

ANNUAL REPORT



2021



Dear friends,

2021 was an amazing year for Splash. Despite the ongoing challenges of the pandemic, Splash taught nearly 1,700 to swim — the biggest number of adults and kids in our 7 year history! This was achieved despite pool closures over a quarter of the year.

The pandemic has forced us to innovate. Not only did we become more creative in how we used pool space, we made improvements to our programme, efficiencies in our resourcing, found new ways to fundraise, and involved more volunteers in our work.

A highlight was launching a three year Splash Jockey Club SwimABLE programme for young people with Special Educational Needs (SEN). We were thrilled to extend our reach to those who have traditionally missed out on swim lessons.

2021 also brought us the Tokyo Olympics which shone a light on Hong Kong swimming like never before. Our Splash Champion and world record holder, Siobhán Haughey became the first Hong Konger to win a medal in the pool and the first to win two Olympic medals. She has been an inspiration to us all, and a role model for our Splashers. But there is also a recognition that swimming shouldn't be just for the affluent or the elite — it is a life skill that everyone should have the opportunity to learn.

Programmes like ours continue to be in especially high demand. The pandemic has had a detrimental effect on mental health which has been particularly acute in low income communities. Splash has given kids and adults an opportunity to exercise both the body and mind, relieve stress and meet new friends.

As always, a big thank you to our grant partners, financial supporters and our volunteers for helping us get a few strokes closer towards giving everyone the opportunity to learn to swim.

Maaïke Steinebach
Board Chair

Libby Alexander
CEO, Co-Founder



Who We Are



Vision

Everyone can swim.

Mission

Splash teaches people from under resourced communities how to swim. By connecting those who can swim with those who want to learn, we offer an opportunity that empowers people and delivers results.

Strategy

The four pillars of our strategy are:

- **Curriculum** — build an effective and efficient learn to swim curriculum which is easy to learn, execute and share.
- **Volunteers** — teach and empower people who can swim to coach those who want to learn.
- **Environment** — create an environment that is inclusive, fun and professional; where people learn together, feedback is encouraged and results are measurable.
- **Stakeholders** — find and cultivate stakeholders who will provide financial, physical, and promotional resources for Splash.



Values

Our values guide the behaviours of our staff and volunteers, creating a consistent experience for everyone who takes part in a Splash programme.

- **Welcoming** - we are friendly, inclusive and open to all.
- **Heart** - we are passionate about swimming and committed to helping people succeed.
- **Effective** - we are thoughtful in our approach and deliver results.

Splash beneficiaries are Hong Kong Domestic Workers, youth from low income backgrounds including those with Special Educational Needs (SEN).



Adult Programme



The adult beginner programme focuses on mastering essential skills for water safety, water confidence, and basic forms of forward propulsion. The 12 hour curriculum follows a logical skill progression that makes learning to swim fun, manageable, and empowering. We assess all students at the conclusion of each program to monitor their progress against our Splash benchmarks.

We also offer Beginner Plus, Intermediate and Open Water workshop classes that further develop basic freestyle with the ultimate goal of independent swimming.



In 2021, we launched our first Splash Club at Hong Kong International School. Secondary students trained as volunteer coaches and helped facilitate one of our adult programmes for domestic workers. We look forward to growing the Splash Club model in other schools, giving students a valuable, hands-on volunteer opportunity.



49 adult programmes, 1027 participants enrolled, 92% completed the programme, 93% of graduates completed all assessment skills independently.

Ambassador Programme

The Splash Ambassador Programme is designed to develop Splash graduates into community leaders. They support the delivery of our programmes, and share knowledge and strengthen the Splash social network.

There are three types of Ambassadors:

- In-pool support (graduate trainee coach)
- On-deck support (team captains)
- Storytellers who share their Splash experience

In 2021, we onboarded 10 new graduate trainee coaches and continued the development and training of 10 graduate coaches and 15 team captains. The energy and support they provided to the Splash community was especially noticeable during the most difficult times of the pandemic.



