

SwimTayka Annual Report 2024

SWIM
TAYKA



In 2024, SwimTayka...



Taught survival swimming to

9,700
children



Expanded into

2 new
countries



And engaged

85
volunteers



Across

8
programmes

Objectives & Activities

Purpose and ongoing mission

SwimTayka exists to provide free swimming lessons and drowning prevention education to children who live along the world's rivers, lakes and coastlines. In communities where children play in the sea and rivers but often never learn to swim, we work with local NGOs and charities to

deliver programmes that teach survival swimming, first aid and drowning prevention education. We connect qualified instructors and volunteers with low-resource waterside communities so that children can learn vital lifesaving skills.

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Reference and Administrative Details

Charity name: SwimTayka

Registered charity number: 1176079

Principal address:

48 The Causeway

Chippenham

SN15 3DD

Trustees during the year

The following individuals served as trustees of SwimTayka during the year ending 31 December 2024, as recorded on the Charity Commission register:

- Dr Alice Mary Bunn (Chair)
- Robert Hamilton (Vice Chair)
- Bryan Avery (Secretary)
- Mark Scott
- Carole Stevenson
- Neil Rushton
- Daisy Brooks

Chair's Statement

As SwimTayka marks its eighth year, I'm proud to reflect on a pivotal 2024—a year marked by focus on renewed purpose, and doubling down on our financial and governance frameworks.



We welcomed Daisy and Carole to the team, whose energy and insight have helped shape our evolving direction. Together, we formalised the Ambassador Empowerment Initiative (SAEI) to empower experienced swimming professionals—like Amy Holden—to mentor local instructors and uphold consistent standards across our programmes in Bali, Brazil, and Peru. It's a model rooted in sustainability and local leadership, and one we'll be looking to expand in 2025.

We also took a hard look at how we support our volunteers. Following field evaluations, we introduced clearer induction plans, safeguarding and safety training, and a comprehensive Volunteer Guide. These updates ensure that every volunteer arrives informed, supported, and ready to make a meaningful impact.

Another key development was our new Training and Certification Policy. By awarding internationally recognised teaching qualifications to local instructors, we're investing in long-term community capacity and ensuring our programmes leave lasting legacies.

Closer to home, we launched the "Swim Together" UK Policy Initiative—our first domestic programme. Piloted in Nottinghamshire, Leeds, and Blackpool, it offers free swimming and water safety lessons to refugee and disadvantaged children. With a buddy system and alignment to the RLSS (Royal LifeSaving Society) "Water Smart" curriculum, this initiative brings our mission full circle: water safety for all, everywhere.

On the fundraising front, the English Channel Relay remains our flagship effort. In 2024, we supported eight relay teams, and eleven boats are already booked for 2025. We also saw inspiring complementary efforts, including Poppy's Henley Swim and Cdr.

Mark "Scotty" Scott's RNLI (Royal National Lifeboat Institution) Challenge. Our updated donor engagement policies—like the Experienced English Channel Relay (ECR) Swimmer Initiative and new JustGiving protocols—are helping us build a more predictable and transparent funding base.

Looking ahead, 2025 will see SwimTayka continuing to refine both our operating model and our core fundraising strategy. This shift will strengthen local training, and improve financial oversight and volunteer processes. Our goal remains clear: to maximise impact through sustainable, community-driven delivery of swim and water safety education.

Thank you to every volunteer, donor, partner, and ambassador who made 2024 possible. Our small but mighty charity continues to make a difference to lives worldwide.

Just keep swimming forward.

Dr Alice Bunn OBE CEng

Chair

CEO's Report

When I think back over 2024, what stays with me most vividly are the faces of the children at their graduations – children who, just weeks earlier, could not swim, now gliding across the water with pride and joy.



For them, learning to swim is more than just a skill: it is freedom, confidence, and a chance to dream of a future without fear of drowning. Watching them fall in love with swimming, cheering each other on as they achieved what once felt impossible, is the greatest reward for all of us at SwimTayka.

Equally inspiring has been the commitment of our volunteers. Time and again this year, I have seen individuals step into communities far from home, in conditions that were often remote and challenging. They gave their energy, their skills, and their hearts – and in doing so they changed lives. What moves me is not only the impact they had on the children, but also the impact the children had on them. Many volunteers told me they returned home with a renewed sense of purpose, having discovered the true meaning of resilience, community, and hope.

This was also the year when we saw the dream of expanding our work to new countries become a reality. In Uganda, we began the first steps of a five-year plan that will give over a thousand children the chance to learn water safety and swimming skills. In the Maldives, despite challenges, we laid the foundations for a new programme in an island nation where drowning remains a daily risk. These milestones remind us that SwimTayka's mission is not only possible, but urgently needed.

Of course, the journey has not been without challenges. The absence of a financial controller has tested our ability to forecast and plan with confidence.

Cultural and logistical barriers in some regions meant we had to adapt and rethink. But every obstacle reminded me of the strength of our community – trustees, ambassadors, partners, and volunteers – who stood shoulder to shoulder and kept our vision alive.

What inspires me most is the spirit of hope that underpins everything we do. Every child who learns to float, every parent who sees their child return home safe from the water, every community that gains instructors who can carry this work forward – these are victories that ripple far beyond the pool. They remind us that drowning is preventable, and that together we can change the statistics, one child at a time.

Looking ahead, I feel energised by the road before us. With your support, we will continue to scale our work, build sustainable local programmes, and reach new communities. I truly believe the best is yet to come.

“Watching children graduate with confidence and joy, knowing they can now be safe around water, is the greatest reward for all our efforts.”

Bryan Avery,
Founder and CEO, SwimTayka



Strategic Focus

The Board undertook a significant organisational restructuring in 2024 to improve internal communication, decision-making and reduce over-reliance on any single leader. This restructuring is intended to strengthen SwimTayka's operational stability and long-term sustainability while preserving our community-driven ethos.

New programme developments



Uganda programme

Building on informal work that began in 2014, SwimTayka launched its first structured programme in the Kabale district of Uganda. The five-year plan aims to teach lifesaving swimming and water-safety skills to more than 1,000 children. Training local instructors and partnering with community organisations will help to embed the programme and ensure it becomes self-sustaining.



Bali programme enhancement

SwimTayka continued its collaboration with **Swimdo** in Bali. The 2024 programme integrated structured volunteer rotations (typically 2–4 volunteers every two weeks) and placed equal emphasis on swimming instruction and environmental education. Community engagement events and clean-water lessons complemented the swimming lessons to help children become environmental stewards.

Partnership model and governance

Across all programmes, the charity continued to “teach the teacher”. Volunteers worked alongside local swim assistants to train them in internationally recognised drowning-prevention techniques, thereby laying the foundation for self-sustaining programmes. The Board convened more strategic trustee meetings and actively sought feedback from ambassadors and volunteers to refine goals.

