



2017 Annual Report

About Splash

In late 2014, Simon Holliday brought together a group of swimming enthusiasts to discuss the idea of providing free swim lessons for Foreign Domestic Workers. On March 1, 2015, Splash conducted its first swim lesson with a group of 30 participants and 10 volunteer coaches.



The demand for Splash grew quickly. Over 2015-16, our network of coaches expanded to 50; we provided 1,800+ hours of free lessons; we developed Intermediate and Open Water classes for advanced swimmers; a Practice at Home video series was created and we expanded our mission to include underprivileged youth in April of 2016.



Our turning point came in September 2016, when we received our Section 88 tax exempt status and shortly thereafter a grant from Fu Tak lam Foundation. In addition, we continue to benefit from the generosity of the Hong Kong swim community who have given time, money and resources to help Splash grow into a sustainable organization that can benefit many for years to come.



Why is swimming important?

According to statistics from the World Health Organization (WHO):

- There are an estimated 372 000 annual drowning deaths worldwide. *(The real number is believed to be 3 to 4 times higher as this statistic does not include many underdeveloped countries.)*
- Drowning is the 3rd leading cause of unintentional injury death worldwide
- Low- and middle-income countries account for 91% of unintentional drowning deaths
- Over half of the world's drowning occurs in the Western Pacific Region and South-East Asia Region
- In many Asian countries swimming and water safety are not part of the school curriculum

Drowning is preventable. It involves barriers, regulation, supervision and teaching people to swim.

What makes Splash special?

Splash educates. We remove the fear that many have about water and we replace it with knowledge and skill. We make communities safer because we teach people how to be water safe.

Splash empowers. Learning to swim has been a life long dream for many of our adult participants. Swimming builds confidence at any age and helps people discover their capabilities.

Splash brings people together. We create a welcoming and supportive environment for some of Hong Kong's most disenfranchised. Learning a new skill with others, particularly one as challenging as swimming, creates bonds and gives our participants a sense of belonging.

Splash promotes well-being. One in four young people live below the poverty line in Hong Kong and access to sports is limited. Additionally, while Foreign Domestic Workers are integral to the lifestyle and livability for which Hong Kong is known, limited opportunities and services exist for their physical and mental well-being. Swimming is good for the body and mind.

Vision

Create an oasis where we people flourish.

Mission

Splash conducts swim and water safety courses for under-served communities who may not have the access or means for swim lessons. Bringing together experienced coaches in a supportive group setting, Splash provides an opportunity to learn an important life skill which develops confidence, improves well being and allows people to flourish both in and out of the water.

Values

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| Optimistic | We believe attitude is more important than ability. Positive mindsets find ways to succeed and flourish. |
| Active | We think an active lifestyle and healthy bodies lead to healthy thought patterns and constructive goals. |
| Safe | We create an environment where everyone feels safe, always. |
| Inclusive | We welcome everyone into the Splash community with kindness and respect. |
| Simple | We ensure everything we do is transparent and easy to understand. |

Strategic Plan

By 2020, we will provide 5,000 people with the opportunity to learn how to swim and be water safe.

Programme Overview

Foreign Domestic Workers

Beginner

- Splash's core Beginner programme is a 12 week term, run three times per year. Currently split into four classes, Splash serves approximately 140 participants each term.
- Classes take place on Sunday afternoons at Hong Kong International School and Chinese International School.
- Registration is first come, first serve and demand is intense (Our fall term filled in just 29 minutes).
- While classes are free, Splash maintains a strict attendance policy and maintains a graduation rate of 95%
- Our programme is designed to make all participants water safe. By the end of 12 weeks, participants are expected to tread water (30 seconds), float on their back (60 seconds) and swim 25 meters unaided.
- The programme culminates with an open water safety lesson at Repulse Bay Beach followed by a graduation and celebration.

Intermediate and Open Water

- Splash offers Intermediate and Open Water workshops to selected participants who exhibit the required skill for more independent swimming.
- Classes run along the same 12 week term although class size is generally smaller given limited resources.

Employer-Sponsored

- In response to employer enquiries, Splash also offers our Beginner programme in private building complexes.
- Employers pay for the programme and funds received help subsidize our operating costs.

