

# How we built £1,000,000 of unrestricted fundraising

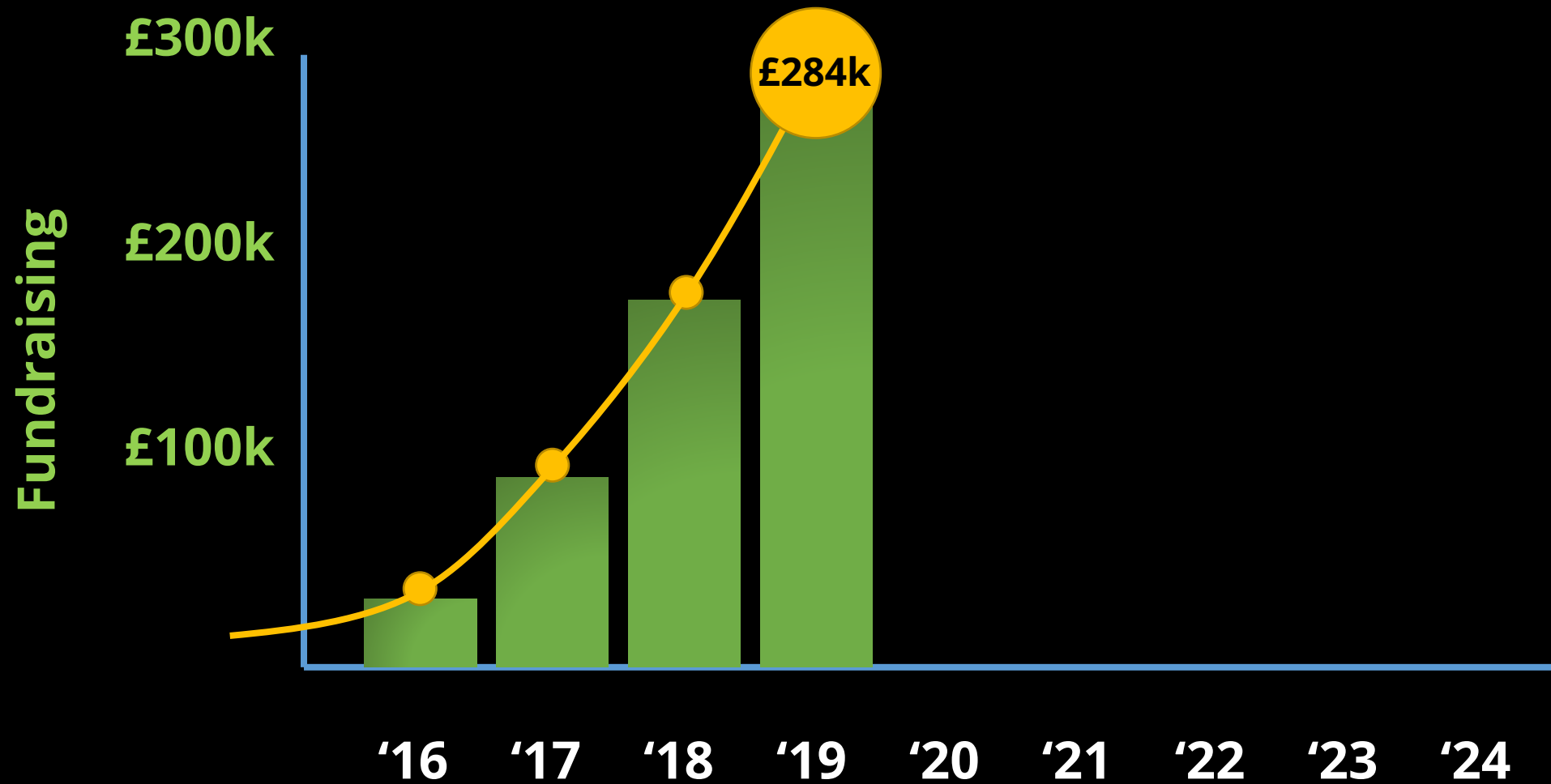


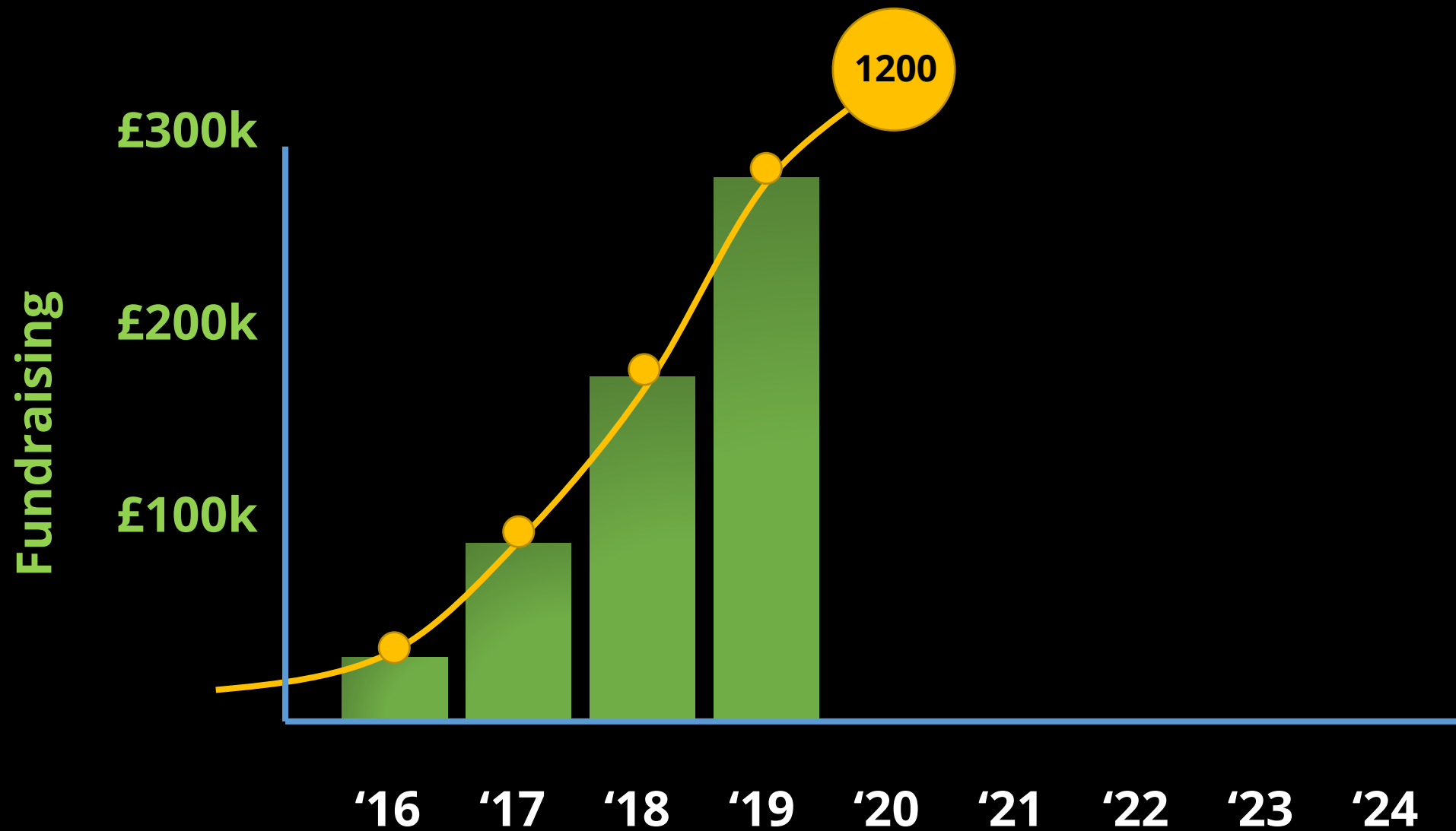
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Chi||swim®

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# THE 100 CLUB



Places  
Leisure



DECEMBER 2018

**SWIM EVERY OLYMPIC  
EVENT, BACK-TO-BACK**

1500m / 800m Freestyle  
200m Butterfly  
200m Backstroke  
200m Breaststroke  
200m Freestyle  
400m Medley  
400m Freestyle  
100m Butterfly  
100m Backstroke  
100m Breaststroke  
100m Freestyle  
200m Medley  
50m Freestyle

**TAKE THE OLYMPIC  
CHALLENGE WITH YOUR CLUB**

**FUNDRAISE FOR LEVEL WATER**

**HELP MORE CHILDREN WITH  
DISABILITIES LEARN TO SWIM**

Level Water provides 500 one-to-one  
swimming lessons for children with  
disabilities every week, across the UK.

