



Annual Report 2019



Dear Friends,

If you can swim, you are less likely to drown. The World Health Organisation estimates that over 320,000 people lost their lives to drowning in 2016. Nearly 60% of these deaths occur among those under the age of 30, and drowning is the third leading cause of death worldwide for children aged 5-14 years. Over 90% of drowning deaths occur in low- and middle-income countries and over half of the world's drowning occurs in the Western Pacific and South-East Asia.

Teaching people to swim and to be safe around water is what we do. But why we do it is to share the joy of swimming with thousands of people who have never had the opportunity to learn.

2019 has been a big year. We have taught 1,114 migrant domestic workers and 255 young Hong Kongers how to swim. That's a 62% increase in beneficiaries over 2018.

Many of our participants experience fears or anxiety about being in water. Others don't exercise regularly. Some live in extremely stressful environments. As volunteer swim coaches, we see people flourish in and out of the water. Self-esteem increases as participants overcome challenges, learn a life skill, and become a 'swimmer'. Physical and mental wellbeing builds as participants realise the water environment can be an oasis from the harsh humdrum of the city. The swimming pool becomes a place of joyful recreation. Horizons widen with many of our participants continuing to swim in groups at their local pools, competing in open water swim races, or returning to their families with a skill and knowledge to pass on to loved ones.

Underpinning all of what we do is a sense of community. Splash brings people together, building bonds between people and giving our participants a sense of belonging. In a world increasingly divided, our work reminds us that young or old, Hong Kong Chinese, Filipino or Indonesian; we're all just human and are not so different in a swim cap and goggles.

What we do is simple. We train people who can swim to teach those who can't. Within 12 – 20 instructional hours the vast majority of our participants can swim and are water safe. Forever. To run our programmes all we need is pools, money to cover our modest overheads, and dedicated volunteers willing to give a few hours a week. The commitment to Splash from our volunteers and the many other supporters has been incredible. With more capital and more access to pools we can continue our mission to make swimming a right rather than a privilege, and to ensure that more in people can be safe in the water; and more empowered and connected because of it.

Simon Holliday
Co-Founder and Board Chair

Libby Alexander
Co-Founder and Executive Director



Mission

Splash Foundation is Hong Kong's only charitable organisation that brings swim and water safety courses to under-resourced communities. Bringing together volunteer and 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.

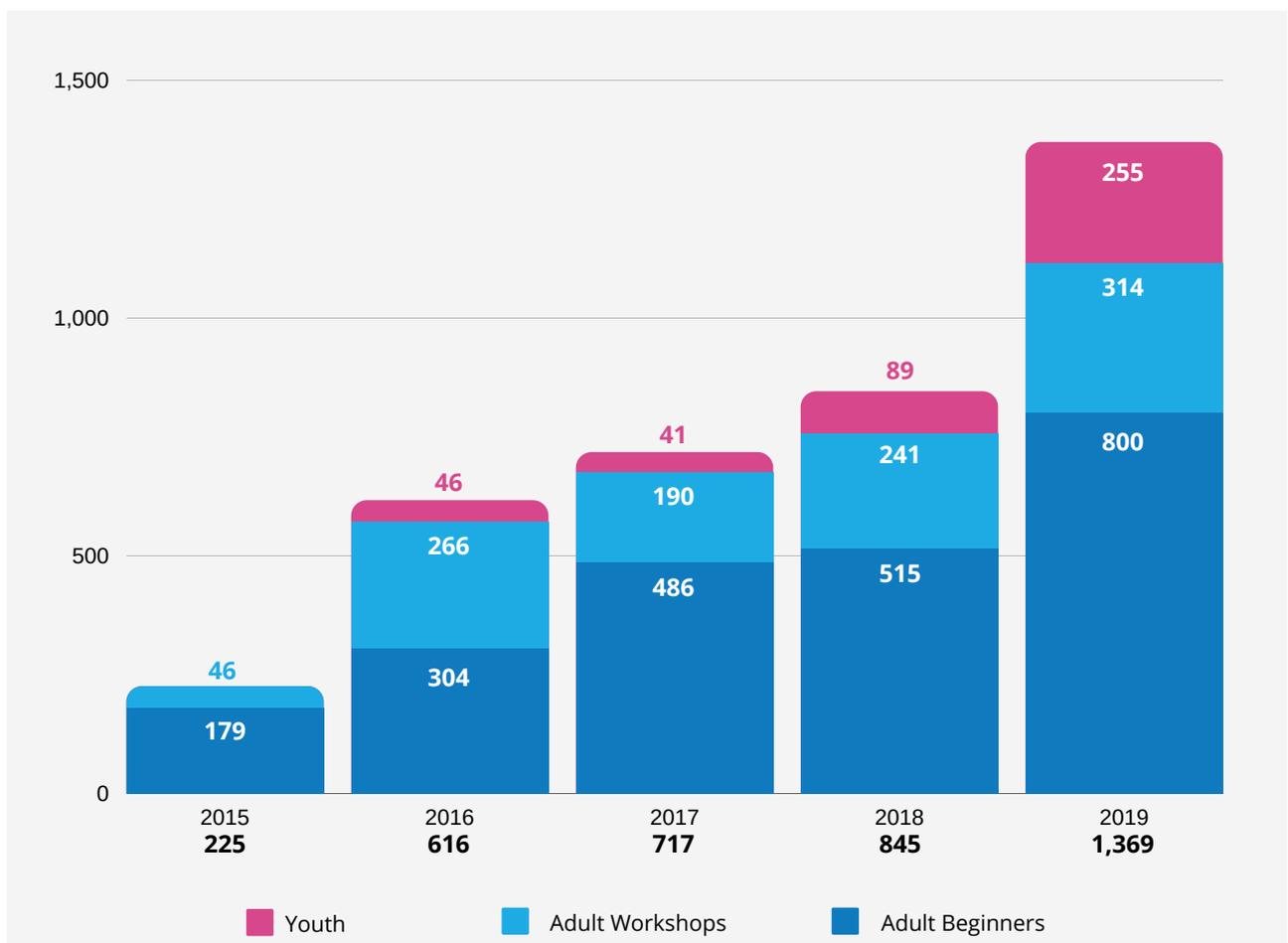
Splash currently works with Migrant Domestic Workers and local kids from low income families.

