


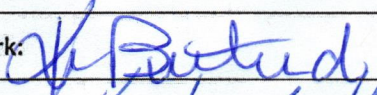
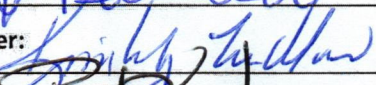
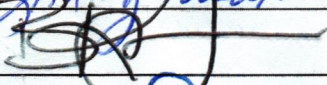
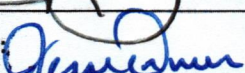
# **Contract / Leases / Agreements / Grants Form**

This is	New <input checked="" type="checkbox"/>	Renewal <input type="checkbox"/>	Filling this out on a computer? Please type an X into the appropriate box.
This is a Grant	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	If you marked YES this needs to go through Grant Review.
This is an	Agreement _____ Contract _____ Lease _____ Other _____:		
Name of Entity who Contract / Lease / Agreement / Grant is with	Community Foundation for NE MI		
Project Name	Starfish Aquatics Institute		
Attorney Review	All Contracts / Leases / Agreements / Grants must have Attorney Review and approval through the Commissioner's Office.		
Insurance Review	All Contracts / Leases / Agreements / Grants must have appropriate insurance coverage per the attached list. It is the Department Heads responsibility to make sure that all requirements are met and listed on the insurance certificate.		
Total Amount	\$ 3,000		
Organization Match	\$ -		
County Match	\$ 0		

I have reviewed and approved this Contract / Lease / Agreement / Grant and attached appropriate insurance:

	09-16-2024
The Department Head Requesting	Date Signed

## **GRANT REVIEW COMMITTEE APPROVAL:**

County Clerk: 	Date Signed: 9-18-24	I am requesting a meeting	
County Treasurer: 	Date Signed: 9-16-24	I am requesting a meeting	
Finance Chairman: 	Date Signed: 9-18-24	I am requesting a meeting	
County Administrator: 	Date Signed: 9.18.24	I am requesting a meeting	

Please do NOT mark below this line

## **INTEROFFICE USE ONLY**

Date Received:	Date Sent for Attorney Review:
Attorney Approval Received:	Insurance Received:



## CFNEM Grant Award Letter

Community Foundation for Northeast Michigan <administrator@grantinterface.com>

Wed 9/11/2024 9:17 AM

To:alpenaplazapool@gmail.com <alpenaplazapool@gmail.com>

Cc:relkie@cfnem.org <relkie@cfnem.org>

Dear Kimberly,

I am writing to inform you that your grant request for Alpena County for the Starfish Aquatics Institute project has been approved for funding. The Board of Trustees for the Community Foundation for Northeast Michigan met on September 10, 2024, and approved the CFNEM Community Impact Grant Screening Committee's grant recommendation in the amount of \$3,000.00.

**Your Grant Agreement will be available in the online portal tomorrow. Kindly log in to the Community Foundation Grant Portal to access and complete the grant agreement by September 27, 2024. Not doing so may result in the cancellation of your grant.** This form will be available in the portal by tomorrow. Once you are on your portal home screen, to see your grant agreement scroll down to "Follow Ups" and choose "Edit/View", then click on "Edit" to access and sign your grant agreement. Please type in the date, and the name and title of your organization's leader (Executive Director/CEO/Superintendent) at the bottom and hit submit to sign. *Please note that in order to sign for the person in charge of the organization, you must have authorization from them to do so. If your organization's Executive Director/CEO/Superintendent already has a portal login to sign for previous awards, the grant agreement has been assigned to them.* **Once this step is completed, we will begin the process of paying your grant IN FULL.**

As part of this grant agreement, we also ask that you submit a Final Grant Report, which can be found in our Online Grants Portal under Follow Ups. On this form you will be asked to provide a breakdown or summary of expenses for your grant. Additionally, your feedback and photos will help us improve the grant process as well as feature grantees in our newsletters, annual reports, and website. **The deadline to submit this report is September 10, 2025, which is one year from the date of grant approval.** You may submit this report earlier than that if your project is completed before that date. Any unused funds over \$100 should be returned to CFNEM by that date as well. We ask that you retain your expenditure receipts and invoicing in case we request them. Proof of expenditure of any receipts and invoicing must be dated after September 10, 2024.


