



Proposal for Expansion of Resources National Drowning Prevention Alliance July 1, 2008 – June 30, 2010

PROBLEM

Drowning remains the second leading cause of unintentional injury-related death for children 1-4 in the United States.¹ For every child who dies from drowning, another four received emergency department care for non-fatal submersion related injuries.² An average of 2,725 children were treated annually in an emergency department for pool submersion, and an estimated ten percent of those children sustained permanent neurological injury.³ In 2000, total drowning injuries cost the nation over \$16 billion.⁴ Drowning is preventable and unfortunately, current prevention methodologies are only partially effective. Education, research, legislation, and engineering and improvement of safety products, are all necessary components in the prevention of drownings, all of which are areas of focus for the NDPA.

Across the United States, countless opportunities for lifesaving efforts exist – EMS and fire personnel; public health and medical professionals, business and product experts, and passionately driven water safety advocates, stand ready to do the hard work at the community level that is necessary to keep children safe. But constant shortages in budget, staffing, and time limit the good they can do. Meanwhile, excellent programs and renowned experts in aquatic safety face the same limitations in their efforts to expose innovative strategies and research. In short, there is a gap between the problem of child drownings and the solutions that work - America's children are falling through that gap.

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- 1) National Center for Health Statistics, Center for Disease Control and Prevention.
 - 2) Web-based Injury Statistics Query and Reporting System (WISQARS), Centers for Disease Control and Prevention.
 - 3) CPSC Pool Submersion Memorandum
 - 4) Safe Kids Worldwide (SKW). Drowning and Water-Related Injuries, Washington (DC): SKW, 2007.

GOAL

Through the steps outlined in this proposal, the NDPA will provide state-of-the-art resources, publications, and information to NDPA members that will support drowning prevention efforts across the country. The organization will attract and attain 2,000 members by dramatically redesigning membership benefits and website resources followed by a nationwide membership campaign. By connecting community and national-level professionals, experts, and innovators, the drowning prevention effort in the United States can be brought to a previously unseen level of excellence.

NEED

As you will see in the "Accomplishments" portion of this proposal, the NDPA facilitates the nation's foremost drowning prevention professional educational event, the National Drowning Prevention Symposium, that sets the standard in the industry and creates opportunities for learning, problem-solving, and collaboration. As an alliance, we reduce the gap between the problem of drownings and its solutions. Through an aggressive plan to increase services to member, and increase members, that gap can be closed.

Presently, the NDPA relies on sponsorships and donations to support ongoing efforts to promote community-based drowning prevention programs across the country. Our expansion plans will create a high-profile opportunity for Sustaining Sponsors to support the NDPA's progress over the next two years while the organization embarks on this Proposal for Expansion of Resources.

In today's tough economic climate, Corporate Social Responsibility has become a top priority for most organizations. Your contribution to the NDPA will save lives, both in your own community and across the United States. Your financial support will enable the NDPA to increase national awareness of drowning risks, and to support community-based drowning prevention programs across the country. From national awareness campaigns and our annual symposium, to providing water watcher tags and pool safety tip sheets to pool owners in neighborhoods across the country, the NDPA will provide resources.

BENEFITS FOR SUSTAINING PARTNERS

This exciting opportunity will allow Sustaining Partners to enjoy the following benefits:

- ◆ **MARKETING & PUBLICITY:** Premier acknowledgment and recognition in all NPDA general marketing, correspondence, outreach materials, member communications, news releases, and logo prominently displayed every page of the NDPA website. Acknowledgement will include the partner's name, logo, contact information, company description and website-link whenever possible.
- ◆ **NDPA ADVISORY COUNCIL:** Sustaining Partners will be offered an honorary position on the NDPA Advisory Council during the duration of their sponsorship. This will provide the Partner an inside perspective into the operations of the NDPA and the Board of Directors.
- ◆ **REPORTS:** Receive quarterly finance and narrative reports prepared by the NDPA Administrator to track the progress of the NDPA's Proposal for Expansion.
- ◆ **PLACE IN NDPA's HISTORY:** Continue to be acknowledged as a past Sustaining Partner throughout the life of the NDPA.
- ◆ **SYMPOSIUM BENEFITS:** Attend the National Drowning Prevention Symposium as a Guest of Honor of the NDPA Board of Directors.
- ◆ **SYMPOSIUM REGISTRATIONS:** Ten (10) complimentary registrations to attend the Annual National Drowning Prevention Symposium, during the sponsorship.
- ◆ **MARKETING OPPORTUNITIES:** Sustaining Partners of the NDPA will receive a complimentary exhibit table at the Symposium. Up to five (5) advertising brochures and one company information flyer can be inserted into conference syllabus. Promotional items can be provided for inclusion in conference tote-bag for attendees.
- ◆ **LIFETIME MEMBER OF THE NDPA:** Sustaining Partners will receive a complimentary life-time membership to the NDPA. This includes receiving member newsletters and access to the Member Area of the NPDA Website. (See enclosed Sustaining Partner Benefits document for details.)
- ◆ **NETWORKING OPPORTUNITIES:** Ability to contact and network with other NDPA members.
- ◆ **COMMITTEES:** Opportunity to serve on NDPA Committees.
- ◆ **PLAQUE:** A decorative plaque will be provided to post in sponsor's place of business.