Strategy

For our adult classes, Splash has created an extensive network of volunteer coaches to execute the majority of our classes. Our coaches come from diverse backgrounds with varying degrees of experience: some are professional, but most are swimming enthusiasts committed to our vision, mission and values. Each volunteer goes through four hours of in-pool and on deck training before they join us in the water. Classes are team-taught with experienced volunteers leading the session and activities.

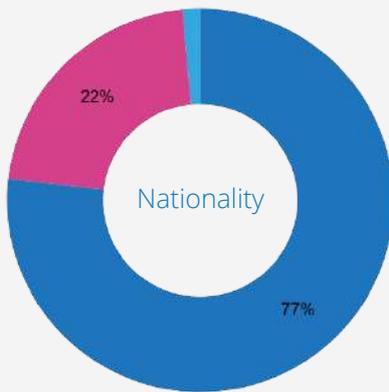
For our youth programme, Splash partners with established local charities working with low-income and government subsidized families. Splash secures certified professional swim teachers, pool space and the necessary funding. Our charity partners are responsible for parent communications, transportation to/from lessons and student registration.

Beneficiaries

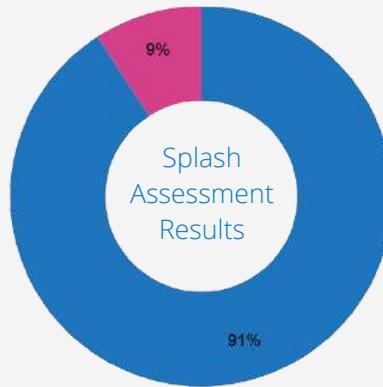


Programmes: Adults - Learn to Swim

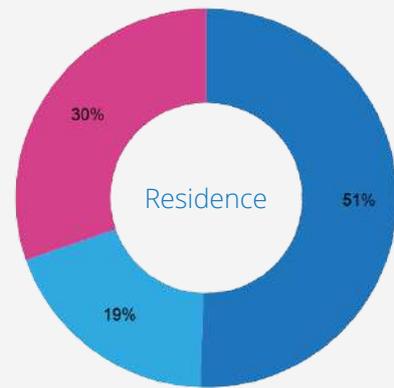
Before someone can learn how to swim, they need to learn breath, buoyancy and balance in the water. Splash's core Beginner programme is based on this foundation and is designed to make a participant water safe and give them a basic introduction to freestyle. The programme is 12 instructional hours (typically one hour per week), including a formal assessment and graduation. The assessment measures 7 core skills as well as the overall level of the swimmer so that if they choose to keep swimming, they can be streamed into the appropriate Splash workshop.



