholder group, the goals of the survey were to:

- Gauge the quality of the relationship between Chapters and the Board
- Assess how the Board performs on various factors (communication, registration, etc.)
- Obtain feedback from chapters on how the Board may provide better support

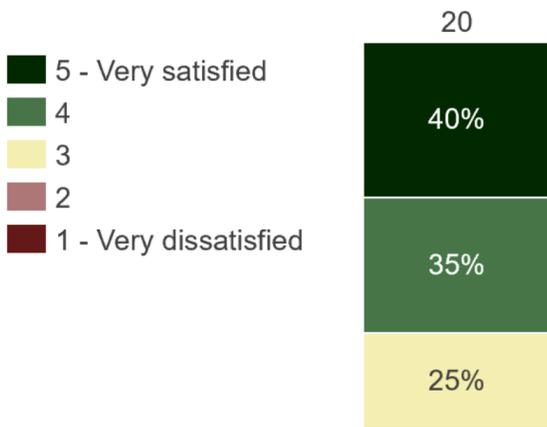
We had 20 total respondents of which 40% were Chapter Presidents and the remainder were a mix of other Executive positions. We are satisfied with this response rate as we were aiming for at least 1 respondent from each of the 15 S.W.A.M. chapters across the country (Note: since the surveys were anonymous, we cannot guarantee each Chapter responded). Chapters were generally satisfied with the Board given a satisfaction rate of 75% (rated 4 or higher out of 5). While there is clearly room for improvement, we did not see any common theme of issues across Chapters, rather there were one-off situations that needed to be handled independently.

Overall, the Board found these results to be promising and the information from this survey can be used to better the relationship with Chapters in the coming years. More details on the survey results can be found below.

Note: The following are results from the 2019-2020 Chapter Executive end-of-year feedback survey. A survey was not fielded for the 2020-2021 fiscal year.

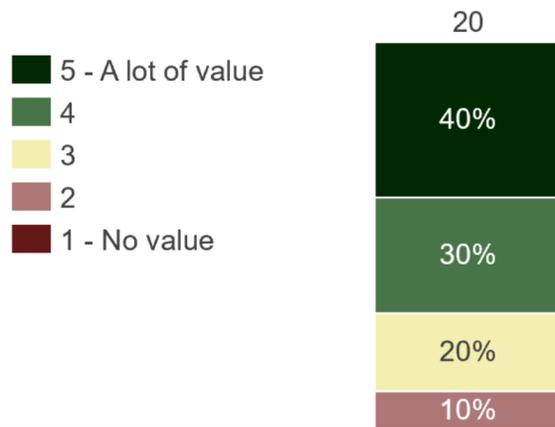
Chapter Executives: Overall Board satisfaction

Q: Please rate your overall satisfaction with the SWAM Canada Board.



