# FOUNDATION

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#### DREAM PLAN REACH

#### MISSION





Promoting healthy and active lives, especially for children, by expanding their opportunities in the sport of swimming.

#### PROGRAMS

#### <sup>®</sup> im

im offers a multi-faceted line-up of water safety lessons, recreational aquatic activities, organized swimming, as well as health, wellness and goal-setting instruction at a world-class level. As participants make their way through the program's five im bubbles, im safe, imfun, imfast, imhealthy and imsuccessful, they have the opportunity to earn eight im medals of their very own.



Level Field Fund-Swimming is a grant-giving program that provides support for talented swimmers with financial need.



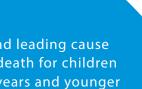
Caps-For-A-Cause is a program designed to aid the fundraising efforts of 501(c)(3) non-profit organizations committed to growing the sport of swimming and/or encouraging children to live healthy and active lives. Through an application process, these non profits can apply to receive an authenticMichael Phelps signed swim cap to offer in their silent or liveauction fundraisers. These caps raised nearly \$60,000 for organizations.



The Foundation Golf Classic is the largest annual fundraiser for the Michael Phelps Foundation and provides the opportunity to raise awareness about the Foundation and its programs.

## FOUNDATION

#### NATIONAL DROWNING STATISTICS



2nd leading cause of death for children 14 years and younger is drowning.

6 out of 10 African-American and Hispanic/Latino children do not know how to swim; nearly twice the number of Caucasian children

2 key barriers preventing children from learning to swim were fear of injury or drowning and the lack of parental encouragement

Youth drowning rates in ethically-diverse communities are 2-3 times higher than the national average

#### GLOBAL NEED

International Drowning Statistics According to the World Health Organization:

> Across the globe, half a million people drown every year

More than half of all drowning victims worldwide are children

Of these unintended drowning deaths, 97% occurred in low and middle income countries

Both China and India have particularly high drowning mortality rates and together contribute 43% of all drowning deaths worldwide

For American Indian and Alaskan Native children, the fatal drowning rate is 2.3 times higher than for white children.

### BOYS & GIRLS CLUB HIGHLIGHTS

37 Boys & Girls Clubs of America including one naval installation in Naples, Italy have participated in **îm**.

#### Over 11,000 Boys & Girls Club members participated in im

68% of participants never took a swim class prior to im

> 88% of participants were 12 years old or younger

72% of participants were African-American or Latino

94% demonstrated a measurable increase in their knowledge of health and nutrition

98% believe they can set and achieve their goals

89% of newly enrolled participants earned their **imsafe** in water certificates

#### BOYS & GIRLS CLUB

#### **PROGRAM HIGHLIGHTS**

"We are so proud of our relationship with the Michael Phelps Foundation. With im, members learned life-saving swimming skills because of the work and skills provided to Club staff to teach our kids how to be safe in water. Michael, thank you so much for all you do for Boys & Girls Clubs of America and the youth we serve." Frank Sanchez, Vice President, Sports, Entertainment & Alumni Development, Boys & Girls Clubs of America

#### Boys & Girls Club of America im program Grant Recipients

MPF supported 37 clubs and donated over \$1 million in grants. Clubs averaged 152 children over two sessions of **im**.



Boys & Girls Clubs of DelawareBoys & Girls Clubs of IndianapolisBoys & Girls Clubs of San AntonioHurlburt Youth ProgramsWaterville Area Boys & Girls ClubLawrence Boys & Girls ClubBoys & Girls Club of Greater NashuaSarah Heinz HouseBoys& Girls Clubs of Central AlabamaBoys & Girls Clubs of ValdostaBoys & Girls Clubs of Cascade CountyBoys & Girls Clubs ofStocktonBoys & Girls Club of Camden CountyNaples Italy Navy Youth CenterBoys & Girls Clubs of Southern MaineBoys& Girls Clubs of BellevueBoys & Girls Club of Taunton, IncBoys & Girls Clubs of Broward CountyHarford County Boys & GirlsClubBoys & Girls Clubs of ToledoBoys & Girls Clubs of the Tennessee ValleyBoys & Girls Club of Central ArkansasMadisonSquare Boys & Girls ClubBoys & Girls Clubs of Deep East TexasLos Angeles Boys & Girls ClubBoys & Girls Club of Adair CountySchoolsBoys & Girls Clubs of Benton and Franklin CountiesBoys & Girls Clubs of the Midlands, Inc.

#### BOYS & GIRLS CLUB

#### **PROGRAM HIGHLIGHTS**

"One of our Native American male club members, with a family history of diabetes, has greatly benefited from all areas of **im**. Native Americans are at an increased risk of developing diabetes so it is really important for these children to learn heathy lifestyle habits. **im** served as a conformable non-threatening platform to discuss these important issues and was a life changing experience for this young man. This program will have a great impact on our Native American members and our community." Boys & Girls Club of Green Country, Omaha, NE

#### As the official swimming training program of Special Olympics,

im is being implemented in over

250 Teams in 35 countries on 6 continents.

#### SUCCESS STORY:

"My daughter Abbey recently completed **im** in Queensland, Australia and received her **im** Medal. Abbey has a chromosone disease, Cri Du Chat & Autism, this program has given her a sense of achievement to reach her goals and immense pride which she doesn't always get through main stream swimming. Abbey also received news last Friday she had been selected for the Special Olympic Australia Junior National Games. Thank you so very much for introducing such a great program for children with special needs." Mother of **im** program participant Special Olympics Australia





#### SPECIAL OLYMPICS

#### **PROGRAM HIGHLIGHTS**

"What we learn through the **im** program is that it's not only learning to swim, but it's also learning what to do outside of the pool. It's learning that to be a good swimmer you have to watch your weight, you have to eat the right foods. It's really a comprehensive program for our athletes to not only to become great swimmers but to lead more healthy and active lifestyles. I think the end product will be that we will have a lot more people in the pool, a lot more athletes swimming and being successful." Peter Wheeler, Chief, Strategic Properties, Special Olympics



#### PROGRAM PARTNERS

im was created in collaboration with Michael Phelps Swimming and KidsHealth.Org.



