



 Splash

ANNUAL REPORT 2022

Splashing against all odds

Dear Splash Friends,

Splash emerged from the pandemic even stronger. Despite pools being closed in Hong Kong until May, Splash enrolled over 1,500 adults and kids in learn to swim programmes - our second biggest year on record. But what made 2022 memorable were three notable first time achievements beyond our programmes:

In April, we launched our **Splash Learn to Swim series on YouTube**, which has recorded over 2 million views. This is the first series of its kind that is professionally-produced, comprehensive in content and available for FREE. The series is referenced weekly by our coaches and participants here in Hong Kong but the highest viewership comes from India, Bangladesh, Philippines and Indonesia - countries where the majority of people can't swim. It was a massive 18-month project and brings us one step closer to making swimming more accessible to under-resourced communities around the world.

In September, we started our **international expansion, launching our first programmes in Singapore**. In addition to training 16 new volunteer coaches and graduating 37 participants, Singapore provided an opportunity to test and deploy our curriculum and will serve as a model for future expansion into new cities. Our challenge for 2023 will be to build an infrastructure around the programmes and find long-term financial partners.

Finally, Splash organized 'Water for Wellbeing' - its **first relay swim around Hong Kong Island**. Splash Champion and Hong Kong Olympian Camille Cheng led the team of six brave women, swimming in 30 minute increments for the 45 km circumnavigation. Water for Wellbeing was about raising awareness of the physical, mental and social benefits that water brings us and raising critical programme funding. We look forward to this annual event which will bring together elite athletes, business leaders and swimming enthusiasts for an iconic swim that will directly impact the swim literacy for thousands of Hong Kongers.

We are eternally grateful to our grant partners, corporate and individual donors and our dedicated team of staff and volunteers who helped us weather the restrictions and unpredictability of the pandemic over the last three years. We know that access to swim lessons is incredibly uneven, both in Hong Kong and around the world. Swimming illiteracy has become even more acute and mental health problems have skyrocketed. Yet it is well documented that the more people who know how to swim, the safer, stronger and healthier communities become.

We are ready for 2023 - the Year of the Rabbit - and making sure everyone has the opportunity to hop in!

Roy Pang
Board Chair

Libby Alexander
Chief Executive

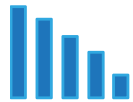
The swim inequality



Half of the world doesn't know how to swim



2 out of 3 women don't know how to swim



Low swim rates correlate with low income

We believe that everyone can swim.

Splash Foundation is Hong Kong's only charitable organisation providing free learn-to-swim programmes for under-resourced communities. By connecting people who know how to swim with those who want to learn, we teach hundreds of children and adults each year.



Since 2015, we have taught over 5,000 individuals to swim

Our goal is to provide 20 instructional hours for everyone we teach. Our current beneficiary groups include:



