



## Swim School Providers - Frequently Asked Questions

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### 1. What is a Hope Floats Swim School Provider?

Hope Floats Swim School providers believe **ALL children** should be empowered with the swimming skills necessary **to save their own lives**. Providers spread awareness about the importance of swim lessons and run fundraisers in their local communities. Hope Floats Providers receive a robust toolbox of tested, easy-to-implement fundraisers and marketing materials to jumpstart local involvement.

100% of funds raised in local communities remain local to provide scholarships for children in need. There is no required amount of participation, but awareness and fundraising directly correlate to lifesaving IMPACT (*i.e. More local awareness and fundraising = More local children saved*).

### 2. How much time and money will this save my school?

Before partnering with Hope Floats, many big-hearted swim school owners were providing scholarships and tuition discounts directly out of their businesses (*ranging from \$5,000 to \$75,000 per year*).

To set up your own 501c3 nonprofit costs approx. \$5,000 in upfront cash and legal fees plus a year of effort between lawyers, the government and yourself.

Partnership with Hope Floats can save your school ALL of these expenses plus a year or more of time.

### **3. What does it cost to be a Swim Provider with Hope Floats?**

Because Hope Floats is a nonprofit, a monthly donation is requested from Swim School Providers to support Administrative Costs (see below). The tax deductible donation is affordable and based on the size of your swim school. This allows **“100% of every dollar raised locally to go to a local child in need.”** For more information about the monthly donation level for your school, please reach out to our Executive Director, Christy Bostic at [info@hopefloats.foundation](mailto:info@hopefloats.foundation)

#### **Administrative donations cover:**

- Annual Legal costs including registering in your state
- Supporting your school in planning local fundraising activities
- Managing the accounting of your fundraising efforts
- Reviewing applications, communicating with scholarship families, and distributing scholarships to children in your community
- Any excess funds provide scholarships for children

### **4. Are all donations tax deductible?**

Yes, ALL donations to Hope Floats Foundation are tax deductible.  
**Our Federal Tax ID number is: 81-2681890.**

### **5. How will our swim school reach families in need?**

It is important to promote the Hope Floats scholarship program on all your marketing materials (brochures, newsletters, website, front desk signs, public marketing, etc). Consider including a statement like:

