Diversity and Inspiration
Diversity in Sailing - Why Should We Care?

- Physical access to the water is stagnant or shrinking
- Population Growth and Housing are Competing with Marinas and Access Points
- The Country is Becoming More Diverse
- Sailing is holding its own CURRENTLY- BUT.... What happens in the NEXT Economic Downturn?
- The Oceans are Dying and We Need More STEWARDS!
- AND....

We ALL Really want to be more Inclusive!!
2019 Demographic Metrics for San Francisco Students Only

<table>
<thead>
<tr>
<th>Year-round Youth/Adaptive SSL</th>
<th>2013 to 2019 TBC by Nov 15th</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total # of Unduplicated Participants</td>
<td>674 8375</td>
</tr>
<tr>
<td>Unduplicated # of program participants to be served during the year</td>
<td>245 36% 30% 6704 80%</td>
</tr>
<tr>
<td>5-10 years old</td>
<td>225 50% 12% 1661 20%</td>
</tr>
<tr>
<td>11-13 years old</td>
<td>85 13% 58% 10 0%</td>
</tr>
<tr>
<td>14-17 years old</td>
<td>8 1% 0% 0 0%</td>
</tr>
<tr>
<td>Decline to answer</td>
<td>0 0% 0% 0 0%</td>
</tr>
<tr>
<td>Projected # of Participants by Race/Ethnicity</td>
<td></td>
</tr>
<tr>
<td>African-American</td>
<td>63 9% 2% 945 11%</td>
</tr>
<tr>
<td>Asian</td>
<td>190 28% 11% 2481 30%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>110 16% 4% 1401 17%</td>
</tr>
<tr>
<td>Pacific Islander</td>
<td>1 0% 0% 149 2%</td>
</tr>
<tr>
<td>White</td>
<td>98 15% 20% 1164 14%</td>
</tr>
<tr>
<td>Declined to Answer (Multiracial)</td>
<td>163 24% 46% 1575 19%</td>
</tr>
<tr>
<td>Other</td>
<td>49 7% 8% 660 8%</td>
</tr>
<tr>
<td>Projected # of Participants by Gender</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>348 52% 55% 1894 49%</td>
</tr>
<tr>
<td>Female</td>
<td>297 44% 38% 4061 48%</td>
</tr>
<tr>
<td>Transgender</td>
<td>0 0% 2% 0 0%</td>
</tr>
<tr>
<td>Declined to Answer (Multiracial)</td>
<td>29 4% 7% 220 3%</td>
</tr>
</tbody>
</table>


<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>48.5%</td>
<td>49.7%</td>
<td>53.6%</td>
<td>71.4%</td>
<td>95.0%</td>
</tr>
<tr>
<td>Asian</td>
<td>33.3%</td>
<td>30.8%</td>
<td>29.1%</td>
<td>13.3%</td>
<td>4.2%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>6.1%</td>
<td>7.8%</td>
<td>10.9%</td>
<td>13.4%</td>
<td>0.8%</td>
</tr>
<tr>
<td>American Indian and Alaska Native</td>
<td>0.5%</td>
<td>0.4%</td>
<td>0.5%</td>
<td>0.4%</td>
<td>–</td>
</tr>
<tr>
<td>Native Hawaiian and Other Pacific Islander</td>
<td>0.4%</td>
<td>0.5%</td>
<td>0.5%</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Some other race</td>
<td>6.6%</td>
<td>6.5%</td>
<td>5.9%</td>
<td>1.5%</td>
<td>–</td>
</tr>
<tr>
<td>Two or more races</td>
<td>4.7%</td>
<td>4.3%</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Hispanic or Latino (of any race)</td>
<td>15.1%</td>
<td>14.1%</td>
<td>13.9%</td>
<td>11.5%[17]</td>
<td>2.5%</td>
</tr>
<tr>
<td>Non-Hispanic White</td>
<td>41.9%</td>
<td>43.6%</td>
<td>46.6%</td>
<td>60.4%[17]</td>
<td>92.5%</td>
</tr>
</tbody>
</table>
Programs - Entry / Introductory / Exploratory / FREE

- STEM Programs through Public Schools - 1650 Kids / Year
- One-Day Group Sails - 600+ Kids / Year
- 1-Week Group Sails - 100+ Kids / Year
- Scholarships for Kids & Volunteer Rewards Program for Adults

Consider Every Barrier (Not Your Own) - Travel, Food, Faith (days of the week), Unconscious Bias (website/publications), Welcoming / Alienating Etc.

