



NDPA
NATIONAL DROWNING
PREVENTION ALLIANCE

2020

Major Gift Guide

"United, we can prevent the tragedy of drowning."

MAJOR GIFTS



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NDPA Research Grant Program

Purpose: There is limited evidenced based research surrounding drowning prevention and water safety, especially within the United States. While some exploratory and initial research projects have been completed, limited funding and resources has impacted future growth.

Plan: Creation of a grant funded research program that supports new and on-going research in the drowning prevention, water safety, and water rescue fields.

Execution: Researchers would apply for grant funding through the NDPA. The NDPA would create a research oversight committee comprised of members of the board of directors and the advisory council. The research oversight committee would be responsible for evaluating research proposals and funding specific projects based on their merit, contribution to existing literature, and evaluation.

Impact: As part of the research grant, the researcher would be required to publish findings in a scholarly peer reviewed journal. In addition, the NDPA would have the right to share, distribute, and present the results in appropriate media and outlets.

Timeline: From the time that the monies become available, the NDPA would need a minimum of 3 months to launch this program.

Seed Funding Required: The NDPA would require a minimum of \$25,000-\$50,000 to launch on this program.



Alliance in Action Campaign

Purpose: The cost of producing, distributing, and evaluating drowning prevention and water safety educational resources creates a challenging hurdle to overcome. The creation of a new grant program for drowning prevention resources and water safety education would allow the NDPA to better serve families, communities, and groups in need.

Plan: The NDPA would be to award grant funding through an application process to families, communities, and groups for water safety equipment (fencing, gates, lifejackets, rescue equipment, ect.), educational information and tools (NDPA partner produced educational content), water watcher cards, cost of swim lessons, cost of CPR/First Aid training, and more. The NDPA has received hundreds of requests for educational materials, unfortunately, the NDPA is not able to fulfill a vast majority of these requests due to funding limitations.

Execution: All interested parties would apply for support from this program via the NDPA website. The NDPA would create a small committee comprised of NDPA board and advisory members who would evaluate the requests based on merit, potential impact, and available resources. The NDPA would then provide the specific materials or funds for the awarded requests.

Impact: The NDPA would be able to provide better and higher quality educational impacts and support families, communities, and groups in need.

Timeline: From the time that the monies become available, the NDPA would need a minimum of 3 months to launch this program.

Seed Funding Required: The NDPA would require a minimum of \$30,000-\$50,000 to launch on this program.



Scholarship Program Enhancement

Purpose: The NDPA Scholarship Program is an existing program that provides scholarship dollars each year to higher education students, young professionals, and families of drowning victims to offset the cost of attending the annual National Water Safety Contract. When funds are available, the NDPA has provided educational scholarships to students. Most recently, the NDPA funded a graduate student for the 2016-17 academic year to work 20 hours a week for NDPA and complete a research thesis on aquatic safety in exchange for a tuition remission and a monthly stipend.

Plan: Due to limit funding the scholarship awards each year are based on the funding available. The enhanced program would allow the NDPA to offer double the amount of conference scholarship available and support a graduate student to work for NDPA for the next 2-3 years.

Execution: All interested parties would apply for support from this program via the existing NDPA Scholarship Program. The funding would be used immediately to supplement the existing program and allow for more students, professionals, and impacted families to learn from the NDPA and become more invested in drowning prevention.

Impact: The NDPA would be able to reach more students and professionals through the educational conference. The NDPA would also be able to continually support new professionals through their graduate work and support their professional growth and experience by working in the NDPA Headquarters during their graduate school experience.

Timeline: The NDPA would require no additional time to implement this program.

Seed Funding Required: The NDPA would require a minimum of \$30,000-\$50,000 to launch on this program.



Centralized Access Program

Purpose: While there are a large number of drowning prevention educational resources available today, there is no system that categorizes and indexes these programs. Since drowning risk changes based on a number of variables (i.e. age, gender, environment, swimming ability), not every educational program fits each specific need. While the NDPA is aware of these programs and already helps direct consumers, a searchable database would help streamline this process and insure that the best and most appropriate drowning prevention resources are being utilized.