**Tuition Assistance provided by Hope Floats**

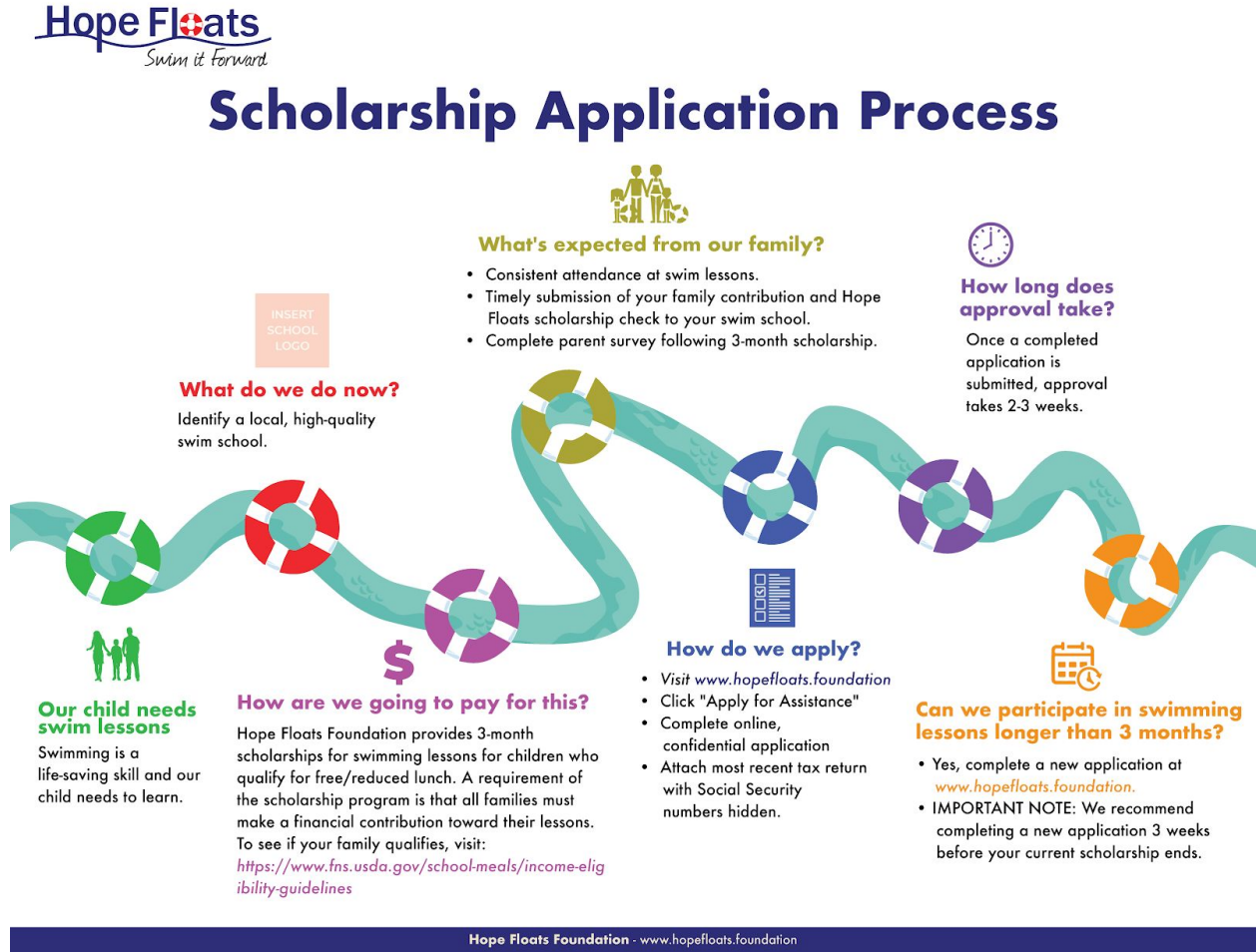


**[www.hopefloats.foundation](http://www.hopefloats.foundation)**

As you promote Hope Floats, you will also be promoting your swim school, and scholarship applicants will find you.

## 6. How does the scholarship application process work?

Scholarship applicants apply directly through the Hope Floats website at <http://www.hopefloats.foundation/apply-for-assistance>. Hope Floats handles all scholarship application review, communication with families, and distribution of scholarship funds. The full application process is shown in the graphic below:



## 7. What is required from scholarship families?

Hope Floats believes in family “buy-in.” All families are required to make a monthly financial contribution toward their child’s swim lessons. When families accept the scholarship, they agree to uphold the following responsibilities:

- Attend swim lessons on a consistent basis.
- Submit their family contribution and the Hope Floats scholarship check to their swim school in a timely fashion.
- Complete the Hope Floats parent survey following the 3-month (12 lesson) scholarship.

**8. How does the money flow between fundraising money going into Hope Floats and scholarships being distributed to children?**

When your swim school raises scholarship funds, you send the money to Hope Floats and we earmark it for scholarships in your local community. Online donations that come through the Hope Floats personalized donation button on your website and/or online campaigns will automatically be earmarked for your community. This includes donations solicited through Facebook.

When scholarship applicants indicate that they want to attend your school, we review their application, and once approved, mail a check made out to your swim school to the family's home. When the family registers with your school, they present both their family contribution and the scholarship check, which covers 100% of your school's tuition cost.

**9. Will I need to discount my normal tuition rate for Hope Floats Scholarship Recipients?**

No - your school can charge your normal tuition rates for Hope Floats Scholarship Recipients. The family's monthly contribution, plus the Hope Floats scholarship check will cover 100% of your school's tuition cost for the student.

**10. How much work will this be?**

Hope Floats' founders are swim school owners too, so we understand the demands of running your business. We are always focused on ways to make it EASY for swim schools to serve children in need. We hear consistently from our Swim School Providers that Hope Floats fundraisers only require a little time and little-to-no upfront expense. Providers also share that the PR and good will that Hope Floats brings to their communities is a WIN WIN! Not to mention, the potential to boost your swim school's enrollment.

**11. How will this affect my staff?**

Your staff are already with you because they believe in saving lives and positively impacting children. Participation in Hope Floats just amplifies this by allowing your staff to give back to the entire community in ways they could not before.

**12. What states is Hope Floats operating in?**

Hope Floats is structured to operate in all 50 states.

### **13. What happens after we join?**

Your Swim School can legitimately say on all marketing, signage, website, social media, advertising and EVERYWHERE:

**“A portion of every sale goes to end childhood drowning through Hope Floats Foundation”**

**and**

**“100% of all donations go to sponsor a child in need”**

Hope Floats will share the good news of our partnership via social media and begin your school in our onboarding process. We will also provide partnership Badges for your website to proudly display your generosity, and full access to our robust toolbox of documented fundraising and marketing materials. Following onboarding, your school can run its first big fundraiser and begin referring scholarship applicants.

### **14. Do Hope Floats providers work together?**

As a Hope Floats provider, you will be joining forces with providers across the country seeking to save the lives of children in need. Hope Floats encourages the open exchange of ideas, pooling of resources, and ideas for marketing and social media exposure. By coming together to promote the same campaigns and messages, we will create a global voice for ending childhood drowning. **This is a Movement** where we will support thousands and thousands of kids who wouldn't otherwise be able to learn to save their own lives.