If your project and Final Grant Report cannot be completed by September 10, 2025, you must contact our office via email or through the Online Grants Portal before the deadline to request a six (6) month extension. If no such request is received before the deadline has passed, you will be notified that your grant file will be closed within two (2) months following the notification. Be sure to mark that date on your calendar, as we will expect your Final Grant Report to be submitted by that date.

Additionally, we would appreciate any photos or videos of your project or event that we can share for promotions.



[Skip to main content](#)

## Application

 [Public Profile](#)

 [Collaborate](#) 0

Starfish Aquatics Institute

Process: Summer 2024 Community Foundation for Northeast Michigan (CFNEM) Community Impact Grant

Contact Info

Request

\$ Award Details

Documents 0


### Applicant:

Mrs. Kimberly Bolanowski  
alpenaplazapool@gmail.com  
989-354-8287  
720 W Chisholm St  
Alpena, MI 49707 United States





[Contact Email History](#)


### Organization:


Alpena County   
38-6004834  
989-354-9500  
720 W Chisholm St  
Alpena, MI 49707 USA

If your organization information does not appear correct, please contact the funder. Thank you.


 [Eligibility](#)


 [Document Viewer](#)

 [Application Packet](#)

 [Question List](#)



 [Application](#)

 Fields with an asterisk (\*) are required.

### ▼ About Your Project

#### Program Area\*

- ☐ Animals
- ☐ Arts and Humanities
- ☒ Education
- ☐ Environment
- ☐ Health and Human Services
- ☐ Public Safety

- ☐ Youth Development  
☐ Other

**EIN\***

38-6004834

**Project Name\***

Name of Project.

Starfish Aquatics Institute

**Purpose of Grant\***

In one sentence, summarize the purpose of this grant for your project.



Starfish Aquatics Institute is an online educational portal for swim lesson instructors (starting at the age of 15yo); the curriculum includes StarBabies/StarTots, developing efficient functional swimming skills and age-appropriate safety skills, effective stroke mechanics and endurance, and adaptive (special needs) swim lessons.

138 characters left of 500

**Project Date**

For use of this particular grant, please provide the date your project will begin. *(Must be after September 10, 2024.)*

09/11/2024

If your project does not have an official start date, please explain.

If we are granted the funding for this project, we would want to start educating the swim instructors immediately for the next round of lessons.

656 characters left of 800

**Amount Requested in this Application\***

*May not exceed \$5,000.*

\$ 5,000.00

**Total Project Cost\***

\$ 19,112.00

✓ **Project Overview**

**Provide a brief description of your organization (i.e., years of operation, services provided, etc.)\***

The Alpena County Plaza Pool has been servicing Alpena County and the surrounding Counties for since 1974, 50 years! The pool is tracking to service over 40,000 patrons in 2024 with water aerobics, lap swims, open swims, pool rentals, 3 swim teams, swim lessons (group and private), and high school PE classes too name a few.

174 characters left of 500

**Provide a brief project overview. (Name, goals, and project timeframe.)\***

SAI would give us the ability to educate all of our swim instructors without having to pay for travel or learn by example from the program director. "This curriculum will allow us to focus on benchmarks instead of checklists to help swimmers develop important self-rescue skills first, followed by correct technique from the beginning." We would have the knowledge to start our first ever adaptive (special needs) swim lessons and programming. It supports continuous improvement and flexibility to expand swim instructor candidates. This program has token

2 characters left of 800

**Specifically, for what purpose will the grant dollars be used?\***



Specifically, the dollars are being used for the licensing of the facility, training of the instructors/lifeguards, and the program itself. It will cover the costs for our instructor's pool side slates (laminated pool side instructor cards), the digital student tracking, and student materials.

704 characters left of 1,000

**How critical is a grant to the success of your project?\***

- ☐ This project will take place whether or not we receive a grant.
- ☐ This project will not proceed without full funding of this application.
- ☒ Partial funding will still allow this project to take place.

