



**SWIM
GLOBAL
PROJECT**

MEDIA KIT

Swim Global Project

Drowning Prevention · Water Safety · Global Impact

"Swimming is a Human Right"

Website

swimglobalproject.com

Contact

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Social

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Edition

2026

Dedicated to advancing water safety education and drowning prevention worldwide

▶ WHO WE ARE

About the Swim Global Project

Based in the heart of Florida, the Swim Global Project is an internationally renowned organization dedicated to drowning prevention on a global scale. With an unwavering commitment to safeguarding lives, our multifaceted approach encompasses a wide spectrum of expertise and world-class initiatives.

We serve as a vital bridge-builder — connecting organizations, amplifying resources, and supporting startups in the drowning prevention space. Our collaborative model multiplies the impact of every partner and community we work with.

OUR MISSION: To create a world where every individual, regardless of location or circumstance, has the opportunity to enjoy water safely — through dedication, expertise, and collaborative effort.

"Swimming is a Human Right"

▶ CORE EXPERTISE

What We Do

Program Development

Crafting effective, sustainable drowning prevention programs tailored to specific community needs — from urban pools to open water environments.

Global Research Support

Actively supporting drowning prevention research initiatives that grow the collective knowledge base for saving lives.

Aquatic Facility Design & Audits

Conducting rigorous safety audits and providing design guidance to maximize protection at aquatic facilities worldwide.

International Learn-to-Swim

Deploying internationally recognized learn-to-swim programs that build long-term local capacity in communities worldwide.

Open Water Safety

Developing comprehensive risk-mitigation strategies for rivers, lakes, oceans, and other natural bodies of water.

Coalition Building

Forming powerful coalitions at community and national levels — fostering collective action and systemic change.

▶ THE GLOBAL CHALLENGE

Drowning: A Preventable Global Crisis

Drowning is the third leading cause of unintentional injury death worldwide, accounting for 7% of all injury-related deaths. Yet it remains one of the most overlooked public health crises. The Swim Global Project exists to change that — through education, advocacy, partnerships, and community empowerment.

<p>236,000+</p> <p>Drowning deaths globally per year (WHO)</p>	<p>90%</p> <p>Occur in low- and middle-income countries</p>	<p>1–4 yrs</p> <p>Highest-risk age group for drowning</p>	<p>25%</p> <p>Of victims are children under 5</p>
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▶ OUR IMPACT

Making a Difference — Globally

The Swim Global Project operates across continents, working hand-in-hand with governments, NGOs, aquatic associations, and communities to implement evidence-based solutions. Our presence spans Europe, Latin America, the Caribbean, and Africa.

- ✓ **Strategic Partnerships:** Collaborations with WaterSmart Florida, Florida Department of Health, International Life Saving Association (ILSA), and Lifesaving Society Canada.
- ✓ **World Drowning Prevention Day:** Organizing multi-county WDPD events across Florida, raising public awareness and driving policy-level conversations around water safety.
- ✓ **ILS Junior Lifesaver Program:** Supporting delivery of this internationally recognized curriculum that equips young people (12+) with water safety and lifesaving skills.
- ✓ **Global Ambassador Network:** A growing network of dedicated volunteers worldwide, each championing drowning prevention in their own communities.
- ✓ **SplashSave Partnership:** A pioneering collaboration bringing innovative technology and education together to multiply the reach of water safety messaging.
- ✓ **#BeCauseICanSwim Campaign:** A powerful social movement celebrating the life-changing ability to swim and advocating for universal access to water safety education.

▶ PROGRAMS & INITIATIVES

Our Key Programs

Ambassador Program | *Global · Volunteer · Part-Time*

The SGP Ambassador Program unites passionate water safety advocates from every corner of the world. Ambassadors serve as the face and voice of SGP in their communities — organizing events, raising awareness, delivering curricula, and sharing local stories that amplify the global drowning prevention movement.

- ▶ Represent SGP's mission locally and globally
- ▶ Organize workshops, campaigns, and community events
- ▶ Collaborate in virtual forums with global peers
- ▶ Advocate with policymakers for improved water safety
- ▶ Access SGP resources, training, and professional development

Incubator Program | *Innovation · Support · Scale*

The SGP Incubator supports startups and innovators working on drowning prevention solutions. By maximizing resources and fostering collaborations, we help promising ideas reach scale and make measurable impact in communities most affected by drowning.

- ▶ Bridge-building between aquatic organizations and innovators
- ▶ Financial acumen and resource management support
- ▶ Advanced data analysis and regulatory compliance guidance
- ▶ Technology and communications strategy
- ▶ Coalition development and sustainability planning

ILS Junior Lifesaver Program | *Ages 12+ · Internationally Recognized · Community-Delivered*

Through the SGP Ambassador network, communities around the world can access the internationally recognized ILS Junior Lifesaver curriculum — equipping the next generation with essential water safety and lifesaving knowledge.

- ▶ Swimming endurance and rescue techniques
- ▶ Land-based towing and release skills
- ▶ CPR, airway management, and first aid fundamentals
- ▶ Safe water entry and open water awareness
- ▶ Delivered by trained SGP Ambassadors globally

▶ LEADERSHIP

Meet the Founder & CEO

Nathalie Martin

Founder & CEO, Swim Global Project

Nathalie Martin is a globally recognized drowning prevention advocate with decades of experience advancing water safety education through high-impact programming, advocacy, and philanthropy.