[ian@levelwater.org](mailto:ian@levelwater.org)



# WATERSIDE

SHARE THE FEELING

Supported by:

The  
Outdoor  
Swimming  
Society



ISA & LEVEL WATER'S

## BIG CHANNEL CHALLENGE

Our students at

TRACKER	
TOTAL DISTANCE	TOTAL RAISED
<input type="text"/>	£ <input type="text"/>
<input type="text"/>	£ <input type="text"/>
<input type="text"/>	£ <input type="text"/>
<input type="text"/>	£ <input type="text"/>



# LAKEs

for level water

 [ian@levelwater.org](mailto:ian@levelwater.org)





LEVEL  
WATER

# 24-HOUR SWIM RELAY

## BRISTOL 2022

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























# River Swims

An aerial photograph of a coastal river estuary. The river flows from the bottom left towards the top right, where it meets the sea. The banks are covered in lush green vegetation. On the left bank, there is a parking lot filled with many cars. Several boats are visible in the water, including a large white sailboat in the lower left and a small red boat in the center. The water is a deep blue-green color. In the background, there are more islands and cliffs in the sea. The sky is a pale yellow, suggesting a sunset or sunrise.

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Name	↑	Last mo... ▾
 0. Data Room Index		13 Jan 2022 me
 1. Corporate structure and records		13 Jan 2022 me
 2. Share capital and shareholders		13 Jan 2022 me
 3. Accounts		14 Jan 2022 me
 4. Finance and banking		13 Jan 2022 me
 5. Contracts and trading		21 Jan 2022 me
 6. Assets (excluding real estate)		16 Jan 2022 me
 7. Intellectual property		13 Jan 2022 me
 8. Information technology		13 Jan 2022 me
 9. Data protection and privacy		21 Jan 2022 me
 10. Insurance		13 Jan 2022 me
 11. Consents and compliance		18 Jan 2022 me
 12. Litigation		13 Jan 2022 me

Name	↑	Last mo... ▾
 13. Employment		13 Jan 2022 me
 14. Retirement benefits		13 Jan 2022 me
 15. Real estate		13 Jan 2022 me
 16. Environment		13 Jan 2022 me
 17. Health and safety		13 Jan 2022 me
 18. Bribery and corruption		13 Jan 2022 me
 19. Competition		13 Jan 2022 me
 20. Tax		13 Jan 2022 me
 21. DDQ2		3 Feb 2022 me
 22. EWS confirmation emails		3 Feb 2022 me
 23. DDQ3		27 Jan 2022 me





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# What would we have to believe?

**We don't  
buy them**

**Under-per  
perform**

**Expected**



An aerial photograph of a coastal area at dusk or dawn. The water is a deep blue-green color, and the sky is a pale orange. The land is green and hilly, with a few buildings and a parking lot visible. Several boats are in the water, and a small island is in the distance.

