




Case for Support

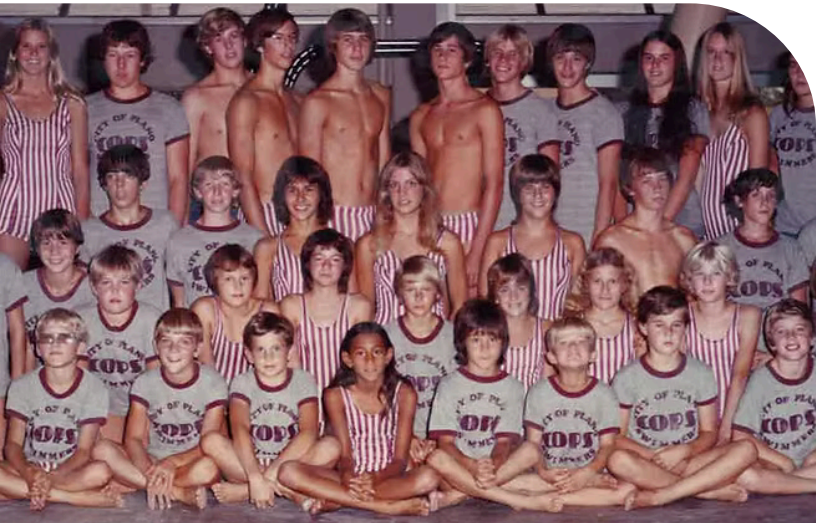
Shaping Champions,
Strengthening Communities



 2925 W. 15th Street,
Plano, TX 75075

 972-398-7946

 www.PlanoSwimming.org



Who We Are:

ABOUT US

City of Plano Swimmers (COPS) has been a leader in the North Texas swim community since 1971. For over 50 years, City of Plano Swimmers (COPS) has provided high-quality swim instruction, athlete development, and community programming for children and adults of all ages and abilities.

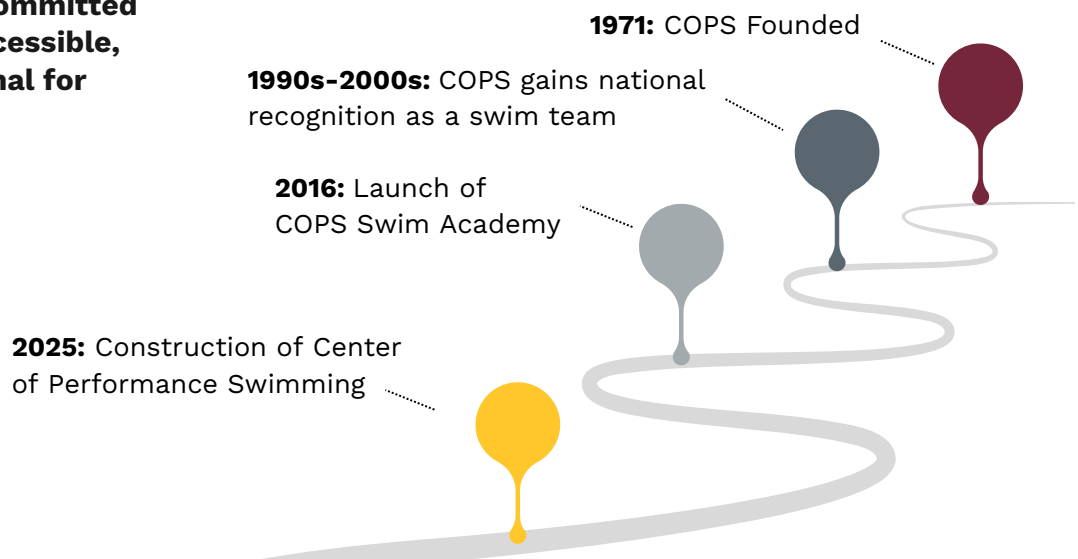
As a nonprofit, we are committed to making swimming accessible, safe, and transformational for everyone we serve.