PROPOSAL

This proposal defines clear strategies and objectives to increase the NDPA's membership base to 2,000 members by July 1, 2010. The NDPA intends to significantly improve and redesign our membership benefits to provide critical resources and services to members, who will in turn support and enhance drowning prevention efforts across the country. During this two-year period, the NDPA will rely in part on support from two Sustaining Partners. By July 1, 2010 all operational expenses and overhead costs for the NDPA will be supported through membership donations and proceeds from our annual symposium. Additional sponsorships, grant funds and donations will be identified and requested for other special services and projects of the NDPA.

Budget Proposal in Brief

	YR 07-08	YR 08-09	YR 09-10	YR 10-11
Sponsorship Income	\$17,000	\$50,000	\$50,000	\$50,000
(% of total operating income)	(35%)	(56%)	(40%)	(27%)
Net Forward	\$26,000	\$20,480	\$19,460	\$28,790
NDPA Generated Income	\$5,500	\$18,900	\$56,750	\$107,000
TOTAL Operating Income	\$48,500	\$89,380	\$126,210	\$185,790

As the diagram shows above, the Sustaining Partners sponsorships would account for a portion of the NDPA General Operating Income, gradually reducing the percentage from 56% to 27% by the third year.

The NDPA has been successful in securing, managing, and maintaining sponsorship income, and will ensure the same continued management in future years. Please see the enclosed Single-page Budget. A fully detailed budget is available upon request for your review.

BACKGROUND of the NDPA

The NDPA was officially formed as a 501(c)(3) organization in November of 2004. With a volunteer Founding Board of Directors representing multiple focus areas within drowning prevention and various areas of expertise (see Founding Board List) the organization quickly grew and prospered. Following are highlights from the NDPA's history:

2002

To fulfill the company's corporate mission of reducing toddler drownings, D&D Technologies, Inc. embarked on an endeavor to establish a national organization devoted to drowning prevention. D&D President David Calabria asked Maureen Williams, the company's PR manager, to organize the first National Drowning Prevention Symposium. Clark County Safe Kids was the host agency for the first symposium, which took place in Las Vegas, NV and brought together aquatic safety organizations and advocates to discuss challenges and opportunities in the advancement of drowning prevention. As D&D continues to financially support the NDPA, many other companies, organizations and individuals have followed their lead in financially supporting the NDPA.

2003

The volunteer Founding Board of Directors was formed and began meeting via teleconference on a monthly basis. Committees were established to address various focus areas within drowning prevention. The 2nd Annual Symposium was held in Phoenix, in conjunction with the Drowning Prevention Coalition of Central Arizona and the Annual Children's Water Watcher Day.

2004

The 3rd Annual Symposium was held in Palm Springs, CA, as a "Partnership in Prevention" with local agencies including Riverside County Department of Health and Inland Empire Safe Kids Coalition. The in-person board meeting at the symposium generated energy and momentum to continue the growth of the NDPA. D&D Technologies underwrote the expenses for the NDPA to be officially established as a 501(c)(3) organization. Through additional sponsorship support from Riverside County Injury Prevention Services, the NDPA was able to establish its website. The first membership drive resulted in 85 members.



2005

The Board of Directors focused attention on Strategic Planning in 2005. At the 4th Annual Symposium, "Creating a Ripple Effect," held in Austin, TX in conjunction with the Central Texas Water Safety Coalition, the Board developed a formal mission



statement and value statement, and began laying out the framework for our Strategic Plan with short-term and long-term goals. The strategic planning committee met twice in California later that year to further develop the strategic plan.

2006

The 5th Annual Symposium, “*Working Toward a Sea of Change*,” was held in Fort Myers, FL, with the host agency, SWIM Lee. With consistent profit from the annual symposium and sponsorship funds, the NDPA was able to hire a part-time contractor to handle all the administrative and bookkeeping duties, and to coordinate the NDPA symposiums with the local host agencies. This set the stage for rapid progress and expansion of services. Policies and procedures were formalized.



