

Request for Proposals

Supporting Community-Serving Organizations to Pilot Basic Swimming and Water Safety Training for School-Aged Children in Select States

Date Issued:

May 29, 2025 | 12:00 p.m. Eastern Standard Time

Due Date:

June 30, 2025 | 5:00 p.m. Eastern Standard Time

Proposal Submission Form:

<https://app.smartsheet.com/b/form/8319b7c1980b469a8e397a43e1e09e6b>

CDC FOUNDATION CONTACT
drowningprevention@cdcfoundation.org

TABLE OF CONTENTS

1. ABOUT THE CDC FOUNDATION.....	3
2. BACKGROUND AND NEED	3
3. SCOPE OF WORK.....	4
3.1 Adminstrative	4
3.2 Evaluation Training.....	5
3.3 Metrics Reporting and Engagement Requirements	5
4. ELIGIBILITY REQUIREMENTS	5
5. FUNDING	6
5.1 Funding Available	6
5.2 Funding Source.....	6
6. INSTRUCTIONS FOR APPLICANTS.....	6
6.1 Submitting a Proposal	6
6.2 Proposal Section 1: Organization Overview	7
6.3 Proposal Section 2: Proposal Narrative, Budget and Budget Narrative.....	7
7. SELECTION PROCESS AND REVIEW CRITERIA	8
7.1 Anticipated Timeline	8
7.2 Communication During the RFP Period.....	8
7.3 Notification	9

SUMMARY OF REQUEST

The CDC Foundation is announcing a Request for Proposals (RFP) from [eligible](#) community-serving organizations interested in partnering with the CDC Foundation to expand access to basic swimming and water safety skills training among children aged 5 to 17 years. Eligible applicants will operate in Alaska, Arizona, California, Florida, Georgia, Hawaii, Louisiana, Michigan, New York, Oklahoma and Texas. Applicants must work collaboratively with local schools or school systems to facilitate program activities. Priority consideration will be given to programs that [reach communities with people who have limited access to swimming and water safety training](#).

With support from the CDC Foundation, award recipients will work with their local schools or school systems to implement basic swimming and water safety skills training programs and evaluate skill attainment among children and youth. Interested organizations are asked to respond to the RFP with a proposal narrative, budget and budget narrative.

1. ABOUT THE CDC FOUNDATION

The CDC Foundation helps the Centers for Disease Control and Prevention (CDC) save and improve lives by unleashing the power of collaboration between CDC, philanthropies, corporations, organizations and individuals to protect the health, safety and security of America and the world. The CDC Foundation is the go-to nonprofit authorized by Congress to mobilize philanthropic partners and private-sector resources to support CDC's critical health protection mission. The CDC Foundation manages hundreds of programs each year impacting a variety of health threats from chronic disease conditions including cardiovascular disease and cancer, to infectious diseases like rotavirus and HIV, to emergency responses, including COVID-19 and Ebola. Visit www.cdcfoundation.org for more information.

2. BACKGROUND AND NEED

In the United States, about 4,500 people die from unintentional drowning each year¹. From 2023–2025, the CDC Foundation and partners supported drowning data strengthening and drowning prevention programs in 10 states (Alaska, Arizona, California, Florida, Georgia, Louisiana, Michigan, New York, Oklahoma and Texas). During 2025–2027, the CDC Foundation and its partners aim to expand their current efforts in the 10 states and expand to Hawaii.

¹ Clemens T, Moreland B, Mack KA, Thomas K, Bergen G, Lee R. *Vital Signs: Drowning Death Rates, Self-Reported Swimming Skill, Swimming Lesson Participation, and Recreational Water Exposure – United States, 2019–2023*. MMWR Morb Mortal Wkly Rep 2024;73:467–473. DOI: <http://dx.doi.org/10.15585/mmwr.mm7320e1>

Teaching school-aged children basic swimming and water safety skills has been shown to be an effective drowning prevention strategy. According to the World Health Organization, basic swimming and water safety training programs are better suited for school-aged children as such programs can be incorporated at scale within school systems, require fewer instructors and are associated with faster skill acquisition. In seeking to prevent future drownings among youth, the CDC Foundation plans to partner with community-serving organizations and school systems across the United States to deliver basic swimming and water safety skills training programs in states and communities with high incidences of drowning.

