



Swim Across America Swim15 Pool Swim to Fight Cancer

WHY: An opportunity for your swim program to support a cause—finding a cure to cancer—that is embraced by Missy Franklin, Nathan Adrian and many more [Olympians](#).

HOW IT WORKS: Every 15 minutes, 50 Americans are diagnosed with cancer. Dedicate a practice that incorporates the 15-theme. Participants can choose from the following:

15 x 25s
15 x 50s
15 x 100s
15 x 200s

You set the guidelines. You decide the intervals. You decide if equipment is allowed. You decide if they can mix in strokes. You decide if relays are allowed. You decide if you want to invite others to swim with you (i.e. youth, adults, other teams, etc.).

You decide if a participant can swim multiple 15s (i.e. some may want to do all the 25s, 50s, 100s and 200s). Your program should give awards and recognition for swimmers that complete the swims according to your guidelines. Have fun with it!

The goal is that each swimmer would secure \$100 in donations.

SUPPORT FROM SAA: SAA will create a webpage for your program (here is an [example](#)). We can group register your swimmers or your swimmers can self-register through your web page. Swimmers use the online tools to fundraise via e-mail, social media, text, etc. Donations are 100% tax deductible and SAA processes donor tax receipts. Checks can be made payable Swim Across America and mailed to our Charlotte office. SAA will rebate up to 8% of the donations back if requested to help offset your expenses.

SAA will provide caps and tattoos to generate enthusiasm and encourage participants to meet fundraising incentives.

\$100 - SAA T-Shirt.

\$200 - SAA Sunglasses + \$100 fundraising incentive.

\$500 - SAA Towel + \$200 fundraising incentives.

\$1000 - \$50 Amazon gift card + \$500 fundraising incentives.

WHERE THE MONEY GOES: SAA pools together dollars and grants to fund clinical trials and cancer research at our [beneficiaries](#).

GET STARTED: Craig Beardsley | 908-451-3542 | craig@swimacrossamerica.org