OUR HISTORY

COPS began as a competitive youth swim team, known as "the proudest team in Texas." COPS' swimmers have competed nationally, bringing home many titles and trophies over the years, from the 1970's until now.

In 2016, we expanded our reach with the COPS Swim Academy, a learn-to-swim program that teaches water safety and the foundations of swimming. Since its launch, we have taught thousands of kids how to swim and stay safe in the water.

Today, we welcome swimmers of all ages and all levels of swimming. Whether you are a child just learning to swim, an adult wanting to swim for fitness, or a national competitor - **COPS is here to provide access to water and quality swim education for all.**



One Mission, Many Lanes

COPS serves the community across all ages and stages—saving lives, building leaders, and promoting lifelong wellness through the power of swimming.



COPS SWIM ACADEMY

Saving Lives Through Water Safety

- Serving hundreds of children and families annually
- Reducing risk of childhood drownings by 88%
- Teaching water confidence, safety and lifelong skills

Drowning is one of the leading causes of death for young children. In 2024, Children's Health Plano reported 98 drowning incidents.

COPS is proud to be on the front lines of prevention, providing water safety and swim lessons that drastically reduce the risk of childhood drownings.

ATHLETE & LEADERSHIP DEVELOPMENT

Building Swimmers - And Strong Citizens

- 100% college acceptance among graduating athletes
- Producing national level competitors and NCAA collegiate swimmers
- Teaching discipline, resilience and leadership through sport

COPS helps young athletes push their limits and reach their full potential—on the blocks and beyond.

Through competitive training, we instill a strong work ethic, commitment to growth, and the confidence to succeed in school, in sport, and in life.

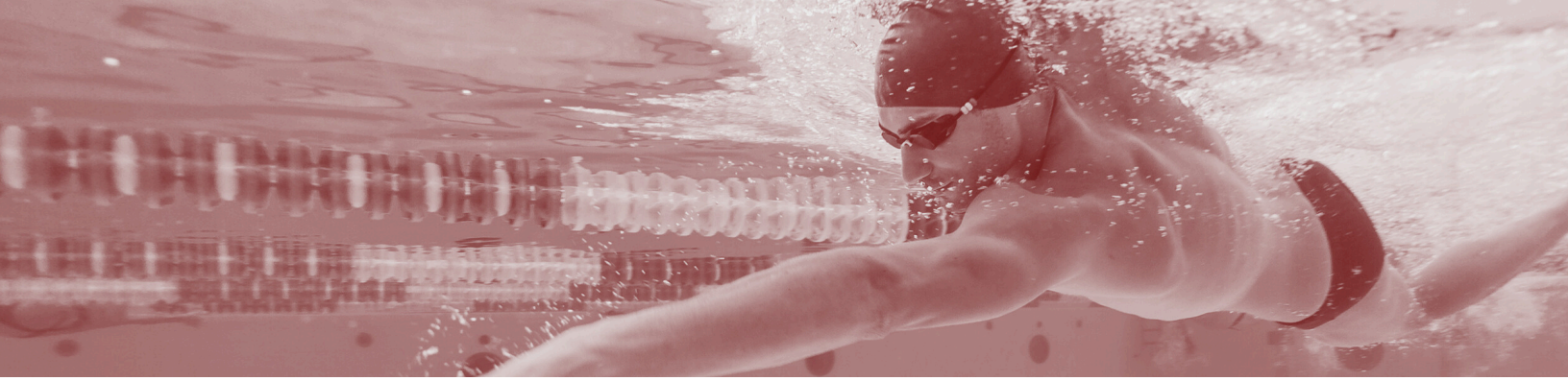
LIFELONG HEALTH & FITNESS

Swimming for Every Age and Every Stage

- Adult programs focused on fitness, competition and personal growth
- Promoting mental wellness, physical health and community connection.
- Life-long, low impact exercise for seniors

Swimming is more than a sport—it's a lifelong path to wellness. COPS offers adult programs through our Masters Swim Team, giving adults a space to pursue fitness and healthy living.

In our future facility, a dedicated warm-water pool will support senior wellness and therapeutic exercise, expanding access to low-impact health solutions for aging adults and underserved populations.



