

# SWIM ACROSS AMERICA★

PARTNERSHIP OPPORTUNITY



**WITH \$60M  
RAISED, AND OVER  
100 EVENTS  
ANNUALLY**

**SWIM ACROSS  
AMERICA IS THE  
LARGEST NATIONAL  
NON-PROFIT FIGHTING  
CANCER THROUGH  
SWIMMING ★**

**SWIM**  
ACROSS AMERICA  
★ MAKING WAVES TO FIGHT CANCER ★

# SWIM ACROSS AMERICA IS\*\*\*

a national non-profit dedicated to fighting cancer through swimming.

We hold over 100 open water and pool swims from coast to coast, each used to fundraise for cancer research prevention and treatment.



# SAA'S CULTURE IS UNIQUE AND CONTAGIOUS★

**OUR SWIMMERS ARE INCREDIBLY LOYAL**  
Our return rate is way above average.

**OUR SWIMMERS ARE OUR PRIORITY**  
Our events get an avg. rating of 9.5 out of 10.

**SAA MAKES A MEANINGFUL IMPACT**  
We give 75 cents on the dollar to our cause, and support world class research.

**WE CONTINUE TO GROW ANNUALLY**  
Due to brand loyalty, we saw 300% growth in 6 years.



# WHERE WE MAKE AN IMPACT★

SAA HAS 16 OPEN WATER SWIMS ACROSS THE US

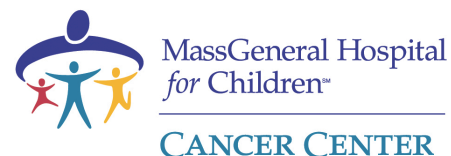


## SAA OPEN WATER SWIMS:

Atlanta, Dallas, Tampa, Seattle (2), Chicago, San Francisco, Baltimore, Rhode Island, Greenwich, New York (3), Massachusetts (3).

# SAA SUPPORTS WORLD CLASS BENEFICIARIES★

SAA FUNDS CANCER RESEARCH, PREVENTION AND TREATMENT AT SOME OF THE BEST INSTITUTIONS IN THE WORLD. WE SUPPORT 20+ BENEFICIARIES, AND THERE ARE SWIM ACROSS AMERICA NAMED LABS AT 8 MAJOR CANCER INSTITUTIONS ACROSS THE US.



# SAA OLYMPIANS★

SAA Olympians are dedicated to growing the sport of swimming and to fighting cancer. Each year, dozens of Olympians attend our events. Since our inception, over 100 Olympians have joined us.



**Michael Phelps: 18 gold, 2 silver and 2 bronze Olympic medals**  
Right Photo: Phelps as the Official Race Starter for the SAA – Baltimore Swim



**Rowdy Gaines: 3 gold Olympic medals**  
Right Photo: Gaines at the finish line of the SAA – Rhode Island Swim



**Ryan Lochte: 5 gold, 3 silver and 3 bronze Olympic medals**  
Right Photo: Lochte pictured with SAA CEO Janel McCardle at SAA fundraiser.



**Jenny Thompson: 8 gold, 3 silver and 1 bronze Olympic medals**  
Right Photo: Thompson at the finish line of the SAA – Nantasket Swim

# WHO WE MAKE AN IMPACT ON★

## OUR “TYPICAL PARTICIPANT”

HEALTH CONSCIOUS | ATHLETIC  
UPPER MIDDLE CLASS | COLLEGE EDUCATED  
PASSIONATE & PROACTIVE | MARRIED WITH KIDS  
AGE VARIES LARGEST CHUNK IS 35 – 50: 45%

