



MICHAEL PHELPS
FOUNDATION

THRIVE TOGETHER CHALLENGE

Supporting mental wellness
and water safety

TEAM FUNDRAISING GUIDE

Help More Kids Thrive.



Thrive Together Challenge

Help More Kids Thrive

Bring your team together to support water safety and mental wellness education through the Michael Phelps Foundation's IM Program. This guide explains what you're supporting, how to get started and ways to make fundraising meaningful for your team.

Campaign: October 20–December 18, 2026

Sweepstakes drawing: December 21, 2026

Physical fundraising rewards ship by mid-February 2027

About the Michael Phelps Foundation

Founded in 2008, the Michael Phelps Foundation empowers people to thrive in and out of the water. Through education and partnerships, the Foundation helps participants develop water safety skills, healthy habits, confidence and tools for mental wellness.

What is the IM Program

The IM Program brings together learn-to-swim instruction and water safety education with lessons in mental wellness, healthy living and goal setting. Participants practice skills for feeling safer around water while learning to understand their emotions, build resilience and approach new challenges with confidence.

MPF works with partners including Boys & Girls Clubs of America, Parks and Recreation programs and more, to bring program opportunities and resources to communities around the country.

What your fundraising supports

Funds raised through Thrive Together support and expand the IM Program through training, educational materials and grants. Your team helps make these learning opportunities available to more participants and communities.



Learn more: michaelphelpsfoundation.org/im-program/

Get Your Team Started

You don't need to complete a swim, race or fitness challenge. Bring people together around a shared goal and invite your community to support the cause.

1. Choose an adult team lead

Ask a coach, parent, club organizer or another adult to coordinate setup, communication and reward delivery. Give your team a recognizable name and decide how you'll involve teammates.

2 . Start or join your team

Visit fundraise.givesmart.com/vf/MPFTHRIVE and select Start Fundraising. Follow the signup prompts to start or join a team. See the next page for step-by-step GiveSmart setup instructions.

3. Personalize your fundraising page

Explain why your team cares about helping kids thrive. Add a team-approved image or use the campaign graphic. Check your team name, page link and fundraising goal before sharing.

4. Make a practical plan

A \$2,500 team goal can feel more manageable when you break it down. For example, 25 teammates raising \$100 each reaches \$2,500. Teams can raise any amount; every contribution supports the Campaign.

5. Share and encourage

Send your page link to family and friends, share progress through team-approved channels and thank people along the way. Invite participation without pressuring teammates to donate or meet individual targets. Don't hesitate to let people know about the amazing impact you're making with posts on social media too!

If children are fundraising

Have a parent or guardian manage registration and outreach as required by the platform. Treat fundraising pages, search results and team rosters as public. Share only parent-approved names, photos and stories; keep children's contact details, schedules and locations off public pages. Ask MPF about current platform privacy options.

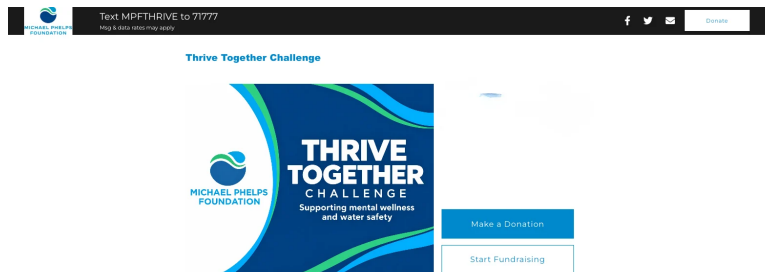


Questions? thrive@michaelphelpsfoundation.org

Set Up Your GiveSmart Fundraising Page

1. Open the campaign

Visit fundraise.givesmart.com/vf/MPFTHRIVE and click **Start Fundraising**.

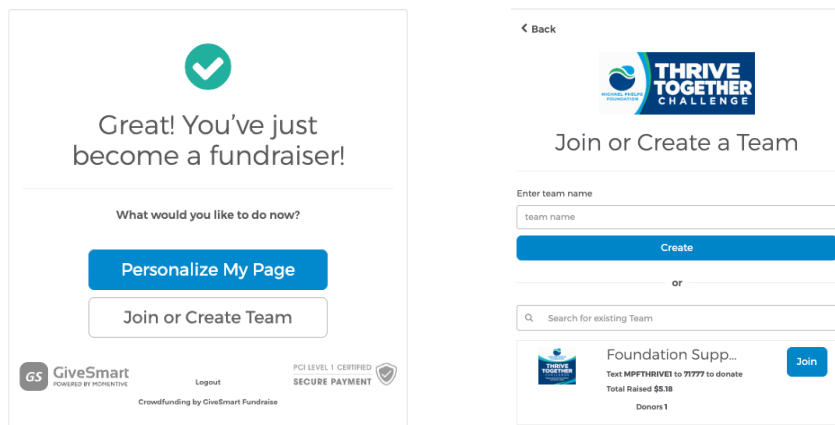


2. Complete your registration

Follow the prompts to enter your information and create your fundraiser account. A parent or guardian should oversee registration for children.