Plan: The NDPA would create a free online searchable database of drowning prevention educational programs and resources. This searchable database would empower consumers to find the best drowning prevention education materials available.

Execution: Once launched, the NDPA database of programs would be available as a free resource online. It would allow users to identify their communities drowning risks, enter the age of the target group, and chose from a list of recommended programs. The database would also link to each resources producer for ordering information.

Impact: The NDPA would be able to provide a free database of drowning prevention educational resources and programs that would allow for better community education and impact consumers with the most appropriate educational programs for their specific needs and circumstances.

Timeline: From the time that the monies become available, the NDPA would need a minimum of 6-8 months to launch this program.

Seed Funding Required: The NDPA would require a minimum of \$25,000 to launch on this program.





MAJOR GIFT OPTIONS & INFORMATION

**Cost to fund all new programs and initiatives: \$110,000
- \$175,000**

Impact of funding all programs and initiatives: Funding all of the listed programs would be no short of a game changer for drowning prevention and water safety in the United States. Through supporting new and impactful evidence based research, increasing access to drowning prevention educational materials and resources, investing in students and new professionals, and creating a searchable easy to use database to allow for better and more accurate distribution of appropriate programs we have the change to save lives! By increasing our capacity to serve our members and partners, the NDPA will be able to make an impact on drowning and water safety that has only been a distant dream.

The NDPA is also interested in hearing from you. The NDPA accepts funding to support current and new project and campaigns. The NDPA can work with you to tailor a campaign that will have an impact, speak to your personal missions and goals, and most of all create a lasting action that will save lives!

Other Opportunities:

1. Support for our on-going campaign with PBS Kids. Sponsoring this program allows us to reach more children and parents with the message of water safety.
2. Increasing awareness through the media, social media, and ad campaigns,.
3. Supporting the NDPA Annual Conference. Each year the NDPA is working to extend the reach of our primer event. Your donation would directly impact our largest annual event.

**Have other ideas? Don't
hesitate to contact us!**

MAJOR GIFT OPTIONS & INFORMATION



Other Important Notes:

Use of donation dollars: All funds donated to the NDPA for these specific projects would be used only for their intended purpose. The NDPA would not use the donated funds for any purpose other than their intended use.

Smaller donations: Donations less than \$25,000 or can be used to support any existing NDPA program and/or the general mission of the NDPA. Donors have the option to work directly with NDPA leadership on the use of their donation.

Donor Involvement: The donor is welcome to participate in the creation, implementation, and execution of any project their funds will be utilized for. The NDPA welcomes donors or a designee to sit on oversight committees and/or receive regularly scheduled updates on projects and programs they directly fund. Specific agreement can be implemented prior to the receipt of funds. The donor also has the ability to name a specific program after a loved one, family name, or other agreed upon naming.

We are excited to work with you! Please reach out directly to our Executive Director, Dr. Adam Katchmarchi to discuss donations and major gifts!

Dr. Adam Katchmarchi
814-590-0393 or adam@ndpa.org

Thank you for considering the NDPA! Together we can impact drowning prevention and save lives.

ABOUT THE NDPA

WEB PRESENCE:

WWW.NDPA.ORG

WWW.DROWNALLIANCE.ORG

WWW.NDPACONFERENCE.ORG

WWW.WATERSAFETYCONFERENCE.ORG

NATIONAL CONFERENCE INFORMATION:

2009 - MIAMI, FL

2010 - PITTSBURGH, PA

2011 - COLORADO SPRINGS, CO

2012 - SAN DIEGO, CA

2013 - FORT LAUDERDALE, FL

2014 - ORLANDO, FL

2015 - DALLAS, TX

2016 - PHOENIX, AZ

2017 - PITTSBURGH, PA

2018 - TAMPA, FL

2019 - NEW ORLEANS, LA

2020 - FORT WORTH, TX

2021 - SAN DIEGO, CA

PHYSICAL ADDRESS

HEADQUARTERED ON THE MAIN CAMPUS OF
INDIANA UNIVERSITY OF PENNSYLVANIA

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**INCORPORATED AS A CALIFORNIA NON-PROFIT FOR PUBLIC BENEFIT
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