



SWIM

ACROSS AMERICA

★ MAKING WAVES TO FIGHT CANCER ★

ANNUAL REPORT



FROM OUR CEO

Thank you for your contribution to Swim Across America. We value your support and hope you will appreciate learning that we have more than \$10M in grant funding for 2023-2024 supporting cancer research and patient support.

For nearly four decades, we've followed a guiding principle, "money raised local, stays local." Each of our community charity swims has a hospital or community partner as its beneficiary. The local connection creates a relationship that is tangible and special.



ROB BUTCHER

Over the years, donors like Elizabeth Beisel (profiled in this annual report) have asked if it would be possible to make donations that could be directed through our grants model towards a specific cancer area that is of interest to their family.

This past year, we launched the Cancer Innovation Fund™ (CIF) from Swim Across America. CIF is a giving program for qualified donors – \$100,000 or more – who want to take advantage of the partner institution agreements we have and give towards a specific purpose.

Within this annual report, we share our organization's priorities, the impact of our grants program, and the ways donors can participate with our community programs and the Cancer Innovation Fund.

We hope you will attend a charity swim and be inspired by meeting researchers, doctors, nurses, and survivors that you are helping. Your participation and volunteerism make our grants possible. Visit swimacrossamerica.org for more info.

Rob Butcher
Swim Across America | CEO

OUR STRATEGIC PRIORITIES

RISK MANAGEMENT	PEOPLE	COMMUNICATION	FUNDRAISING
 <p>Our charity swims must be the gold standard for safety. We continue to invest in resources that focus on continued training and policies that support risk management.</p>	 <p>We recognize that people drive our mission, and we will provide education and support for our people to feel appreciated.</p>	 <p>We want to learn and share the many inspiring stories from our communities.</p>	 <p>We will help our communities increase their fundraising and connect donors with grants that can speed up innovation and hope for families.</p>

THE SWIM ACROSS AMERICA STORY

In 1984, a group of friends ran across the United States. It took them eight months and they raised \$1M for the American Cancer Society.

The run was led by osteosarcoma cancer survivor Jeff Keith and supported by his childhood friends Matt Vossler and Hugh Curran.

After the run, Matt moved home to Connecticut to work with his family's business. Matt was inspired by the grassroots enthusiasm from the run. He knew a repeat of the run wasn't practical so Matt brainstormed the idea for a charity swim, drawing a logo on his family's stationary. In 1987, Matt's vision of a charity swim became a reality when a team (really) swam across Long Island Sound raising \$5,000 for cancer research.

Olympians Craig Beardsley, Rowdy Gaines, Summer Sanders, Janel Jorgensen, and Steve Lundquist participated in our early years recruiting other Olympians to join the cause and adding credibility. Olympians then began making hospital visits to share the Swim Across America message and mission.

In the past four decades, Swim Across America has grown from a single charity swim to more than 20 community swims; from a handful of Olympians to more than 100; and welcomed tens of thousands of volunteers and donors.

We have a grassroots culture. In each community, the SAA charity swim is led by volunteer leadership committees. Most of the charity swims offer a half mile, one mile, and multiple mile swim option.

True to our guiding principle that money raised local, stays local, donations within each community stay in that community to support a local cancer hospital or community hospital.



WHAT MATTERS

125,000+

Donations received in 2023

\$10M+

In active grants for 2023-24

SAA is recognized by Guidestar with Platinum status, the highest level of recognition of transparency for non-profits. We are four star rated by Charity Navigator, their highest possible rating.



- ★ Donations in an SAA community are granted to that community.
- ★ SAA grants fund people - doctors, nurses, and patients - not buildings.
- ★ SAA grants help fund early stage research, detection, education, and clinical trials
- ★ SAA grants played a major role in clinically developing FDA approved immunotherapy medicines: Keytruda, Opdivo, Yervoy, and Tencentriq.
- ★ SAA grants are supporting the research and clinical trials that are showing a 100% response rate for rectal cancer.

STORIES OF HOPE



Wyatt Deaton participates in SAA-Tampa with his mom, Michelle. Last year, Wyatt shared his emotional “Why I Swim” story to honor his mom, a breast cancer survivor. Wyatt and Michelle are both WaveMakers and top fundraisers at the charity swim.



Dr. Sita Kugel has received grants from SAA-Seattle since 2019. Her research is focused on pancreatic cancer. She leveraged her SAA support to receive an \$800,000 grant from the V Foundation to speed up the innovation and progress of her pancreatic program to help families.



Rick Osterberg and his spouse Jessica Stokes are longtime SAA-Boston volunteers. In 2018, Rick was diagnosed with advanced colon cancer. Rick has been receiving Keytruda immunotherapy infusions, and continues to show no disease burden. He leads an active lifestyle. SAA grants helped lead to the FDA approval of Keytruda.