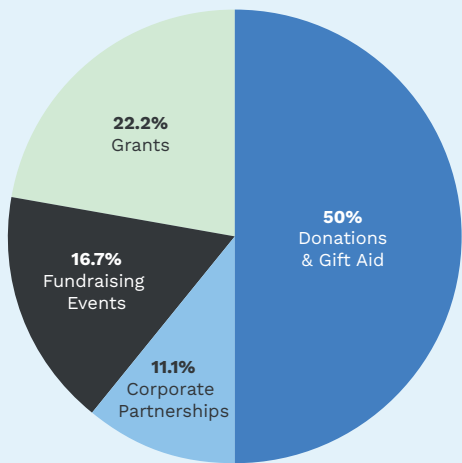
Two new trustees, **Mark Scott** and **Carole Stevenson**, joined the Board to strengthen governance and diversify expertise. Volunteers remained central to our delivery model; programmes typically run from one week up to two months and include instruction in basic water safety, swimming, first aid and environmental education.

Financials

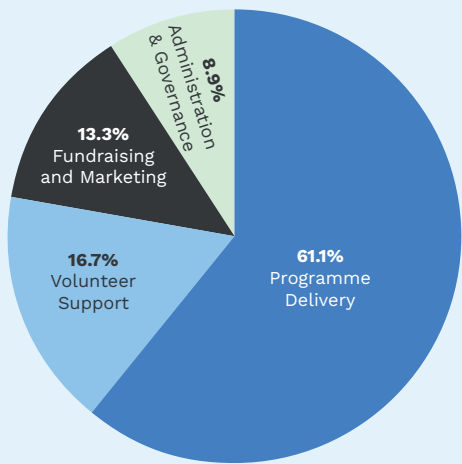
Building on Strong Foundations

Managing our resources wisely is as important as delivering our programmes. Every pound entrusted to SwimTayka represents someone’s belief in our mission, and we take that responsibility seriously.

2024 Income Sources



2024 Expenditure Categories



Income and fundraising

In 2024, we sustained a steady flow of income through a mix of donations, grants, and sponsored fundraising events. Highlights included our English Channel relay teams, whose determination raised thousands to support our programmes, and individual fundraising heroes like Commander Mark “Scotty” Scott and young swimmers who dedicated their efforts to SwimTayka. These events not only brought in essential funds but also spread our message far and wide, inspiring others to join the cause.

Expenditure and priorities

As our programmes grew into new countries such as Uganda and the Maldives, expenditure naturally increased. We invested in volunteer support, training local instructors, and building community partnerships. We also dedicated funds to marketing and awareness, because every new supporter we reach helps us secure the future of our work. Throughout, we remained true to our principle of efficiency: keeping overheads low while ensuring that the majority of funds go directly to programme delivery.

Financial management capacity

One of the year’s most significant challenges was the absence of a dedicated financial controller. This made forecasting and reporting more difficult, but it also brought out the resilience of our trustees, who shared oversight responsibilities with the support of external accountants. The search for a qualified financial controller remains a top priority, and filling this role will be key to strengthening our governance and giving us even greater confidence as we grow.

Reserves policy

The Board continues to apply a reserves policy designed to hold at least three months of operating costs. This ensures we can withstand unexpected challenges without compromising the delivery of our programmes. Based on provisional figures, reserves remain positive and stable, giving us the security to plan ahead while continuing to expand.

Outlook

Looking ahead, we are committed to diversifying our income further through new grants, corporate partnerships, and community fundraising. With a stronger financial foundation, we will be able to deepen our work in existing locations and respond to new opportunities in vulnerable communities worldwide.

“Every donation, whether it funds a swimming lesson, a local instructor, or a global programme, is an investment in saving children’s lives. Our promise is to honour that trust with transparency, accountability, and impact.”

Impact

Global Context



Turning the Tide on Drowning

Drowning is one of the world's silent killers. Every single year, an estimated **300,000 people lose their lives to drowning**. That's almost **30 people every hour**, day after day, most of them children and young people. Behind each number is a family shattered, a future stolen, a preventable tragedy.

And yet, there is hope. The **global drowning rate has fallen by 38% since 2000**, proving that change is possible. But the progress is uneven. In Europe, stronger water safety systems have saved thousands of lives. In Africa, where drowning risk is highest, the decline has been only 3% – leaving communities in crisis.

The injustice is clear: **92% of drowning deaths occur in low- and middle-income countries**, often in the very waters that children depend on for food, travel, and play. Nearly **one in four victims are under five years old**, and more than half are under 30. These are the children and young people we exist to serve.

The message from the World Health Organization is simple and powerful: **drowning is preventable**. Barriers, supervision, safe rescue skills, and above all, teaching children to swim and respect water, save lives.

This is where SwimTayka makes its stand. Our mission is to give children in waterside communities not just the ability to swim, but the freedom to live without fear. Every lesson we teach is another step toward a world where no child's life is cut short by drowning.

***"Drowning is not fate, it is preventable.
Together we can turn the tide."***

Impact Story

From Global Crisis to Local Change



92%
deaths in LMICs



5.6 vs 1.8/100k
Africa vs Europe

- Every year, 300,000 people drown worldwide — that's almost 30 people every hour.
- 92% of drowning deaths happen in low- and middle-income countries, where children live and play beside rivers, lakes, and oceans with no safety nets.
- Nearly one in four victims are under 5 years old, and more than half are under 30. Entire futures are lost before they begin.
- While Europe has reduced drowning rates by 68% since 2000, in Africa progress has been only 3%. The highest burden remains where resources are scarcest.

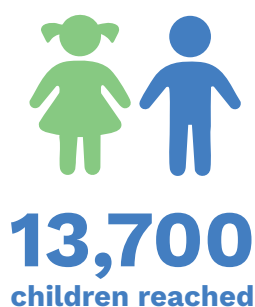
"Drowning is not inevitable. It is preventable — and the solutions are within reach."

– World Health Organization

SwimTayka's Response in 2024

While the statistics are sobering, they are not the end of the story. SwimTayka is part of the global solution — proving that with the right skills, education, and partnerships, drowning can be stopped.