Migrant domestic workers



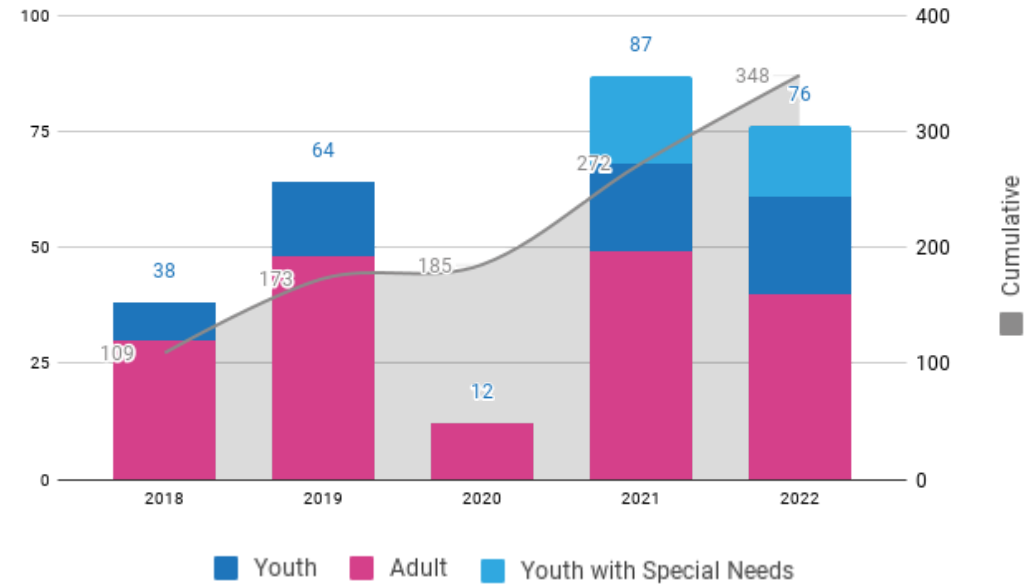
Kids from low income families



Kids with special needs

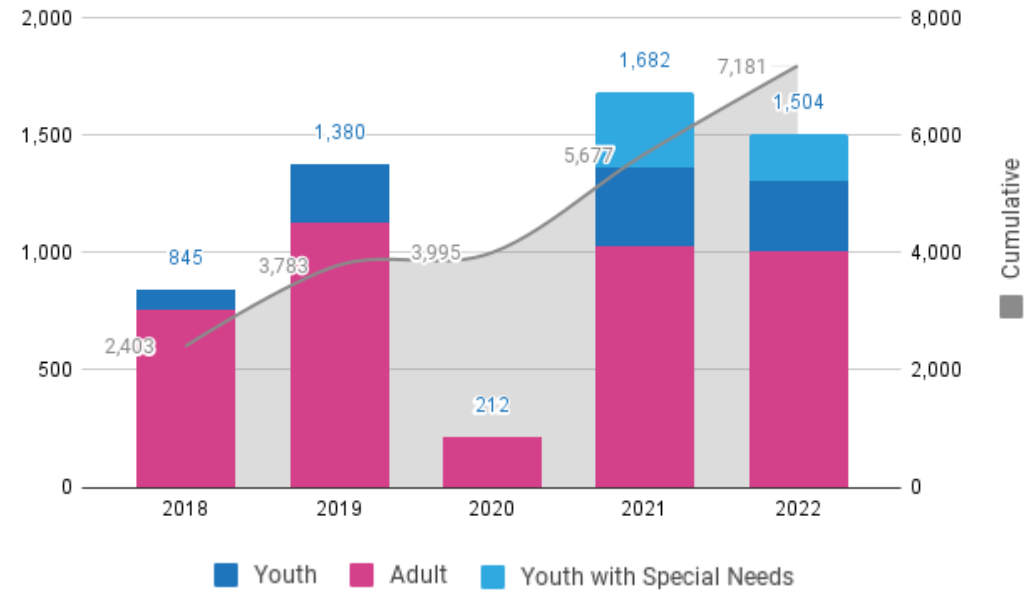
Total programmes 2018-2022

Swim programmes range from 8 to 12 instructional hours



Total enrolments 2018-2022

Includes new and returning students each year





Our work

The three pillars of our work are:

Programmes

Improve access and equity to swimming through 20 hours of free lessons to under-resourced communities

Our core curriculum is designed to build comfort, confidence and safety around water for people with little to no swim experience. We focus on the essential skills of breath, buoyancy, balance, rotations and propulsion.

Training

Train and empower people who know how to swim to teach those who want to learn

We train volunteers and professional coaches to deliver the Splash learn-to-swim curriculum. In particular, our Ambassador Programme develops graduates of Splash into future swim teachers and is critical to the delivery of future Splash programmes and our sustainability.

Advocacy

Build public awareness about swimming as a life skill and how it benefits us

As we work to expand the accessibility of learning to swim, there is continuous education and awareness raising about how swimming - and the water - uniquely impacts our physical, mental and social well being.

2022 at a glance

1,503 participants enrolled in programmes

Despite pools being closed January through May due to pandemic restrictions, Splash had our 2nd biggest year yet.

Splash Learn to Swim Youtube Series Launched

We launched a comprehensive, high quality, free learn to swim video series on Youtube, allowing us to reach people all over the world.

Splash programmes launched in Singapore

We graduated our first group of adult swimmers in Singapore with the partnership of United World College, Dover Campus.

Over HK\$1.2 million raised

At the inaugural Water for Wellbeing fundraising campaign where the 1st ever all-women relay team swam around Hong Kong island.