What Sets COPS Apart



Trusted by Families for Over 50 Years

COPS has been serving Plano and surrounding communities since 1971—helping generations of children and families learn to swim, grow in confidence, and compete with character.



Life Saving Skills for Children, Not Just Lessons

Our Swim Academy gives kids the tools they need to stay safe in and around water. With drowning prevention at the heart of our mission, we teach skills that save lives.



Professional Coaching from the Very First Lesson

Our instructors are certified, experienced coaches—dedicated to teaching technique the right way from the start, whether in beginner swim or elite training.



A Proven Path from Learn-to-Swim to College

Our competitive team helps athletes reach their potential—with 100% of senior swimmers accepted into 4-year universities and many going on to swim in college.



Nonprofit Mission. Community-Focused Pricing.

As a nonprofit, our pricing is about access, not profit margins. We offer high-quality instruction at about half the cost of for-profit swim schools.



We're Building a Home for Swimming—And for You

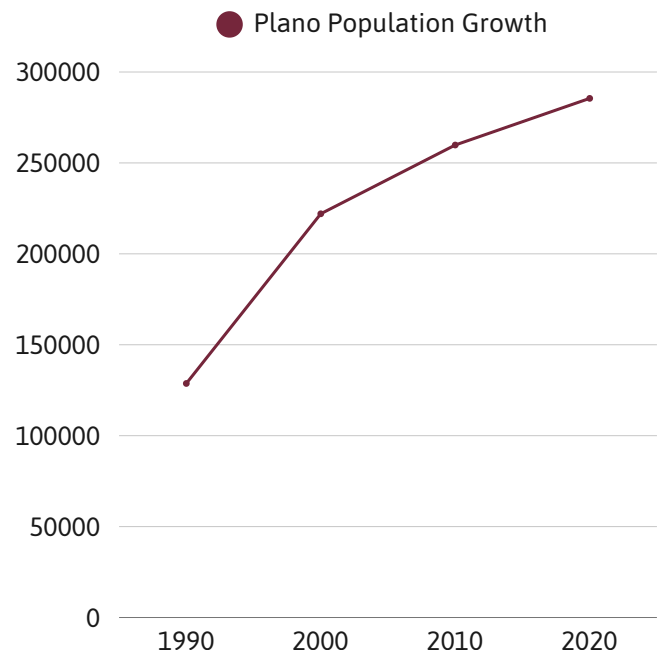
The Center of Performance Swimming will serve every level of swimmer—from toddlers to seniors—helping to meet the demands of our growing community.



Plano Needs More Pool Space

Plano's population has grown by over 50% since 1990—from 190,000 to more than 290,000 today. Over 21% of residents are under the age of 18, **yet access to swim instruction and aquatic space has not kept pace with the city's rapid growth.**

COPS and the city-run swim program are the two largest providers of swim lessons in the area. **Together, we estimate we reach only about 2% of Plano's youth**—a small portion of the families who could benefit from water safety and swim instruction.



Waiting to Swim

Our program currently operates at full capacity, with a waitlist that consistently exceeds 100 children. As soon as we enroll swimmers from the list, new families take their place—reflecting the community's strong and growing demand.

Despite this interest, our ability to serve is capped. COPS rents lane space from city-owned pools, which limits our schedule and forces us to adjust programming when pools close for maintenance or shift priorities.

In fact, our lane access has shrunk over time. As renters, we have no control over our lanes, our schedule, and no path to growth.

If the city were to stop renting lane space tomorrow, COPS would cease operations—leaving Plano without a trusted, 50-year community partner in water safety and youth development.

Plano needs a dedicated, year-round home for swimming, and COPS is ready to build it.



The Center for Performance Swimming: Designed with All Swimmers in Mind

COPS' new 30,000-square-foot facility will feature four temperature-controlled pools and amenities designed to serve a wide range of swimmers.

Competitive athletes will benefit from a new 50-meter pool, a dedicated weight room, and expanded training hours—all in a centralized, convenient location.

