




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

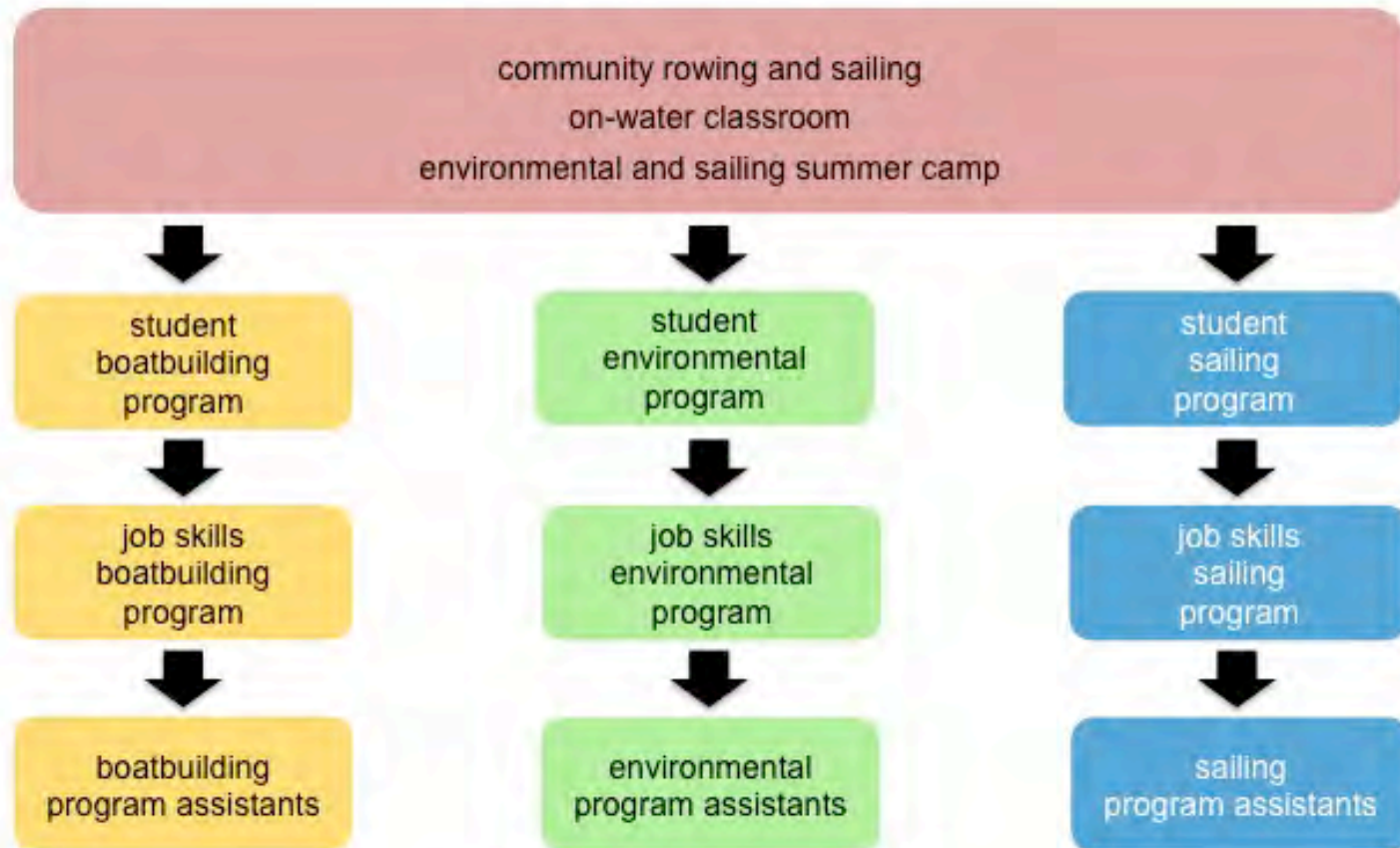
bronx river
restoration

sailing



why sailing?

program structure





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



Rules of Road	Points of Sail	Practical Skills	Part of Boat/Sail	Sail Theory
100	100	100	100	100
200	200	200	200	200
300	300	300	300	300
400	400	400	400	400
500	500	500	500	500



Zain 33
 Talia 55
 Kinsey 1
 Emily 45252
 Danise
 Sam
 Wilson 1

UNITE REBUILD















“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



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