SAILING IS:
- Perceived as Expensive
- It’s Complicated (lots of gear, hard to do, hard to get to, not easy)
- And let’s face it, IT’S REALLY WHITE! i.e. Not inviting on its face

CREATE A COMMUNITY THAT IS WELCOMING AND SUPPORTIVE - THE REST WILL FOLLOW!
Google - Sailing Families
Google - Sailing Youth
Successes

Samuel Enters
Summer 2018

Progresses from Beginner to Intermediate

Returns Spring 2019 Begins to Race
Siebel Sailors Program
To Promote Diversity and a Create Lifelong Passion for the Sport of Sailing

• Provides High Level Coaching
• Modern Exciting Boats
• Fills in Gaps and Creates New Pathways for Youth
• Provides Resources Most Sailing Centers Cannot Afford

CREATE VOLUME PROGRAMS
and
KEEP KIDS SAILING LONGER!!

TREASURE ISLAND SAILING CENTER
Launching Point for New Horizons
TISONC
Please take 60-seconds and post one takeaway, picture or thought from this session on a social media platform of your choice and tag:

@USSwailing  @(presenter)  #SailingLeadership
Building a Diverse and Inclusive Community

HUDSON RIVER COMMUNITY SAILING
I was intellectually convinced that sailing was not for me. I was getting older. I was out of shape. But I decided to give it a try. And I got hooked on it. I got kinda obsessed with learning to sail. I remember the first time I was out there alone. It felt amazing. I was in the middle of the Hudson, the wind was blowing, I could see the whole city, and my hand was on the tiller. It seemed like I was doing something impossible. I’m not white. I’m not male. I don’t own a boat. I don’t even have money. But I’m in New York City and I’m f*ing sailing.”
Sail Academy is at the core of what we do. HRCS partners with 9 public schools to serve around 200 students from all over the city.

Students earn academic credit in physical education, math and science as they learn to sail, navigate, build wooden optimists, construct underwater robotics and study the marine environment.
Making Connections

- Youth racers compete against members every Tuesday evening.
- Students can become junior educators assisting instructors.
- Junior educators become interns that help run daily operations.
- Interns can become instructors helping to teach both youth and adults.
Good Intentions Are Not Enough

● Know your goal and have a plan:
Think about what you are setting out to achieve and make it a part of your planning process

● Be prepared to put your money where your mouth is:
Accomplishing program objectives requires investment! Staff training, tailored programming, special offers, Etc.

● Train your staff to teach more than just sailing:
Sailing may not be what draws in new audiences to your programming, give them a reason to get involved other than nailing their tacks and gybes

● Be prepared to work on multiple fronts!
Community Regattas

- Knickerbocker Sailing Association’s annual pride regatta
- Raises Funds for HRCS’s Sail Academy programming
- Long term mutually beneficial partnership has helped both organizations grow
Lessons and Membership

- Programming that helps build Gender balance from top to bottom. Lessons and racing that foster an environment everyone feels comfortable in.

- Partner with community groups that might be able to get your message out to people you're looking to reach.
Adaptive Sailing

- Who aren’t we able to get sailing?
- ...How do we change that?
- How do we make all of our programs more accessible?
Veterans Programming

- Program objectives go beyond just sailing
- Giving our veterans a community they can depend on through membership with HRCS
Believing that our strength as a community of educators is derived not only from our shared values, but from our collective differences, Hudson River Community Sailing is committed, in policy and in practice, to pursuing, celebrating and honoring diversity. We define diversity broadly to include race, creed, color, national origin, gender, age, disability, marital status, sexual orientation or citizenship status, life experience, physical ability or attributes, and anything else which renders one person different from another.