WELCOMING

We are friendly, inclusive
and **open to all**

OUR VALUES



Adult Programme

Our Adult Programme beneficiaries are migrant domestic workers primarily from the Philippines and Indonesia where an estimated 70% do not know how to swim. Without the opportunity to learn, many have experienced traumatic events and live in fear of water.

Overcoming this fear is transformational. It helps people believe in themselves and discover their true potential, and this is what we see at Splash every day.

Did you know?

OVER **70%**

of migrant domestic workers residing in Hong Kong are unable to swim

In 2022

1,003 adults enrolled

459 were returning to Splash

84% completed the programme

544 were new to Splash

92% of graduates could perform all core skills independently

Major Funders



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



Schroders
施羅德投資





Conquering fear

Kurnia Waty avoided swimming for about 20 years after she almost drowned in a river near her home in Indonesia: “My fear, anxiety, and trauma affected me a lot” But she decided to learn to overcome it with Splash.

A few months after graduating from Splash’s programme, Waty was jumping from a sampan to a house boat when she fell in. Fortunately, she knew exactly what to do - staying calm, rolling onto her back to float and breathe and swim back to safety. She is now a Splash Storyteller and has shared her story with the SCMP!



Exploring new depths

Mary Grace sent us this photo when she got back to the Philippines for the first time in 3.5 years. She wanted to thank Splash for teaching her how to swim so now she can experience "the beauty under the sea".

Since learning to swim with Splash, she went on to our Graduate Coach Trainee programme and now teaches others to swim.

Learn more about our Ambassador Programme for Splash graduates on page 17 of this report





Youth Programme

The benefits of swimming for children's health are well documented. Academic pressure remains high in Hong Kong. Being in water has shown to be naturally calming and swimming helps to release endorphins, which can help combat stress, anxiety and depression. Splash also takes into account that the older children are the less likely they are to learn to swim, so we specifically target kids aged 7-18.

Did you know?

OVER **47%**

of Hong Kong secondary school students are unable to swim

In 2022,

304 youth enrolled

102 were returning to Splash

91% completed the programme

202 were new to Splash

65% of graduates could perform all core skills independently

Major Funders



The Hong Kong Club
Foundation Limited



2020 Fundraising Swim
English Channel Swim
by Eliza Chang,
Allen Che & Eugene Wong



Meet Joe & Plato!

Joe and Plato learned to swim with Splash a few years ago. They caught the attention of our coaches and are the first from our Youth Programme to train as Splash coaches. Over the year, Joe and Plato have helped other children and adults learn to swim - just as they did.



Youth SEN Programme

Often times kids with special educational needs (SEN) are left behind when it comes to learning to swim. Noisy pools and large group classes can be a challenging environment for many of them. Splash provides an opportunity to experience the water in a calm and positive way with experienced instructors.

Did you know?

Children with Autism Spectrum Disorder are at

160x

higher risk of drowning

In 2022,

197 kids with special educational needs enrolled

69 were returning to Splash

87% completed the programme

128 were new to Splash

35% of graduates could perform all core skills independently

Major Funders



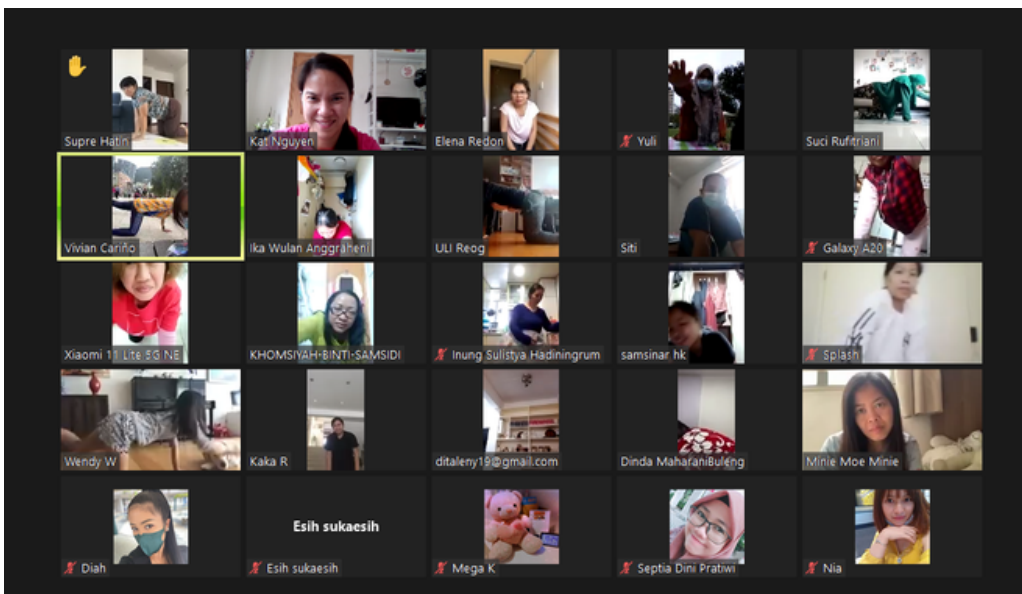
香港賽馬會慈善信託基金
The Hong Kong Jockey Club Charities Trust