## OUR SIZE AND REACH

15,000 EVENT ATTENDEES | 50,000+ DONORS  
12M WEBSITE HITS ANNUALLY | \$50M RAISED TO DATE

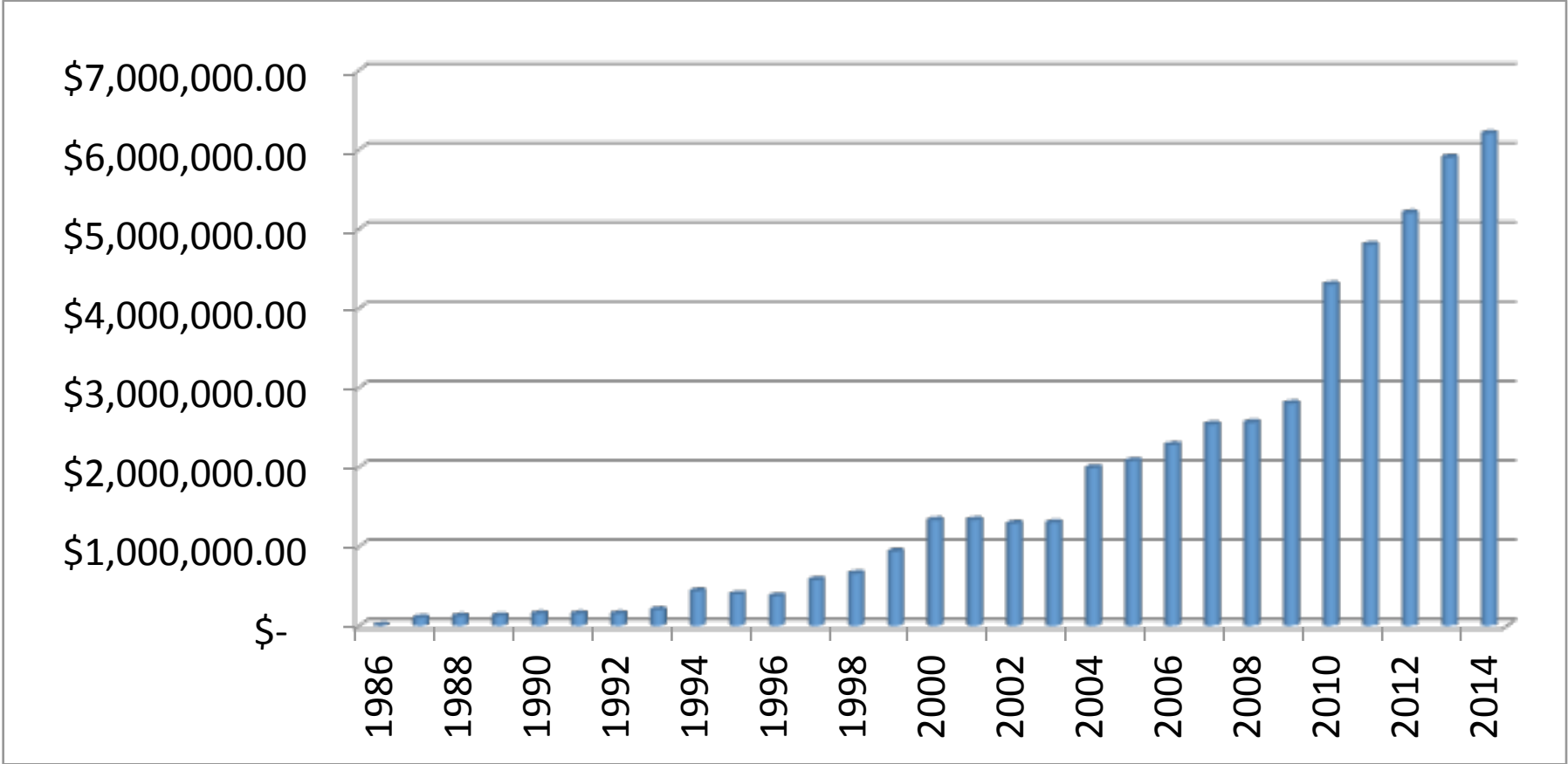
## MAJOR IMPACT

WE SUPPORT 20+ BENEFICIARIES, AND THERE ARE SWIM ACROSS AMERICA NAMED LABS AT 6 MAJOR CANCER INSTITUTIONS ACROSS THE US.





# SAA CONTINUES TO GROW★



# THE SAA – BOSTON SWIMS



# PARTNERSHIP WITH DANA-FARBER



Swim Across America Boston is proud to finance the ***Swim Across America Inc., Training Grants Fund*** for The Perini Quality-of-Life Clinic at Dana Farber.

- The Quality-of-Life Program was launched in memory of David B. Perini, Jr., who lost his eight-year battle to cancer in 1990 at the age of 26. The Quality-of-Life Program was instituted in 1992 to address the health issues confronted by survivors of childhood cancer.
- The program's mission is twofold. The first step is to help childhood cancer survivors, both children and adults, identify and address the risks and problems they are experiencing as a result of the lasting effects of their cancer treatments. The second is to support research aimed both at easing post--treatment effects and at improving treatment methods to prevent these effects in future cancer patients.
- As we become more successful in treating cancer, it is vital that we pay attention to the lives survivors are capable of leading. Cancer treatment is not just a matter of saving certain numbers ... but about saving human beings for qualitative, useful and purposeful years.

# PARTNERSHIP WITH MASSGENERAL HOSPITAL *for* CHILDREN



MassGeneral Hospital  
*for* Children™

CANCER CENTER

- Dedicated to providing outstanding personalized, developmentally appropriate care for infants, children and adolescents within the context of their family and community. We recognize that excellence in patient care is the result of an interdisciplinary effort requiring collaboration from all members of the healthcare team. We are committed to providing the best care possible in a child friendly environment that includes dedicated pediatric emergency, day surgery, outpatient and inpatient services. We honor diversity, we encourage open discussion and respect the parent's and child's right to participate in the planning of care. We are advanced in our understanding of illness by sound medical research and education, empowered by skill and technology, and motivated by a commitment to excellence in pediatric practice that is sincere and compassionate.
- The oldest provider of pediatric services in Boston, MGHfC has provided comprehensive, compassionate care to children since 1821.
- MGHfC is home to the only proton beam facility in New England, which allows our team to provide groundbreaking therapy for children with cancerous brain tumors, eye tumors and other illnesses.
- MGHfC staff is involved in global health initiatives in developing countries and participates in national and international disaster relief efforts.

# PARTNERSHIP OPPORTUNITIES

BENEFIT	\$25K	\$10K	\$5K
Logo on all SAA – Boston ads	X		
Logo on all SAA – Boston t-shirts	X	X	X
2 banners at SAA – Boston events		X	X
Ad in all SAA – Boston journals	X Full page – inside cover	X Full Page	X Half Page
Signage on SAA archway (at start & finish)	X	X	
Signage on official SAA boats	X	X	
Logo on all SAA – Boston web pages	X		
Exposition space at the swim	X	X	



 **SWIM**   
**ACROSS AMERICA**  
★ MAKING WAVES TO FIGHT CANCER ★

KITTY TETREAUULT  
Swim Across America, Inc.  
30 Bullard Street  
Walpole, MA 02081

[KITTY@SWIMACROSSAMERICA.ORG](mailto:KITTY@SWIMACROSSAMERICA.ORG) / 617-755-5254