Dryland Programme

Learning to swim doesn't just happen in the water! While pools were closed we organised dryland programmes to help participants with physical conditioning. Our beneficiaries reported that it helped them learn swimming skills more easily once they reached the pool.



Youth Programme



The Youth Programme targets local Hong Kong students between 7 and 16 years old who have had no previous swimming exposure.

We aim to provide 20 instructional hours to each student, focused on building water confidence, water safety and basic forward propulsion.



19 youth programmes, 334 participants enrolled, 95% completed the programme, 75% of graduates completed all assessment skills independently.

Splash Jockey Club SwimABLE Programme

With the support of the Hong Kong Jockey Club Charities Trust, we launched swim programmes for young people with Special Educational Needs (SEN). This programme focuses on youth with ADHD, ASD, Hearing Impairment, Visual Impairment and Down's Syndrome.

Splash has hired a team of experienced and dedicated coaches with over 50 years' combined teaching experience. Students follow the same 20 hour learn to swim curriculum with some adjustments to skills and benchmarks.



19 Splash Jockey Club SwimABLE programmes, 321 participants enrolled, 94% completed the programme, 51% of graduates completed all assessment skills independently.

Youth Charity Partners



For all of our youth programmes we partner with local charities who are best placed to identify potential students and facilitate outreach to their families.

- BEYOND Foundation
- 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)
- The Hong Kong Down Syndrome Association
- To Dream Charity Foundation
- WE R Family Foundation



Coaches



Our dedicated team of volunteer and professional coaches are the bedrock of what we do. Our coaches come from diverse backgrounds with varying degrees of experience: from seasoned professionals to recreational swimmers to recent Splash graduates, all committed to our vision, mission and values.

Our adult programmes are taught primarily by volunteer coaches. Classes are team-taught with experienced volunteers leading the session and activities. Each new volunteer undergoes 4 hours of in-pool and classroom training before they join us in the water. For our youth programmes we hire professional bilingual swim instructors.

This past year, we trained over 60 new volunteer coaches, expanded our coaching programme into secondary schools and recruited 11 new certified swim teachers to support our youth classes.



Internship Programme



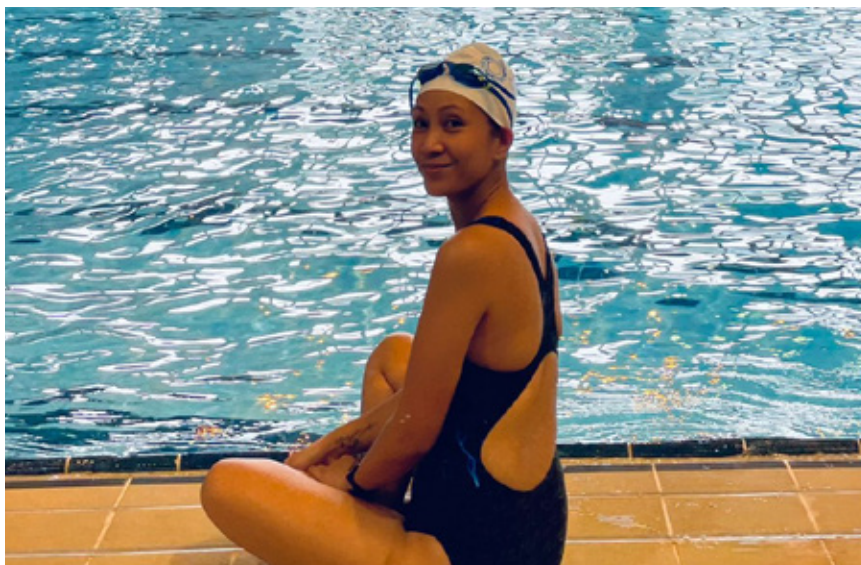
We ran our first summer intern programme with 6 interns working as coaches and undertaking office projects. These secondary school and university students were instrumental in organising our first 'Splash-a-thon' — a gala which raised over HK\$ 160,000.



Our Impact



We believe that everyone should have the opportunity to learn to swim. But don't just take our word for it. Here are stories from Splashers about how Splash has changed their lives.