Seniors and young children will benefit from warm water pools, dedicated to swim lessons and water therapy.

In total, the added space will provide approximately 6,000 additional lane hours per month, dramatically increasing access for swimmers across all programs.



A Permanent, Year-Round Home for Swimming, Training and Water Safety

The Center of Performance Swimming will expand our reach and stability, and ensure future generations have a safe, consistent place to learn, train, and thrive.

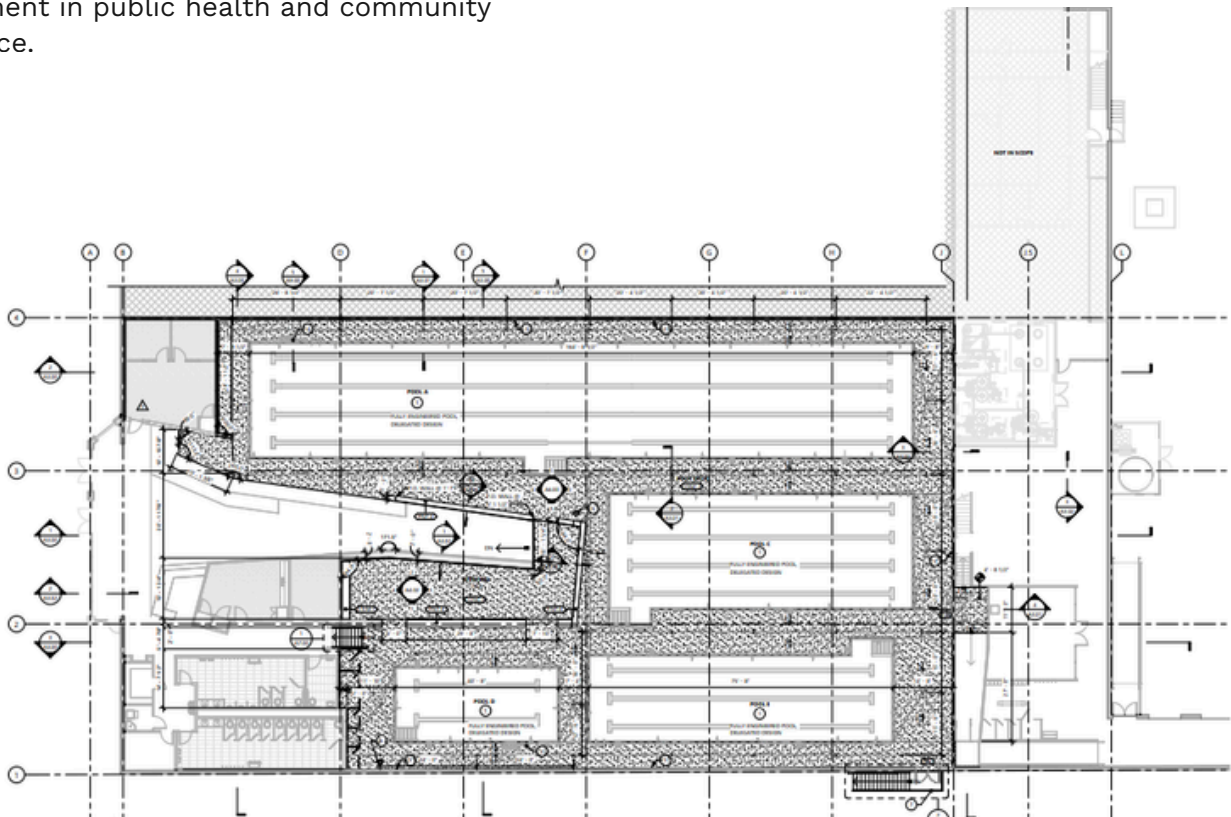
As Plano continues to grow, so does the need for accessible, high-quality swim education.

The new COPS facility will allow us to serve more families than ever before, reaching children and adults in all corners of the city with life-saving water safety instruction, wellness programs, and athletic development.

It will be a vital resource for a rapidly expanding population, and a long-term investment in public health and community resilience.