3. Create or join a team

If you're starting a team, choose the option to create a new team and enter your team's name. If your team already exists, choose the option to join it. Use a recognizable name so teammates can find the correct team.



4. Personalize your page

Add a team-approved photo or the Thrive Together campaign graphic. Write a short message explaining why you're participating and what supporting water safety and mental wellness means to you.

5. Check your information

Before sharing, confirm that your page displays the correct name, team and fundraising message. If you're setting up the team page, we suggest a \$2,500 team goal.

6. Share the right link

Open your completed fundraising page and copy its link. Share your individual page link to collect gifts toward your individual rewards and team total. Share the team page link for general team support.

Ask teammates to register and join your team so they can fundraise through their own pages.

Need help getting set up? Email thrive@michaelphelpsfoundation.org.

Make Fundraising Work For Your Team

Start with a personal invitation

A short message from someone a donor knows is a useful first step. Explain the cause, include your individual or team page link and make a clear, friendly invitation to give.

Easy ideas to try

- Team kickoff: Take five minutes before or after practice to explain the Campaign, share the team link and agree on a plan.
- A team challenge: Set a collective milestone and celebrate everyone's effort with a team cheer, recognition or another inclusive activity.
- A skills session: With your club's approval, host a clinic or friendly skills event and invite voluntary donations.
- A community partner: Ask a local business whether it would support your team or match gifts up to an agreed amount.
- A simple sale: With adult supervision and any necessary permission, organize a bake sale or used-sports-equipment sale.
- An update and a thank-you: Share a milestone, explain what the funds support and thank donors without publishing private information.

Use your fundraising page for online gifts. Before collecting cash or checks, ask MPF how to submit and credit the proceeds to your team. Obtain school, club or venue permission for activities where needed.

Sample invitation

Our team is taking part in the Thrive Together Challenge to support the Michael Phelps Foundation's IM Program. The program combines water safety and learn-to-swim instruction with mental wellness, healthy living and confidence-building education. Will you help us bring these opportunities to more kids and communities? You can support our team here: [TEAM PAGE LINK]. Thank you!

Sample progress update

We've raised \$[AMOUNT] through the Thrive Together Challenge! Thank you to everyone helping our team support water safety and mental wellness education. There's still time to join us before December 18: [TEAM PAGE LINK].

Sample thank-you

Thank you for supporting our team and the Michael Phelps Foundation! Your gift helps support training, educational materials and grants for the IM Program. We appreciate your help giving more kids the confidence and skills to thrive in and out of the water.

Rewards and Ways to Celebrate

Individual fundraising rewards

- Raise \$50 on your individual fundraising page: earn one MPF Thrive Champion keychain.
- Raise \$100 on your individual fundraising page: earn both the keychain and one MPF stress ball.

Individual fundraising also contributes to your team's total. Self-donations count toward the applicable fundraising totals. See the Official Rules for qualifying gifts and reward limits.



Your team's cap, your team's choice

Every team that raises \$2,500 receives one cap signed by Michael Phelps for the team. Decide together how to make it meaningful:

- Recognize your top fundraiser for their contribution.
- Celebrate a teammate who showed exceptional effort, creativity or encouragement.
- Display the cap in your clubhouse, team room or trophy case.
- Use it as an auction item at a future fundraising event supporting your team or another charitable cause.

Let teammates know in advance how you plan to use or award the cap. Give teamwork recognition equal consideration: access to donor networks differs. Caps ship by mid-February 2027, so plan future events accordingly.



A chance to meet Michael

Eligible U.S.-based sports-related teams that raise \$2,500 receive one entry into a drawing for one shared, 30-minute virtual meet & greet with Michael Phelps. The drawing takes place December 21, 2026.

No donation or fundraising is necessary to enter or win. Eligible teams may also enter for free by completing the Free Entry Form and emailing it to thrive@michaelphelpsfoundation.org during the entry period. Limit one entry per eligible team across both methods. Eligibility and prize details are governed by the Official Rules. [Free Entry Form](#)



Delivery and next steps

Physical rewards ship only to addresses in the 50 United States or District of Columbia and will ship by mid-February 2027. International supporters may donate or fundraise where permitted. Drawing eligibility is separate from donation eligibility. Reward images are illustrative; final colors, design and appearance may vary.

Fundraise: fundraise.givesmart.com/vf/MPFTHRIVE

Questions: thrive@michaelphelpsfoundation.org

Official Rules: <https://michaelphelpsfoundation.org/wp-content/uploads/2026/10/Thrive-Together-Campaign-Rules.pdf>

Thank you for helping more kids thrive!

Your team's efforts help bring water safety and mental wellness education to more communities. We're grateful to have you alongside us!