



2020 Annual Report



Dear friends, supporters, donors and swimmers,

The past year has been challenging for many. With the closure of swimming pools for long periods and the social distancing requirements that have been necessary to keep people safe in Hong Kong, there has been limited opportunity to help people learn to swim.

I have been incredibly proud of the team; our staff, volunteer coaches and professional coaches, for the way they have responded to the disruption. When the pools were closed but beaches were still open, we adapted our programmes and ran classes at the beach. When beaches closed too, we tried to keep the Splash community connected through social media and of course Zoom.

We have also used the time we would usually be in the water to re-evaluate our strategy and invest time developing our infrastructure and processes. We have significantly enhanced our swim curriculum and supporting volunteer coach material. We introduced a new accounting system and a CRM system to better manage our finances and donors, partners and beneficiaries. We also introduced and revised a range of governance policies to ensure we operate professionally and safely.

Some of the bright moments of 2020 came in the spring and summer when we received positive news on several grant proposals. We were buoyed by receiving continued support from Fu Tak lam Foundation for two more years for our adult beginner programme. We also engaged in new long term partnerships with Macquarie Group Foundation for our adult workshop and ambassador programme and the Hong Kong Jockey Club for a new learn to swim programme for kids with special needs. Receiving long term support during such a difficult year helped us stay positive and focused.

So despite the pandemic, the pool closures and the associated disruption, 2020 was a busy year for Splash. We weren't able to teach as many adults or kids as we would have liked, but we have used the time to build foundations for our long-term future.

Thank you to everyone who has supported us over the year. I'm confident that Splash will continue to grow and give thousands more the gift of swimming.

Mark Stamper
Board Chair



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.



Values

Our values guide the behaviors 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

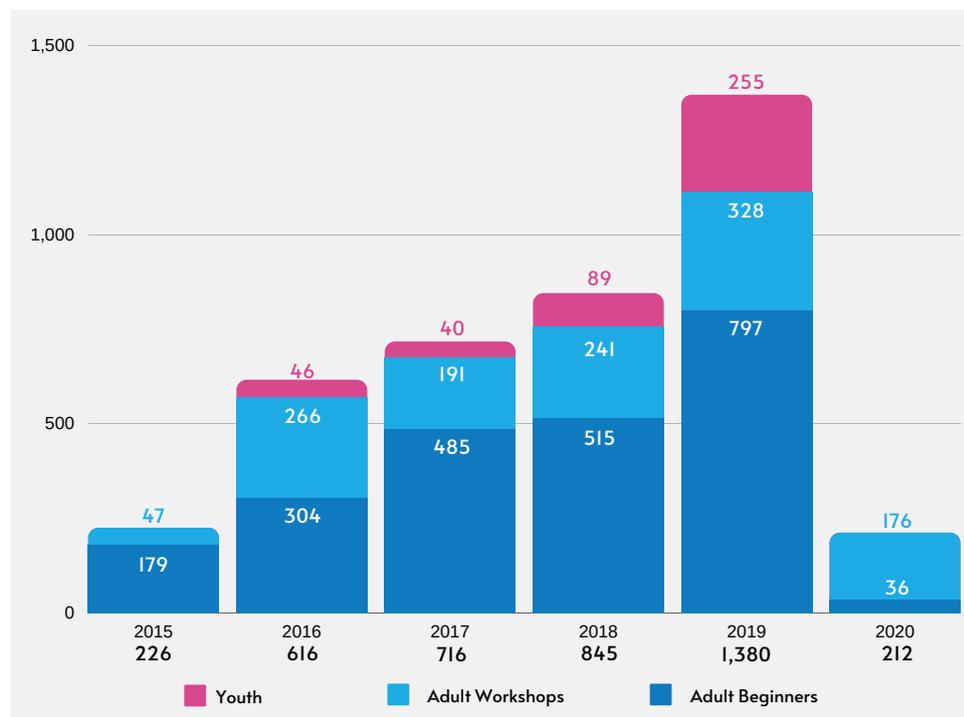
Splash beneficiaries are Hong Kong Domestic Workers, youth from low income backgrounds including kids with Special Educational Needs (SEN).



