

YWCA's Swim Equity Program

*FY 2018 Buncombe County Community
Funding*

YWCA of Asheville and Western North Carolina

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Application Form

Project Name*

Name of Project

YWCA's Swim Equity Program

Amount Requested*

Amount Requested

\$20,400.00

Service Area*

Which Commissioner Districts are served by this program?

Access a map of Buncombe County Commissioner districts [here](#).

District 1

District 2

District 3

Which county sustainability goal aligns best with the goals of this project?*

Based on the Buncombe County Sustainability Plan, select a Category, Goal & Objective that align with the focus of the project and the specific results that will be achieved.

Access the Buncombe County Sustainability Plan [here](#).

Community > Equity in Access > Increase quantity and quality of recreational activities

If applicable, select a second sustainability goal that aligns with project goals.

Result 2 is optional - Select if project aligns with more than one Sustainability Category, Goal & Objective.

Community > Healthy Environments > Decrease unintentional injuries

If applicable, select a third sustainability goal that aligns with project goals.

Result 3 is optional - Select if project aligns with more than one Sustainability Category, Goal

& Objective.

Community > Healthy People > Decrease rates of childhood and adult obesity

Project Description

Project Description*

Description of Project

Drowning is the leading unintentional cause of death for children under four. African-American children ages 5-19 are almost six times more likely to drown than white children of the same age. This inequality is historically rooted in racism including slavery, the Jim Crow laws of the American South, and today's anglicized ideas of beauty.

Since the early 1950s, the YWCA of Asheville has been teaching children of color to swim. We were one of the first pools in WNC to integrate and we continue to provide one of the few diverse pools in the area today. The YW has taught generations of families to swim in an effort to combat the shocking inequities in drowning deaths among children.

We've offered free swim lessons to the children in our Early Learning Program, ages 0-5, and Primary Enrichment Program, ages 5-12, for the past 20 years. We are now working to expand our Swim Equity Program to even more children in the community that may otherwise never be exposed or have access to this life-saving skill.

Through a one-time grant we have begun a partnership with our neighbor, Asheville Middle School (AMS), to offer our facilities and services to their students. The YWCA will offer free swim lesson to students in their In Real Life (IRL) after school program, specifically targeting students of color who do not know how to swim. We are launching a pilot of the program in January and anticipate serving 40 students in the first session. Funding from the Buncombe County Service Foundation will allow us to continue the program, offering 33 weeks of swim instruction per year to 80 students.

Through this initiative we will address the inequality in drowning deaths, the inequity in access to recreational facilities and instruction, and promote a low-impact form of physical activity among a population that is at a greater risk of obesity and other health issues.

How many people will this project serve?*

State the number of individuals or households in Buncombe County that will be served by this project. Also state the number of people that will experience the desired result. For example, if dropout prevention services are being delivered to 100 students, how many will successfully graduate from high school?

The YW's Swim Equity project will serve up to 80 middle school students per year.

We will offer 33 weeks of swim instruction -- one session in fall (14 weeks) and one session in spring (19 weeks). Each session will serve 20 female students and 20 male students.

85% (68) of students who receive swim lessons from the YWCA will reach a level of swimming competency and water safety by demonstrating water comfort, basic swimming skills, breath control, comfort floating, and increased endurance.

Describe the people this project will serve.*

Characterize the demographics of the project's target population in terms such as age, gender, income, race, ethnicity, geographic area, etc. Include information about method of referral/recruitment of the target population.

This project will serve students ages 11-13. The majority will be recruited from AMS's IRL program, specifically targeting students of color who do not know how to swim. If we cannot fill the sessions with AMS students we will recruit students from Delta House, an organization that provides services to underprivileged youth. The majority of these students will be low-income and from communities of color.

The project will serve male and female students. We will hold separate sessions for each gender in an effort to lessen the impact of body image issues and insecurities, and create a positive learning environment. Since we will target a population that historically has a fear of the water, we will provide tours of the pool before we begin lessons in order to address any concerns the students may have. To ensure that every student has the opportunity to learn to swim, we will provide swim suits and goggles as many of the students may not have access to proper swim equipment.

What key steps will you take to achieve the results of this project?*

Describe the core elements of your implementation plan, including milestones that will take place within the funding timeframe.

This fall we began discussions with Brian Randall, Program Director of IRL, to discuss the need and interest for the program. We will launch a pilot of the partnership in January through funds from a one-time grant. This summer we will begin outreach, marketing, and enrollment for the first session, as well as purchase swim suits and goggles for the students. The first session will run from September through December and the second session will run from January through May.

Describe the evidence of success that backs this project's approach.*

What evidence of success (i.e. evidence-based research, practice model, accreditation, industry standards, and/or other framework) are you using as a basis for your project design?