SwimTayka Impact - 2024 Highlights

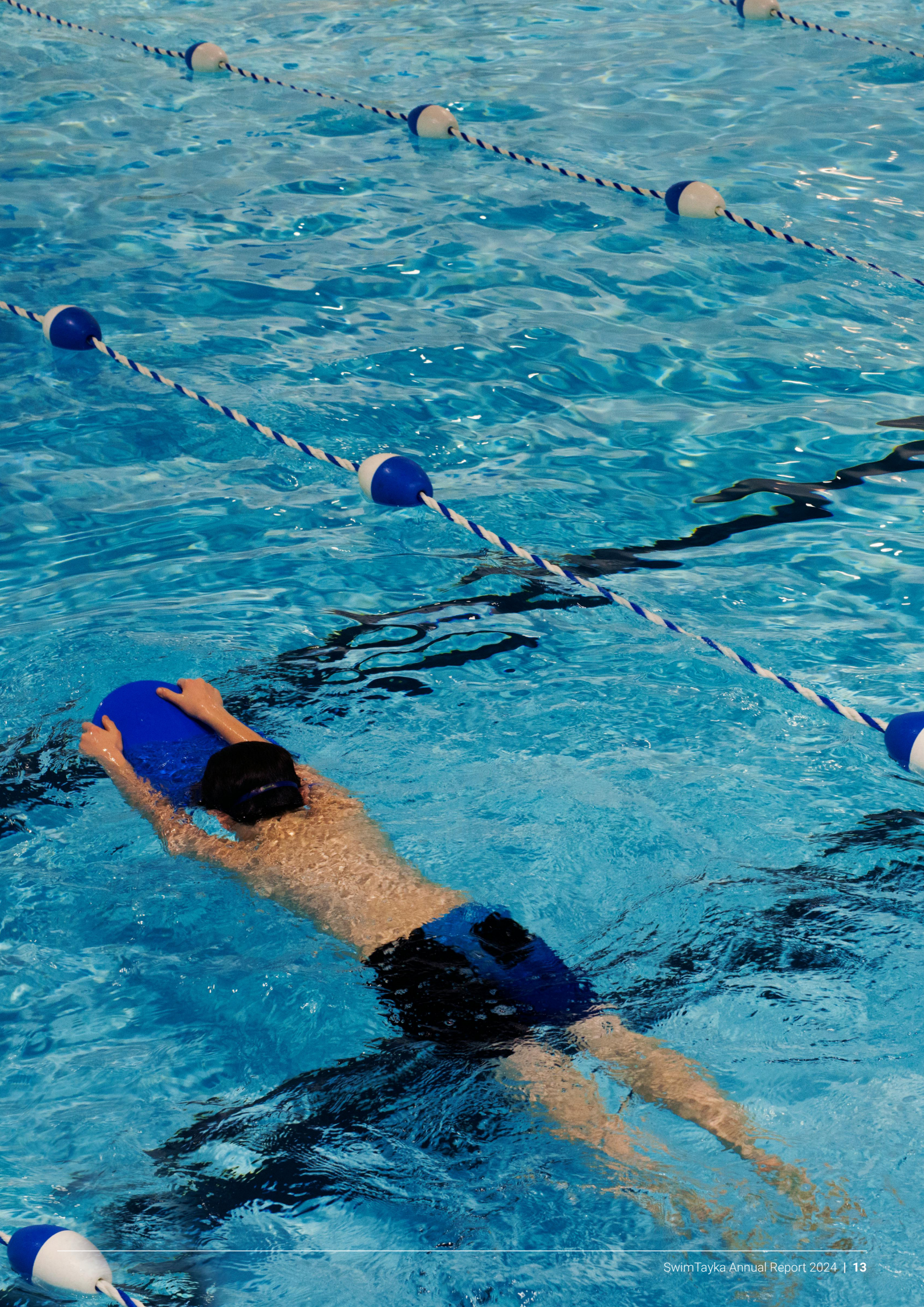


- **13,700+ children reached** across Brazil, Peru, Bali, Jamaica, Uganda, the Maldives, and the UK.
- **9,700 children graduated** with survival swimming skills — able to float, tread water, and reach safety.
- **85 international volunteers** gave their time and energy, teaching in remote and challenging locations.
- **21 local instructors** in Bali gained internationally recognised qualifications, ensuring skills remain in the community.
- **Two new country programmes launched** — Uganda and the Maldives — extending SwimTayka's global reach to 8 countries.

- **Fundraising power** — Channel relays, community events, and extraordinary challenges like Commander Mark "Scotty" Scott's 200-day RNLI swim **raised over £100,000** for global programmes.

"Every child we teach represents not just a life saved, but a future unlocked. Together, we are turning the tide."

— **Bryan Avery**, Founder and CEO, SwimTayka



Advocacy and Awareness

Alongside delivering programmes in waterside communities, SwimTayka plays an active role in shaping the global conversation on drowning prevention.

By aligning our work with the World Health Organization (WHO) and international partners, we help ensure that children's safety around water is recognised as both a health and education priority.

World Drowning Prevention Day 2024

On 25 July, SwimTayka joined the global campaign led by the United Nations and WHO under the theme "Anyone can drown, no one should." We highlighted the need for vigilance during the UK summer holidays and called on families to choose safe, lifeguarded swimming locations. This day also gave us the chance to share SwimTayka's role in addressing the global challenge, reinforcing the urgency of teaching children vital survival skills.

WHO Global Drowning Report

In December 2024, WHO published its first Global Status Report on Drowning Prevention. The report revealed that while the global drowning rate has fallen by 38% since 2000, drowning still claims nearly 300,000 lives every year – disproportionately in Africa and low- and middle-income countries. SwimTayka actively used this data to raise awareness among supporters, trustees, and partners, emphasising that our programmes directly address the most urgent areas of need.

World Conference on Drowning Prevention, Perth

SwimTayka also contributed to international dialogue at the World Conference on Drowning Prevention in Perth, Australia. Our Uganda programme was highlighted as a model of long-term, sustainable intervention – embedding drowning prevention into schools and community life. Sharing this work on a global platform reinforced our credibility as both a practitioner and an advocate.

Through these efforts, SwimTayka continues to extend its impact beyond the poolside. By raising awareness, engaging with policy, and sharing our evidence of success, we are helping to build a world where drowning is no longer a hidden or neglected global issue.

Achievements & Performance – Programme Outcomes

This has been a year of remarkable progress for SwimTayka, marked not only by numbers and milestones, but by the countless stories of transformation behind them.