A Splashing time for mum & son

Candy enrolled her son to learn to swim with Splash but did not have the chance to learn herself. We were able to change just that by running a pilot learn to swim programme for parents of children in our Youth Programme. They both came along to support our Blue January challenge this year and swimming has become a shared past time in the family.

We are grateful to Lee Hysan Foundation for supporting us with new programme funding starting in 2023 that will enable us to continue teaching parents and help families swim!



Splashing during COVID-19

With pool closures in the first half of the year, we pivoted programme delivery to online and dryland classes, shared essential pandemic information to some of Hong Kong's most vulnerable communities and brainstormed fun online challenges to keep our beneficiaries connected and engaged.



International Expansion to Singapore

2022 saw our first Splash graduation outside of Hong Kong - in Singapore! We are grateful to United World College - South East Asia, Dover Campus, our coaches and the many people who came together to make our first step to global expansion happen.

Our Pool Partners



Splash relies on access to pools to teach hundreds of children and adults each term. Our Good Pool partners generously open their doors and provide free or heavily discounted pool space to Splash so we can teach more people how to swim. We are grateful to the following schools who share their facilities to benefit the wider community because swimming is for everyone.



W F Joseph Lee Primary School
和富慈善基金李宗德小學



Splash also ran programmes at the pools below:

School Pools

- King George V School
- West Island School
- Yew Chung International School

Public Pools

- Victoria Park
- Pao Yue Kong
- Kennedy Town
- Sham Shui Po

Private Pools

- Spotlight Recreation Club, Whampoa

Our Charity Partners

Splash collaborated with these charities in 2022 to help us reach and recruit those most in need for our youth programmes.

- Aberdeen Kai-Fong Welfare Association Social Service
- BEYOND Foundation
- 星之家
- Heep Hong Society
- Kowloon Women's Organisations Federation Limited
- Kwun Tong Swatow Baptist Church
- Long Legs Charity
- Love 21
- Po Leung Kuk
- Project We Can
- Seeds of Art Charity Foundation Co. Ltd. (SOA)
- Sheen Hok Charitable Foundation
- Society for Community Organisation (SoCO)
- To Dream Charity Foundation

HEART

We are passionate about
swimming and committed to
helping people succeed

OUR VALUES



Our Coaches, Volunteers & Ambassadors

In 2022,

173

coaches & captains on roster including both volunteer and paid coaches

62

new coaches trained, including doctors, teachers, lawyers, and other professionals

25%

of coaches and captains are graduates of Splash programmes

31

Secondary school students are coaching for Splash!

HK\$655,000

value of coaching hours completed by volunteers

Ambassador Programme

Ambassadors newly onboarded in 2022:



Anyone who has learned to swim with Splash knows that they can always rely on the welcoming support and encouragement of our Ambassadors.

Splash graduates are eligible to apply to the Ambassador programme and undergo specialised training and development to support Splash as:

- Captains - who provide administrative support on deck
- Coaches - who teach swimming to others
- Storytellers - who inspire others with their Splash story

Graduates from our learn to swim programmes are uniquely suited to assist new beneficiaries learn how to swim. With first hand experience, they understand the fears and barriers new participants face and often speak the local language of the person they are supporting.

