



**Make a Splash Mid-South**  
**Helping Children To Be Safe In And Around Water**

### The Issue

In April 2008, USA Swimming commissioned the first national research study through the University of Memphis that found:

- Nearly 60 percent of African-American children are unable to swim, nearly twice as many as their Caucasian counterparts.
- 56 percent of Hispanic and Latino children are unable to swim.
- Children in households where parents are non-swimmers are typically not encouraged to learn to swim.
- The youth drowning rate in ethnically-diverse communities is two to three times higher than the national average.

### A Solution

Moved by these statistics and several tragic youth drowning deaths, the Memphis community has come together to change the numbers and save lives. Make a Splash Mid-South, was organized by Safe Kids Mid-South, part of an international campaign to prevent accidental injury to children and led locally by Le Bonheur Children's Medical Center. Consisting of representatives of area aquatic facilities, swim clubs and other organizations committed to child safety and wellness, the group's mission is to increase water safety awareness and expand learn-to-swim programs in our community.

### Goals

- Offer free or reduced cost swimming lessons to under-served children
- Improve lifeguard training
- Encourage diversity in swimming

**Your Sponsorship** will help Make-A-Splash Mid-South teach children how to swim and host an annual Diversity in Swimming Weekend, "I Have a Dream...".



*Learn to Swim Programs were launched in February 2009 at the Bickford Aquatics Center*

Help us achieve our goals of saving lives, improving fitness and bridging cultural differences! Donations to Make a Splash Mid-South are deemed charitable under Section 501(a) of the internal revenue code as an organization described in Section 501(c)(3). **Make checks payable to Make a Splash Mid-South and send to:**

Make a Splash Mid-South/ C.O. Safe Kids Mid-South  
Le Bonheur Children's Medical Center  
850 Poplar Avenue, Building One  
Memphis, Tennessee 38105  
(For questions, [helmss@lebonheur.org](mailto:helmss@lebonheur.org) or 901-287-6730)



**Dream Sponsor**                      **\$10,000**

- One-year Swim Team Scholarship for 5 Swimmers
- Water Safety Instructor Scholarships for 5 Instructors
- Lifeguard Scholarships for 5 Life Guards
- Red Cross Water & Swim Safety Curriculum for 5 Instructors and 150 Swimmer
- 8-week Swim Lessons for 15 Students

**Champion Sponsor**                      **\$ 5,000**

- One-year Swim Team Scholarship for 3 Swimmers
- Red Cross Water & Swim Safety Curriculum for 2 Instructors and 60 Swimmers
- 8-week Swim Lessons for 10 Students

**Gold Sponsor**                              **\$ 3,000**

- One-year Swim Team Scholarship for 1 Swimmer
- Red Cross Water & Swim Curriculum for 2 Instructors and 60 Swimmers
- 8-week Swim Lessons for 8 Students

**Silver Sponsor**                              **\$ 2,000**

- Water Safety Instructor Scholarships for 5 Instructors
- Lifeguard Scholarships for 5 Lifeguards

**Bronze Sponsor**                              **\$ 1,000**

- 8-week Swim Lessons for 6 Swimmers
- Swim Suit, Swim Goggle and Towel Sets for 6 Swimmers

**Community Sponsor**                      **\$ 500**

- 8-Week Swim Lessons for 3 Swimmers
- Swim Suit, Swim Goggle and Swim Towel Sets for 3 Swimmers

**Patron Sponsor**                              **\$ 100**

- 8-Week Swim Lessons for 1 Swimmer

**In-Kind Sponsorships**

Donations of the following are always welcome!

- VOLUNTEER Time
- Swimming Accessories
- Awards (Trophies and Ribbons)
- Goodie Bag Giveaways
- Tourist Attraction and Event Passes
- Nutritious Snacks and Beverages
- Printing and Bindery Services/ Printing Paper
- Hotel Rooms
- Transportation (Air and Ground)