Beneficiary numbers and response to the pandemic

We eagerly started 2020 with plans of expansion, looking to teach 1,700 people. Unfortunately, when the pandemic started to unfold in late January, nearly all pools closed and remained that way for the majority of the year in Hong Kong. We moved some programming to the open water in May, but then had to suspend those when beaches closed in July. Ultimately, we were pleased that we were at least able to finish the programmes we did start, despite the disruption.

This was a common occurrence around the world, with millions of children missing out on learn to swim lessons. This will have a disproportionate long term impact on low income communities, as they are often among the first to lose services and the last to be reinstated.



Programs & Curriculum

When pools first closed in February 2020, we took the opportunity to review and update our youth and adult curriculums, ensuring they were consistent and followed a logical skill progression. While programmes are tailored to each group, the overall goal for adults and kids is the same - provide each beneficiary with 20 hours of free swim lessons.

Each curriculum has set objectives, skills and assessment criteria with a primary emphasis on breath, buoyancy and balance. Our goal is to build water confidence and teach the core skills necessary to enjoy the water safely.

Our adult programmes are open to all domestic workers in Hong Kong who register directly with Splash. For the youth programmes, we partner with local charities working with low income families throughout Hong Kong who help publicize our programmes and assist with registration. We target kids, ages 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 reach these kids as most commercial learn to swim programmes cater to early primary school children.



Coaching Network

Our dedicated team of volunteers 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, but all are swimming enthusiasts 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 engage professional bilingual swim instructors.



Ambassador Program

Thanks to a three year grant from the Macquarie Group Foundation, one of the most exciting developments of 2020 is the formalizing and expansion of our Ambassador programme. Our Ambassadors are Splash graduates who are trained and supported in becoming graduate coaches, on-deck captains and community leaders. They have all been through the swim programmes so have an understanding of the programme and have high levels of emotional intelligence to support participants with challenges they inevitably face as they progress through the programme.

By offering specialized training and development opportunities, the goal is to further empower these women and men, develop their leadership skills and ultimately strengthen the Splash community and experience for new participants.



Impact

We think knowing how to swim is a life skill and something everyone should have the opportunity to learn. But we also know that Splash is about so much more than just swimming.

**EVERYONE SHOULD
HAVE AN OPPORTUNITY
TO LEARN HOW TO SWIM**



**WHILE SOME PEOPLE
ARE LUCKY ENOUGH TO
LEARN AS A CHILD,
OTHERS ACTUALLY
NEVER GET A CHANCE**



**THE REALITY IS
LEARNING HOW TO
SWIM CAN BE SCARY**



**WE HELP PEOPLE MAKE
THE FIRST LEAP, BY
CONNECTING THOSE
WHO KNOW HOW TO
SWIM WITH THOSE WHO
WANT TO LEARN**



**WE ARE FRIENDLY,
INCLUSIVE AND OPEN
TO ALL**





WE ARE PASSIONATE ABOUT SWIMMING AND COMMITTED TO HELPING PEOPLE SUCCEED



SPLASH IS SO MUCH MORE THAN SWIMMING



WE ARE THOUGHTFUL IN OUR APPROACH AND DELIVER RESULTS



THE OPPORTUNITY TO TRY THINGS AND LEARN NEW SKILLS IS EXHILARATING



LEARNING WITH OTHERS CREATES FRIENDSHIPS THAT LAST BEYOND THE POOL



EVERYONE CAN SWIM





5 Year Anniversary

Our first Splash class was held on March 1, 2015. While we looked forward to celebrating our anniversary with various events, we replaced it with a month long social media campaign celebrating the many people who have been critical to Splash's growth over the last five years.

Splash Dash Relay

Our Splash Dash Relay was postponed from March to May and eventually canceled when it became clear that an in-person event wasn't going to be possible. As our sole major fundraiser with projected income of HK\$1.5 million, this was a big financial setback but fortunately, our Splash Dash corporate sponsors and many individuals contributed to a virtual fundraising campaign, raising over HK\$800,000.