By engaging graduates into future programme delivery, we enrich the entire Splash experience and build greater sustainability for our programmes.



Our Storyteller group is a new development to the Ambassador Programme. We are grateful to Melanie Staunton, of Communicate, for her professional expertise in running communication skills training for our newest Splash Storytellers: Golda Payong, Mary Joy Gabotero, Ma Angelica Ramos, Kurnia Waty, Tata Matangas and Jonnalyn Parides.

Ambassadors trained since 2018



Major supporters



EFFECTIVE

We are thoughtful in our approach and **deliver results**

OUR VALUES

Swimming + well being

As we work to expand the accessibility of learning to swim, there is continuous education and awareness raising about how swimming - and being able to access and enjoy the water - uniquely impacts our physical, mental and social well being. Knowing how to swim has a long term impact on community health and we actively utilize our social channels and fundraising campaigns to share this message.

A community to keep practicing with

At the graduation of every Splash programme, we remind Splashers to continue swimming and use the skills they acquired over months of hard work. We set up the Splash Alumni Network Facebook group in 2021 to help Splashers stay connected with classmates and continue to do just that. With an average 20 posts per month from Splashers encouraging each other, it's great supportive space on social media.



By the end of 2022 we had:

4,100+

Subscribers on Youtube

1,980+

Follows on Instagram

1,090+

Follows on LinkedIn

3,000+

Subscribers for our
Newsletter

20,300+

Follows on Facebook

1,390+

Members in the Splash
Alumni Network



Making swimming more accessible around the world

Part of our long term strategic plan is to make swimming accessible world wide. We collaborated with Michele Galeotto and the Good Takes Only studio over 18 months and created a comprehensive high quality learn to swim video series accessible on Youtube for free.

During the summer of 2023, the series reached two million views, mostly by adults between 25-44 years old in countries like Indonesia, India, Philippines and Bangladesh where swim rates are low. They are also diligently studied by Splash participants and coaches every week to prepare for classes.

Check out the [eight video series on YouTube here.](#)

Press Highlights of 2022

We had some great coverage over the year to highlight the importance of making swimming accessible and the work we're doing to get it there.



[SCMP, Hong Kong charity posts free YouTube swimming lessons ahead of the city's pool and beaches reopening](#)
27 April 2022



[The Straits Times, In Channel crosser's feat lies a lesson in limits](#)
19 September 2022



[Tatler, Libby Alexander Is Helping Hong Kong's Underserved Communities Learn To Swim—And Is Ready To Take On the World](#)
04 November 2022



[ON.CC, 環島游首支全女班為慈善出力 10小時59分鐘完成壯舉](#)
17 November 2022

Blue January

In January, Splash ran a second Blue January, an awareness-raising campaign promoting the physical, mental and social benefits of swimming in the great outdoors. While pools remained closed due to COVID-19, we kept our spirits up by swimming every day of the month in open water with coaches, competitive swimmers and enthusiasts who were willing to brave the cold!

We were also grateful to the 37 new people who signed up as monthly donors. The regularity and reliability of monthly donors is essential for a small charitable organisation like ours.

SUN	MON	TUE	WED	THU	FRI	SAT
<p>Splash Monthly Donor Challenge</p> <p>Blue January</p> <p>THANK YOU!</p>						
2 ✓	3 ✓ WAI PING CHOI ANNE & BEN LARRY A.	4 ✓ TANG KING	5 ✓ JOHN CHONGHAI	6 ✓ JOE LAI	7 ✓ JOE LAM JANE WALSH	8 ✓
9 ✓	10 ✓	11 ✓ TERRY HUANG	12 ✓ SHELBY MCFARLANE CHRISTOPHER PASCOE	13 ✓	14 ✓ LUCK HOPALAM ANTHONY CHAN NAN WANG	15 ✓
16 ✓ WED SCOTT	17 ✓ TIM TINKLEFIELD	18 ✓ JENNIFER CHONG	19 ✓ CAROL KIMMATT	20 ✓ JULIA DONALD ANGELA LUNG T.A.	21 ✓	22 ✓
23 ✓ NANCY CHEN	24 ✓ RACHEL SUI	25 ✓ THERESA YEE MARTIN SOUMAS JAMIE THOMAS	26 ✓ PETER HUANG	27 ✓ BOB PAUL COLE VEE LAKE	28 ✓	29 ✓
30 ✓ ANGELICA WONG LUNA ROBERTS HONGHANG WONG SOMNATH WONG	31 ✓ JAMES COLMAN JAMES BLAIR PAUL SOTO	<p>NEW MONTHLY DONORS = 37</p>				



Fundraising Swims

We were fortunate enough to have three amazing women lead some incredible fundraising swims for Splash programmes.