**What is the target population for this project and how many people will benefit?\***

The Alpena Plaza Pool currently services over 600 swimmers for group lessons, 75 private lesson swimmers, & 265 Ready Set Swim students from Alpena & Hillman. With Starfish Swimming, we would be able to improve the swim stroke school, infant/toddler lessons, teen & adult lessons, and add new adaptive swim lessons. "When we license with Starfish swimming curriculum, we will have access to a range of programs designed for various ages and stages of swim development. We will have the flexibility to select the programs that best suit our needs,

55 characters left of 1,000

**If applicable, explain how your project involves volunteers.**

The Alpena Plaza Pool currently uses two to three volunteers for each Ready Set Swim class which is held during the school day. We only have two adults on staff and treasure their help. We are growing so fast, we may look into volunteers to help with group lessons in the evening. The instructors teach the class while the volunteers help to keep an eye on swimmers, help them remember to listen and follow the rules, as well as assist with skills like learning floats.

530 characters left of 1,000

**Will the grant act as "seed money" to start your project or program?\***

- ☒ Yes
- ☐ No

**What is your plan for permanent funding after the grant is used?\***

The revenue brought in from the increase of repeat group and private lessons will help to fund the renewal and student materials moving forward. All remaining proceeds will go to the pool's operating expenses. The success of this program will be spread by word of mouth and advertisement to bring in new patrons for swim lessons, especially the new adaptive swim lessons. We will be working with "Heros," a local special needs parent group. The change will be friendlier by keeping age groups together and eliminate the awkwardness that is created from

278 characters left of 1,000

**How does the project help a segment of the citizenry who are not now being served adequately?\***

The Alpena Plaza Pool currently does not have a specific swim class geared towards adaptive swim lessons or teen swim lessons. A Pre-Team instructional class would help us to build our swim teams with children that are not quite sure if they have the ability and endurance to compete. A more structured learning program will help the instructors with confidence and ability to adequately teach these classes. There are currently over 4000 drownings within the United States each year. As of July 11, 2024; there are currently 45 drownings in the Great Lakes,

194 characters left of 1,000

**How will your project be funded?\***

This project will be funded by the grant and the instructor salaries will be funded by the Alpena Plaza Pool budget.

883 characters left of 1,000

**How will you evaluate the success of your project?\***

The increase in swim lessons and water safety provided to Alpena and surrounding communities. "The new streamlined and effective teaching methods ensure that the students learn quickly, with progress tracked and achievements recognized. This not only motivates students, but also engages parents and caregivers while providing a clear focus for instructors."

642 characters left of 1,000

✓ **Project Budget**



### Budget Narrative

Please include any additional information regarding your budget and expenses you feel may need further explanation, or will help the Grant Screening Committee in determining grant awards. This could be specific information about expenses, such as what will be purchased, or what services the grant will be used to cover.

Startup costs is \$350 to license the facility as SAI swim lesson programs (Nationally known). Pro package is \$1859 for the year (10 instructors & 1 program director) plus digital student tracking. Instructor slates \$45 for swim school & stroke school combos, 6 \* \$45= \$270 & StarBabies/Tots \$9.95 each, 4\* \$9.95= 39.80. 600 token cards for students at \$1.80 each = \$1080

Total \$3598.80.

\$1401.20 will be used for materials like a carabiner for kids tokens, special swim vests, and/or

103 characters left of 1,000

### Budget\*

#### Instructions:


1. Download preferred budget form below (PDF or Excel). *Note: Excel version will calculate totals automatically; you will need to calculate totals manually on the PDF.*
2. Save this document to your computer and complete your budget with the saved version.
3. Once complete, click on the "Upload a file" button below to attach your project budget.

[View a sample budget](#)

[Download fillable PDF budget form](#)

OR

[Download Excel budget form](#)

Plaza Pool Budget Rev.xlsx [19.2 KiB] 

### ✓ Board of Directors

Do you have a document (Word, PDF, jpeg) of your organization's Board of Directors?\*

- ☐ Yes  
☒ No

### ✓ Board Member List

Please type in the list of all members of your Board of Directors.\*


Alpena County Administrator- Jesse Osborn  
Synchronizations, LLC- Norm Sommerfeld & Elaine Sommerfeld  
Pool Supervisor- Elaine Sommerfeld  
Aquatics Director- Kim Bolanowski

131 characters left of 300

✓ Additional Documents (optional)

**If there are any additional documents you wish to include, please upload them here.**

*Optional documents may include items such as estimates, images of what you plan to purchase with this grant, or any additional information on your project.*