SwimTayka Impact – 2024 Highlights



85
volunteers

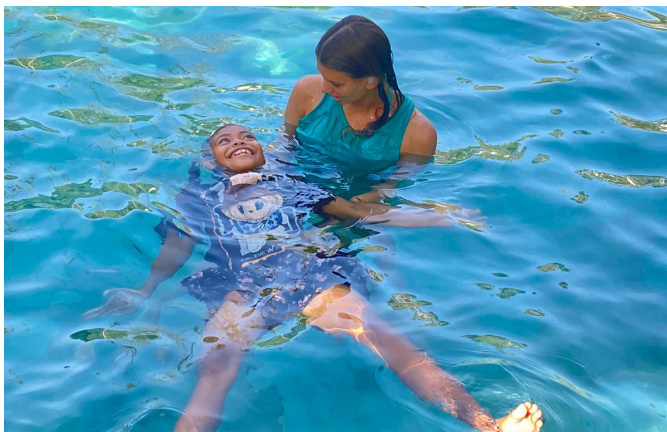


13,750
children reached



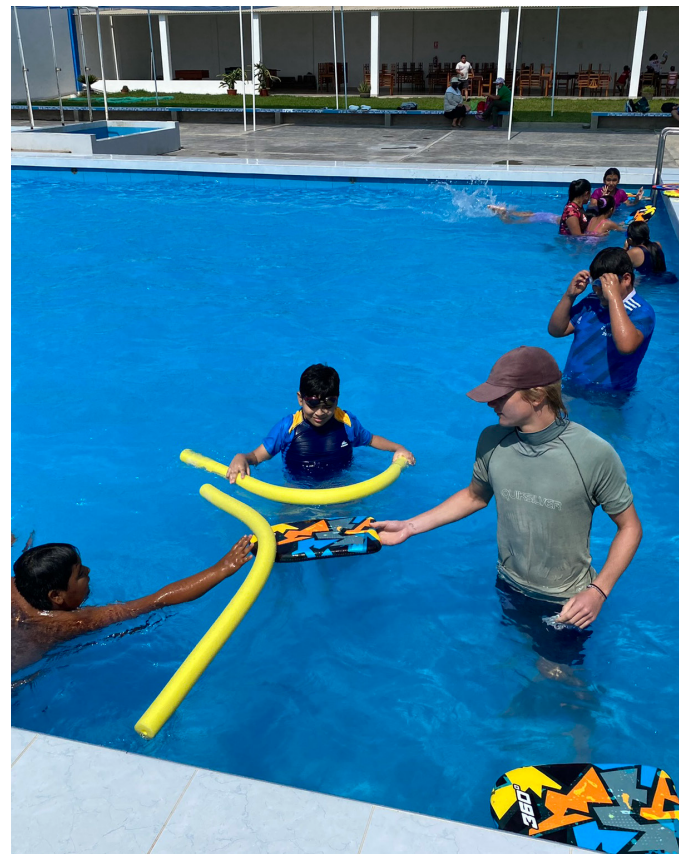
8
countries active

In **Bali**, our programme reached more than 13,000 children, with 9,700 completing the full course. Almost every child gained survival swimming skills, and all of them left with a stronger understanding of water safety. To see so many young people walk away with the skills to protect themselves and their friends is an achievement that goes far beyond the poolside – it is a safeguard for life.



In **Brazil**, we celebrated five years of partnership with ETIV do Brasil. Here, 150 children learned to swim, practised lifesaving skills, and received vital first aid training. The programme has become a source of pride in the community, with children not only learning to stay safe, but also becoming ambassadors for water safety among their peers. Plans are already in place to expand the programme further in 2025, with the addition of Portuguese lessons for international volunteers to strengthen cultural connections.

Our work in **Peru** showed how creativity and adaptability can overcome barriers. Faced with wide variations in children's ages and skill levels, our volunteers reshaped classes into smaller groups and developed innovative teaching methods. With support and mentorship, local instructors gained the confidence to lead lessons themselves, ensuring sustainability well beyond the presence of international volunteers.



This year also marked an important step forward for **Africa**. In Uganda, we began work on the Lake Bunyonyi Sustainable Drowning Prevention Initiative, a five-year plan to train local instructors and teach lifesaving skills to over a thousand children. Supported by our partner ADRREM, the project is already showing what can be achieved when local leadership and international expertise come together. At the World Conference on Drowning Prevention in Perth, we proudly shared this vision as part of a broader call to embed drowning prevention into health and education systems across Africa.

Volunteers and ambassadors continued to be the heartbeat of SwimTayka. In Bali and Brazil, ambassadors like Amy Holden inspired both children and instructors, helping to raise teaching standards and secure internationally recognised qualifications for local teachers. These efforts ensure that our work is not a fleeting intervention, but a long-lasting legacy.



Fundraising also reached new heights in 2024. Our English Channel relay teams pushed themselves to the limit, raising significant funds for our global programmes. We celebrated the extraordinary commitment of Commander Mark “Scotty” Scott, who took on a 200-day challenge swimming between RNLI stations while raising awareness of drowning prevention and environmental protection. His dedication reminded us that when passion meets perseverance, the results can inspire communities far beyond our immediate reach.

These achievements were recognised in special ways. Scotty received our **Outstanding Achievement Award**, while **Volunteer of the Year** went to Amy Holden for her tireless work in Bali and Brazil. Yet, every volunteer, partner, and supporter deserves recognition – because together, they made these stories possible.

2024 was not without its hurdles. Funding constraints in Bali meant that environmental education had to be paused, and cultural barriers in Brazil occasionally challenged communication. But in every case, we found solutions, adapted, and grew stronger.

Above all, what this year has shown us is that SwimTayka is more than a charity – it is a community of people who believe in the simple but powerful idea that every child deserves to be safe in water. And when we work together, there is no challenge too great to overcome.



Challenges and How We Overcame Them

Every journey worth taking comes with obstacles, and 2024 was no exception. Yet, what defines SwimTayka is not the challenges themselves, but the determination, creativity, and teamwork that allowed us to rise above them.

One of our greatest hurdles was ensuring effective communication across cultures and continents. At times, language barriers and differing expectations caused delays in programme delivery. In Brazil, for example, volunteers sometimes struggled with cultural nuances. Instead of seeing this as a setback, we embraced it as an opportunity to grow – introducing plans for Portuguese lessons for volunteers and refining our cultural induction process so that every participant feels better prepared and connected from day one.

In Peru, the wide range of ages and skill levels among children initially made classes difficult to manage. Rather than scaling back, our volunteers and local instructors redesigned the way lessons were delivered, creating smaller groups and tailoring activities. This innovation not only solved the challenge but actually led to a richer, more engaging learning experience for the children.

In Bali, funding shortages meant we had to pause our environmental education programme – a painful decision, as environmental stewardship is central to our mission. But the setback sparked a renewed commitment among trustees, volunteers, and donors to bring the programme back stronger in 2025. Plans are already underway to secure new funding streams so that environmental education will once again run alongside swimming and water safety.

A persistent challenge across the organisation has been the absence of a financial controller, leaving trustees to shoulder the responsibility of financial oversight. While this has been demanding, it has also highlighted the resilience and resourcefulness of our team. Trustees, supported by external accountants, worked tirelessly to ensure financial integrity and continuity. The search for a dedicated financial controller continues – and we see this as not just filling a gap, but as a step towards even greater sustainability.

These challenges have been reminders that progress is rarely linear. But in each case, what could have slowed us down instead became a catalyst for improvement. By listening, adapting, and refusing to give up, we have not only kept our programmes alive but strengthened the very foundations on which they are built.

“Every obstacle is an opportunity in disguise. What matters is not avoiding challenges, but how we respond to them – together, with resilience and hope.”