Li Ling's English Channel Swim

Li Ling Yung-Hryniewiecki became the first Singaporean woman to swim solo across the English Channel, raising almost HK\$300,000 to support Splash's expansion to Singapore.



Helen Ho Swims the Bosphorus

Helen, along with her daughter Constance, swam 6.5 km from Asia to Europe in the iconic Bosphorus Continental Race in Istanbul. She completed the swim in 1hr 20 minutes and raised HK\$262,000 for Splash.

Eliza Chang braves the Loch Ness

Splash supporter Eliza Chang led an all Hong Kong relay team in the largest lake (loch) in the UK, Loch Ness. Angela Ng, Mak Chun Kong, Ryan Leung and Eliza completed the chilly 37km swim in 11 hours 29 mins 27 seconds, setting a record for a four-person relay, and raising HK\$66,000 for Splash.



Water for Wellbeing

Camille Cheng, Claire Cormier Thielke, Antonia Li, Karen Robertson, Hannah Wilson and Jamie Yeung made history as the first all-women relay team to swim the 45km around Hong Kong Island.

The team completed the swim in 10 hours 59 mins 55 seconds and raised nearly HK\$1.4 million. Thank you to our sponsors for rallying behind this unique event so quickly: Friends of Asia Hong Kong, Asphodel, Henderson Land, Lululemon, UOB, and to the hundreds of donors who made the fundraising drive such a success!

A big thanks to Shu Pu, the founder of HK360 Swim for her race direction; Merv Fung for providing his yacht, support crew and food throughout the day; the Simpson Marine team for speed boat support; Anthony Kwan and his amazing photography; and Edie Hu, the independent observer and live commentator. Also, a big thank you to Esther Ma of Harvest Sky for her support behind the scenes.

Photos by Anthony Kwan



Finances

Income Statement

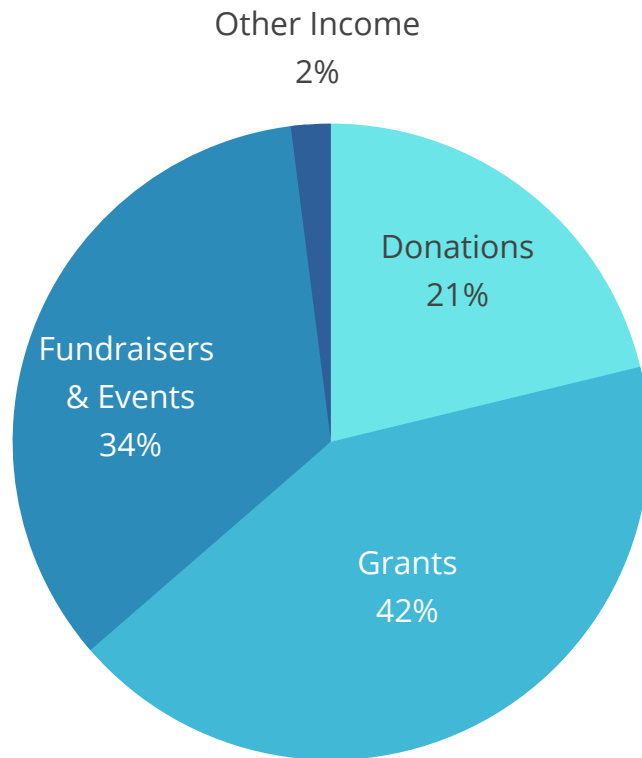
	2022	2021
	HK\$	HK\$
Income		
Donations	1,245,122	1,476,594
Grants	2,452,661	2,586,458
Fundraisers & Events	2,006,267	352,964
Other Income	124,178	59,770
Total Income	5,828,228	4,475,785
Expenses		
Adult Programme	2,018,483	1,488,378
Youth Programme	2,039,219	1,854,366
Fundraising & Development	607,006	220,171
General & Administrative	286,828	536,662
Total Expenses	4,951,536	4,099,576
Surplus	876,692	376,209