Splash Champions

In the summer of 2020, we introduced a high profile network of 'Champions' to advocate and promote Splash. Champions are leaders in their community and ensure that Splash is represented and supported throughout Asia and the rest of the world. They are also an inspiration for our Splashers, demonstrating that with dedication and heart we can all do amazing things.

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



Force For Good

In late 2019, Splash was selected to be part of JP Morgan's Force For Good programme, where JP Morgan employees work with select nonprofits to solve an IT need or development. Starting in January and running through September, this programme was particularly well timed during COVID and allowed Splash to tackle an ambitious IT project of moving our entire beneficiary workflow onto Salesforce. The improved registration, tracking and reporting of our participants not only improves our operational efficiency but now gives us the infrastructure for future scaling.

English Channel Challenge

On September 7, Eliza Chang, Eugene Wong, and Allen Che became the first all Hong Kong relay team to swim across the English Channel. Braving adverse weather conditions, cold water and the logistical challenges of continental travel in a pandemic, they completed the 21 mile crossing in 13 hours and 48 minutes. They used their swim to ensure more kids in Hong Kong get the opportunity to learn how to swim and raised more than HK\$1.5m for Splash's kids programmes.



Splash Strategy Workshop

In October, we invited staff, coaches and captains, donors, board members, champions, and other stakeholders to an all day strategy workshop. The purpose was to consider our priorities and objectives over the next three years. We identified access to pools as the biggest challenge to growth, even after the pandemic abates. This, despite Hong Kong having more pools than practically anywhere on the planet.

Monthly Donor Campaign

In December, Splash launched their first monthly donor campaign. We are grateful to many long time supporters and volunteers from our early days who stepped up to join this campaign after such a difficult year. The campaign continued into January 2021 with Splash Co-Founders Simon Holliday and Libby Alexander swimming every day the month of January without a wetsuit to find 31 monthly donors for Splash. All together, 61 people signed up as monthly donors, committing long term support for Splash and its programming. We look forward to making this an annual challenge

Income statement

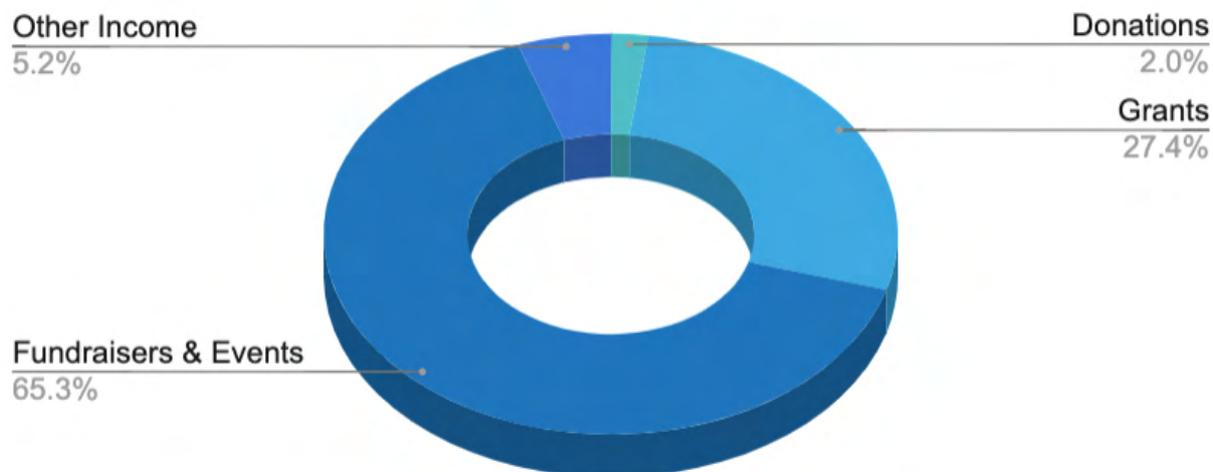
As of December 31, 2020

	2020	2019
	HK\$	HK\$
Income		
Donations	73,681	84,443
Grants	996,750	785,666
Fundraisers & Events	2,372,026	1,135,696
Other Income	190,639	210,000
Total Income	3,633,096	2,215,805
Expenses		
Adult Programme	817,797	781,987
Youth Programme	559,982	687,593
Fundraising & Development	153,685	135,946
General & Administrative	361,686	286,124
Total Expenses	1,893,150	1,891,649
Surplus/ (Shortfall)	1,739,946	324,156