2024 Benefits of Starfish Swimming 12-08-23 .pdf [715.1 KiB] 



*This section is for EXPENSES that apply to your project.*

PROJECT EXPENSES	TOTAL REQUESTED FROM THIS APPLICATION	TOTAL EXPENSES FOR THIS PROJECT	
Salaries		\$14,112	
Payroll Taxes			
Fringe Benefits			
Consultants and Professional Fees			
Insurance			
Travel			
Equipment			
Supplies	\$1,401	\$1,401	
Printing and Copying			
Telephone and Fax			
Postage and Delivery			
Rent			
Utilities			
Maintenance			
Evaluation			
Marketing			
Other (specify) Program/start-up materials	\$3,599	\$3,599	TOTAL PROJECT EXPENSES
<b>TOTALS</b>	<b>\$5,000</b>	<b>\$19,112</b>	<b>\$19,112</b>

*This section is for REVENUE that applies to your project.*

REVENUE	Committed	Pending	
	(Project revenue that has been promised.)	(Project revenue that has not been confirmed.)	
Grants/Contracts/Contributions			
Local Government			
State Government			
Federal Government			
Foundations		5,000	
Corporations			
Individuals			
Other (specify)			
Earned Income			
Events/Publications and Products			
Swim Lesson Income	14,112		
In-Kind Support			
Other (specify) Readt Set Swim			TOTAL REVENUE (Committed and Pending)
<b>TOTALS</b>	<b>\$14,112</b>	<b>\$5,000</b>	<b>\$19,112</b>

*The TOTAL PROJECT EXPENSES should EQUAL the TOTAL COMBINED REVENUE.*

# The Benefits of



*Powered by the Starfish Aquatics Institute (SAI)*

## Transforming the way swim instructors are trained and people learn to swim.

When you choose to license the Starfish Swimming curriculum, powered by the Starfish Aquatics Institute (SAI), you will have access to a range of programs designed for various ages and stages of swim development. You have the flexibility to select the programs that best suit your needs, train your swim instructors on your schedule, set your own lesson fees, and retain all income.

The streamlined and effective teaching methods ensure that students learn quickly, with progress tracked and achievements recognized. This not only motivates students but also engages parents and caregivers while providing a clear focus for instructors.

The swim instructor development system is set apart with its continuous learning approach and the ability for instructors to specialize in teaching just one program. This flexibility expands your pool of instructor candidates and helps address staffing challenges.

SAI customer service is renowned for its excellence, providing you with responsive support.

### Student Curriculum Highlights

The curriculum includes these programs:

- **Swim School** develops efficient functional swimming skills and age-appropriate safety skills.
- **Stroke School** develops effective stroke mechanics and endurance.
- **StarBabies and StarTots** introduce infants and toddlers with their parent or caregiver to the water, with a strong emphasis on developing safety habits.
- **PreTeam** helps transition swimmers from lessons to competitive swimming.
- **StarFun & Fitness** adapts the curriculum for various audiences, from school groups to scouts to camps.
- **Safety Training and Aquatic Rescue (STAR)** provides practical water safety training for those who are not lifeguards but are with others in, on, or around the water.

**Adapted Aquatics** resources are available to assist your instructors in working with individuals with cognitive or physical challenges, including those on the autism spectrum.

*Water safety concepts are built into each program.*



## Instructor Curriculum Highlights

Starfish Swimming offers a comprehensive, modularized, and on-demand swim instructor development system that combines online training with in-water teaching experience (practicum).

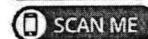
- Online learning experiences are developed by industry experts.
- Instructor progress is documented and certificates awarded in a proprietary learning management system portal.

Each new instructor candidate receives an online Instructor Training Pack, featuring:

- Online courses accessible from any computer or mobile device.
- Knowledge checks and quizzes.
- Downloadable worksheets and resources.
- In-water practice and teaching assignments where applicable.

Instructor certificates are awarded upon successfully completing the online study and in-water practicum. Certificates are valid for one (1) year, supplemented with in-service training so your swim instructors stay up-to-date with the latest techniques and information.

Scan the QR code to sample an online course module for training instructors to teach young beginners.