Michael Phelps Swimming (MPS), programming of Michael Phelps Swim School, is a world-class program of swimming methodology that has been developed and enhanced over the course of three decades of practice and instruction. Designed for swimmers of all ages and abilities, Michael Phelps Swimming is rooted in its comprehensive understanding of how individuals develop their motor and cognitive skills, both children and adults, as it relates to the properties of water through the programs' philosophy of the four "B's": Body Position, Buoyancy, Breathe Control and Balance. The principles of Michael Phelps Swimming offer an environment of teaching and coaching that is customizable to meet the needs and abilities of swimmers individually. WWW. MPSWIMSCHOOL.COM



KidsHealth.org

KidsHealth.org is the #1 site devoted to children's health and development in English and Spanish. Each year, over 250 million parents, kids, and teens turn to KidsHealth.org for expert answers, making it the Web's mostaccessed site on children's health. KidsHealth. org has been honored as one of the 30 Best Websites by U.S. News & World Report, one of the 50 Coolest Websites by TIME magazine, and the Best Family Health Site "For Moms" by Good Housekeeping. KidsHealth also creates KidsHealth in the Classroom, a free website for educators featuring standards-based health curricula, activities, and handouts. KidsHealth comes from Nemours, one of the nation's largest nonprofit pediatric health systems and a founding member of the Partnership for a Healthier America, a national movement led by First Lady Michelle Obama to solve the childhood obesity challenge. For more information about KidsHealth, please visit KidsHealth.org.

#### AWARDS AND RECOGNITION

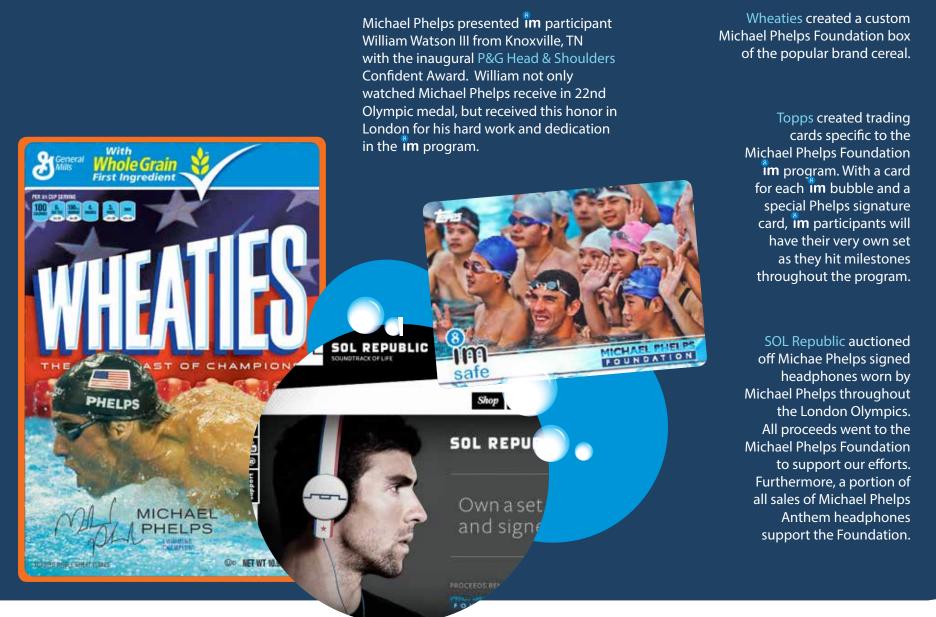
#### MEDIA EXPOSURE



ON-ONE WITH MI

#### AWARDS AND RECOGNITION

#### SPONSOR RECOGNITION



#### BOARD OF DIRECTORS / STAFF LIST

PRESIDENT: MICHAEL PHELPS is widely regarded as one of the most accomplished athletes of all time. With 22 Olympic medals, and more gold medals, world championships and world records than any other swimmer in history, Phelps used his \$1MM performance bonus from Speedo to create the Michael Phelps Foundation, a non-profit organization focused on growing the sport of swimming and promoting healthy and active lifestyles, especially for children. Phelps's international titles and record breaking performances have earned him the World Swimmer of the Year Award six times and American Swimmer of the Year Award eight times. His unprecedented Olympic success in 2008 earned Phelps Sports Illustrated magazine's Sportsman of the Year award, and his work with the Michael Phelps Foundation earned him the AAFA's Humanitarian of the Year Award in 2012.

SECRETARY: DEBBIE PHELPS is currently the Director of the Education Foundation of Baltimore City Public Schools. As a former Principal of Windsor Middle School in Baltimore and a long tenure in the education system, Deborah is a strong advocate for the promotion of education in the Baltimore school system and beyond. As a public speaker, Deborah addresses a range of topics related to education and child development. She also sits on multiple business and community-advisory boards. TREASURER: LENNY KRAYZELBURG is a four-time Olympic gold medalist. His first three gold medals were earned in 2000 and as USA's Olympic Team Captain he earned one more in 2004. In 2005, Krayzelburg started the Lenny Krayzelburg Swim Academy to teach children to be water safe and inspire love for the water. The Academy is operating in several locations including California, New York, New Jersey and Kentucky.

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