# The Bantham Swoosh

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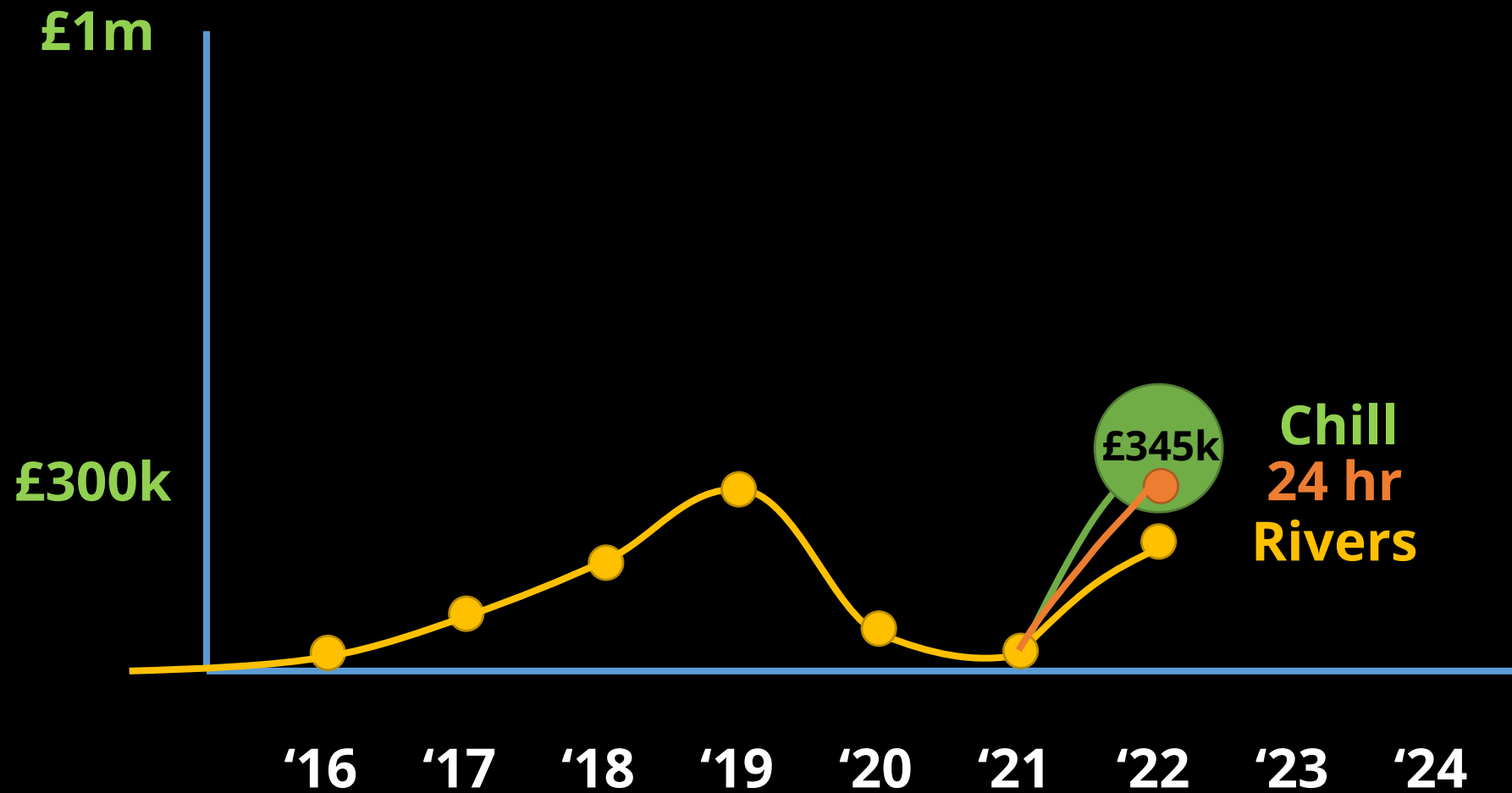
[ian@levelwater.org](mailto:ian@levelwater.org)