Case Studies

Case Study:

Swim Together Project – Supporting Refugee Children in the UK

Background

The Swim Together Project was developed to provide swimming lessons and water safety education to vulnerable children in the UK, particularly refugees. To encourage social integration, the programme uses a buddy system that pairs each vulnerable child with a local peer of similar ability.

Impact

Working with the RLSS and Swim England, the project is preparing pilots in Nottinghamshire, Leeds, and Blackpool for Easter 2025. The approach not only builds water confidence and lifesaving skills but also fosters community connection across cultural lines.

Looking Ahead

Following the pilots, the aim is to expand to other UK locations, supported by grants and local partnerships.

“Swimming is more than a skill – it’s a bridge between children from different communities, helping them stay safe while building lasting friendships.”

– **Debbie Adams**, Programme Manager

Case Study:

Brazil – Community Impact with ETIV do Brasil

Background

In Itacaré, Bahia, SwimTayka has partnered with ETIV do Brasil for more than five years to deliver free swimming lessons and drowning prevention training. The programme is highly respected in the community and gives children safe opportunities to learn and grow.

Impact

In 2024, SwimTayka ambassador Amy Holden identified opportunities to strengthen the programme, including improved lesson planning, more survival-skills content, and the provision of healthy snacks and safety equipment. The programme also engages children in environmental activities such as mangrove planting and beach clean-ups.

Looking Ahead

Plans include scaling the programme to other regions of Bahia and strengthening volunteer resources to ensure long-term sustainability.

“At ETIV, children can simply be children again – swimming, laughing, and learning how to stay safe around water.”

– Jana, ETIV



Young swimmers in Itacaré learning survival skills with SwimTayka volunteers.

Case Study:

Bali – Empowering Teachers Through Ambassadors

Background

SwimTayka's partnership with the local NGO Swimdo has been transforming drowning prevention education in Bali since 2020. In 2024, ambassador Amy Holden and a team of 11 volunteers worked alongside local instructors to improve the quality of teaching.

Impact

The volunteers helped train 21 instructors to internationally recognised qualifications. More than 600 children graduated, with 95% achieving survival swimming skills. This focus on “teaching the teachers” ensures that skills remain in the community long after volunteers leave.

Looking Ahead

Future plans include embedding the qualification system further and supporting newly trained instructors to run independent lessons.

“When we teach teachers, we multiply our impact – the knowledge stays in the community and reaches hundreds more children.”

– Amy Holden, SwimTayka Ambassador



Swimdo instructors leading a survival swimming session with SwimTayka volunteers.

Case Study:

Advocacy Impact – Global Drowning Statistics

Background

In 2024, the World Health Organization published its first drowning prevention report, showing a 38% global reduction in drowning deaths since 2000. SwimTayka used this milestone to advocate for greater investment in water safety initiatives.

Impact

While the global reduction is encouraging, drowning still claims over 30 lives every hour, disproportionately in low- and middle-income countries. SwimTayka highlighted the urgency of tackling these inequalities and showcased its Uganda programme as a response to the high drowning rates in Africa.

Looking Ahead

The charity will continue to use its voice on global platforms to advocate for drowning prevention funding and to strengthen its programmes in high-risk regions.

“Nobody should die from drowning – yet millions remain at risk. We are determined to change that.”

– Bryan Avery, Founder and CEO, SwimTayka



A SwimTayka instructor teaching safe entry techniques in Uganda.

Case Study:

Poppy the Swimming Labrador – A Furry Fundraiser

Background

Poppy, a seven-year-old Labrador Retriever, has become one of SwimTayka's most unusual ambassadors. She has swum a mile at the Henley Swim Festival for five consecutive years, cheered on by hundreds of spectators.

Impact

Swimming alongside Bryan Avery, Poppy's efforts raise both awareness and vital funds for SwimTayka. Her story has captured public imagination, helping to highlight that swimming is a lifesaving skill as well as a sport.

Looking Ahead

Poppy will continue her annual swims, drawing new supporters to SwimTayka's mission while promoting its work at home and abroad.

"Every wag of Poppy's tail and every stroke she takes brings us closer to a world where children everywhere can swim safely."

– Bryan Avery, Founder and CEO, SwimTayka



Poppy the Labrador swimming her mile at the Henley Swim Festival.

Case Study:

Scotty's 200-Day RNLI Challenge

Background

Commander Mark "Scotty" Scott, a Royal Navy officer and SwimTayka trustee, set himself the challenge of swimming between RNLI stations across the UK for 200 days, raising funds and awareness for both SwimTayka and the RNLI.

Impact

By October 2024, Scotty had completed 500km of open-water swimming, visited 40 lifeboat stations, and raised thousands of pounds. He also picked up litter along the way, using his swims to champion both water safety and environmental protection.

Looking Ahead

Scotty plans to continue his mission until he has swum at all 238 RNLI stations, inspiring communities and raising funds for SwimTayka's lifesaving programmes.

"Swimming connects people, protects children, and even helps clean our seas – this challenge was about making every stroke count."

– Mark "Scotty" Scott



Scotty completing one of his swims near an RNLI lifeboat station.

Plans for the future

Strategic Initiatives

Building the Future Together

2024 showed us that SwimTayka is capable of turning big dreams into reality. As we look ahead, our strategic initiatives are not simply plans on paper – they are commitments to children, families, and communities who deserve a safer future around water.

Expanding Programmes

The Swim Together Project in the UK represents a bold step forward. By focusing on vulnerable children, including refugees, we are not only teaching lifesaving skills but also helping to build bridges between communities. The pilot projects in Nottinghamshire, Leeds, and Blackpool are just the beginning of what we believe can become a nationwide movement for inclusion, confidence, and water safety.

In Africa, our partnership at Lake Bunyonyi in Uganda is a symbol of hope. Working alongside ADRREM, we are creating a five-year plan that will train local instructors, embed water safety in schools, and protect more than 1,000 children. This is about building resilience from the ground up, leaving behind a model that communities can own and sustain.

Sustainability at the Core

We know that true change comes when local communities lead. That is why empowering local instructors remains at the heart of everything we do. By helping them gain internationally recognised certifications, we are ensuring that our impact lasts well beyond the presence of volunteers. Every certified instructor is a multiplier of hope, carrying the mission into their own communities with pride and confidence.

Strengthening Volunteer Engagement

Our volunteers are the lifeblood of SwimTayka. To honour their commitment, we are working to improve every step of the volunteer journey – from pre-arrival communication and safeguarding training to deeper opportunities for cultural exchange and community involvement. When volunteers feel supported, their impact is greater, and the children they teach benefit even more.

Looking Beyond the Pool

We are also determined to raise our voice on the global stage. Whether at international conferences, through partnerships with organisations like RLSS and Swim England, or by supporting the World Health Assembly's resolution on drowning prevention, SwimTayka will continue to be a passionate advocate for children's right to safety in and around water.