3. SCOPE OF WORK

The scope of work for this engagement is expected to include, but may not be limited to, the following services and deliverables:

3.1 Administrative

- 3.1.1 Attend a virtual onboarding meeting with the CDC Foundation to discuss project objectives, roles and responsibilities, and communication and collaboration.
- 3.1.2 Provide vendor information through the CDC Foundation's secure portal and enter into a subgrantee agreement with the CDC Foundation.
- 3.1.3 Provide required supporting documentation prior to payment:
 - 3.1.3.1 School letter(s) of support – written acknowledgement from a school or school district indicating their intent to engage with the grantee to provide swim lessons. The CDC Foundation will provide a template for organizations to follow. Examples of school support may include transportation, teacher supervision and provision of pool facilities.
 - 3.1.3.2 Staff certifications – list of staff certifications (e.g., YMCA Lifeguard Training, CPR/AED) for those engaged in the program. Certification documents are not required but can be provided in lieu of a summary list. Personnel must be appropriately certified based on their role.
- 3.1.4 Complete a final narrative and financial report using the template provided by the CDC Foundation within 30 days of the end date of the award.
- 3.1.5 Return any unspent funds to the CDC Foundation within 30 days following the end date of the award.

- 3.1.6 The period of engagement is expected to begin on September 1, 2025. While the average program duration is anticipated to be approximately 12 months, program duration could be shorter or longer, dependent on the specific schedule and implementation timeline of each grantee.

3.2 Evaluation Training

- 3.2.1 Grantees will be expected to evaluate participants' swim skills on the first and last lesson of the program and submit these data to the CDC Foundation. All personnel participating in the evaluation process must attend a two-hour virtual training course to learn the swim skills evaluation process. The training will include an overview of the evaluation metrics, data collection and data submission processes. Ongoing support will be available as needed.
- 3.2.2 We recommend designating one staff person to serve in a data manager role to organize and process collected data and a second staff person in a quality control role to oversee the evaluation process and collection of data, when feasible. These individuals will receive an additional one-hour training to support quality control and provide evaluation guidance for onsite staff.

3.3 Metrics Reporting and Engagement Requirements

- 3.3.1 Collect swim skills data on the first and last lesson using an evaluation form provided by the CDC Foundation.
- 3.3.2 Participate in a site visit with CDC Foundation program staff, at a site determined by the grantee.
- 3.3.3 Submit monthly evaluation data and key metrics through forms provided by the CDC Foundation.
- 3.3.4 Attend a monthly status update meeting, and may attend an *optional* monthly development session with other participating grantees.
- 3.3.5 Respond to CDC Foundation email inquiries within five business days.

4. ELIGIBILITY REQUIREMENTS

- 4.1 Applicants should not have any affiliation with or received support from the tobacco industry or its associates in the past five years.
- 4.2 Community-serving organizations include but are not limited to 501(c)(3) organizations, schools and school districts, universities and municipal governments

operating in Alaska, Arizona, California, Florida, Georgia, Hawaii, Louisiana, Michigan, New York, Oklahoma and Texas.

- 4.3 Previous grantees awarded under the June 2023 Request for Interest, “Supporting Community-Based Organizations to Pilot Basic Swimming and Water Safety Training for School-Aged Children in Select States” are eligible to apply and asked to complete the updated submission process.

5. FUNDING

5.1 Funding Available

The CDC Foundation will pay the grantee a fee not to exceed a Maximum Payable Amount or ceiling price. The Maximum Payable Amount will be based on the fee proposed and awarded and will be negotiated as part of the resulting contract. The Maximum Payable Amount will not exceed \$100,000 USD per community-serving organization.

