



SWIM UP HILL

SWIM UP HILL ORGANIZATION

MISSION

We work to take justice against senseless drownings by promoting water competency with the Swim Up Hill method in underserved communities around the globe. Our practices will directly combat the factors that limit low-and- middle communities to adequate swim education such as access to calm bodies of waters, unspecified and non-standard time lines for average life saving skill acquisition, and the fiscal costs associated with instructors, coaches and institutions that purvey swim education.

WHO WE ARE

We are a non-profit organization committed to providing increased access to swim education through standardized beginning swim lessons and water competency workshops. We serve children and adults alike to help them overcome aqua-phobia through the Swim Up Hill method's five hour

WWW.SWIMUPHILL.ORG



What You'll Do:

It is Jamal Hill's personal mission to teach one million people how to swim, and one of the reasons why he founded Swim Up Hill. So when it comes to safety and knowing how to swim, don't delay. Jamal is a professional Paralympic swimmer for Team USA, and he's going to give you the tools and knowledge to unlock basic swim skills from your home without a pool. There are four easy steps in his class.

- STEP 1: is The Bowl. This is where you'll learn breathing techniques.
- STEP 2: is The Buckets, where you'll learn how to push and pull water.
- STEP 3: is The Bench & Buckets, where you'll learn how to time a breath.
- STEP 4: is The Bowl, Bench & Buckets, we'll put it all together

The Swim Up Hill method was created to teach swimming as quickly and effectively as possible— virtually. You are officially one in a million. (This class only represents a portion of the Swim Up Hill method.)

What You Need To Bring:

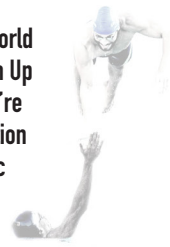
- (1) 10-inch bowl
- (2) 5-gallon buckets
- (3) bench or table that supports your body weight
- (4) Note pad
- (5) Pen



SWIM UP HILL

SWIM UP HILL \$1 SWIM LESSONS

LEARN TO SWIM from anywhere in the world through a partnership between the Swim Up Hill Organization & AirBnB, together we're providing global access to swim education LIVE via Zoom from the #1 Paralympic swimmer, JAMAL HILL for only \$1



AIRBNB.COM/SWIMUPHILL

VIRTUAL SWIM LESSONS
SIGN UP NOW

MOST PEOPLE WHO DON'T KNOW HOW TO SWIM FACE THE FOUR PRIMARY BARRIERS, WHICH HAVE PREVENTED THEM FROM LEARNING !

1. Childhood trauma or near drowning experiences

Most adults that don't know how to swim had a traumatic experience. Adults aged 55+ are one of the highest accidental drowning demographics. If a parent doesn't know how to swim their child is less likely to learn.

2. Lack of access to a safe/calm water environment

Globally access to pools is seasonal, and they're located in higher income areas. Rural Communities need education that can be applied to local waterways.

3. Unspecified time standard to measure swim competency

Currently there stands no industry standard for the time an average person requires to become water competent.

4. Prohibitive costs of effective swim education

Professional coaches are financial burdens to low and middle income households. This de-prioritizes swim education in the home.

Problem Facing Low-Middle Income Communities Around the World



The latest statistics from the World Health Organization show that roughly 360,000 people lost their lives to drowning in 2016. In the US, drowning ranks fifth among the causes of unintentional injury death, according to the Centers for Disease Control and Prevention. 91% of global drowning deaths occur in low- and- middle - income communities.

In an attempt to lower the global drowning rate, Jamal recently began an initiative to teach One Million people to swim.

How We Are Solving This Global Endemic Through Education

Swim Up Hill has created a curriculum for both DIY learners as well as a Training Manual for professionals. Currently the organization is hosting virtual summits every six months in drowning hotspots around the globe with aquatics leaders

The first event was held in September 2020 in Los Angeles, Ca and the next events will be in both Atlanta, Ga and Tampa, Fl followed by events in the Philippines and Senegal. The mission is to offer near free swim education to families and a more inclusive model of instruction to organizations.