Swim Across America
Strategic Direction

I. Mission
We fund cancer research, clinical trials and patient programs by hosting charity swims.

II. Purpose
Our purpose is to fund research and programs to fight cancer; to improve the quality of life of children and adults affected by this disease; to improve the quality of treatment and related services by those affected by this disease.

III. Slogan
Making Waves to Fight Cancer

IV. Values
Swim Across America makes an IMPACT.

- **GIVE LOCALLY. BENEFIT GLOBALLY.**
  - Our approach to granting funds allows dollars raised to stay local; however, we value our VAST NETWORK of beneficiaries. Cancer affects millions of people around the world, requiring BROAD COLLABORATION and SUPPORT to FIGHT CANCER.

- **UNITE COMMUNITIES IN #MAKINGWAVES**
  - We value the INSPIRATION and sense of COMMUNITY created through Swim Across America events by being inclusive of all participants. Bringing together swimmers, volunteers, patients, and Olympians is one of the things that makes SAA so UNIQUE.

- **SHARE OUR IMPACT.**
  - We’re more than a swim, we’re a cause. We value SUPPORTING our team of SCIENTIFIC PIONEERS, helping them realize their potential to fight cancer. We strive to SHARE their IMPACT and EDUCATE our participants so they have CONFIDENCE in our investments.

V. Strategies
Our strategies are a guide for investing our time, talent and treasure (resources) to have a greater impact of our mission.

- Commit to transparency and efficiency in our fundraising and operations to maximize our beneficiary support.
- Engage and acknowledge our donors, swimmers, doctors, Olympians and volunteers.
- Create and grow sustainable revenue streams.

Increase awareness for SAA and communicate our success stories.