5.2 Funding Source

Funding for this initiative is provided by the CDC Foundation through a grant from Bloomberg Philanthropies.

6. INSTRUCTIONS FOR APPLICANTS

6.1 Submitting a Proposal

- 6.1.1 Proposal materials should be submitted by **5:00pm Eastern Time on June 30, 2025**. Proposals will not be accepted after this date and time. Proposals must be submitted via online form here: [Proposal Submission Form](#).
- 6.1.2 The CDC Foundation is committed to providing accessibility for people with disabilities and is working towards making our materials more accessible. If this document presents accessibility challenges, [email us](#) with the subject line “Accessibility Assistance.” We will gladly work with you on providing the information in a different format.
- 6.1.3 The CDC Foundation will not be responsible for any proposal which does not follow the instructions in this RFP, and may, at its discretion, reject any such non-compliant proposal. Further, this solicitation does not commit the CDC Foundation to pay any cost for the preparation and submission of a proposal.

6.2 Proposal Section 1: Organization Overview

Information should be provided directly in the [Proposal Submission Form](#).

6.3 Proposal Section 2: Proposal Narrative, Budget and Budget Narrative

Applicants should upload the proposal narrative, budget and budget narrative as attachments to the [Proposal Submission Form](#). The proposal narrative and budget narrative should be uploaded as pdf files. The budget should be uploaded as an Excel file. Note that the maximum file size that can be uploaded is 30MB.

Proposal Narrative

The proposal narrative should not exceed three pages, single spaced, and must include the following:

- 6.3.1 Describe your organization, mission and year established.
- 6.3.2 Briefly detail the community your organization supports, including drowning burden (if known) and demographics, and how your organization has built a rapport with community members.
- 6.3.3 Describe the proposed program, including:
 - a. How children will be recruited and enrolled and potential reach to communities with people who have limited access to swimming and water safety training.
 - b. The target number of participants.
 - c. Age range of program participants.
 - d. Frequency and duration of swim lessons.
 - e. Curriculum.
 - f. Who will serve as instructors.
 - g. What aquatic facility or facilities you will use, and your affiliation with them.
 - h. Transportation plan.
 - i. Implementation timeline.
- 6.3.4 Explain which school or school district will be engaged in the program, and how they will support the program (e.g., provide bussing, pool facilities, teacher supervision).

Budget and Budget Narrative

- 6.3.5 Budget estimates should not exceed **\$100,000 USD**.
- 6.3.6 An overall proposed budget and budget narrative should be submitted using the attached templates.
- 6.3.7 The budget should account for personnel hours for data training, collection and management. All personnel participating in the evaluation process must attend a two-hour virtual training course to learn the swim skills evaluation process.
- 6.3.8 We recommend designating one staff person to serve in a data manager role and a second staff person in a quality control role, when feasible. These team members will coordinate with other staff on data collection, submission, cleaning, and overall management. Please include a dedicated line item in the budget for these roles. The estimated time commitment is approximately five percent level of effort per person across the grant period. The time commitment will vary based on the number of participants and associated volume of data.

7. SELECTION PROCESS AND REVIEW CRITERIA

7.1 Anticipated Timeline

The timeline below is subject to change at the sole discretion of the CDC Foundation:

Project Phase	Estimated Completion
Question & Answer Session: Register Here	June 17, 2025, at 11 AM EST
Proposals Due	June 30, 2025
Anticipated Selection Notification	Beginning August 7, 2025
Effective Date of Resulting Agreement	Beginning September 1, 2025

7.2 Communication During the Application Period

All questions and requests for clarification regarding this RFP should be submitted via email to drowningprevention@cdcfoundation.org no later than **5:00pm Eastern Time on June 13, 2025**, with a subject line of: Community-Serving Organizations RFP. Questions and responses will be posted by June 20, 2025, on the CDC Foundation's [Open Request for Proposals page](#).

7.3 Notification

All applicants will receive notification of whether they are selected. The CDC Foundation will not provide scores or specific review feedback.