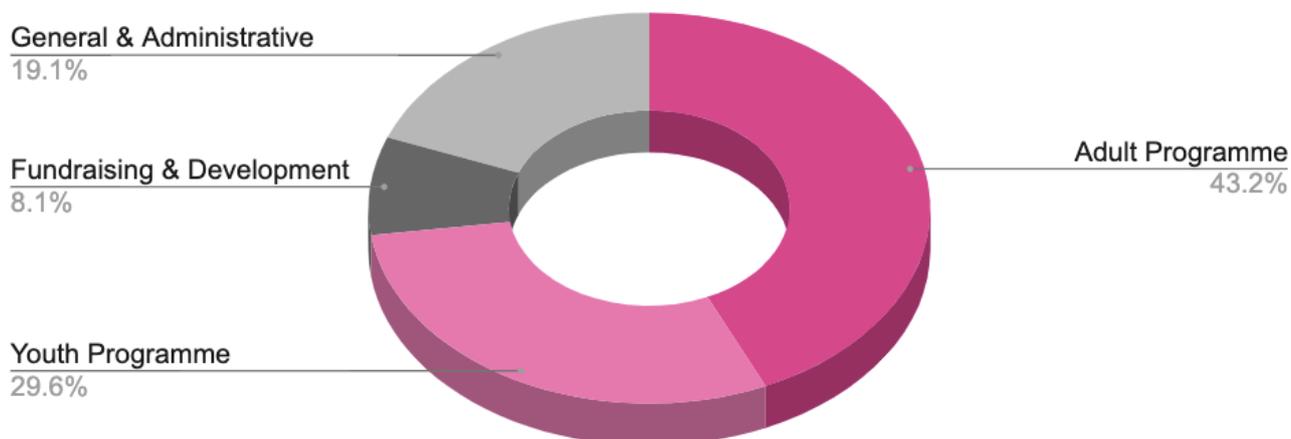
Statement of Financial Position

	2020	2019
	HK\$	HK\$
Current Assets		
Prepayments and Other Receivables	6,976	134,953
Deposit Paid	24,000	
Bank Balances	5,329,522	2,147,742
Total Assets	5,360,498	2,282,695
Current Liabilities		
Accrued Expenses	71,005	49,900
Deferred Grant Income	1,336,752	
Receipt in Advance	-	20,000
Total Liabilities	1,407,757	69,900
Net Assets	3,952,741	2,212,795
Funds		
General Fund	3,952,741	2,212,795

Income



Expenses



Our Team

Board

Mark Stamper, Board Chair

Enrico Mattoli

James Riley

Jo Soo Tang

Maaïke Steinebach

Marie Claire Lim Moore

Nikhil Eapen

Reyna Harilela

Simon Holliday, Co-Founder

Staff

Libby Alexander, Co-Founder & Executive Director

Eunice Cheung, Youth Programme Manager

Kat Nguyen, Adult Programme Manager

Sam Threlkeld, Office Manager



Funders

Lead Donors



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



MACQUARIE



The Hong Kong Club
Foundation Limited

Major Donors

Steelcase



HERBERT
SMITH
FREEHILLS

SPRING

FRIENDS OF ASIA
HONG KONG



孔慶榮及梁巧玲慈善基金
The Hung Hing Ying and Leung Hau Ling
Charitable Foundation

Credits

Splash is grateful to the photographers Kenny Li and Chiara Jeong who have donated their services in 2020 to help share the Splash story. And a big Splash thanks to Chiara Jeong who 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.



Donate here!



Follow us on



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www.splashfoundation.org

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