



Our Mission

Today, our mission, “Not One More Child Drowns,” is the foundation of everything we do and is the driving force behind ISR’s employees, our independent ISR Instructors, and our corporate partnerships. We believe the successful prevention of the leading cause of accidental death for children under the age of 4 in the U.S. will require a large group of caring and capable professionals whose sole focus is to save lives. To date, we have delivered more than 7,750,000 ISR Self-Rescue™ lessons and saved more than 800 lives.

ISR believes pool fences, supervision, and pool alarms are important parts of a necessary multi-layered approach to drowning prevention. However, traditional lines of defense break down, and the over 4,000 drowning deaths per year bear a grim testament to the fact that traditional approaches are missing a key component: the child. ISR’s core conviction is that the child is the most important part of a drowning prevention strategy and our over 260,000 ISR graduates and 800 documented survival stories are proof that children can save themselves. Children are curious, capable, and have an uncanny ability to overcome obstacles like pool fences; at ISR we take that ability and teach them skills to potentially save themselves if they find themselves in the water alone.