## Operational Highlights

The Starfish Swimming curriculum is licensed through the Starfish Aquatics Institute.

- A Program Director must be designated by the licensee to be the individual responsible for overseeing the implementation of the program and serving as the point of contact with SAI.
- If swim lessons are taught at multiple locations, the Program Director must designate and train a Site Supervisor to supervise swim lessons at each location.
- Swim instructors must be affiliated with a Starfish Swimming licensee to teach.
- Expectations for licensees are outlined in the Curriculum License, Program Director Codes of Practice, and Swim Instructor Code of Conduct. Scan the QR code to review.



Choose from three plans.  
Each offers unique benefits.

## CURRICULUM LICENSE PLANS

BEST VALUE

BASIC	PRO	ELITE
<ul style="list-style-type: none"><li>✓ Curriculum - use at unlimited sites</li><li>✓ Online training portal for instructors</li><li>✓ Program Director resources</li><li>✓ Responsive support from SAI</li><li>✓ Ten (10) Instructor Training Packs and certifications (new or renewal)</li><li>✓ Purchase additional Instructor Training Packs for \$50, \$30 for 70+</li></ul>	<p>Everything in BASIC plus:</p> <ul style="list-style-type: none"><li>✓ Add your own content to the learning portal</li><li>✓ Digital Student Tracking and Reporting (D-STAR)</li><li>✓ 10% discount on student tracking and award merchandise</li><li>✓ 20% discount on SAI workshops and Leadership Conference</li></ul>	<p>Everything in PRO plus:</p> <ul style="list-style-type: none"><li>✓ 1.5 day custom training at your site</li></ul>
One-time startup - \$350 \$749/yr or \$69/mo	One-time startup - \$350 \$1859/yr or \$170/mo	One-time startup - \$350 \$4859/yr or \$436/mo <small>Outside North America add \$3000</small>

All prices in USD

A license to operate at unlimited sites can be held by either:

- An **individual**. The license stays with the person regardless of employment.
- An **agency/organization/business**. If the designated Program Director leaves, a new individual may be assigned to that role at no cost.

A license for a single instructor teaching at one location at a time is also available at a substantial discount. Contact SAI for details.

To sign up go to <https://qrco.de/starfishswimstartup> or scan the QR





## Frequently Asked Questions About the Starfish Swimming Curriculum

**Q. How does the curriculum differ from other swim instruction programs?**

**A.** There are numerous things that set Starfish Swimming apart:

- The design of the curriculum keeps swim instructors focused on performance outcomes known as "benchmarks" (instead of checklists of isolated skills) to help swimmers develop important self-rescue skills first, followed by correct technique from the beginning.
- Each of the five Swim School levels contains both a swim and safety benchmark so that water safety is emphasized in every lesson.
- Instructors are trained to meet the learning needs of each student (learner-focused) rather than forcing students to follow a standardized lesson script (teacher-focused).
- The swim instructor development system supports continuous improvement and allows specialization. For example, a swim instructor who wants to just teach beginners is not required to perform or teach advanced strokes. This flexibility expands your pool of swim instructor candidates and helps address staffing challenges.

**Q. Is it easy to transition from another program?**

**A.** Yes. We can put you in touch with others who are using Starfish Swimming to learn about their experiences and ease of implementation.

## About the Digital Student Tracking and Reporting (D-STAR) App

**Q. What are the features of D-STAR?**

**A.** We have partnered with developers of industry-changing aquatics software to create a platform that centralizes tracking student progress, specific to the Starfish Swimming curriculum.

Features include:

- No more wet paper attendance sheets and paperwork!
- An excellent supplement to the required student materials.
- Custom PDF report cards emailed to parents or others on the schedule you set.
- Built-in Starfish Swimming skill steps and benchmarks for Swim School and Stroke School.
- Instructors can track student progress and class attendance, providing easy and effective information for substitute instructors when necessary.
- Easy household and member import from most registration platforms.
- Access via mobile or desktop.
- Simple tracking from one season to the next.
- Handles multiple sites and instructors.
- Eliminate previous lesson confusion during registration.
- Option to add other pool management modules.