She brings professional and lived experience from more than 20 countries across Europe, Latin America, the Caribbean, and Africa — giving the Swim Global Project an authentically international perspective.

Under Nathalie's leadership, SGP has grown into a respected global platform that bridges organizations, amplifies underrepresented voices, and drives systemic change in the drowning prevention landscape.



Experience Across 20+ Countries

Decades of Global Advocacy

nathalie@swimglobalproject.com

▶ PARTNERS & COLLABORATORS

Our Network of Global Partners

The Swim Global Project is proud to collaborate with world-class organizations that share our commitment to making water safer for everyone:

<p>WaterSmart Florida Regional water safety leader driving statewide drowning prevention initiatives and community programs.</p>	<p>Florida Department of Health Government partnership ensuring data-informed, health-systems-integrated approaches to water safety.</p>
<p>International Life Saving Federation (ILSF) The world's leading authority on drowning prevention and lifesaving — providing international standards and frameworks.</p>	<p>Lifesaving Society Canada Canada's foremost water safety organization, collaborating on curriculum and program development.</p>
<p>SplashSave A pioneering technology-forward partner expanding the reach of water safety education through innovation.</p>	<p>CDC & WHO Frameworks Programs designed in alignment with global best practices from leading public health authorities.</p>

▶ MEDIA & CONTENT

Content, Campaigns & Media Presence

The Swim Global Project maintains an active, multi-platform media presence — producing original content, hosting expert interviews, and running impactful campaigns that engage audiences around water safety worldwide.

▶ PLATFORMS

Where to Find Us

Instagram	@swimglobalproject	Visual storytelling, campaign launches, ambassador features
Facebook Group	Swim Global Project	Community hub with extensive global network
LinkedIn Group	Swim Global Project	Professional network for aquatic and safety leaders
Substack	@swimglobalproject	Long-form articles, expert perspectives, and newsletters
Website	swimglobalproject.com	News, blogs, interviews, program info, and resources

▶ CAMPAIGNS & LIVE CONTENT

Signature Campaigns

#BeCauseICanSwim	A powerful social movement celebrating the life-changing ability to swim and advocating for universal access to water safety education. Participants share their stories to inspire communities worldwide.
World Drowning Prevention Day (WDPD)	Every July 25th, SGP coordinates multi-county events across Florida — and supports global observances — to shine a light on drowning as a preventable tragedy. A day of solidarity, advocacy, and community action.
Interviews with Experts	An ongoing series featuring global leaders, researchers, and practitioners in drowning prevention — providing authoritative insights and inspiring stories for audiences of all backgrounds.
Facebook Live with Partners	Regular live sessions connecting SGP's global audience with partner organizations, delivering real-time education, Q&A, and community engagement.

▶ WORK WITH US

Partnership & Collaboration Opportunities

The Swim Global Project welcomes organizations, brands, governments, researchers, and individuals who share our commitment to making the world safer around water. There are many ways to engage with our global mission:

Organizational Partnership

Align your organization with a globally recognized drowning prevention platform. Co-develop programs, share expertise, and reach communities worldwide through the SGP network.

Sponsorship & Philanthropy

Support life-saving programs through strategic sponsorship or philanthropic giving. SGP has a proven track record securing and managing multi-year funding from government and corporate sponsors.

Media & PR Collaboration

Partner on content creation, campaign amplification, and media outreach. Reach engaged global audiences passionate about water safety, health, and community wellbeing.

Research & Academic Partnership

Collaborate on drowning prevention research, data analysis, and knowledge dissemination. SGP actively supports and amplifies research that saves lives.

Program Delivery Partnership

Bring SGP programs — including the ILS Junior Lifesaver curriculum — to your community. Our Ambassadors are trained and ready to partner with local organizations.

Incubator Participation

Have an innovative solution in the water safety space? Apply to the SGP Incubator for support, mentorship, resource access, and coalition connections.

▶ THE SGP ADVANTAGE

Why Partner With Swim Global Project

- ▶ 20+ years of expertise in drowning prevention and water safety education
- ▶ Established networks across government, NGO, and corporate sectors in 20+ countries
- ▶ A growing global Ambassador network delivering local impact at scale
- ▶ Proven track record in securing and managing substantial multi-year funding
- ▶ Strong media presence across Instagram, Facebook, LinkedIn, and Substack
- ▶ A mission-driven, authentic voice in the global water safety conversation
- ▶ Internationally recognized programs and partnerships with leading global organizations

▶ GET IN TOUCH

Contact & Connect

"Together, we can create safer aquatic environments and save lives. Join us in building a world where swimming is truly a human right."

PRIMARY CONTACT

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WEBSITE

swimglobalproject.com

Visit for news, programs, blog posts, and more.

SOCIAL MEDIA

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The Swim Global Project is headquartered in Florida, USA, with a global network of ambassadors and partners spanning 20+ countries. All media inquiries, partnership proposals, speaking requests, and collaboration opportunities should be directed to nathalie@swimglobalproject.com.



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