Face Your Fears

"Fear is temporary. The fears we don't face become our limits".

Fely Dalavidao started out as a very nervous swimmer and wanted to stop her lessons several times. With some perseverance and a lot of courage she overcame her fears and went on to graduate from our beginner programme.

With a Little Help from Friends

Learning is easier when you do it with friends!

People travel from all over Hong Kong to attend our classes. Orli, Angela, and Heyley took a bus together every session, bought matching swimsuits and supported each other all the way.



Coach for Excellence

Daisy Luscaw started as a beginner Splasher a few years ago and has transformed into a powerhouse lead coach. The change we see in her not only makes us proud, but also inspires others to achieve what she has. Ambassadors like Daisy are role models and contribute so much to the Splash experience.



A Helping Hand

On, a 19 year old with Down's Syndrome, struggled to get out of the pool in the first few lessons, requiring the help of his coach. However, at his final lesson On got out of the pool first and reached out his hand to help his coach. A swimmer and a coach in the making!

The Little Coach

Freeman, a 17 year-old boy from our youth programme confidently memorised every skill and assisted in demonstrations. With Splash, he has developed his interest in teaching. Our aim is to support Freeman and others to become coaches, lifeguards and other active vocations.



Mum's the Word!

"I'm glad my kid has grown more confident in sharing the swimming skills he's learned! Thank you Splash!"

"The swimming training has helped my child focus better - she feels it too. Thank you Splash for providing such a good learn to swim programme."

Fundraising and Events



Blue January Challenge

Blue January is Splash's monthly donor drive where co-founders Libby and Simon swam in the ocean every day in January with anyone who would swim with them, promoting mental wellbeing and encouraging community swimming. The aim was to find 31 donors and we doubled that target finding 62 monthly donors. Thank you to everyone who became a monthly donor, contributing to Splash's long term future.



Indoor Hotel Walk-a-thon

In March, Splash coach and freelance journalist, Freddie Balfour decided to make the most of 3 weeks in Hong Kong quarantine by walking 210 kilometres (around 270,000 steps!) in a room 9 paces long. He raised over HK\$150,000 for Splash.

Splash-a-thon

In August, we ran our first Splash-a-thon with participants swimming as many laps of a 50-metre pool as they could do in 30 minutes. Participants were young and old, recreational, competitive and Olympic level, all swimming in support of Splash. Thanks to their efforts we managed to raise HK\$160,000.



Be a Champion

Following the Olympics, Splash ran a public awareness campaign around the impact of swimming. Olympic medallist and world record holder Siobhán Haughey along with Antonia Li, Dario Pong, Claire Cormier Thielke and Karen Robertson sat down with Robyn Lamsam to share why swimming and access to water is so important to them. [Hear what they had to say.](#)



Jessica's Story

People sometimes ask how learning to swim has a 'real' impact on people's lives. Produced by SCMP Films, this documentary tells the story of Jessica Segovia Tubola confronting her biggest fear — swimming.

Jessica was just 8 when her 5 year-old brother drowned in the Philippines. 5 years after moving to Hong Kong in to take a job as a domestic helper, Jessica enrolled in a Splash beginner programme and confronted her painful childhood memories.

You can watch the documentary [here](#).





2021 was a busy year for our Splash Champions. Siobhán Haughey won two silver medals in Tokyo and a few months later broke the world record in the 200 metre short course freestyle. Camille Cheng competed in her second Olympics in the freestyle leg of the relay and Toto Wong in the backstroke leg in her first Olympics.

All of our Champions continued their support for Splash in and out of the pool, attending fundraising events and graduations, and continuing to provide inspiration for Splashers young and old.