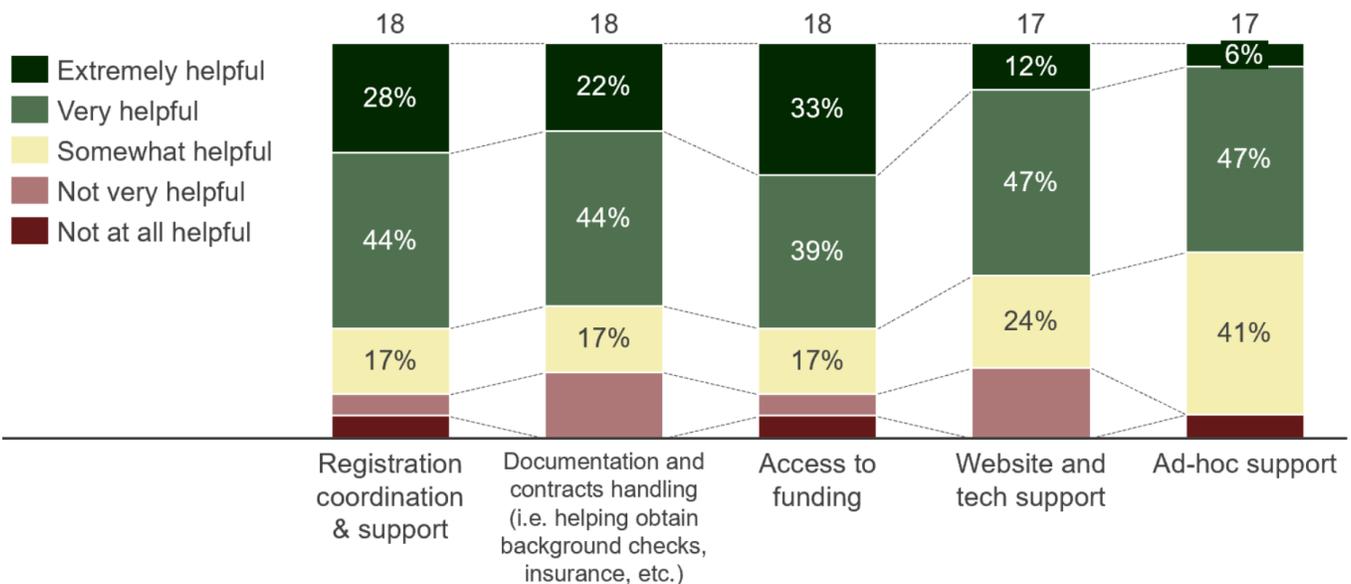
Chapter Executives: Board value-add

Q: How much value does the SWAM Canada Board provide you as a Chapter Executive?



Chapter Executives: Board helpfulness

Q: How helpful is the SWAM Canada Board in the following areas?



FINANCE COMMITTEE

The Finance Committee is responsible for recommending financial and fiscal policies, due diligence procedures and budgetary monitoring as well as oversight to broadly support the mission, values, and strategic goals of S.W.A.M. Canada.

The 2020-2021 year was an unusual and unfortunate one due to the COVID-19 pandemic, and as a result, the Finance Committee was unable to play as significant a role in supporting our chapters. S.W.A.M. Canada provided roughly \$1,000 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. This is a decrease in chapter support from previous years, but once Chapters can provide lessons to students, the Finance Committee will put its full support behind all endeavours.

Going forward, we will continue to support chapters by helping to offset the costs of their provincial criminal record checks as needed. As mentioned earlier, our goal is to provide even more support to Chapters in the coming years so that they may grow their operations. Therefore, we encourage our Chapters request funding whenever needed. Due to the implementation of the GIVE platform, SWAM is more easily able to receive donations from individuals and corporations; thus, enhancing our ability to provide funding to Chapters. The Finance Committee is also in the process of finalizing and implementing a framework for consistent and comparable budgeting and financial reporting at both the national and Chapter level. This undertaking will help us to deepen our understanding of the financial health of all parts of the organization and allow us to better meet the needs of Chapters. Please be on the lookout for this development!



PROFIT AND LOSS

ACCOUNTS

May 01, 2020
to Apr 30, 2021

Income

Direct Public Support – Business Contributions	\$250.00
Direct Public Support – Individual Contributions	\$1,162.36
Total Income	\$1,412.36

Total Cost of Goods Sold

\$0.00

Gross Profit

\$1,412.36

As a percentage of Total Income

100.00%

Operating Expenses

Advertising & Promotion	\$259.00
Bank Fees	\$53.25
Insurance – Professional Liability	\$811.00
Legal Fees	\$384.90
Telephone	\$586.26
Total Operating Expenses	\$2,094.41

BALANCE SHEET

ACCOUNTS	Apr 30, 2021
Assets	
Cash and Bank	
RBC Current Account	\$1,310.46
RBC Special Olympics Account	\$13,806.18
Restricted Cash	\$1,025.00
Total Cash and Bank	\$16,141.64
Other Current Assets	
Accounts Receivable	\$200.00
Total Other Current Assets	\$200.00
Long-term Assets	
Total Long-term Assets	\$0.00
Total Assets	\$16,341.64
Liabilities	
Current Liabilities	
Deferred Revenue	\$200.00
Total Current Liabilities	\$200.00
Long-term Liabilities	
Total Long-term Liabilities	\$0.00
Total Liabilities	\$200.00
Equity	
Retained Earnings	
Profit for all prior years	\$16,823.69
Profit between May 1, 2020 and Apr 30, 2021	-\$682.05
Total Retained Earnings	\$16,141.64
Total Equity	\$16,141.64







NOMINATIONS COMMITTEE

S.W.A.M. Canada currently has the following positions open for applications!

RISK MANAGEMENT ANALYST

The Risk Analyst will be responsible for assessing organizational risks, and providing legal assistance to the Board of Directors.

GRAPHIC DESIGNER

The Graphic Designer will be responsible for creating graphic designs according to a pre-established brand manual

ALUMNI RELATIONS MANAGER

The Alumni Relations Manager will be responsible for updating and maintaining a list of S.W.A.M. Canada volunteer alumni.

SECRETARY

The Secretary will serve on the Executive Committee, keep copies of the organization's bylaws and the Board's policy statements, and maintain our internal record-keeping by updating lists of Officers, Board Members, Committee Members, and ensuring overall organization of key documents.

