Swim With Mike BY THE NUMBERS

More than $23 million raised in scholarship support since 1981

Nationwide Swim With Mike Scholarship Recipients Benefiting From SWM: 253

Nationwide schools represented: 131

Total Scholarship dollars awarded in 2019-20: $1,065,096

Universities represented in 2019-20: 47

We could not have accomplished any of this without all your help. Thank you!

COMING UP

Swim with Mike

Physically Challenged Athletes Scholarship Fund

Saturday, April 4
40th Annual Swim With Mike
Uytengsu Aquatics Center at USC

Rose Bowl Aquatics Center
March 27 - April 3
Swim With Mike San Diego
April 25, Mission Bay Yacht Club

Wheelchair Basketball
presented by UBS
April 3 & 4, Lyon Center
Swim With Mike Hawai‘i
September 7, Oahu
(with Waikiki Roughwater Swim)

USC Physically Challenged Athletes Scholarship Fund
University of Southern California • Heritage Hall 203B • Los Angeles, CA 90089-0602
Please check our website at www.swimwithmike.org to learn more about our fundraising activities, or to join our team as a Campaign Director!

Spring 2020 Newsletter

40 Years of Investing in Physically Challenged Athletes!

All the latest news including

40th Anniversary Celebration April 4
Claire Snow Volunteer of the Year
Marty O’Connor’s Sundance Film
Education – the great equalizer

Success is measured in many ways.

January, 2020

Hello Friends,

On the eve of our 40th Anniversary Celebration, we would like to thank you for your support and for sharing our belief in creating a future for physically challenged athletes.

All of our scholarship recipients have been the beneficiaries of what began in 1981. We started to follow a path that led to a program and in turn gained your incredible support. We offered scholarship support for higher education to an underserved demographic. The trust we received and impact we made gave us the momentum to get even stronger.

Education is the great equalizer. It provides our scholarship recipients the opportunity to reach their professional and personal goals of independence and success.

We have witnessed the dramatic impact of the USC Swim With Mike Physically Challenged Scholarship Fund. Our 253 scholarship recipients are a testament to our success – and more importantly – to theirs.

We thank you.

Mike Nyeholt
Chairman of the Board

Swim With Mike

Founder and Executive Director

Join us for our 40th Anniversary Celebration

Celebrating its 40th anniversary, Swim with Mike is an annual event that raises money for the Physically Challenged Athletes Scholarship Fund. Our mission: To provide financial resources for advanced education which paves the way for physically challenged athletes to overcome their tragedies and realize their full potential.

What began as a one-time fundraiser in 1981 for USC All-American swimmer Mike Nyeholt who was paralyzed in an accident, Swim With Mike has raised over $23 million for 253 scholarship recipients at 131 universities across the country. In 2019, 64 scholarships were awarded, totalling $1,065,000 to physically challenged students at 47 universities nationwide.

The April 4, 2020 40th Anniversary Celebration will be another fun-filled day as we honor our physically challenged recipients, their families and friends.

Schedule of Events

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>7:30 am</td>
<td>Masters Workout Registration</td>
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<td>8:00 am</td>
<td>Tod Speiker Masters Workout Coached by USC Swim Coach Dave Salo, UCLA Swim Coach Cyndi Gallagher, and Mark Schubert</td>
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<td>General Store Opens</td>
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<td>Massage Room Opens</td>
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<tr>
<td>9:00 am</td>
<td>Pancake Breakfast presented by USC Credit Union for Masters Workout and Swim Clinic Participants</td>
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<td>Silent Auction Opens – Swim With Mike Room</td>
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<td></td>
<td>Spirit Relay – “Pilalas Challenge” 26th Yell Leader Marathon</td>
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<td>Party Deck opens. Second Floor Deck</td>
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<td>10:00 am</td>
<td>Swim Clinic presented by Jersey Mike’s</td>
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<td>11:00 am</td>
<td>USC Dive Team Show</td>
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<td>USC Dance Force Performs</td>
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<tr>
<td>11:30 am - 1 pm</td>
<td>Annual Ceremony</td>
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<td>Biggest Splash Contest</td>
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<td>BBQ on Howard Jones Field</td>
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<td>Spirit of Troy USC Trojan Marching Band</td>
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<td>Claire Snow Volunteer of the Year, Dr. Arthur C. Bartner</td>
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<td>Photos with Traveler</td>
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<td>Football Player/Song Girl Swim Relay</td>
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<tr>
<td></td>
<td>Silent Auction Closes</td>
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<tr>
<td>1:00 pm</td>
<td>Water Polo Clinic with Olympic Gold medalist Kami Craig and Ryan Bailey, Olympic Silver Medalist</td>
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<td></td>
<td>Wheelchair Basketball Tournament Championship Game</td>
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<td></td>
<td>Presented by UBS - USC Lyon Center Courts, Upper Level Uytengsu Aquatics Center</td>
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This wave of support we’ve experienced year after year is simply not possible without the hundreds of donors like you.
At the Brunch
Annual Back to School Brunch & Reunion
Presented by the Swim With Mike Family Association

