

M3 AQUATICS

DROWN PROOF 2050

HYDE PARK, CHICAGO

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Our path for conversation will follow these four touchpoints.

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ABOUT US

Rooted in rebellion,
centered in community.

In May of 2020, the staff of M3 Aquatics determined that addressing the social unrest and ever-present inequities on the South Side of Chicago was a moral imperative that went hand-in-hand with a holistic training philosophy. Following the death of George Floyd in Minneapolis, Minnesota and localized calls for justice, the staff of M3 Aquatics built a team focused on providing top-tier training with a robust community engagement component. M3 Aquatics then set out to curate a program focused on reducing the countless unnecessary

drowning deaths that occur disproportionately among people of color, preparing athletes for college readiness, and equipping young people with a skillset to recognize the inherent dignity of all people. M3 Aquatics received their charter from USA Swimming on August 6, 2020 and serves athletes and their families from 26 zip codes predominantly from the south side of Chicago. It is a registered USA Swimming member club, as well as a member of USA Diving and U.S. Masters.



PHILOSOPHY



Invest

We will be investing our profits back into safety programming that addresses drowning deaths



Educate

By offering low to no-cost aquatic lessons for people in our community



Protect

Building a robust culture of aquatic safety and training so people to have the skills necessary to intervene



OUR TEAM

We offer a variety of services for our members beyond the standard swim club.



AGE GROUP SWIMMING

Age 06-18



MASTERS SWIMMING

Age 19+



DIVING

Age 08+



SWIM SCHOOL

Age 2-18



Head Coach Kate Chronic Stands Infront of the
M3A Breonna Taylor Remembrance Memorial (2020)

Our Community

We serve athletes from across Chicagoland and northern Indiana encompassing 26 zip codes

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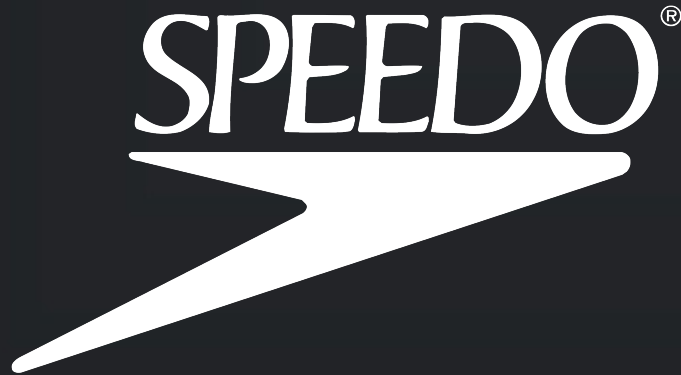
Our membership serves athletes from 26 zip codes. Together we initiated the #M3ActsofKindness Campaign to provide basics to off the grid youth with Matthew House and partner with the Tatisa C. Joiner Foundation to support our neighbors battling breast cancer.



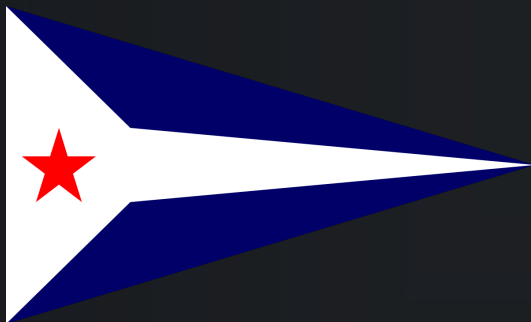
Our Backing

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Our Sponsors & Partners



We are thankful to have the support of the following partner organizations in our work.



Reaching our targets has meant serious networking

Our fortunate placement in Hyde Park and relationship with the University of Chicago community has given us access to resources and relationships uniquely suited to advance this work.



Target the Deficit

Each time we begin a new service we begin by consulting local experts to ensure our impact will be most significant for our target audience.



Plant the Flag and Invest Long-Term

When we offer a new services, we begin ready to invest in the community we are serving and to do so for the long-haul.

Mission & Vision

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Our Mission

A Southside and Westside community with zero drowning deaths by 2050.

Our staff started M3 Aquatics knowing that the real mission at hand was not just to mentor high caliber athletes, but to leave a legacy of transformation for those who need it most.

CEMENT THE SERVICES

1

By offering primer quality services to communities that have not previously seen such investment, we are securing the next generation of athletes.

SCALE ACCESSIBILITY

2

Expanding access to aquatics using non-traditional means, we have scaled access to training where it was not imagined available before.

REBUILD TRUST WITH WATER

3

Rebuilding the relationship between aquatics and communities of color is our way of restoring the injustices of access.

HOLD THE LINE

4

It is not simply enough to provide access, but we must ensure that it remains available for generations to come.

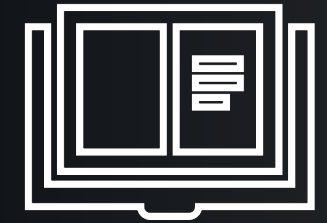
FIVE AND TEN YEARS OUT

Ten years from today we will have begun construction on the M3 Aquatic Center, Chicago's premier aquatic facility.



Protect

We protect our community with low and no-cost lessons, after school programming, tutoring, and training.



Educate

We expand out aquatic safety programming to schools and enroll all our athletes in college and career readiness programming.



Invest

We train 50 new lifeguards each year and equip our athletes and their families with the resources they need to prepare themselves for the post-high school transition



Pricing

We refuse to compromise on providing our services at a rate that prices out the communities which we are proud to serve.

30 YEARS OUT

Thirty years from today, M3 Aquatics will be Chicago's flagship aquatic and community outreach program. We believe that providing a tangible path for our athletes to achieve their dreams is the key to reclaiming the city we love.



Protect

We will have kept athletes educated, training, and engaged in their community.



Educate

We hope to see our 100th NCAA athlete and to have scholarships available for college bound athletes.



Invest

Partnering with organizations to increase educational access, we look forward to making the M3 Aquatic Center available for the community at large.



Pricing

We remain uncompromising on providing accessible access to our services and offer scholarships to those most deserving.

Summary

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THANK YOU

#DROWNPROOF2050