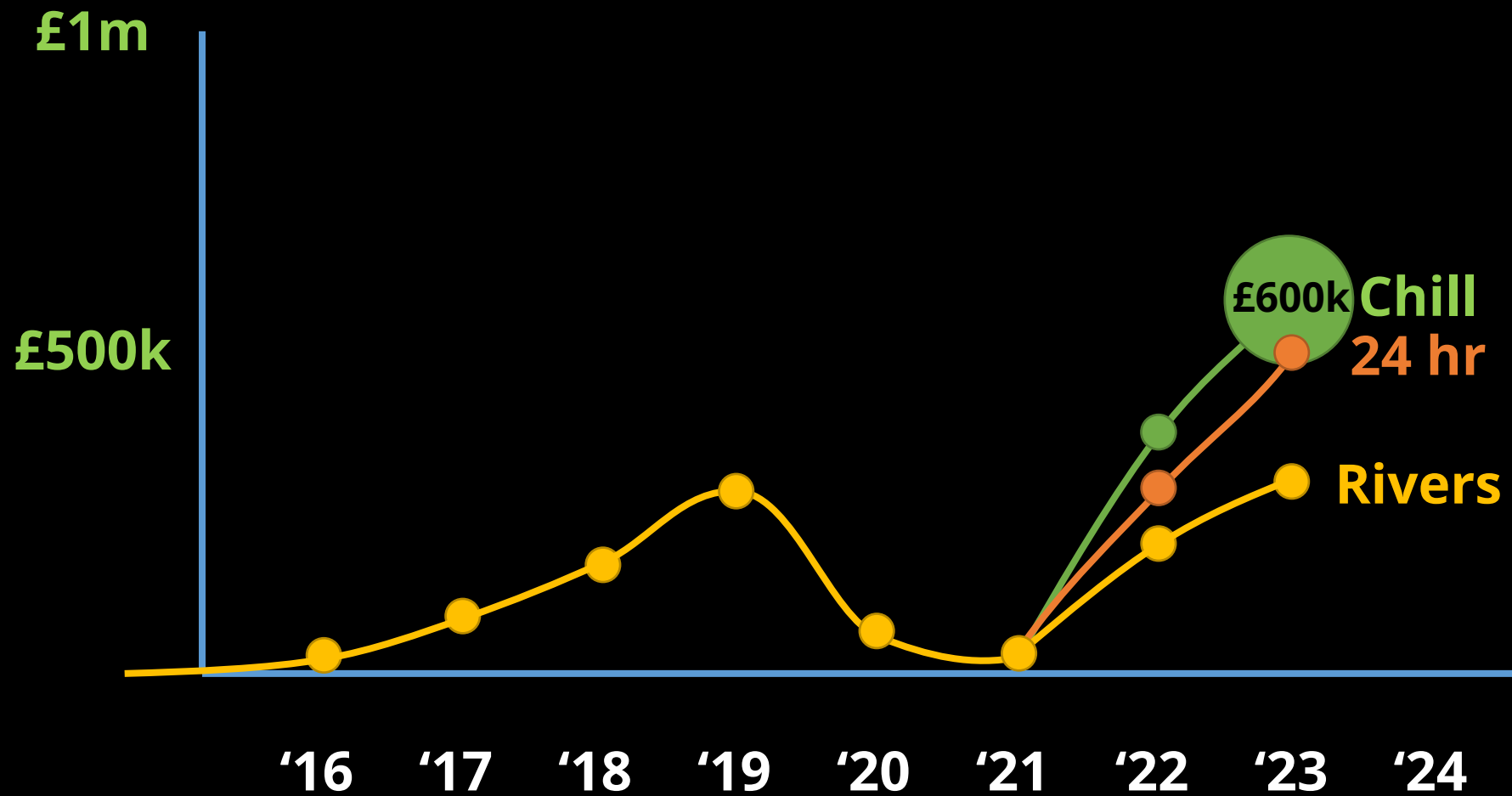
# NEWS

## Dart10K: No money for refunds says swim event charity

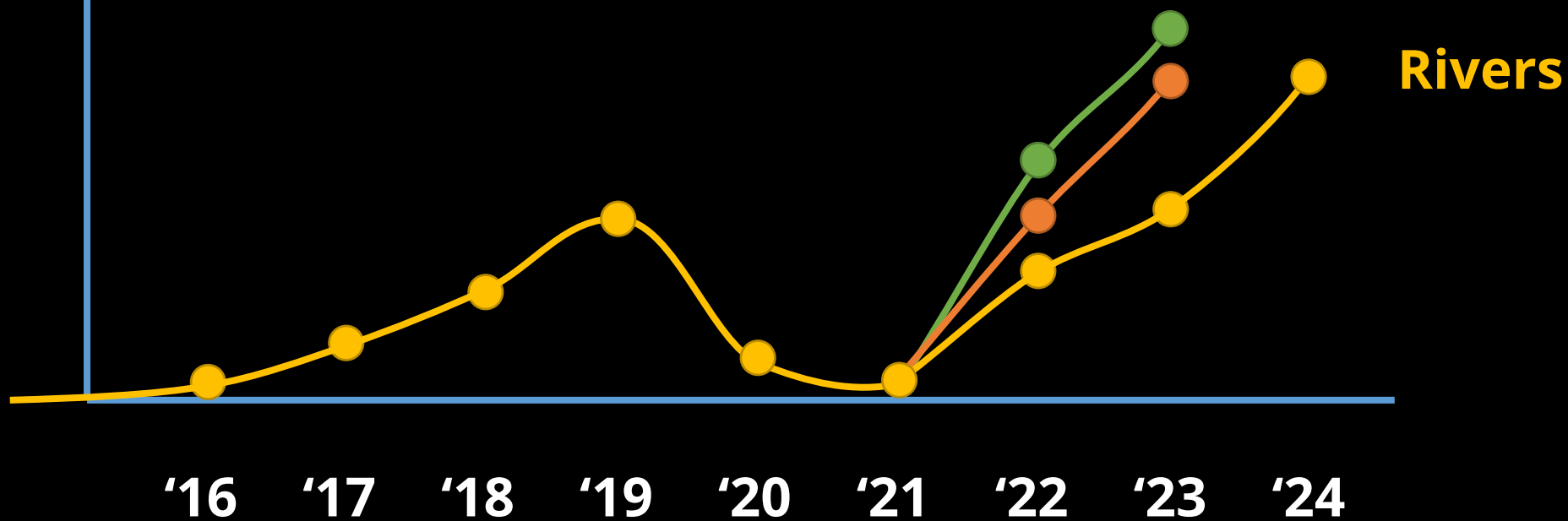






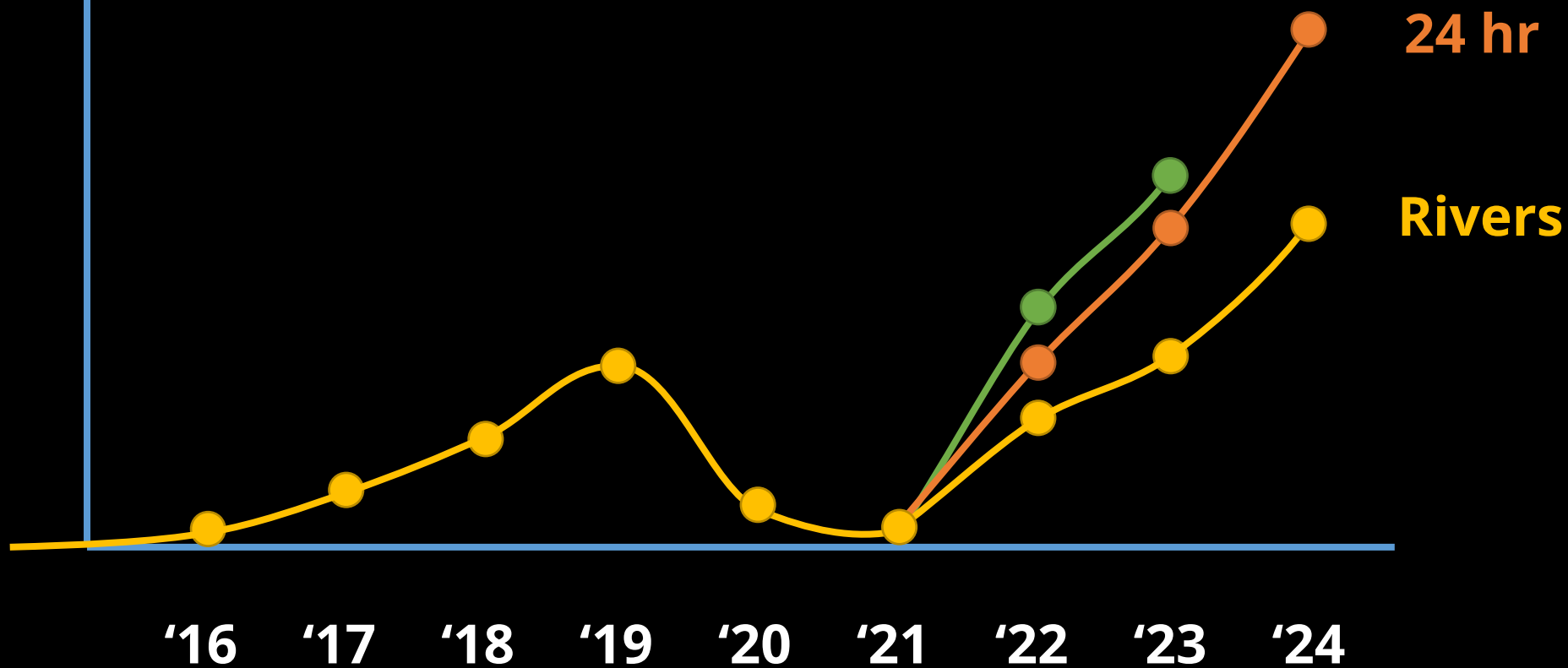


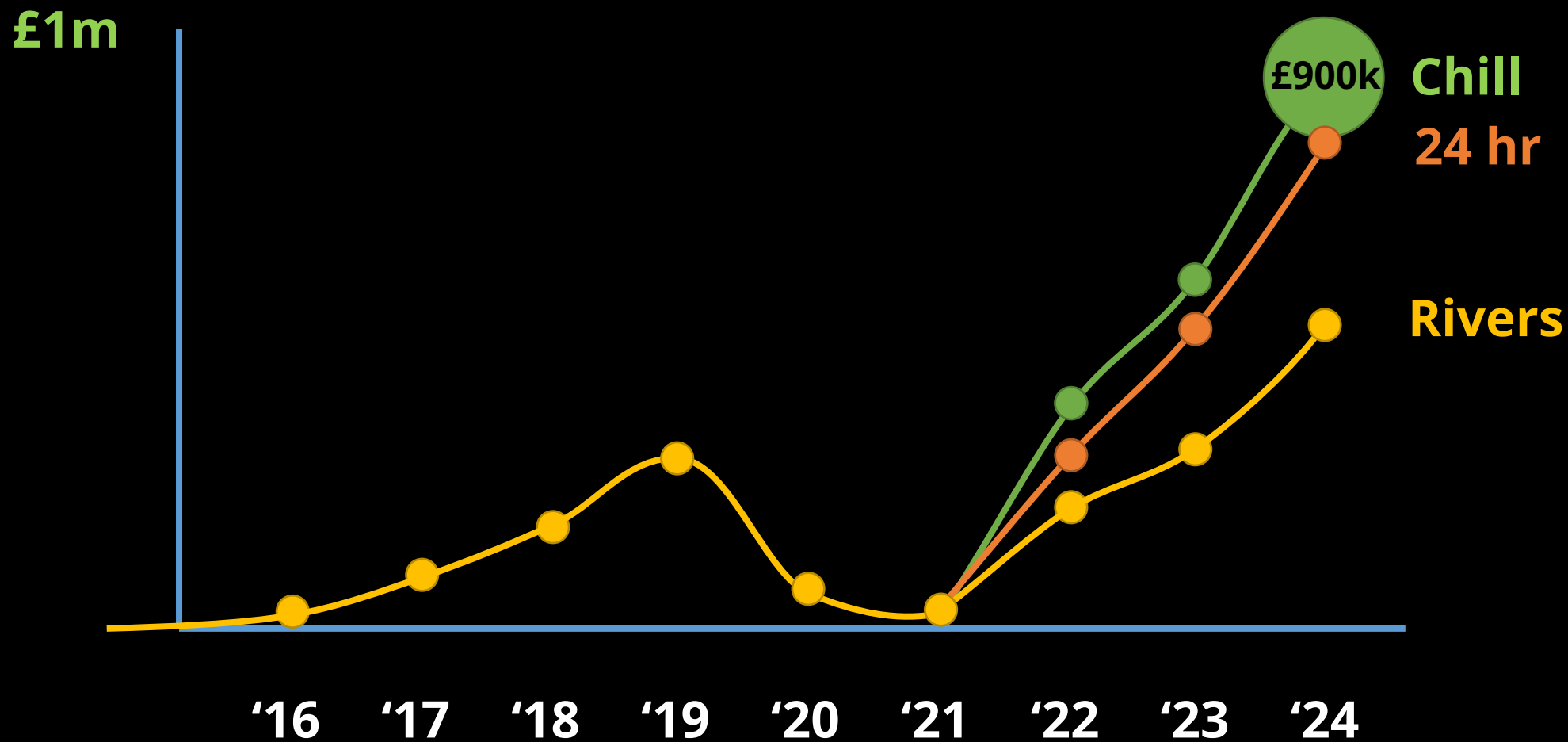
£1m





£1m



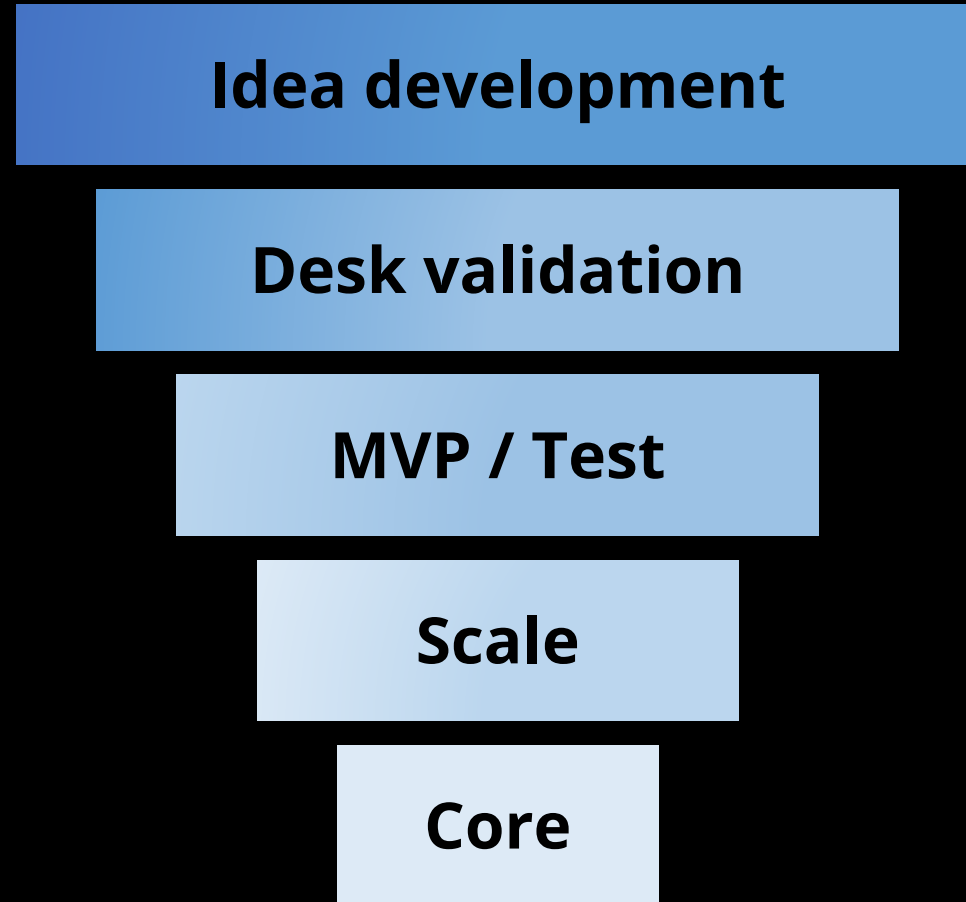




# 1. My flywheel



## 2. My pipeline





**3.**

**Who's job  
is growth?**

# 3. Who's job is growth?

*Treat it like it puts  
food on the table*



# 3. Who's job is growth?

*Treat it like it puts  
food on the table*

*"What's slowing  
you down?"*

# 3. Who's job is growth?

*Treat it like it puts  
food on the table*

*"What's slowing  
you down?"*

*"How can we create the  
conditions for success?"*



A man with a beard, wearing a teal jacket and a black cap with a white stripe, is speaking into a microphone. He is standing in front of a crowd of people, many of whom are wearing green swim caps. In the background, there are colorful tents and a building under construction. The sky is blue with some clouds.

# Questions

**Drop me an email  
[ian@levelwater.org](mailto:ian@levelwater.org)**