- Indonesian
- Filipino
- Other



- Not proficient
- Proficient in 7 core skills



- New Territories
- Hong Kong Island
- Kowloon





Workshops

Most of our Splashers want to keep swimming after they complete the Beginner Programme. Recognizing that more development is needed to help establish the skills required for lap swimming, Splash developed a series of 8-hour specialized workshops with specific objectives for each.

These workshops are offered on a limited basis yet are an important part of our work. Many workshop graduates move onto community swim groups, swim races and other watersports, such as scuba diving and sailing. We have also developed a Graduate Trainee Programme for Splash graduates to become Splash coaches.

Beginner Plus

Solidify the core Splash skills, emphasizing calm, controlled movements and ability to rotate from front to back and back to front repeatedly.

Intermediate

Introduce bi-lateral breathing, kicking and $\frac{3}{4}$ catch-up stroke.

Advanced

Build endurance for lap swimming while still refining freestyle and backstroke technique.

 **13**
workshops

 **314**
participants

 **90%**
graduation rate

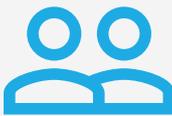
Programmes: Youth - Learn to Swim

Splash partners with local charities working with low income families throughout Hong Kong. We focus on students aged 7-16, as oftentimes they have missed the opportunity to learn to swim while they were younger and become more apprehensive as they get older. As swimming is a life-saving skill that can and should be learned at any age, it's important to target these kids as most commercial learn to swim programmes cater to early primary school children.

Similar to our adult programme, we integrate water safety and self-rescue skills with the foundations of a freestyle swimming stroke. Courses are 10-12 hours but run either weekly during term time or multiple times per week during the summer. Students are measured in eight key criteria.

Splash ensures the kids enjoy their time in the water - learning to swim should be fun! While our expectations are high, our instructors are warm, fun, and encouraging. Our coaches are bilingual, allowing for flexibility in delivering lessons in English or Cantonese, based on the language skills of the kids.

 **16**
courses

 **255**
participants

 **87%**
graduation rate

**Average
age: 10**

Students can perform **74%** of the
assessment skills at the end of the
programme.



Programmes: Youth - Learn to Swim

2019 Youth Charity Partners

- Aberdeen Kai-Fong Welfare Association Social Service Centre (AKA)
- ChickenSoup Foundation
- E.F.C.C. Evangel Children's Home Hong Kong Society for the Deaf
- House of Learning
- Long Legs Charity
- Po Leung Kuk & Sprouts Foundation Education Services Center
- The Salvation Army Kowloon City Corp
- We R Family Foundation



Impact

While knowing how to swim is an essential skill that keeps people safe, we know that Splash is about so much more than just swimming. Learning how to swim at any age builds confidence and helps people discover their potential and capabilities. Splash also provides a vital social connection, creating friendships and bonds that last outside the pool. These added benefits have a profound impact on mental well-being.

“ Being able to swim means a lot to me, but in SPLASH, I didn't just learn how to swim. I gained friends.

- Maricel



“ Being in the water makes me happy because I just love swimming. My favorite part about Splash was floating on my back because it is relaxing and I forget about everything.

- Bianca, age 9, Cheung Sha Wan

“ I didn't expect that being in the water can be so fun and I am really happy to meet coaches and friends from different countries.

- Istianah



“ The Splash team helped me to achieve my dreams. They helped me build my confidence and now I can swim 25 meters without stopping. I gained more friends and my day off is more meaningful. I conquered my fear of deep water. Now I can teach my friends or my family how to swim properly. Thank you Splash for everything you have done for us.

- Lai

“ 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.

- Jessie

“ For me, Splash is not just about swimming. It is about positivity. Positive activities and positive people will bring good influence to everyone.

- Kartika



“ It's important for everyone to learn how to swim so we know what to do in case we encounter an accident in the water. Now I know.

- Beverly

“ My favourite Splash memory is when we all played games together. I always saw faces of joy and happiness from the Splashers and the coaches. Just looking at their faces made me feel that I am part of a family.

- Richmond



“ Daniel first took lessons with a local club but he made little progress and was very scared.” said Daniel's mother. She noticed a difference with Splash - the coaches were very patient and as a result, Daniel was willing to try things. “One day, he came home so excited. He filled a big bowl with water and put his face in it to show me that he could blow bubbles.”

