

Dear Friends,

Every 15 minutes, 50 Americans are diagnosed with cancer. This is a sobering reality. But, the good news is that every year millions of Americans are beating cancer through advancements in treatments. Swim Across America exists to raise as much money as possible for our team of doctors and researchers who are the pioneers developing cures and new treatments to this dreaded disease. Your donations and SAA grants to our beneficiaries are vital to us defeating cancer.

This past January, I left my previous position as Executive Director of U.S. Masters Swimming to dedicate myself fulltime to our cause. Our founders molded SAA on the bedrock values of “Give, Unite, Share”. Our promise of local, transparency and impact has earned the trust of donors and supporters. Our values and promise attracted me to SAA, and I am honored to carry forward the SAA torch that my dear friend Janel Jorgensen McArdle lite so brightly.

Here is what you can expect from Swim Across America. First and most important, a commitment to safe open water swims. Second, a commitment to gold standard customer service. Our SAA staff is small but we are here to support members of our community. Please don't hesitate to call upon us as we do the same with you.

Third, we know many more swimmers would like to participate in the SAA cause but aren't able to attend an SAA open water swim or swim in a club pool program. So, we are extending an invitation to anyone across the country that wants to be part of the cause by introducing Swim15. Swim15 is an individual virtual swim that anyone can do. Simply swim 15 minutes anytime in any body of water—as long as it's safe—between May 23 and June 6. Then, ask 15 people to support you with a \$15 donation. Swim15 is not a competition. We do not track swim results. Swim15 is simply another way for the swimming community to participate in our cause. Visit [Swim15.org](http://Swim15.org) for more details.

This spring, as SAA events commence, our team is excited to personally meet our swimmers, volunteers, and donors. We look forward to learning about why you are in involved, and what more our team can do to support you as you support us.

Defeating cancer is our mandate, and as we are all faced with the urgency of this mandate every day, we are continuously reminded of how important our work is. I am deeply grateful that you support the SAA cause, and proud to lead us in the years to come.



Rob Butcher  
President and CEO  
Swim Across America