Statement of Financial Position

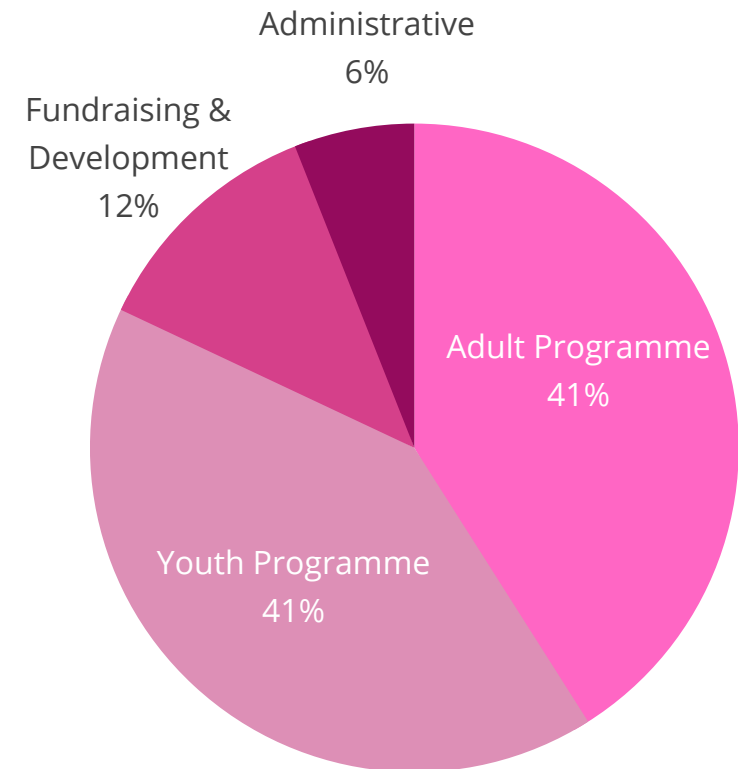
	2022	2021
	HK\$	HK\$
Current Assets		
Prepayments and Other Receivables	290,436	1,005,603
Deposit Paid	31,738	30,000
Bank Balances	5,577,028	3,710,183
Total Assets	5,899,202	4,745,786
Current Liabilities		
Accrued Expenses	123,663	52,779
Deferred Grant Income	569,897	364,057
Total Liabilities	693,560	416,836
Net Assets	5,205,642	4,328,950
Funds		
General Fund	5,205,642	4,328,950

Finances

Income



Expenses



Team

BOARD



Roy Pang
Chairperson



Enrico Mattoli
Director



Marie Claire Lim Moore
Director



Rosemary Merz
Director



James Riley
Director



Mark Stamper
Director
Chair 2020-2021



Maaike Steinebach
Director
Chair 2021-2023



Philip Somen
Board Advisor

STAFF



Libby Alexander
CEO & Co-Founder



Simon Holliday
CDO & Co-Founder



Kat Ngyuen
Programme Manager -
Adult Programme



CK Kan
Programme Manager -
Youth SEN Programme



Eunice Cheung
Programme Manager
Youth Programme



Joy Gabotero
Programmes &
Development Officer



Sheryl Slater
Director of Finance &
Operations



Victoria Ahn
Director of
Communications

SENIOR COACHES



Jenn Atepolikhine
Senior Coach



Janet Humphris
Senior Coach



Karen Robertson
Senior Coach



Flora Teh
Senior Coach



Benjamin Wong
Senior Coach

CHAMPIONS



Bailee Brown
Champion



Eliza Chang
Champion



Camille Cheng
Champion



Siobhan Haughey
Champion



Edie Hu
Champion



Claire Cormier Thielke
Champion



Hannah Wilson
Champion



Toto Wong
Champion



Li Ling Yung Hryniewiecki
Champion

We've taught over 2,000 people to swim already in 2023

Help us Splash our target of teaching 3,000 out of the pool!

Donate, coach, share your pool:
www.splashfoundation.org