The annual Swim With Mike Family Association Brunch, hosted by Tom and Sherry Fuelling and sponsored by Lawry's, was a great success and provided an opportunity for current and alumni scholarship recipients, their families and friends to meet and learn more about each other’s success.

SWM founder Ron Orr announced that the Claire Snow Volunteer of the Year will be awarded to Trojan Marching Band Director Art Bartner, who is celebrating 50 years of distinguished USC service and retiring this year. Dr. Bartner has been a loyal SWM advocate since its 1981 inception, and was reacquainted at the brunch with Mike Hoover, his former Trojan Marching Band member who became a SWM scholarship recipient.

The brunch was an exciting kick-off for the 40th anniversary. We look forward to seeing you all on April 4th at the Uytengsu Aquatics Center as we celebrate with the Swim With Mike Family, which includes you!
Dr. Arthur C. Bartner

Art Bartner has been a dear, loyal friend of the Swim With Mike Family since our 1981 inception. As director of The Spirit of Troy, the USC Trojan Marching Band, he and the band have performed regularly at all our annual events.

Hoover entered USC in 1984 as a Music Performance major, but later changed his major to Music Education, inspired to become a band director due to the positive influence of his mentor, Dr. Bartner.

The night before 1988 Rose Bowl-related appearances (USC vs Michigan State), Mike Hoover suffered a severe cerebral hemorrhage. Mike's stroke left him unable to move the muscles in his mouth and fingers with speed and precision - skills necessary for not only participating in the Rose Bowl's festive activities, but for his long-term goals of establishing a career as a music educator.

After intensive rehabilitation, Hoover, with the inspiration, guidance and financial support from the Swim With Mike Physically Challenged Athletes Scholarship Fund, returned to USC to complete his studies.

Dr. Bartner showed his continued support for Mike Hoover and his Swim-sponsored USC educational endeavors. One memorable event was his participation in the First Lap Challenge Swim race with Olympic Champion Janet Evans. Art's support of his former TMB member and SWM scholarship recipient is the key to our lasting and enduring relationship between Art, the TMB and SWM.

Congratulations to Art Bartner, a treasured member of our Swim With Mike Family and the Trojan Family on being our 2020 40th Anniversary Swim With

PAST CLAIRE SNOW VOLUNTEER OF THE YEAR AWARD WINNERS
2007 - Oscar Mendoza
2008 - Don & Debbie Ludwig
2009 - The Walsh Family
2010 - The Pilalas Family
2011 - Jack & Barbara Cameron
2012 - Loretta Abdun-Nur Joseph
2013 - Michael & Betsy Thomas
2014 - Vandy & Betty VanWagener
2015 - Tom & Sherry Fuelling
2016 - Mike Navarro
2017 - Patrick Stanton
2018 - Bruce Furniss
2019 - Yvonne Bogdanovich

Swim With Mike Alum Amberley Snyder Stars on 2020 Rose Parade Float

Amberley Snyder (Utah State University 2015 and 2018) was featured on The Cowboy Channel’s 2020 Tournament of Roses float, “Walk Ride Rodeo,” which celebrated Amberley's compelling story of defying the odds of a paraplegic by becoming a national rodeo champion. She certainly was a fine representation of the parade’s 2020 theme “The Power of Hope.” Oh, and by the way – her beloved horse is named “Power.”