These initiatives are not just about expanding numbers or adding countries to a map. They are about changing lives, transforming communities, and creating a world where no child has to fear the water they live beside.

"Our vision is simple but powerful – a world where every child, no matter where they are born, has the chance to be safe in water and to discover the joy of swimming."



The future

Looking ahead to 2025 and beyond, the Trustees are committed to building on this year's progress with clear, measurable goals that will take SwimTayka's impact even further.

Future Targets Dashboard - 2025



15,000
children reached



11,000
graduations
(survival skills)



50
Local instructors
Trained



100
international
volunteers



3
Swim Together
pilots (150 children)



£150,000
fundraising target



5
English Channel
relay teams



1
Financial Controller
recruited



Programme Growth

- Reach at least 15,000 children worldwide with swimming and water safety education.
- Achieve 11,000 graduations where children demonstrate survival skills (float, tread water, safe exit).
- Expand the Uganda programme into Year 2 of the five-year plan, training at least 20 local instructors and teaching 300 children.
- Strengthen the Maldives pilot into a full programme, reaching 150 children in its first full year.

Volunteer and Instructor Development

- Recruit and support 100 international volunteers, ensuring comprehensive safeguarding and induction.
- Provide training pathways for 50 new local instructors across all active programmes, building long-term sustainability.
- Expand cultural induction and language support for volunteers in Brazil and Peru.

UK Initiatives

- Launch the Swim Together Project pilots in Nottinghamshire, Leeds, and Blackpool, reaching 150 refugee and local children in the first year.
- Build a framework for a long-term UK drowning prevention programme linked with schools and youth organisations.

Fundraising and Partnerships

- Secure £150,000 in fundraising and grant income, including at least one new multi-year partnership with a corporate or charitable foundation.
- Grow the English Channel Relay fundraising model, engaging five teams for 2027–2028.
- Host the first Lake Geneva relay event in 2025, building it into a flagship SwimTayka fundraiser.

Governance and Capacity

- Recruit a dedicated Financial Controller to strengthen financial management and forecasting.
- Formalise a Safeguarding Sub-Committee to enhance oversight across all programmes.
- Develop a three-year strategic plan (2025–2028) with annual performance indicators to track progress.

“Our vision is bold, but it is achievable. By setting clear goals, we hold ourselves accountable — and together we will ensure more children are safe in water, today and tomorrow.”

Governance

Structure, Governance and Management.

SwimTayka is a charitable incorporated organisation (CIO) registered in England and Wales with the Charity Commission (charity number 1176079). The charity is governed by its Constitution, which sets out its charitable objects and the powers of the trustees.

Appointment of trustees

Trustees are appointed by resolution of the Board in accordance with the Constitution. Candidates are identified through professional networks, recommendations from existing trustees and volunteers, and open recruitment when specific skills are needed. All trustees must meet the statutory eligibility requirements set out in the Charities Act 2011.

Decision-making

The Board of Trustees is collectively responsible for governance, strategy and oversight of the charity's activities. The trustees meet formally on a quarterly basis, with additional meetings convened as required. Decisions are made by majority vote, with the Chair holding a casting vote if needed. Day-to-day operations are delegated to the CEO, who is also a trustee, with oversight and reporting back to the Board.

Sub-committees and working groups

At present the Board does not operate formal standing sub-committees, but trustees establish temporary

working groups to address specific areas of work, such as fundraising initiatives, programme development, safeguarding, or financial oversight. These groups report back to the full Board with recommendations for decision.

Induction and training

New trustees are provided with an induction pack that includes the Constitution, Charity Commission guidance on trustee duties, the latest annual report and accounts, and key policy documents. They are encouraged to attend external training provided by sector bodies such as the NCVO or the Charity Commission. Ongoing development is supported through regular briefings at trustee meetings, circulation of relevant guidance, and opportunities to participate in conferences or sector networks related to drowning prevention and child safeguarding.

Volunteer and staff oversight

Although SwimTayka is volunteer-driven, trustees maintain responsibility for safeguarding, financial oversight and risk management. Volunteers are recruited, trained and supported through structured programmes, with safeguarding checks carried out in line with policy.

Safeguarding Policy Overview

Safeguarding is at the heart of SwimTayka's mission. As a charity working with children worldwide, we recognise our duty of care to protect every child who participates in our programmes.

The Trustees are committed to maintaining the highest safeguarding standards in line with UK legislation, Charity Commission guidance, and international best practice.

Policy framework

SwimTayka has a formal Safeguarding Policy, which is reviewed annually by the Board of Trustees. The policy sets out clear procedures for identifying, reporting, and responding to safeguarding concerns. It applies to all trustees, staff, volunteers, and local partners.

Safeguarding officer

A designated trustee acts as Safeguarding Officer, providing oversight and ensuring compliance across all programmes. Local partners are required to nominate safeguarding leads who liaise directly with SwimTayka.

Volunteer recruitment and training

All international volunteers are subject to appropriate checks (including DBS or equivalent in their home country) before taking part in any programme. Volunteers receive safeguarding training as part of their induction, covering topics such as recognising signs of abuse, maintaining professional boundaries, and child protection reporting pathways.

Programme delivery

Safeguarding principles are embedded in lesson planning and supervision ratios. Local assistants and instructors are trained to uphold a safe learning environment and ensure that children are always treated with dignity and respect. Where necessary, risk assessments are carried out for specific locations and activities.

Reporting and accountability

All safeguarding concerns are taken seriously and dealt with promptly. Clear reporting procedures are in place, ensuring concerns are escalated to the Safeguarding Officer and, where appropriate, to external agencies in the UK or in-country. The Trustees review safeguarding reports regularly and monitor compliance as part of the risk management process.

Commitment to improvement

The Board is committed to continuous improvement in safeguarding. Lessons learned from each programme are incorporated into future planning, and trustees ensure that volunteers and partners are supported with ongoing training and resources.

Diversity and Inclusion

SwimTayka is committed to creating programmes that are inclusive, accessible, and welcoming to all. We believe that every child — regardless of background, ability, culture, or circumstance — deserves the chance to learn to swim and to be safe around water.

Our projects are designed to break down barriers. From teaching children in remote communities who have never had access to a pool, to supporting refugees and vulnerable young people through the Swim Together Project in the UK, inclusivity is built into our mission. By pairing children with local buddies, we create not only safe learning environments but also opportunities for friendship, cultural exchange, and social integration.

We also strive to ensure that our volunteers reflect the diversity of the communities we serve. This includes recruiting instructors and ambassadors from different cultural and linguistic backgrounds, providing training to raise awareness of equality issues, and listening to feedback from participants and partners to continually improve our practice.

SwimTayka celebrates diversity as a strength. By bringing together people from different walks of life — children, parents, volunteers, and community partners — we build stronger, safer, and more resilient communities.