2007

Again working with the Drowning Prevention Coalition of Central Arizona, along with the Phoenix Fire Department, the 6th Annual Symposium returned to Phoenix, “*Empowerment, the Wave of the Future*.” The Swim for Life Foundation generously provided \$20,000 to the NDPA as the first Presenting Sponsor for the 2007 Symposium. Additional sponsorships from D&D Technologies, IPSSA, Mary Glass-Schannault, Banner Hospital, MG International, Blue Buoy Swim School and many others, contributed to the \$43,000 in symposium sponsorships. The US Swim School Association promoted NDPA membership to their own members, resulting in 38 new members for the NDPA. The Research & Data Committee of the NDPA issued their report, “Measuring the Decrease in Child Drowning.” (Enclosed)



2008 Current Year

This year, the NDPA has already shown significant progress. With the theme “*Pooling Together, Drowning Prevention is Everyone’s Business*,” the 2008 Symposium in Irvine, CA, hosted by the Orange County Fire Authority, and once again presented by the Swim for Life Foundation, generated unprecedented momentum and support for the NDPA. The NDPA Board of Directors adopted a modified mission statement designed to incorporate all aquatic safety areas and interests with the common understanding and motto that “Drowning IS Preventable.” NDPA President Johnny Johnson unveiled a draft version of the NDPA’s Core Beliefs to symposium attendees. Many remarked that this statement helped them to understand the group’s purpose and to identify with the overall goals of the organization (final Core Beliefs enclosed). A tax accountant was engaged as a consultant to provide oversight for the NDPA’s financial recordkeeping. The NDPA’s website was improved and maintained with public and member resources. The NDPA Education Committee completed the group’s first official position paper, which will be published in the *International Journal of Aquatics* later this year.



NOTABLE ACCOMPLISHMENTS

Since 2002, the NDPA has impacted the advancement of drowning prevention in the United States. Here are just a few of the NDPA’s notable accomplishments:

- NDPA’s Research & Data Committee compiled its report “Measuring the Decrease in Child Drowning”
- Organized seven successful Annual National Drowning Prevention Symposiums, in six different cities across the country, and planning is already underway for ’09, ’10, and even ’11.

- Launched a website to provide members with credible and usable resources and information, also allowing for exposure for sponsors, supporters, and members.
- Consistently maintained a membership base between 90-130 members.
- Established support from other national organizations related to drowning prevention including: American Red Cross, CDC, IPSSA, Lifesaving Resources, National Swimming Pool Foundation, Safe Kids Worldwide, CPSC, Swim For Life Foundation, US Swim School Association, USA Swimming, United States Lifesaving Association, YMCA of the USA, and many others.
- Generated financial support each year.
- Created a position paper on Layers of Protection, citing broad-based research, and thereby creating a template for future documents and research credited to the NDPA.
- Acted as an instrumental consultant for the author of the Virginia Graeme Baker Pool Safety Act, the first ever national legislation addressing pool and spa safety.

With this momentum and support, the NDPA is moving toward becoming a financially self-sustaining organization, while continuing our progress in the advancement of drowning prevention through education, research, barrier codes & legislation, support services, and resources for our members.

OBJECTIVES & STRATEGIES of the EXPANSION PROPOSAL

This proposal follows three clear objectives:

- 1) Secure short-term funding
- 2) Significantly improve member benefits and services
- 3) Embark on a nationwide membership campaign

OBJECTIVE ONE

Secure two Sustaining Partners by July 1, 2008

Identify and secure two Sustaining Partners, each providing an annual contribution of \$25,000, (\$6,250 at the beginning of each quarter of the fiscal year) for overhead expenses of the NDPA. These funds will be used for the operations and administrative costs, including website development and maintenance, educational items for members, marketing campaigns and materials, and other member support services.

OBJECTIVE TWO

Significantly Increase and Improve Benefits & Services to Members by April 30, 2009

Redesign, improve and increase benefits and services offered to NDPA members. The NDPA Board of Director's recognizes that top-of-the-line benefits, services and resources are the first priority to achieve our goal of 2,000 members. These projected benefits include, but are not limited to, the following:

Website

Dramatically redesign the NDPA website following the suggestions reported in the March 2008 Board of Directors meeting submitted by Tomás Leclerc. The new website will focus on creating functionality and purpose in the website to provide resources, information, materials, publications, and other needed information to further member's drowning prevention programs. The website will also provide simple, easy to navigate, safety information designed for public use. The website will offer an online forum for members to communicate. Members have direct and immediate access to Board of Directors and Advisory Council members through the website. Extensive research information and website links will be made available.