- **Bailee Brown** - Hong Kong triathlete
- **Camille Cheng** - Hong Kong & Olympic swimmer
- **Siobhan Haughey** - Hong Kong & Olympic swimmer
- **Annemarie Munk** - former Hong Kong & Olympic swimmer, Co-Founder of SwimLab Asia
- **Toto Wong** - Hong Kong & Olympic swimmer



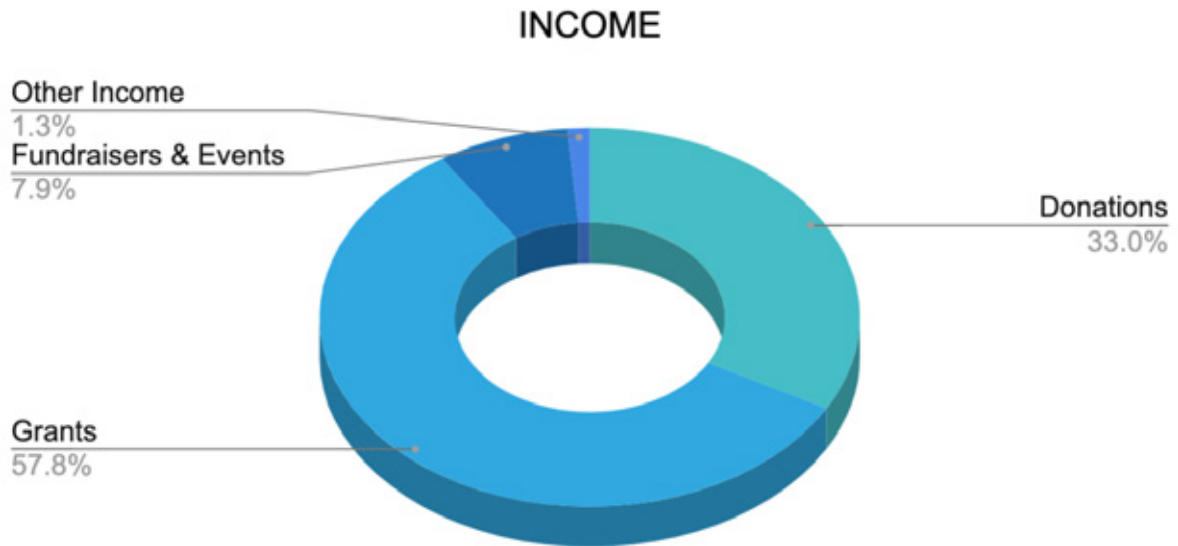
Income Statement

	2021	2020
	HK\$	HK\$
Income		
Donations	1,476,594	73,681
Grants	2,586,458	996,750
Fundraisers & Events	352,964	2,372,026
Other Income	59,769	190,639
Total Income	4,475,785	3,633,096
Expenses		
Adult Programme	1,488,378	817,797
Youth Programme	1,854,366	559,982
Fundraising & Development	220,171	153,685
General & Administrative	536,662	361,686
Total Expenses	4,099,576	1,893,150
Surplus/ (Shortfall)	376,209	1,739,946