Being honored in the parade again is especially meaningful for Amberley. Ten years ago, she was selected to represent all 50 states as President of the Utah State Future Farmers of America President and ride on the RFD-TV’s FFA Today 2010 Rose Parade float.

Nine days later, as she was driving back home to Utah from Pasadena, she was in a rollover car accident which left her paralyzed from the waist down.

While hospitalized, she set her goals – Walk, Ride, Rodeo – and four months later, she strapped onto her horse with a seatbelt. She was back in the saddle and competing again, leading up to that year's American Rodeo. Now an accomplished rodeo star, she will be featured this June in The Cowboy Channel's Rodeo New York 2020 in Madison Square Garden.

Amberley wants her Swim With Mike family to know: “We all are going to have that moment when we need help. That's when Swim With Mike came into my life. SWM made a huge difference in my success. To have an organization that helps those with life challenges has been a huge blessing. I am so thankful to be part of the SWM family and hope to give back to the people who helped me succeed.”

Much of this story was portrayed in a recent Netflix film entitled “Walk. Ride. Rodeo.” which has been viewed by hundreds of thousands.

To learn more about all our recipients, visit us at www.swimwithmike.org
Swim With Mike Alum Marty O’Connor featured in Sundance Documentary

The story of Marty O’Connor (Chapman MBA 2017) is profiled in a recent documentary film finalist in the 2020 Sundance Film Festival. “Relentless” chronicles Marty’s free spirit and snowboarding prowess, his accident which resulted in quadriplegia and the everyday challenges he faces. The film is becoming a success – just like Marty!

Marty recently started his own company, the Marty O’Connor Creative Agency (MOCA) which helps transform businesses and entrepreneur's stories into captivating content while providing strategic guidance and consultation about how to effectively market and grow businesses.

As Marty tells us: “Our lives are characterized by choices, challenges, and outcomes. I firmly believe that our challenges or adversities can be used to propel us forward in ways we could not have imagined. In 2012 I suffered a spinal cord injury that left me paralyzed from the shoulders down. From then on, I have been on a relentless pursuit of professional development and self-improvement.

“In pursuing my MBA as a Swim With Mike scholarship recipient, I have found that this behavior is a necessity for businesses and organizations as well. How can we prepare for unexpected challenges and use them for our benefit? The answer is not a one-size-fits-all approach. We must look deep inside ourselves to determine the strengths and the values that define who we are as individuals and as organizations. Only then can we strategize our way forward.

“As a relentless leader, I capitalize on my strengths of competition, strategy and focus to solve problems and develop businesses. I value winning for the organization over personal achievement, and believe in the transformative power of philanthropy and social enterprise. Through my MBA, I now have experience in strategic management and business optimization with a dual emphasis in marketing and entrepreneurship. I enjoy building and leading teams to not only accomplish their goals, but to achieve the unimagined.

“The Swim With Mike scholarship opportunity has truly changed the trajectory of not only my career, but my life as well.

“The SWM family has been there every step of the way. I look forward to helping SWM in future fundraising efforts and raising awareness about this organization and our underserved physically challenged population.”

No doubt we’ll be hearing much more about Marty O’Connor in the future!

Kappas and Thetas Team Up for SWM

The USC Kappa Kappa Gammas, spearheaded by Caroline Ramirez, and the USC Kappa Alpha Thetas, led by SWM scholarship recipient Katie Pasichuke, staged a very successful car wash to benefit Swim With Mike.

Cars lined up around the block to support and get their $15 car wash, which was held at the Kappa house on the Row. Kappa alums Connie Sherer Harrison (Alumni Advisor) and SWM founding member Mara Hunter Redden helped with the event planning.

Mara’s sister, Shawna Hunter, also a Kappa alum, was a long-time supporter of SWM. Her family established the Shawna Mari Hunter SWM Endowed Scholarship in her memory when she passed in 2017.

Thanks to all for a great event to support the USC Physically Challenged Athletes Scholarship Fund!

Become a Campaign Director!