Online Member-to-Member Resource Library

Members will be able to upload drowning prevention resources as well as review information posted by other members. Examples will include educational program materials, sample legislation, sample letters, brochures, videos, posters, handbooks, training tools, campaign messages, outreach and awareness campaigns, evaluations methods and tools, data collection tools, certification programs for swimming instructors and lifeguards, barrier guidelines and more.

Online Member Management System

Begin utilizing an online membership management tool that will allow our members to sign-up, pay, and renew their membership online. The development and utilization of an online membership management tool will significantly reduce the amount of administrative time spent managing membership, and prepare the organization for a significant increase in members. An interactive member directory with photos, contact information, web-links, and information can be incorporated.

Memorial Page

The NDPA will also create a memory page on the website to honor loved ones who have died or suffered injury from a near-drowning. While the creation of the memorial post will be complimentary, we will allow visitors to make "In Memory Of" or "In Honor Of" donations to support drowning prevention initiatives. Donors will be listed on the section remembering or honoring the person of their choice.

Member E-mail Newsletter Blast

The NDPA Member Newsletter, currently distributed as a PDF document, will be redesigned into an interactive e-mail format with link to the NDPA website.

Publications & Merchandise

Develop complimentary NDPA materials for member use such as NDPA brochures, member logo, Core Beliefs document, water-watcher tags, posters, safety tips for print and public dissemination, etc. We may also establish merchandise-for-sale items such as coffee cups, water bottles, beach towels, T-shirts, etc.

OBJECTIVE THREE

Embark on a Nationwide Membership Campaign starting May 1, 2009

The NDPA will begin to proactively build our membership base by kicking off a National Membership Campaign and utilizing Membership Partners to attract members.

Establish NDPA Membership Partners

Following the example set by USSSA in 2007, we will partner with alliance organizations that also have paying members. Membership Partners will encourage their members, when renewing membership to the Partner's organization, to also join the NDPA to support efforts in drowning prevention nationwide. The goal for each Membership Partner will be an average of 10% return based on their current membership. Some potential Membership Partners are:

10%*	AGENCY	AGENCY'S TOTAL CURRENT MEMBERSHIP
30	USSSA	(300 members)
370	IPSSA	(3,700 members)
3,000	USA Swimming (1%)	(300,000 members)
150	Lifesaving Resources, Inc.	(1,500 email recipients)
1,000	AAP (1%)	(60,000 pediatricians)
260	YMCAs	(7.7 million program members, 2,663 YMCA's)
45	Safe Kids	(450 coalitions in 16 countries)
1,000	NSPF (5%)	(20,000 recently trained pool operators)
110	American Red Cross	(1,100 US chapters – estimate)
650	USLA (5%)	(13,000 total members – dues \$10 - \$30)

6,615 TOTAL POSSIBLE MEMBERS, far exceeding our goal of 2,000

*(*In the estimates above, some projections were based on a much lower return-rate)*

Customized Membership Campaign Materials

Campaign materials will be customized to target the various entities involved in drowning prevention, such as lifeguards, physicians, hospitals, swim instructors, pool builders, barrier manufacturers, families who have lost a loved one to drowning, child fatality review teams, first-responders, and researchers. Website promotion, email notices, mass mailing, and news releases will be incorporated into the membership campaign.

FINAL GOAL**Establish a membership base of at least 2000 members by July 1, 2010**

2,000 members will allow the NDPA to attain financial sustainability to ensure its long-term viability. In addition, the NDPA will continue to identify and apply for grant funding for special projects and events and to seek sponsors for our annual symposium. The NDPA will continue to support our members with the best resources available through our website, annual symposium, and networking to ensure the advancement of drowning prevention throughout the nation.

The NDPA Board of Directors is confident that this proposal is achievable and conservative, and is in alignment with the priorities described in our Strategic and Business Plans.

OTHER OPPORTUNITIES**Grant Funds**

The NDPA will continue to apply for applicable grant funds for special projects and services.

Continued Sustaining Partners

As an organization committed to keeping children in the United States safe, we will continuously seek to improve the level of services we provide to members. Upon successful completion of this proposal, the NDPA will embark on additional growth and development projects. Sustaining Partners are encouraged to continue supporting the NDPA in future efforts, possibly by allowing for the hire of additional support staff and the development of additional projects and services.

In-Kind Partners

In the future, the NDPA may establish an official headquarters. At that time, an In-Kind Partner would be sought to underwrite the cost of expenses such as office space, office supplies, and perhaps employee benefits.

Long-Term Financial Sustainability

After yearly expenses have been paid, and a sufficient balance maintained to support the next year's activities, an endowment will be created so that the long-term financial viability of the organization is assured.

NDPA CONTACTS

For more information on the information set forth in this proposal, please contact us personally.

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