**Q. Are there limits on the number of students that can be entered, or the number of administrators?**

**A.** No, and you can set up as many individuals to enter and manage data as needed.



## About Swim Instructor, Site Supervisor, and Program Director Development

- Q. How is swim instructor development tracked?**  
A. A training record is established online in the learning portal. The Program Director (and other appointed designees) will have access to view online course progress, mark practicum assignments complete, view and download certificates, and report on the status of all affiliated instructors.
- Q. How long does the instructor development take?**  
A. It depends on the program(s) and how quickly a candidate meets the learning objectives. Generally, 35 hours if the candidate completes training to become both a Swim School and Stroke School instructor.  
**Fundamentals (required by all candidates) – 3 hours online**  
**Swim School – 6-8 hours online, 8 hours in-water practicum**  
**Stroke School – 6-8 hours online, 8 hours in-water practicum**  
**StarBabies/Tots – 6-8 hours online, 8 hours in-water practicum**
- Q. How long is a Starfish Swimming Swim Instructor credential valid?**  
A. One year. The credential can be renewed easily through online review and exam by purchasing a Renewal Instructor Pack.
- Q. What is the minimum age for someone to become a Starfish Swimming Swim Instructor?**  
A. 15 years.
- Q. Are Swim Instructor credentials valid at any aquatic facility?**  
A. To teach the curriculum, Starfish Swimming Swim Instructors must be affiliated with a program that has a current Starfish Swimming curriculum license.
- Q. What does it mean that the curriculum is “internationally recognized”?**  
A. The Starfish Aquatics Institute is a member of the International Federation of Swimming Teachers' Associations (IFSTA). When requirements are met, a Starfish Swimming swim instructor certificate can be converted into an International Federation of Swimming Teachers' Associations (IFSTA) certificate which is widely accepted in many countries. However, an instructor must still affiliate with a licensee to use the curriculum.
- Q. Is there training for Program Directors and Site Supervisors?**  
A. Yes. Individuals who are designated as a Program Director or Site Supervisor are provided with online training and resources. Additional support is always available through SAI.
- Q. How do individuals who are already certified as swim instructors or instructor trainers with another agency earn credentials for Starfish Swimming?**  
A. Because Starfish Swimming is unique in its educational approach, it is necessary for everyone to complete online training and then practice the methods before using the curriculum. However, those with credentials from another agency will be able to bypass experience requirements and assessments to gain Instructor Trainer (IT) or IFSTA credentials more quickly.
- Q. What is accomplished during a practicum and how is it conducted?**  
A. The objective of a practicum is for instructor candidates to practice in the water what they have learned online. Block plans are provided as templates, with site-specific flexibility for delivery.



**Q. How does an instructor become an instructor trainer (IT), and what is their role?**

**A.** Because the educational content for swim instructors is now delivered through online training, rather than being taught by an instructor trainer (IT) in person, the role of the IT has changed. This shift creates new opportunities for an IT within a program. ITs will be trained to mentor and assess instructors, conduct practica and in-service, and serve in a leadership capacity based on site-specific needs.

The Program Director selects Instructor Trainer candidates from those who have met the prerequisites and assigns them the online Instructor Trainer Development Course (ITDC).

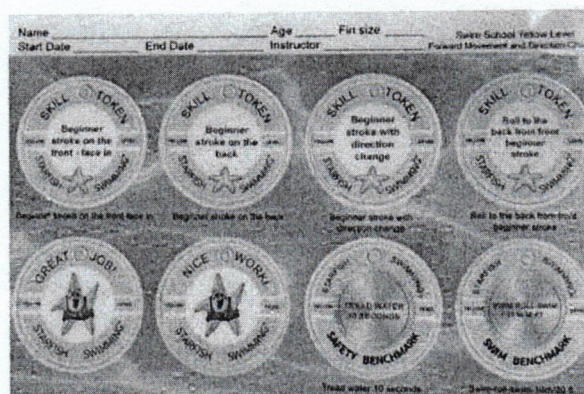
**Q. What are the prerequisites to become an IT?**

**A.** Current instructor certificates in Swim School and Stroke School, minimum 10 hours teaching experience in Swim School and Stroke School, pass a teaching assessment, approval of the Program Director, minimum 18 years of age. The 20-hour teaching prerequisite and assessment may be waived for those with a current IT credential from another organization. Virtual options are available for assessment (additional fee applies).