Underprivileged Youth

- Splash's core Beginner programme is a 12 week term, run three times per year.
- Splash partners with schools and charitable organizations who identify children who meet our eligibility requirements.
- The partners are required to secure parental permission and transport children to/from the lesson with attending staff.
- Age ranges from 8-16 year olds
- Classes are held within rented space at public pool facilities
- Splash contracts with Cantonese speaking coaches to assist with delivering the lesson.



What our participants say:



Thank you for the time & dedication - it's priceless. To be able to swim is one of my wildest dreams - thank you for making it happen. And most of all, THANK YOU for bringing out the confidence in me.

I joined Splash because this is one of my biggest dream. Now that I know how to swim I am happy to share what i have learnt from Splash to my kids... I am their coaches now...



Splash has [helped us] conquer our fear. I am so proud because at my 51 years of existence, I was given this once in a lifetime chance.



I still continue, even it takes about two hours transport from where I live because I really enjoy from the first class, always excited to be Sunday, some of them didn't realise if I am from Indonesia and speak Tagalog with me but with that, Splash even more fun for me. Swimming is very good sport and I always jealous to everyone at the beach who can swim to the platform.

Photo credit: Adriana Lica

Results

PROGRAMMES	2015	2016	2017
Adult - Beginner Programmes	6	9	15
Adult - Employer sponsored	1	3	5
Adult - Intermediate & Advanced	3	12	9
Youth Programmes - New	-	4	4
Total Programmes	10	28	33

BENEFICIARIES	2015	2016	2017
Adult Beginners (New)	179	304	486
Adult Workshops (Returning)	46	266	190
Total Adults	225	570	676
Youth (New)		23	37
Youth (Returning)		23	4
Total Youth		46	41
Total (New)	179	327	523
Total (Returning)	46	289	194
Total Participants	225	616	717

Finances

Income Statement

22 Sep 2016
to 31 Dec 2017

Expenses

Donations	317,538
Grants	340,813
Fundraisers and Events	1,676,390
Lesson Fees	125,590
Other Income	8,554
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	2,468,885

Income

Programme Costs	660,590
Fundraising & Development	333,889
General & Administrative	89,707
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Total Expenses	1,084,186

Surplus / (Shortfall) 1,384,699

Statement of Financial Position

Current Assets

Other receivable and prepayments	32,970
Bank Balances	1,204,010
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Total Assets	<u>1,236,980</u>

Current Liabilities

Accounts payable and accruals	128,668
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Total Liabilities	128,668

Equity

Members' funds	1,108,312
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Total Liabilities and equity	<u>1,236,980</u>

Team & Supporters

Lead Funder

Fu Tak lam Foundation

Major Donors

Friends of Asia Hong Kong

Cynthia Lo Charitable Trust

Simon Holliday

Macquarie Foundation (Matching Gift)

Hebert Smith Freehills

Schroder's

Simpson Marine

New Day Asia

Founding Members

Simon Holliday

Shu Pu

Libby Alexander

Advisory Board

Andrew Au

Reyna Harilela

Annemarie Munk

James Riley

Jo Soo Tang

Senior Coaches

Georgia Brown

Linh Carpenter

Janet Humphris

Annemarie Munk, Director of Programmes

Karen Robertson

Ria Vallesteros

Volunteers

Undoubtedly the success behind Splash has been its amazing volunteer base. Splash has trained over 50 volunteer coaches and their enthusiasm for our mission and dedication to the participants both in and out of the water has been integral in building the Splash community.

How can you help Splash?

Funds! Whether through individual donations, grant opportunities or corporate sponsorships, we need to build our financial base so that we can expand our programmes and make Splash sustainable.

Volunteers! Experience is not required but enthusiasm and a desire to create change is. We provide training to those who have a swimming background but have not coached before. Not a swimmer? We could still use your help ... we're always on the hunt for photographers, event planners, grant writers, designers, social media gurus, financial wizards, etc

Awareness! Spread the word about Splash and what we do. Utilize your personal and professional networks to publicize our events and fundraisers. Like our Facebook page to keep current on our latest news.

<http://splashfoundation.org/>

<https://www.facebook.com/Splash-659926837451043/>