...Hudson River Community Sailing's commitment to diversity must also extend to the processes that govern staff hiring and promotion and the selection of Board members and officers to ensure that our community adequately reflects the rich diversity of the population that we serve. Hudson River Community Sailing’s commitment to diversity must further extend to the content and character of our programming.
IT IS TIME FOR THE

SOCIAL MEDIA MINUTE

Please take 60-seconds and post one takeaway, picture or thought from this session on a social media platform of your choice and tag

@USSailing @<br>[(presenter)] #SailingLeadership
Adaptive & Rehabilitative Sailing for People with Disabilities

• All Disabilities
  • All Ages
    • Individual & Group Sailing
      • 100% Volunteer Run
        • Non-profit status
Our Mission

Challenged Sailors San Diego provides therapeutic and recreational adaptive sailing opportunities for people with disabilities to enhance their dignity, well being, and independence.
Our Fleet

- Eight Martin 16 sailboats.
- One Boston Whaler chase boat.
- Participant and Companion Sailor.
- Joy stick and sheets within easy reach of the sailor.
- Comfortable seating in a bucket seat.
Lift available for transfer into and out of boat

Power Assist Unit
  • Limited hand or finger use

Sip & Puff
  No hand or finger use.
Group sailing

Paralyzed Veterans of America
(PVA San Diego Chapter)

The Braille Institute

And many more
Life Changing

Capt. Jack Sparrow - in Pirates of the Caribbean - said, “a sailboat is not just a mast or sails or a rudder; a sailboat is freedom”.

For those with a disability that significantly limits their mobility on land, that statement is a reality.
“As a sailor who is deaf, I have learned that all I need are my eyes and feeling the wind to guide me.” - Sue T.

“Sailing has contributed to my ever-increasing level of confidence and ‘can do’ attitude.” - Tammy A.
In Memory of

Tom Lipare

Dedicated CSSD Volunteer
And
Chase Boat Skipper

January 4, 2020
Sailing Address:
955 Harbor Island Drive
San Diego, CA 92101
Dock D, West end of Sunroad Marina parking

Phone: 619-764-1604

www.challengedsailors.org

info@challengedsailors.org

Mailing Address:
PO Box 6994
San Diego, CA 92166
www.ChallengedSailors.org
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@USSailing   @(presenter)   #SailingLeadership
Socially Impactful Sailing

Opportunity to Grow Sailing Through Different Populations

Expose People to Sailing as a Therapeutic Experience

-Park City Sailing-
Recreational Therapy

A systematic process that utilizes recreation to address the assessed needs to individuals...... as a means to psychological and physical health, recovery and well being.
An Empty Boat is a Lost Opportunity

• Create Connections to Mental Health Care Providers
• Establish Relationships with Programs that help others in your community
• Become a “Service Provider”
• A once a season event or a full-time program
Why DO We Sail?

• Ask Yourself
• For me – SAILING = JOY
How PCSA Therapeutic Sailing Began

- Donation of 8 Elliot 6M’s
- National Ability Center
- 25 Women Wounded Warrior’s – Sexual Harassment in the Military
Salt Lake VA

• Residential and Out-Patient
• “Safety and Psychological Impact of Sailing Adventure Therapy among Veterans with Substance Abuse Disorders” – (Journal of Complementary Therapies in Medicine)
• 2 short stories
BYU TV “Random Acts”

A Story of Suicide Prevention
Super Mom

A story of a mother’s love and devotion
George

A man’s last sail
Almost Limitless Opportunities

- Women Empowerment Programs and Camps
- Big Brother Big Sister
- Women’s Shelters
- Anxiety Camp
- Diabetes Camp
- Activity Provider for Specialty Camps
- Youth at Risk Programs
- Family Intervention
- Team Building
Reach Out to Me:
Ken Block

Ken.block@parkcitysailing.org
435-602-2707
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SOCIAL MEDIA MINUTE

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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