The YWCA of Asheville has been successfully teaching children of color to swim for over 60 years. Our swim lessons are taught by Red Cross certified swim instructors in a group format. They emphasize safety, technique, and building trust and confidence in the water. Our pool is solar heated and stays at a warm 86 degrees so that the children can relax and feel comfortable in the water.

We know that offering swim lessons to young children prevents drowning, but it also has a range of other advantages. According to the Public Health Corps, swimming has several physical and mental benefits. Swimming provides a fun and challenging way for children to stay fit; it improves heart and lung health and

can prevent childhood obesity. Swimming is also a mental exercise that improves emotional health and well-being, as well as increases confidence.

Describe your data collection, tracking, and reporting procedures.*

Explain your methods for documenting project, service and client information. Include a description of any software or other tools utilized.

Each student's age, race, and gender will be tracked in a Google spreadsheet. The spreadsheet will also track each student's competency level every four weeks. Levels 1 and 2 include floating on front and back, streamlining, arm mechanics, leg mechanics, whole stroke, and treading in semi-deep water. Levels 3 and 4 include swimming the full lap length, learning freestyle, back stroke, whip kick, dolphin kick, fly arms, and diving. If a student is not performing well in an area or is not progressing to the next level, the spreadsheet will document what they are struggling with and why, so that the issue can be addressed.

Explain your technological resources and capacity.*

Explain your current technological strengths and barriers and how this impacts your ability to track data and report outcomes. Who is responsible for adaptation and use of technology within your organization?

Three years ago the YWCA purchased new Daxco software to replace older, expensive and clunky systems used by various programs. This has greatly streamlined the process especially in terms of enrollment and billing in our fitness and youth programs. This program is successfully used by ELP, PEP, the YWCA Fitness Club, and Aquatics, therefore no one person holds all the knowledge reducing risk to the agency overall. We also have a part-time IT Coordinator who has extensive background in systems and is responsible for general support for all IT needs; phones, computers, printers/copiers, and database management.

Organizational Profile

How does the proposed project support your mission and strategic plan?*

State your mission and the date of your most recent strategic plan, and explain how the proposed project helps advance your organizational goals.

The YWCA is dedicated to eliminating racism, empowering women, nurturing children and promoting health. Our most recent strategic plan was created in 2014.

Part of eliminating racism is addressing the lasting effects of historical racism. A study by the BBC claims the disparity in drowning deaths stems from a history of discrimination. During the segregation era, blacks were largely and systematically denied access to public pools and swimming never became a part of African-American recreational culture. Parents who do not know how to swim are likely to pass on not knowing how to swim to their children for fear of them drowning. This project will address this historical inequality as well as the continued institutionalized racism that creates inequity in access to swim facilities and instruction. It will also advance our goals of nurturing children --by increasing children's safety in the water—and promoting health—by encouraging physical activity and teaching a life-time sport.

What expertise/accomplishments do you have that are relevant to the proposed project?*

List your organization's strengths as well as accomplishments from the past 3 years that position the organization to be successful with the proposed project.

The YWCA of Asheville has been teaching generations of families to swim since the 1950s and has earned a reputation in the community as a pool where people of every race, gender, creed, and background are welcome and can feel comfortable. This reputation is essential when asking parents to entrust you with the safety of their children, and asking children who cannot swim to get out of their comfort zone and face long entrenched fears. The YW's history of success, reputation, and high-quality pool facilities render us a strong organization to tackle the Swim Equity project. Funding from the Buncombe County Service Foundation will allow our facilities and services to reach more children in the community.

Describe partners that are critical to the success of your organization.*

List any external partners, intermediaries or advisors important to your success, and describe their role and evidence of their commitment. Describe successful collaborations with these people or groups.

The YWCA has begun a successful partnership with our neighbors, Asheville Middle School. Brian Randall, Director of IRL, has expressed a great need and interest for the Swim Equity project. We have collaborated to create a thoughtful design for the program that will best address the needs of the population we serve. We are both excited to launch the program in January and create a lasting partnership between the YWCA and AMS.

Financial Information

Nonprofit financial assurance requirements:

Financial statements, prepared using a recognizable basis of accounting (i.e., modified accrual) and IRS Form 990s must be submitted to Buncombe County annually.

- Organizations with annual revenues of \$300,000 or greater must submit financial statements audited in accordance with generally accepted auditing standards.
- Those with revenues between \$100,000 and \$300,000 must submit financial statements reviewed in accordance with SSARS 19.
- Those with revenues of less than \$100,000 must submit non-disclosure financial statements compiled in accordance with SSARS 19.

All financial statements must be reported on by a certified public accountant and include a full balance sheet, income statement, and cash flow statement.

These requirements are considered minimum requirements. Organizations may submit a higher level of assurance than is required.

IRS Form 990 - Upload Here

Click Choose File to upload a copy of the 990 form you most recently completed.

