promoting diversity in sailing through grassroots urban program development
at rocking the boat, kids don’t just build boats, boats build kids
Rocking the Boat empowers young people from the South Bronx to develop the self-confidence to set ambitious goals and gain the skills necessary to achieve them.
our tools

wooden boatbuilding
our tools

wooden boatbuilding rowing
our tools

wooden boatbuilding

rowing

bronx river restoration
our tools

wooden boatbuilding  rowing  bronx river restoration  sailing
why sailing?
program structure

community rowing and sailing
  on-water classroom
  environmental and sailing summer camp

- student boatbuilding program
- job skills boatbuilding program
  - boatbuilding program assistants

- student environmental program
- job skills environmental program
  - environmental program assistants

- student sailing program
- job skills sailing program
  - sailing program assistants
wrap-around social work support

three full-time, in-house social workers and a new post-secondary opportunity advisor support students by offering:

- social-emotional support
- academic support through high school and college
- individual and group counseling
- job readiness training
- college and trade school admissions and financial aid guidance
Hunts Point: a community in desperate need of services

- 10474 is the poorest zip code east of the Mississippi River; 15 Congressional District is the poorest in the nation

- poverty rate of 41.8%, is 12% higher than in the Bronx as a whole (29.8%), and more than double that of New York City (20.3%)

- 30% of families make less than $15K annually, less than half the $50K NYC median household income

- 33% on time high school graduation rate, a full 45% of adults (ages 25 and older) have less than a high school diploma or equivalent degree

- The worst air pollution in NYC with 15,000 annual truck trips in and out of the nation’s largest wholesale food market, a sewage treatment plant, and 11 waste transfer stations

- Both the violent felony rate (15.7 crimes per 1,000 residents) and teen birth rate (41.3 births per 1,000 girls ages 16-19) are the highest in all of New York City.
100%

college acceptance rate
evolution of sailing at rocking the boat
diversity is a good thing
diversity is a good thing

• business
diversity is a good thing

• business
• research
diversity is a good thing

- business
- research
- sport
diversity in sailing

The US Sailing Community Sailing Committee “recognize diversity as essential to achieving our mission, ‘to promote and support community sailing in the United States.’ For us, diversity refers to the differences of culture, ethnicity, race, gender, age, beliefs, religion, socioeconomic status, sexual orientation, family status, physical ability, appearance, and ideas.”
why is achieving diversity in sailing so difficult?
why is achieving diversity in sailing so difficult?

• it’s expensive
• location
• culture
• deep, long-term participation is difficult
grassroots sailing program development

- how do we create a program that fits into the hunts point community?
- how do we make it relevant and authentic to our kids?
- how do we create a program that will foster long-term participation and development?
what makes after-school programming effective?

• choice
• fits interests, values, and norms of diverse cultures and surrounding community
• novel, varied tasks that challenge and develop skills
• fun
• strong social component
what are benefits of effective after-school programming?

• increased academic motivation and performance
• improved behavior and self-confidence
• better relationships with parents
• attend school more often
• increased sense of self & identity as learner
rocking the boat sailing program
our first year
importance of place
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“we’ve seen ourselves change. we see ourselves differently now.”

- Marilyn, 16
challenges & adjustments
rocking the boat sailing program…
what’s next?
funding

- 501c(3) non-profit
- 96% income from donors
  - foundations (36%), government (12%), corporate (9%), individual (35%), donated services (4%)
- 4% revenue from school group and camp programs
- No individuals pay—older participants get paid
- 11th Hour Racing support
- 3 full time development staff
- 2015 annual appeal and 2016 gala at NYYC support sailing program
rockingtheboat.org

facebook.com/rockingtheboat

twitter.com/rtbbbronx

instagram.com/rtbbbronx
Your Opinion Matters

Please open the Sailing Leadership Forum app and complete the session survey found in the menu bar.

Thank you for attending this session