The New Facility Will Provide:

- ✓ 30,000 Sq Ft of Purpose Build Space
- ✓ Year Round Access to Swim Lessons, Training, Fitness and Therapy
- ✓ Over 6,000 Lane Hours a Month
- ✓ Water Access for All Ages and Abilities



Project Funding

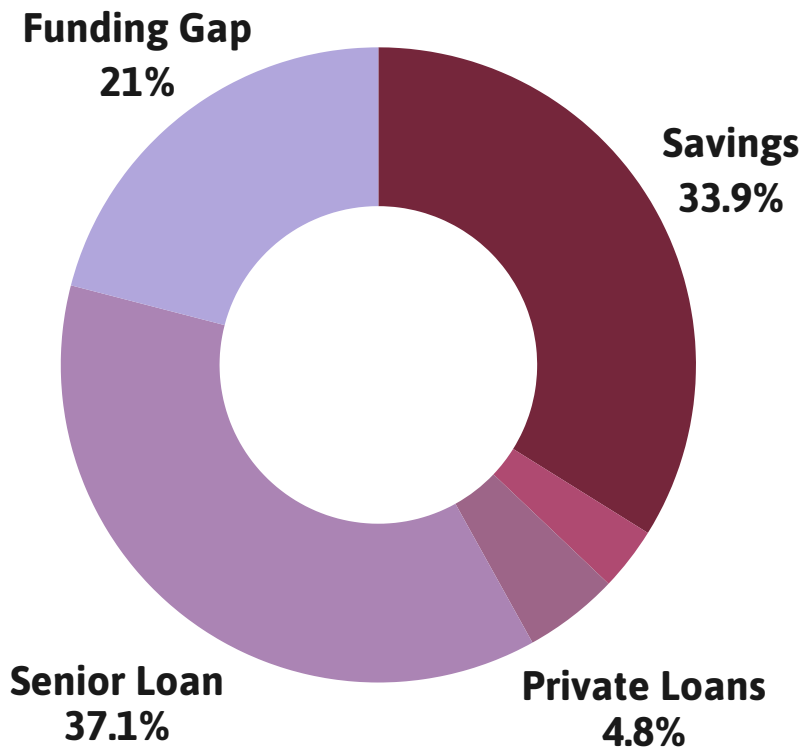


Funding Sources

To bring this vision to life, COPS has already saved \$2.1 million toward construction. We have fundraised \$200,000 to date in a 30 day capital campaign, and have received an additional \$300,000 in private loans from community members, and \$2.3M in bank funding.

COPS is seeking community support and sponsorships to help close the remaining funding gap.

Total Project Budget	\$6,200,000
Savings	\$2,100,000
Community Support	\$200,000
Private Loans	\$300,000
Senior Loan	\$2,300,000
Funding Gap	\$1,300,000



We're Almost There - Help Us Cross the Finish Line.

Ways to Support:

Corporate Donors & Charitable Organizations	Lenders (Private and Institutional)	Community Members & Families	Friends & Supporters
<p>Partner with us at a higher giving level and receive recognition through a facility naming opportunity. Your support will leave a lasting legacy of health, safety, and community impact.</p>	<p>Consider supporting our project through a loan. We are seeking financing between \$100,000 and \$3 million, to be repaid with interest over a 3-5 year term.</p>	<p>Consider making a tax-deductible gift. Your support will help build a permanent community resource that expands water safety, wellness, and youth development.</p>	<p>Not in a place to give? You can still make a big difference by sharing our story, spreading the word on social media, or connecting us with potential donors or sponsors. Every action counts.</p>



“I’ve seen my kids grow in confidence and dedication, and I feel COPS stands out by nurturing both swimming ability and personal development.”

Lucas Tan, Parent



Your Support Will:



Expand access to early water safety education for children.



Reduce childhood drownings in Collin County.



Create space for senior wellness and mobility.



Develop strong leaders and future citizens through sport.

Make a Donation Today at:

www.PlanoSwimming.org/Donate

Or Contact Us to Discuss Ways We Can Partner:

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