990 Tax Return FY 2015-16.pdf

If your organization does not have a 990, briefly state the reason.

Include a statement of intent to comply with nonprofit financial assurance requirements as listed above.

[Unanswered]

Financial Statements - Upload here

Click Choose File to upload a copy of the most recently completed financial statements (audit, compilation or review).

Audited Financial Statements FY 15-16.pdf

If your organization does not have financial statements, briefly state the reason.

Include a statement of intent to comply with nonprofit financial assurance requirements as listed above.

[Unanswered]

Complete Budget Worksheet - Upload Here*

Download the budget form [Here](#).

Complete the budget form for this project/program and the overall agency. Save it to your computer, then upload it by clicking Choose File.

Swim Equity Budget FY 18.xlsx

Budget Narrative*

Describe all differences between current year and proposed year. List all pending funding sources with expected date of notification. Please detail any other information that may help clarify the budget.

The YW will offer a total of 33 weeks of swim lessons and will serve 40 students each week (40 students in the fall and 40 different students in the spring for a total of 80 students). One lesson will be held each week and each lesson costs 14 dollars per student. The YW will also provide swim suits and goggles for the students at \$24 per student.

33 weeks x 40 students x 14 dollars = \$18,480. 24 dollars (equipment) x 80 students = \$1,920

The Aquatics Program has traditionally run a deficit, yet we are committed to expanding community partnerships to reduce the deficit and increase our reach in the community. Our overall budget is balanced and currently running a surplus.

What (if any) portion of requested funds will be used to support capital expenses?*

Capital projects are defined as those used to acquire or upgrade physical assets such as property, buildings, or equipment. Please detail.

N/A

Employee Wages

Please provide information about the wage breakdowns of your employees. Living wage for Buncombe County has been identified as \$11.00 per hour for employees with employer-provided health insurance and \$12.50 per hour for employees without.

Employees with employer-provided health insurance*

List the number of employees in your organization with employer-provided health insurance in each wage category. For salaried employees, use hourly wage equivalents.

\$7.25 - \$10.99 per hour

\$11.00 - \$14.99 per hour

\$15.00 - \$19.99 per hour

\$20.00 - \$24.99 per hour

\$25.00 - \$29.99 per hour

\$30.00 - \$34.99 per hour

\$35.00 - \$39.99 per hour

\$40.00+ per hour

YW is committed to paying competitive wages to staff and over the past three years we've made significant strides to increase wages. In accordance to our strategic plan, two years ago we raised all employees starting wage from \$7.50/hr to \$9.00/hr and last year raised it to \$10.00/hr for childcare and front desk staff. Additionally, we pay higher wages based on childcare credentials/educational experience. Some childcare staff have started at \$12-\$15/hr based on their credentials. Others have gone back to school to earn more. We offer generous benefits including 10% retirement to staff who work 1,000 hrs/yr after 2 years employment, free fitness club membership, and 10% discount for our full time child care program. Please note that these additional benefits are not calculated in the local Living Wage formula.

\$7.25 - \$10.99/hr - 10

\$11- \$14.99/hr - 22

\$15 - \$19.99/hr - 8

\$20 - \$24.99/hr - 0

\$25 - \$29.99/hr - 2

\$30 - \$34.99/hr - 0

\$35 - \$39.99/hr - 1

\$40+ /hr - 0

Employees without employer-provided health insurance*

List the number of employees in your organization without employer-provided health insurance in each wage category. For salaried employees, use hourly wage equivalents.

\$7.25 - \$12.49 per hour

\$12.50 - \$14.99 per hour

\$15.00 - \$19.99 per hour

\$20.00 - \$24.99 per hour

\$25.00 - \$29.99 per hour

\$30.00 - \$34.99 per hour

\$35.00 - \$39.99 per hour

\$40.00+ per hour

The YW actively promotes enrollment in the ACA for part-time staff not eligible for our health insurance. Many have enrolled and pay as little as \$20 per month for coverage. Others are covered by a family member's insurance. We work tirelessly to recruit and retain qualified staff while trying to keep our services as affordable as possible. Currently, it will cost \$111,340 in additional annualized funding to pay a living wage to all of our staff. This is a challenge as we have lost over \$300,000 in annualized funding from the NC legislature in the past three years -Minority Health, School Age Vouchers and Displace Homemaker Funds. However, we intend to continue to chip away at this issue as it aligns with our values and what is best for our staff and the community. Thank you for giving us the opportunity to partner with Buncombe County.

\$7.25 - \$12.49/hr -47

\$12.50 - \$14.99/hr -6

\$15- \$19.99/hr -2

\$20- \$24.99/hr -0

\$25- \$29.99/hr - 0

\$30- \$34.99/hr - 0

\$35- \$39.99/hr - 0

\$40+ /hr - 0