OUR GRANT MODEL

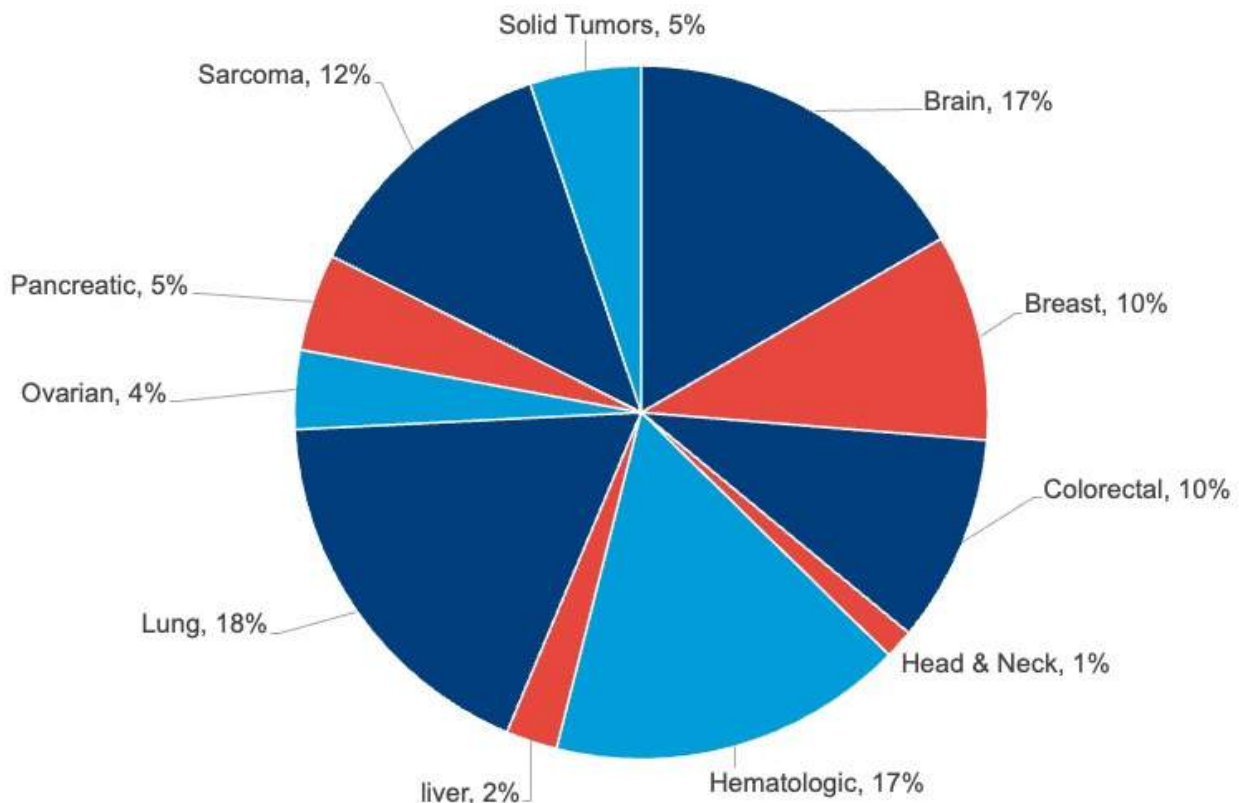
Our “money raised local, stays local” is a transparent grant model that promotes community pride. Each of our charity swims has a beneficiary(ies) within the community. Donations and fundraising from each charity swim are granted to the beneficiary within the community. Donations do not come to national headquarters and get redistributed.

We lean on the experience and knowledge of our beneficiaries to recommend people and projects for grant funding. Our grants support doctors, researchers, and projects that have the potential for a breakthrough and potential for follow on funding.

We have a grant agreement with each beneficiary that spells out our policies, such as, our grant will support doctors and personnel essential to an approved project; zero indirect (meaning our grant can't be used to pay for administration or non-essential personnel); and we don't fund buildings or bricks/mortar.

The minimum project that we fund is \$50,000. Most of the projects that we award grants to average \$100,000-200,000 per year. Approximately 22% of grants are awarded to pediatric researchers and projects.

RESEARCH WE FUND



CANCER INNOVATION FUND

In 2021, Olympian Elizabeth Beisel partnered with us to honor her dad, Ted, who passed from pancreatic cancer. Elizabeth donated \$150,000 and requested her donation be awarded to fund pancreatic detection. Our board of directors contributed an additional \$50,000 and the Lustgarten Foundation contributed \$400,000. The \$600,000 was granted to three different pancreatic research projects.

Elizabeth's donation was the launching pad for the Cancer Innovation Fund (CIF) from Swim Across America. CIF is a platform for individuals, families, and companies to give a minimum of \$100,000 that SAA directs towards a specific cancer interest through the policies of our beneficiary agreement.

Donors to CIF may give by check, donor advised fund, appreciated stock, life insurance, and other assets. Please contact our CEO to discuss a CIF donation.



IN MEMORY
OF LOVED ONE



DONOR
SPECIFIC
REQUEST



LEVERAGE
IMPACT

Elizabeth Beisel and Dr. Peter Yu, an oncologist funded by her grant, share their message at a charity swim.



STORIES OF HOPE



TIMES SQUARE PSA

THANKS TO OUR PARTNERSHIP WITH CLEAR CHANNEL



SAA—HOUSTON VOLUNTEER, ROB MCLAREN, COMPLETED AND BECAME A WAVEMAKER IN EVERY COMMUNITY THAT SAA HOSTS A CHARITY SWIM.



EXPEDITION OVERLAND SERIES FEATURED SAA-DENVER PATIENT AMBASSADOR, GARRETT RYMER



MAYA MERHIGE, A TOP FUNDRAISER FOR SAA-SAN FRANCISCO, COMPLETED MANHATTAN'S 20 BRIDGES SWIM



HERITAGE POOL GROUP VOLUNTEERS AT SAA-DALLAS & HOSTS A LYNIRD SKYNYRD CHARITY CONCERT THAT BENEFITS SAA.



SAA FUNDRAISER AND BREAST CANCER SURVIVOR, SARAH THOMAS, BECAME THE FIRST PERSON TO SWIM ACROSS LAKE MEAD



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