Join our 40th Annual Swim With Mike Fundraising Campaign to support our Physically Challenged Athletes Scholarship Fund! As a Campaign Director, you can become a grassroots representative, reaching out to your friends, colleagues, neighbors, family and prospective sponsors to support your own fundraising campaign. You can help recruit other campaign directors by emailing us at swimwithmike.org. Join the Swim With Mike wave of support!
Masters Workout & Swim Clinics

There's a lot to see and do at our April 4 40th anniversary celebration. Check it out!

Tod Speiker Masters Workout
This year's Workout will feature USC Head Swimming Coach Dave Salo, UCLA Head Swimming Coach 1987-2019 Cyndi Gallagher, two-time Olympian Kaitlin Sandeno Hogan and former American and World record holder Mark Schubert, who is now the Mission Viejo Nadeadores Head Coach and was the USC Head Swimming Coach 1992-2006.

The fun starts at 7:30am with registration and the Workout begins at 8:00am. Sign up in advance at www.swimwithmike.org. There'll be a pancake breakfast for participants after the Workout!

Swim Clinic presented by Jersey Mike's
USC Men’s and Women’s Swimming Team and alumni team members will conduct the clinic. Our unique clinic will focus on teaching young swimmers the foundations for world class techniques. The clinic will start at 10:00am and participants must be registered by 9:30am. Pancake breakfast presented by the USC Credit Union will follow the clinic. Sign up in advance at www.swimwithmike.org

Water Polo Clinic
Olympic Gold Medalist Kami Craig and Olympic Silver Medalist Ryan Bailey are on hand to help strengthen your skill set! Learn from the best! Be sure to sign up by 12:30; the clinic starts at 1:00pm at the USC Uytengsu Aquatics Center. You can sign up in advance at www.swimwithmike.org

Endless Pool Sessions
Sign up for 20 minutes of private instruction from legendary coach Dave Salo in the USC Endless Pool. Your coaching experience includes a video of your session! $40 per 20-minute session. Sign-ups are required. Available times are M-F 10:00 - 11:20am for March 30-April 3. Sign-ups are 8am - 12 noon every 20 minutes on April 4. Visit www.swimwithmike.org to make a reservation.

Make a Difference!

Invest in the Future of our USC Physically Challenged Athletes Scholarship Fund.
Text “SWIM” to 41444 to give!

Become a Campaign Director
As a Campaign Director, you will become a grassroots representative, reaching out to your friends, schoolmates, neighbors, family and prospective sponsors to support your own fundraising campaign.

Get started by visiting www.swimwithmike.org to register. While you are there, you can look at some of the other campaigns that are underway by other Campaign Directors. You can help recruit other Campaign Directors by emailing us at swimwithmike@gmail.com.

The Miller Challenge - $400
The G. Willard Miller Foundation has contributed over $500,000 to SWM. Through the generosity of Stephen Miller and SWM board member Michael Thomas, the Foundation matches all $400 contributions – that’s $10 for each year since our SWM inception!

Swim With Mike 6th Annual Wheelchair Basketball Presented by UBS - Team Sponsor - $1,000
Be a Team Sponsor at our ever-growing Wheelchair Basketball Tournament - and join us on April 3 and 4 for our exciting tournament at the USC Lyon Center.

Lane Sponsor - $1,000
Sponsor a Lane at the 40th Annual Swim With Mike USC event at USC. Donations are recognized at the pool on the day of the event and in our Annual Yearbook.

Lane Sponsor at USC and SWM Satellite Events - $1,500
Sponsor a Lane at our USC Swim With Mike event and all SWM Satellite events. You will be recognized at all events and in our Annual Yearbook.

The Anniversary Club - $4,000
This fund was started on the 10th Anniversary of Swim With Mike to honor each anniversary with a $100 gift for every year of the Fund’s existence. In this, our 40th year, the donation level is $4,000.

ENDOWMENTS
An endowed scholarship may be created with a minimum $100,000 gift, which can be payable over a five-year period. The principal of the gift remains intact while the interest funds generated are distributed to the USC Physically Challenged Athletes Scholarship Fund. The SWM Endowment Fund currently has more than $3.5 million. Our goal is to reach $5-10 million to support our SWM mission in perpetuity.
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