“Inclusivity is not an add-on to our mission — it is at the very heart of ensuring no child is left behind when it comes to water safety.”

Risk Management

The Trustees have a duty to identify and review the major risks to which the charity is exposed and to ensure appropriate systems are in place to mitigate those risks. A risk register is maintained and reviewed regularly at Board meetings.

The principal risks and mitigation measures during 2024 were:

Financial management

The absence of a dedicated financial controller was recognised as a significant risk, limiting the ability to produce timely forecasts and detailed financial monitoring. To mitigate this, trustees shared oversight responsibilities and engaged external accountancy support where required. Recruitment of a financial controller remains a priority for 2025.

Safeguarding and child protection

As SwimTayka works with children worldwide, safeguarding is a critical risk. The charity has a safeguarding policy in place, overseen by a designated trustee. All volunteers and local assistants undergo appropriate background checks and training before working with children. Safeguarding is reviewed at each trustee meeting and updated in line with statutory guidance and local partner requirements.

Volunteer recruitment and retention

SwimTayka relies on international volunteers to deliver programmes. The risks of inadequate recruitment or volunteer burnout are mitigated through structured rotations, clear role descriptions, induction and support. Feedback from volunteers is actively sought and acted upon to improve the volunteer experience.

Operational delivery overseas

Working in diverse international settings presents risks including logistical challenges, political instability, and reliance on local partners. These risks are managed through formal agreements with local NGOs, continuous monitoring of political and travel advice, and flexibility in programme delivery models.

Reputation and compliance

Reputational risk can arise from safeguarding incidents, financial mismanagement or programme failure. To mitigate this, trustees ensure compliance with Charity Commission requirements, maintain transparent reporting, and actively monitor communications and social media.

Health, safety and environmental risks

Given the nature of water-based activities, health and safety is paramount. All programmes are delivered by qualified instructors using recognised drowning prevention techniques. Environmental risks are also addressed by embedding clean-water education and environmental stewardship within programme delivery.

The Trustees are satisfied that appropriate systems and procedures are in place to manage these risks, and that ongoing monitoring will continue to strengthen the charity's resilience.

Public Benefit Statement

The Trustees confirm that they have complied with their duty under section 17 of the Charities Act 2011 to have due regard to the Charity Commission’s published guidance on public benefit.

SwimTayka’s charitable purpose is to advance health and education by providing free swimming lessons, water-safety training, and drowning prevention education to children in waterside communities worldwide. In many of these communities, children grow up playing in rivers, lakes and seas but have little or no opportunity to learn to swim. Drowning is a leading cause of preventable child death globally, and SwimTayka exists to reduce this risk.

By connecting qualified instructors and trained volunteers with local partners, SwimTayka ensures that children

receive lifesaving swimming and first-aid instruction, while also learning about drowning prevention protection. These programmes provide a direct and measurable public benefit by equipping children with skills that reduce the risk of drowning, improve health outcomes, and foster community resilience.

The Trustees are satisfied that the charity’s activities are carried out exclusively in pursuit of these charitable purposes and provide public benefit both in the United Kingdom and internationally.



Financial Statements

Year ended 31 December 2024

Charity name: SwimTayka

Charity number: 1176079

Registered address:

48 The Causeway, Chippenham, SN15 3DD

Bank: Metro Bank (Community Account)

Reporting period: 1 January 2024 – 31 December 2024

Independent examiner: Chris Watchman Accounts

Objectives and activities

SwimTayka provides free swimming lessons, drowning-prevention education, and environmental awareness for children in under-served communities, delivered with local partners and trained volunteers.

Achievements and performance (highlights)

International delivery across the year (Peru, Uganda, Indonesia/Bali, Brazil), with partner-led programmes, instructor development, and child water-safety education.

Education & conferences: Robert Hamilton and Neil Rushton promoted best practice in aquatic education at World Conference on Drowning Prevention.

Fundraising events: English Channel programme, Relay swims used for fundraising and awareness; covered pilots, boats, safety and logistics. Merchandise and small trading supported programme funding.

Strengthened volunteer engagement and governance processes; continued professional accounting and HR support.

Financial Review

Receipts & Payments Report

For the year ended 31 December 2024

Overview

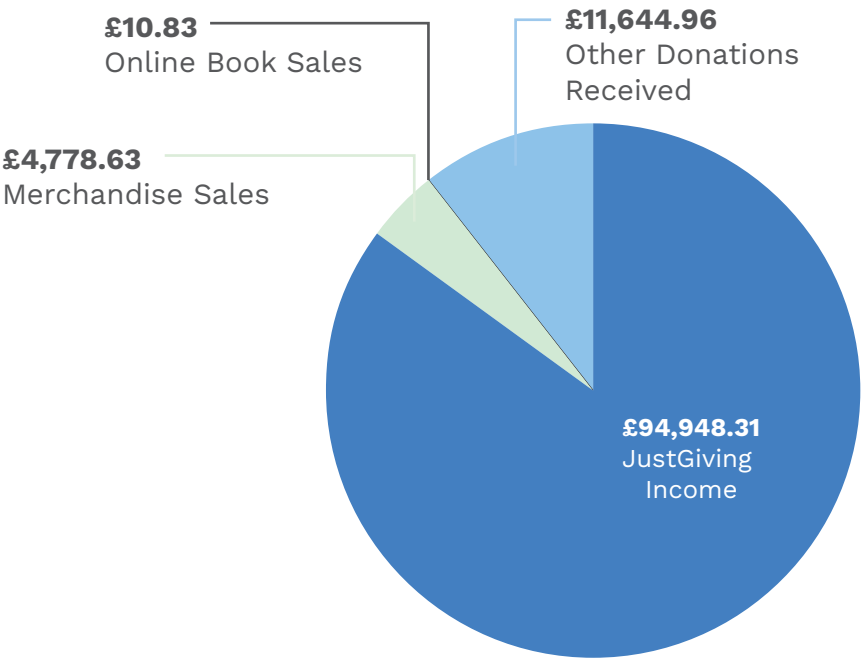
Section summarises the receipts and payments of SwimTayka for the financial year ending 31 December 2024.

It has been prepared on a cash basis in accordance with Charity Commission guidelines.

The figures reflect funds received and expended for the organisation’s charitable programmes and administration.

Receipts

Category	Amount (£)
JustGiving Income	94,948.31
Merchandise Sales	4,778.63
Online Book Sales	10.83
Other Donations Received	11,644.96
Total Receipts	111,382.73



Income sources (summary)

Public donations and grants via JustGiving, Stripe, CAF and Square; event fundraising including English Channel relays; merchandise receipts.