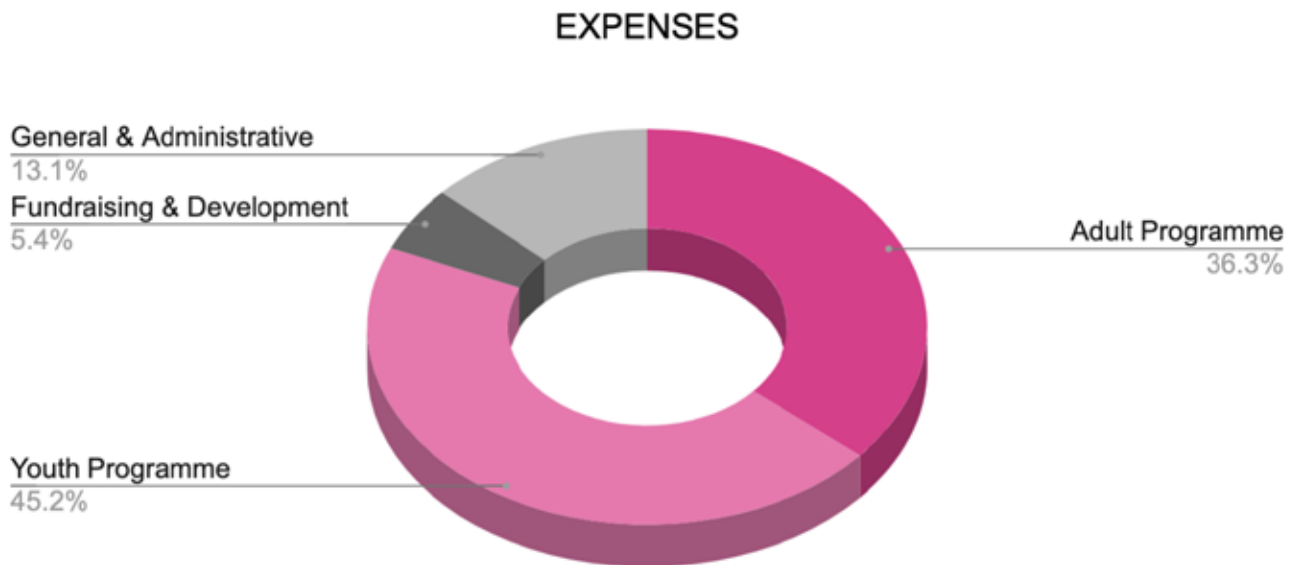
Statement of Financial Position

	2021	2020
	HK\$	HK\$
Current Assets		
Prepayments and Other Receivables	1,005,603	6,976
Deposit Paid	30,000	24,000
Bank Balances	3,710,183	5,329,522
Total Assets	4,745,786	5,360,498
Current Liabilities		
Accrued Expenses	52,779	71,005
Deferred Grant Income	364,057	1,336,752
Receipt in Advance		-
Total Liabilities	416,836	1,407,757
Net Assets	4,328,950	3,952,741
Funds		
General Fund	4,328,950	3,952,741

Income



Expenses



Team



Board

Maaïke Steinebach, Board Chair
Nikhil Eapen, 2018–2022
Marie Claire Lim Moore
Enrico Mattoli
Rosemary Merz
Roy Pang, joined 2022
James Riley
Mark Stamper

Staff

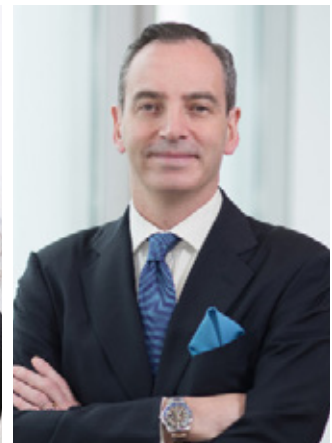
Libby Alexander, Chief Executive Director & Co-Founder
Simon Holliday, Chief Development Officer & Co-Founder
Eunice Cheung, Youth Programme Manager
Kat Nguyen, Adult Programme Manager
CK Kan, SEN Programme Manager
Theresa The, Finance and Administration Manager



Credits

Splash is grateful to the photographers Toby Chu, Zach Berkenkotter, Kenny Li and Anthony Kwan who have helped capture the Splash story and our interns Renee DeMaio and Oriane Guillot who have designed and produced this annual report.

Top row, left to right: Maaïke Steinebach, Nikhil Eapen, Marie Claire Lim Moore, Enrico Mattoli.
Bottom row, left to right: Rosemary Merz, Roy Pang, James Riley, Mark Stamper



Funders



LEAD DONORS



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



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



The Hong Kong Club
Foundation Limited

MAJOR DONORS



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SWIRE PROPERTIES



2021 MONTHLY DONORS

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Mary Schaus
Splash Open Water Swim Group
Maaike Steinebach
Mark Stimson
Sarah Stone
Alec Stuart
May Tai & Harvey Packham
Alison Tam
David Timblich
Patricia Tung
Ria Vallesteros & Rob Leonardi
Hannah Wilson
John Wood & Amy Powell
Li Ling Yung

How you can

SUPPORT SPLASH

Donate

It costs HK\$ 2,000 to teach someone how to swim and how to be water safe.

Coach

We have trained over 300 volunteer coaches to date. Come join us in the pool!

Pools


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



Donate here!



Follow us on

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www.splashfoundation.org

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