Daniel's mom started noticing more subtle differences in him outside of the pool too. “His concentration was better and his behavior improved.” They traveled about an hour each way for his lesson, but Daniel quickly added “I'll take lessons anywhere because I love it so much.”

- Daniel, age 10, and mom Gui Qi, Choi Hung

Volunteers

The engine of Splash is the 100+ volunteers who work with us each year. All classes are team-taught with experienced volunteers leading the session and activities. Each volunteer goes through four hours of in-pool and on deck training before they join us in the water. Additional training sessions are conducted throughout the year to improve technical and class management skills.

Volunteers donated 2,761 hours of swim teaching in 2019.
That is over HK\$800,000 in coaching fees.



“

I am from a Chinese family, I learnt swimming as my mum asked me to. Indeed, for me swimming is swimming, it is just a sport. But I changed my view when I began to coach. Swimming helps us to connect and make us stronger both physically and mentally.

- Christy P ”

“

I love the people involved in SPLASH. The community of coaches coming from all over Hong Kong reminds me of Hong Kong's diversity, spirit, energy and kindness.

- George A ”

“

Every week I get to be surrounded by a (literal!) wave of inspiration - the women who are open and brave enough to try something new, and the founders and volunteers who inspire me to be a better coach.

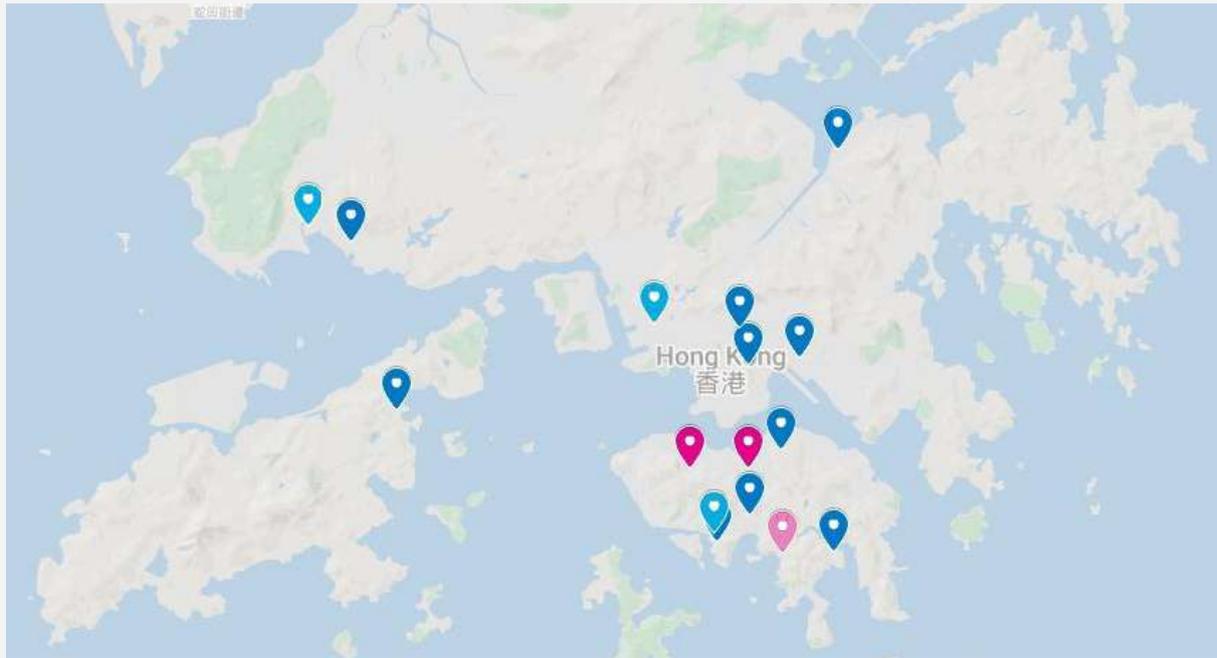
- Lottie L ”



“

I love that Splash accomplishes so many things through swimming, from bringing a sense of happiness to its students, to learning an important survival skill, to creating a safe community for those to fulfill their potential.

- Ben W ”



Key: ■ Residence ■ Private Clubs ■ Public Pools ■ Schools

Venues

We are grateful to the schools, clubs and residences who have opened their doors to Splash. It is essential for our growth to find more venue partners who believe that learning to swim is a life skill and one that everyone should have the opportunity to learn, regardless of their socio-economic background.