## About Student Materials

**Q. What are the student materials to track progress and award achievement?**

**A.** TokenTrackers are plastic cards, one for each Swim School level. Each card has eight punch-out tokens identifying each skill step and benchmark. When the skill is achieved, the instructor gives the token to the student. Tokens can be collected and displayed in various ways, with the most popular being on a carabiner which can be clipped to a swim bag. Price: \$1.80 each. (The optional carabiner is priced separately.)



The most common way to cover the cost of the student materials is to incorporate the cost into swim lesson fees. Another option is to find a corporate or non-profit sponsor such as a Rotary Club or childrens' hospital for these items. The TokenTrackers can be customized with any logo on the back with a minimum order and a small one-time setup fee.



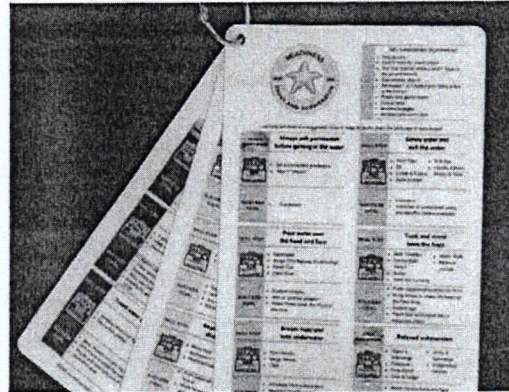
## About Instructor Slates

**Q. What are instructor slates?**

**A.** Slates are a set of waterproof plastic cards to be used as a poolside reference by instructors. The slates include sections for recommended equipment, review reminders, a "toolbox" of learning activities, success goals, and benchmarks for that level - essentially serving as a lesson plan framework for your instructors.

**Q. What do the slates cost, and does each instructor need a set?**

**A.** Most programs purchase enough slates to be used by the maximum number of instructors teaching at a time, rather than for all instructors. The cost is \$25 for Swim School slates, \$25 for Stroke School slates (\$45 if purchased together), and \$9.95 for StarBabies/Tots slates.



## About Getting Started

**Q. What are the next steps?**

**Step 1-** Review the license agreement and select your license plan

**Step2 –** Go to <https://qrco.de/starfishswimstartup> to enroll in your plan

**Step 3 –** Assign online training to your swim instructor candidates and complete Program Director training

**Step 4 –** Conduct practicum sessions for your instructor candidates

**Step 5 –** Launch your Starfish Swimming programs and begin saving lives!

**Q. I have read all of this document but would like to learn more.**

**A.** Email [leslie@sai-intl.org](mailto:leslie@sai-intl.org)

## Summary: Why Starfish Swimming?

- Innovative and effective teaching methods
- The Starfish Aquatics Institute (SAI) has a 25-year history of creating and servicing excellent aquatic safety and training programs in the U.S. and over 15 other countries
- Water safety concepts are built into the curriculum at every level
- Cost-effective
- Direct contact for responsive support with industry experts
- Quality training for instructors and merchandise for students
- Control every aspect of your swim lesson program – no bureaucracy
- Elite option brings in experts to train your swim instructor staff every year
- The ability for instructors to specialize makes recruiting staff easier
- The curriculum can be adapted for private appointments, small group sessions, or school -based calendars



Early one morning, while walking along the ocean shore, a man came across a stretch of beach covered with hundreds of starfish.

Also on the beach was a young woman. The man watched as she picked up starfish one at a time and put them gently back into the waves.

"What are you doing?", he asked. The woman explained, "The tide has washed the starfish on the beach, and they cannot return to the sea by themselves. They are in danger of dying from the relentless sun beating down."

WE'RE OFTEN ASKED ABOUT  
OUR UNIQUE NAME. IT COMES  
FROM A POWERFUL STORY  
THAT INSPIRES OUR VISION,  
MISSION, AND GOALS.  
PUT IT TO WORK FOR YOU!

The man gazed in wonder as she again and again threw starfish from the sand into the water. At last he spoke, and said, "There are too many! How do you think that what you are doing can possibly make a difference?"

Once again she bent down, and picked up another starfish. As the starfish was released into the cool safety of the water, she simply replied, "It made a difference to that one."

*Author unknown*



SAVING LIVES ONE AT A TIME®