Financial Review (cont'd)

Payments

Charitable Activities (Direct Costs)	
Category	Amount (£)
Charity Projects	15,318.17
Direct Wages	29,382.35
Event Registration	1,700.00
Marine Services	28,600.00
Merchandise	5,820.50
Online Shop Expenses	2,092.50
Swimming Training	816.00
Trophies and Prizes	119.82
Total Direct Costs	83,849.34

Administrative and Support Costs

Category	Amount (£)
Admin & PA Fees	4,793.95
Advertising & Marketing	17,582.28
Audit & Accountancy Fees	906.30
Bank Fees	345.64
Conferences	840.00
General Expenses	400.04
Insurance	1,890.50
IT Software & Consumables	90.97
Pensions Costs	664.29
Printing & Stationery	4,524.77
Rent	496.00
Staff Training	761.00
Subscriptions	2,770.47
Travel – International	7,549.70
Travel – National	691.58
Total Administrative Costs	44,307.49

Total Payments	£128,156.83
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International Programme funding

Country/Programme	Total Costs (£)
Brazil	1,682.09
Indonesia	12,635.45
Peru	5,126.25
General Projects	38,464.91
Total	57,908.70

During 2024, of the total £128,157 expenditure, £57,909 was directly attributed to international programme delivery. 65% of total expenditure was spent directly on charitable activities.

- Brazil and Peru represent established partnerships continuing to deliver drowning-prevention and swim-education initiatives.
- Indonesia reflects project activity centred in Bali.
- General Projects cover shared programme costs, resources, and multi-country support including training, educational materials, and volunteer coordination.

This subset of costs is fully consistent with the figures contained within the verified 2024 Receipts & Payments report.

Summary

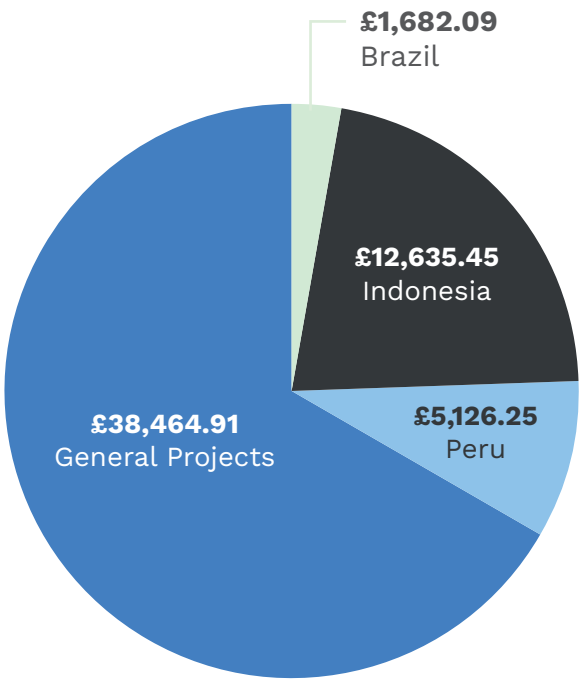
Total receipts for the year amounted to £111,383, primarily from online giving, merchandise, and direct donations.

Total payments were £128,157, comprising £83,849 on charitable activities and £44,307 on administrative support.

The result is a net operating deficit of £16,774.

These figures demonstrate the charity’s continued investment in international drowning-prevention programmes across its partner countries.

The Trustees remain committed to maintaining financial transparency and ensuring that the majority of funds are directed towards programme delivery.



Financial Review (cont'd)

Statement of Assets and Liabilities at 31 December 2024

Item	£
Cash at bank	28,950.45
Cash in hand	–
Debtors	–
Creditors (amounts falling due within one year)	–
Total funds	28,950.45

Notes:

- The charity holds no restricted funds; all balances are unrestricted and available for general charitable purposes.
- All liabilities incurred during the period were settled before year-end.
- No cash is held physically, and there are no outstanding debtors.
- The closing balance represents the total unrestricted cash available to the charity at 31 December 2024.

Trustees' Financial Review

During the financial year ended 31 December 2024, SwimTayka recorded total receipts of £111,383, primarily from online giving platforms, merchandise sales, and individual donations.

Expenditure totalled £128,157, comprising £83,849 spent directly on charitable activities and £44,307 on essential administrative and governance costs.

This resulted in an operating deficit of £16,774, reflecting the charity's strategic decision to utilise reserves to maintain international programme delivery.

At year end, the charity held £28,950 in unrestricted funds, with no outstanding creditors or debtors.

The Trustees are satisfied that SwimTayka remains financially stable and continues to direct the majority of its resources towards its core mission – providing free swimming lessons and water-safety education to children in communities most at risk of drowning worldwide.

Acknowledgements

The Trustees of SwimTayka would like to express their heartfelt thanks to everyone who has supported the charity throughout 2024.

Volunteers

Our work simply would not be possible without the dedication of our volunteers. From those who travel overseas to teach swimming and water safety, to those who give their time in the UK to help with fundraising, administration, and advocacy, every contribution makes a real difference. Your passion and commitment continue to inspire us.

Programme partners

We are deeply grateful to our local partners in Brazil, Peru, Bali, Mozambique, Jamaica, Uganda, and the Maldives. Their expertise, trust, and collaboration allow us to deliver programmes that are rooted in local communities and shaped by their needs. Special thanks also go to Swimdo in Bali and ETIV do Brasil, whose long-term partnerships have helped us to build sustainable models of delivery.

Donors and fundraisers

To our donors – individuals, families, schools, and community groups – we thank you for your generosity. Every donation, whether large or small, helps us to teach children lifesaving skills. We also thank all those who organised fundraising events and challenges on our behalf, from English Channel relays to local swims and sponsored sporting events. A special mention goes to Poppy the Labrador and her Henley Swim Festival mile, and to Commander Mark “Scotty” Scott for his 200-day RNLI Challenge, both of which raised funds and awareness in creative and inspiring ways.

Corporate and organisational supporters

We acknowledge the valuable support of businesses and organisations who provided sponsorship, grant funding, and in-kind assistance during the year. Your contributions have enabled us to expand our reach, strengthen our governance, and invest in new programmes.

Trustees and ambassadors

Finally, we thank our trustees, ambassadors, and advisors who continue to guide the charity with wisdom, energy, and determination. Their leadership ensures that SwimTayka remains focused on its mission while preparing for sustainable growth in the years ahead.

Advisers: None

Bankers:

Metro Bank
Swindon Branch

Independent examiner / auditor:

Chris Watchman Accountants
Chippenham

Together, our donors, partners, volunteers, and supporters form the SwimTayka community – united by the belief that every child deserves the opportunity to learn to swim, be safe around water, and enjoy the lifelong benefits that swimming brings.

Continue this journey – find out how to volunteer or donate at <https://SwimTayka.org>





Follow us on social media for
regular updates from SwimTayka.



SwimTayka, a charity registered in England and Wales (registered number 1176079). Its objects and powers are set out in its Constitution of a Charitable Incorporated Organisation for SwimTayka.

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**SWIM
TAYKA**