Schools

Canadian International School, Aberdeen
 Chinese International School, Braemar Hill
 Discovery Bay International School, Discovery Bay
 Harrow International School, Tuen Mun
 Hong Kong International School, Tai Tam
 Kellett School, Kowloon Bay
 King George V, Ho Man Tin
 Renaissance College, Ma On Shan
 South Island School, Deep Water Bay
 Yew Cheung International School, Kowloon Tong

Private Clubs

Ladies Recreation Club, Mid-Levels
 Hong Kong Football Club, Happy Valley

Public Pools

Pau Yue Kong Swimming Pool (Wong Chuk Hang)
 Lai Chi Kok Swimming Pool
 Tuen Mun Swimming Pool

Residences

Burnside Villas, South Bay

Fundraising Events

The Splash Dash relay is our major annual fundraiser. It is a unique event where relay teams of three or four people plus two Splash graduates race the clock (or each other!) to see how many laps they can swim in 30 minutes. Fast-paced and friendly, it attracts both competitive and recreational swimmers and is split into three divisions: Corporate, Friends & Family and Schools & Clubs.

The 3rd annual Relay was held on March 31st. Led by Silver Sponsors Herbert Smith Freehills, Generali and Steelcase, 53 teams with over 300 swimmers participated, raising a record HK\$1,060,000.



Harvest Sky Olympic Team - with Hong Kong National Swimmers Ray Mak, Kent Cheung, Gary Wong and Olympic Swimmer Hannah Wilson with Splashers Remielyn Mataganas and Naïve Gascon - set a new race record of 114 laps in 30 minutes.





Most money raised went out to OutSwimmers HK with an impressive HK\$ 80,862.

Income statement

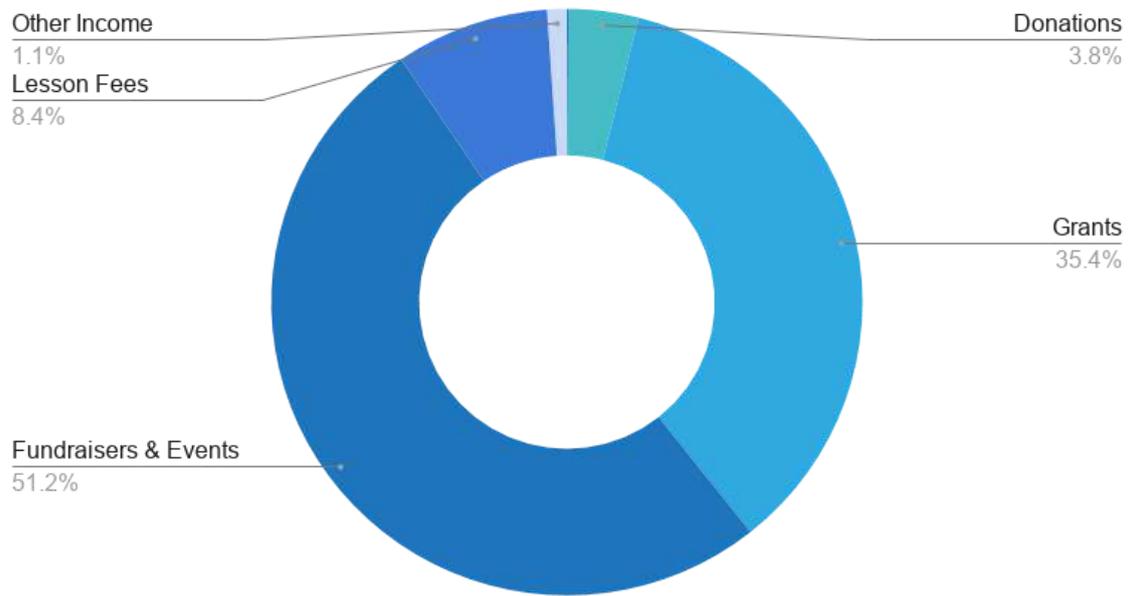
As of December 31, 2019

	2019	2018
	HK\$	HK\$
Income		
Donations	84,443	135,284
Grants	785,666	534,414
Fundraisers & Events	1,135,696	1,406,823
Lesson Fees	186,000	29,985
Other Income	24,000	821
Total Income	2,215,805	2,107,327
Expenses		
Programme Costs - Adults	781,987	667,414
Programme Costs - Youth	687,593	319,042
Fundraising & Development	135,946	194,976
General & Administrative	286,124	145,569
Total Expenses	1,891,649	1,327,001
Surplus/ (Shortfall)	324,156	780,326

