empowering youth, building community, and promoting diversity through sailing in the south bronx

> john petrillo sailing program director





#### 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









Bloomberg

#### our tools

#### wooden boatbuilding

## rowing

## bronx river restoration









#### our tools

#### wooden boatbuilding

## rowing

## bronx river restoration

#### sailing



#### program structure







#### 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





FORUM 2018 US

## 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.

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## 91% complete high school 38 / 41 accepted + attending college 92% graduated or attending college

5 alumni on full time staff

5000+



91% complete high school

- 38 / 41 accepted + attending college
  - 92% graduated or attending college
    - 5 alumni on full time staff
  - 5000+ community members served each year



## 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



## evolution of sailing at rocking the boat













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#### 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?











# fleet building



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RS



#### SAILING LEADERSHIP



#### rocking the boat sailing program TECHNICAL SKILLS

















# diversity

ACY





## SAILING LEADERSHIP















#### challenges and missteps



# 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
- 3 full time development staff
- annual gala at NYYC support sailing program





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### rockingtheboat.org



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