CO-DIRECTOR OF CHAPTER RELATIONS

The Co-Director of Chapter Relations will work alongside the Co-Director of Chapter Relations to Chair the Chapter Relations Committee. They will advocate for Chapters, and act as the liaison between Chapters and the Board.

For more information on any of these roles, view the full postings on our website at bit.ly/workwithswam.

BOARD OF DIRECTORS

Emma Crowley
President

Sinan Nasir
Vice President

Nadia Ladak
Secretary

Kristian Barnes
Treasurer

Ana Maria Jaimes Castillo
Director of Chapter Relations

Keara Lundrigan
Director of Chapter Relations

Kait Jack
Director of Partnerships & Fundraising

Psalm Cheung
Director of Risk Management

Sam Marchetti
Director of Marketing & Communications

Salman Ahmad
Director of Monitoring & Evaluations



COMMITTEE MEMBERS

S.W.A.M. Canada would like to give special thanks to our committee members over the 2020-21 season.

Marketing & Communications Committee

Anne Yang - Social Media Manager

Amanda Fluke - Alumni Relations Manager

Maria Perova - Writer & Editor

Monitoring & Evaluations Committee

Matthew Angoh - Data Analyst

Partnerships & Fundraising Committee

Natalie Pitch - Partnerships & Fundraising Specialist

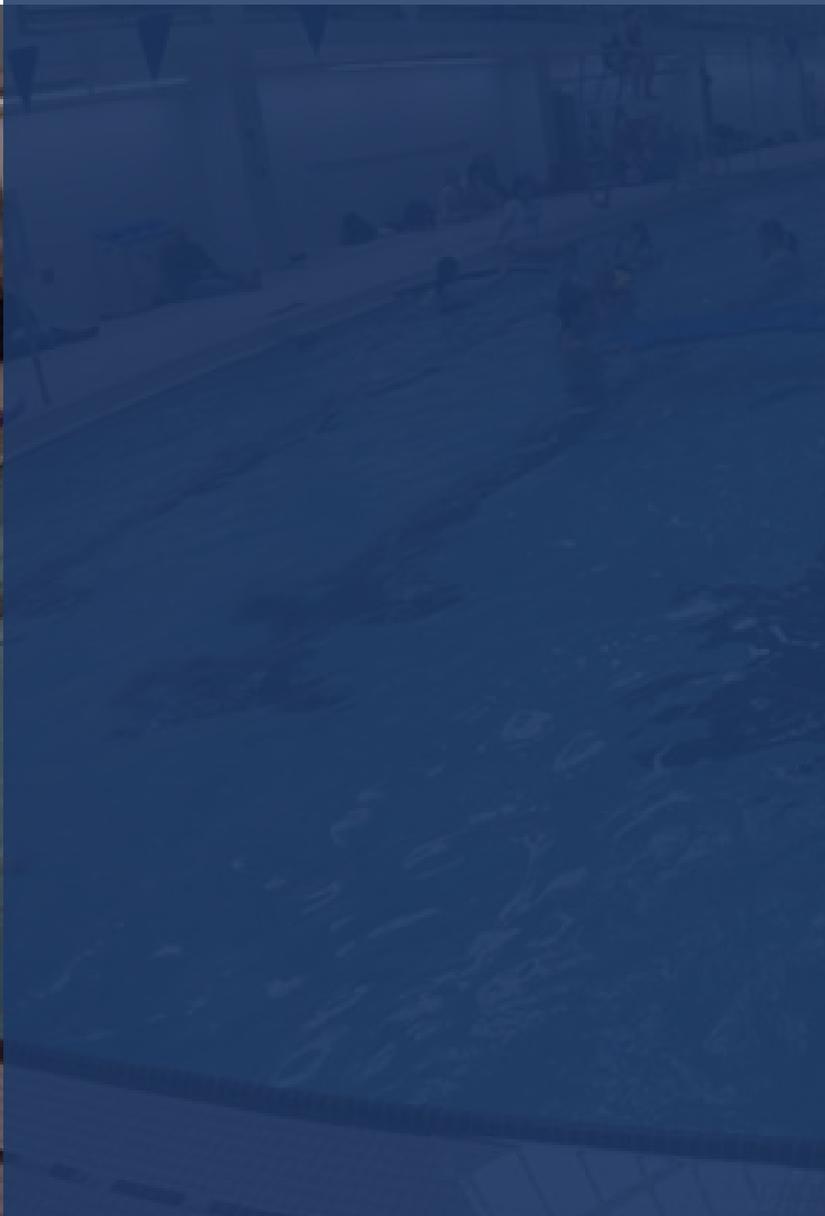
Finance Committee

Miles Elliot - Financial Analyst

Nominations Committee

Cara Summers - Advisor

Scotty Hong - Advisor



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