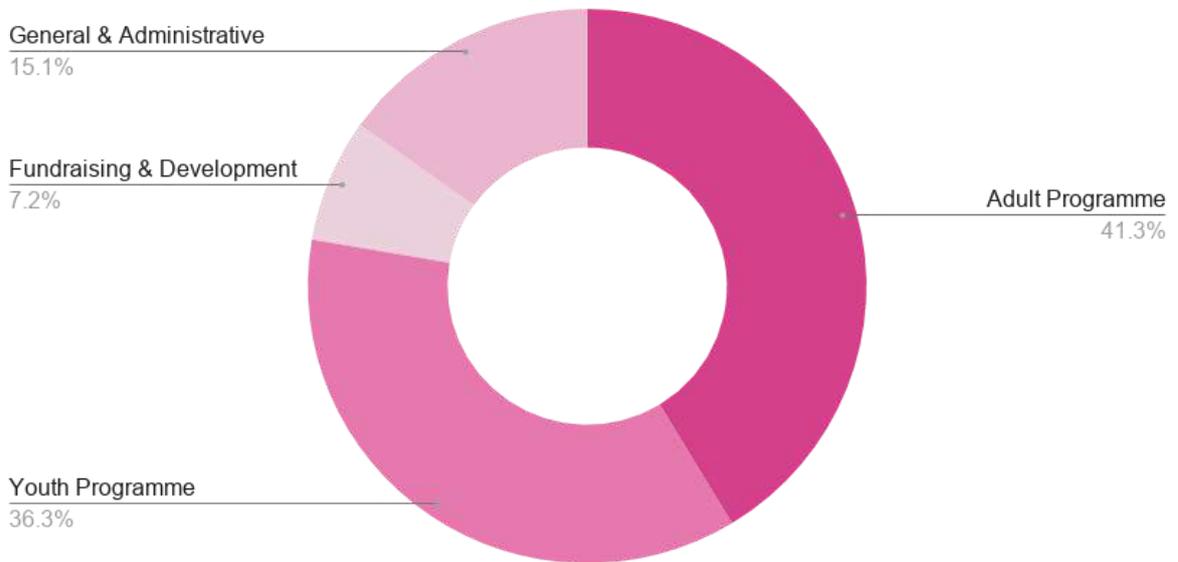
Statement of Financial Position

	2019	2018
	HK\$	HK\$
Current Assets		
Prepayments and Other Receivables	134,953	37,800
Bank Balances	2,147,742	1,938,542
Total Assets	2,282,695	1,976,342
Current Liabilities		
Accrued Expenses	49,900	87,703
Receipt in Advance	20,000	-
Total Liabilities	69,900	87,703
Net Assets	2,212,795	1,888,639
Funds		
General Fund	2,212,795	1,888,639

Income



Expenses



| Our Team

Board

Simon Holliday, Co-Founder & Board Chair

James Riley

Jo Soo Tang

Mark Stamper

Nikhil Eapen

Reyna Harilela

Staff

Libby Alexander, Co-Founder & Executive Director

Eunice Cheung, Youth Programme Manager

Natalie Pringle, Adult Programme Manager

Sam Threlkeld, Office Manager

Senior Coaches

These individuals lead programmes for Splash in various locations around Hong Kong. They oversee the successful implementation of the Splash curriculum, ensuring consistency, competency and safety among the entire volunteer coaching team.

Libby Alexander

Jennifer Atepolikhine

Linh Carpenter

Eunice Cheung

Simon Holliday

Janet Humphris

Karen Robertson

Mark Stamper

Benjamin Wong



Funders

Lead Donors

Migrant Domestic Workers Programme

Youth Programme



傅德蔭基金有限公司
Fu Tak Iam Foundation Limited



The Hong Kong Club
Foundation Limited

Major Donors



HERBERT
SMITH
FREEHILLS

Steelcase



SPRING

Credits

Splash is grateful to the photographers Toby Chu, Ayaka McGill, Valerie Tao and Maxime Vanhollebeke who have donated their services in 2019 to help share the Splash story. And a big Splash thanks to Chiara Jeong who has designed this annual report.



How YOU can support Splash

Donate



It costs just HK\$ 2000 to teach someone how to swim and be safe in the water.

Coach



We have trained over 100 volunteer coaches to date - come and join us in the pool!

Pools



We currently teach in pools across Hong Kong. Help us to find more.



Follow us on



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Splash Foundation



Splash Foundation



www.splashfoundation.org

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