



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					
	Summer Jr Prog, Grp Explore, Grp Orient, KEEN	Year-round Youth/Adaptive	SSL	2013 to 2019 TBC by Nov 15th	
Total # of Unduplicated Participants	674			8375	
Unduplicated # of program participants to be served during the year					
5-10 years old	245	36%	30%	6704	80%
11-13 years old	336	50%	12%	1661	20%
14-17 years old	85	13%	58%	10	0%
18-24 years old	8	1%	0%	0	0%
Decline to answer	0	0%	0%	0	0%
Projected # of Participants by Race/Ethnicity					
African- American	63	9%	2%	945	11%
Asian	190	28%	11%	2481	30%
Hispanic/Latino	110	16%	4%	1401	17%
Pacific Islander	1	0%	0%	149	2%
White	98	15%	20%	1164	14%
Declined to Answer(Multira cial)	163	24%	46%	1575	19%
Other	49	7%	8%	660	8%
Projected # of Participants by Gender		0%			
Male	348	52%	55%	4034	49%
Female	297	44%	38%	4061	48%
Transgender	0	0%	2%	0	0%
Declined to Answer(Multira cial)	29	4%	7%	220	3%



Demographic profile ^{[14][15][16]} [hide] ⚙	2010 ⚙	2000 ⚙	1990 ⚙	1970 ⚙	1940 ⚙
White	48.5%	49.7%	53.6%	71.4%	95.0%
Asian	33.3%	30.8%	29.1%	13.3%	4.2%
Black or African American	6.1%	7.8%	10.9%	13.4%	0.8%
American Indian and Alaska Native	0.5%	0.4%	0.5%	0.4%	—
Native Hawaiian and Other Pacific Islander	0.4%	0.5%	0.5%	—	—
Some other race	6.6%	6.5%	5.9%	1.5%	-
Two or more races	4.7%	4.3%	-	-	-
Hispanic or Latino (of any race)	15.1%	14.1%	13.9%	11.6% ^[17]	2.5%
Non-Hispanic White	41.9%	43.6%	46.6%	60.4% ^[17]	92.5%

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 SUPORTIVE-
THE REST WILL FOLLOW!**

Google - Sailing Families



Family sail around the world on a life ...
express.co.uk



Family On Board Of Sai...
dreamstime.com



Sailing with other people's kids ...
savingsailing.com



family sailing holiday ...
globetotting.com



Swiss family sails around the world for ...
alaskapublic.org



Family On Board Of Sailing Yacht Stock ...
dreamstime.com



American sailing dream
sailingmagazine.net



Family Learn to Sail Vacations ...
sailschoolbahamas.com



Group Sailing aboard the Schoon...
schoonerwoodwind.com



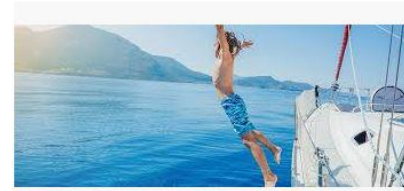
Family Boating Stock Pictures ...
gettyimages.com



Family Sailing Sail Stoc...
alamy.com



Jean enjoyed her sailin...
facebook.com



Sailing Vacation with Family in Croatia ...
danielis-yachting.com



Amazon.com: Sailing ...
amazon.com



Japanese family sailing toget...
alamy.com



Sailing away: how to turn dreams into ...
yachtingworld.com



Family On Board Of Sailing Yacht Stoc...
dreamstime.com



Family Sailing Summer Sails Images ...
shutterstock.com



Top 5: Family Sailing Holiday Destinations
zizoo.com



Kids who have grown up travelling the ...
dailymail.co.uk



Family Sailing Sail Stock Photos ...
alamy.com



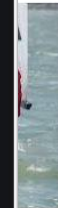
Sailing With Family - Learn From Our ...
gonewiththewynns.com



outh Sailing | SailSFBay
ailsfbay.org

YOUTH SAILING - KING HARBOR YOUTH...
khyf.org

Youth Sailing Worlds comes to USA ...
sailingscuttlebutt.com



YOUTH - RS Sailing, the world's largest ...
rssailing.com

2020 U.S. Youth Championship - United ...
ussailing.org



championship ...

2018 Youth Sailing World Championships ...
11thhourracing.org

Ithaca Yacht Club - Youth Sailing Program
ithacayachtclub.wildapricot.org



Related searches

yacht sail >

cartoon sailing >

boat sailing >



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

T•I•S•C



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

@(presenter)

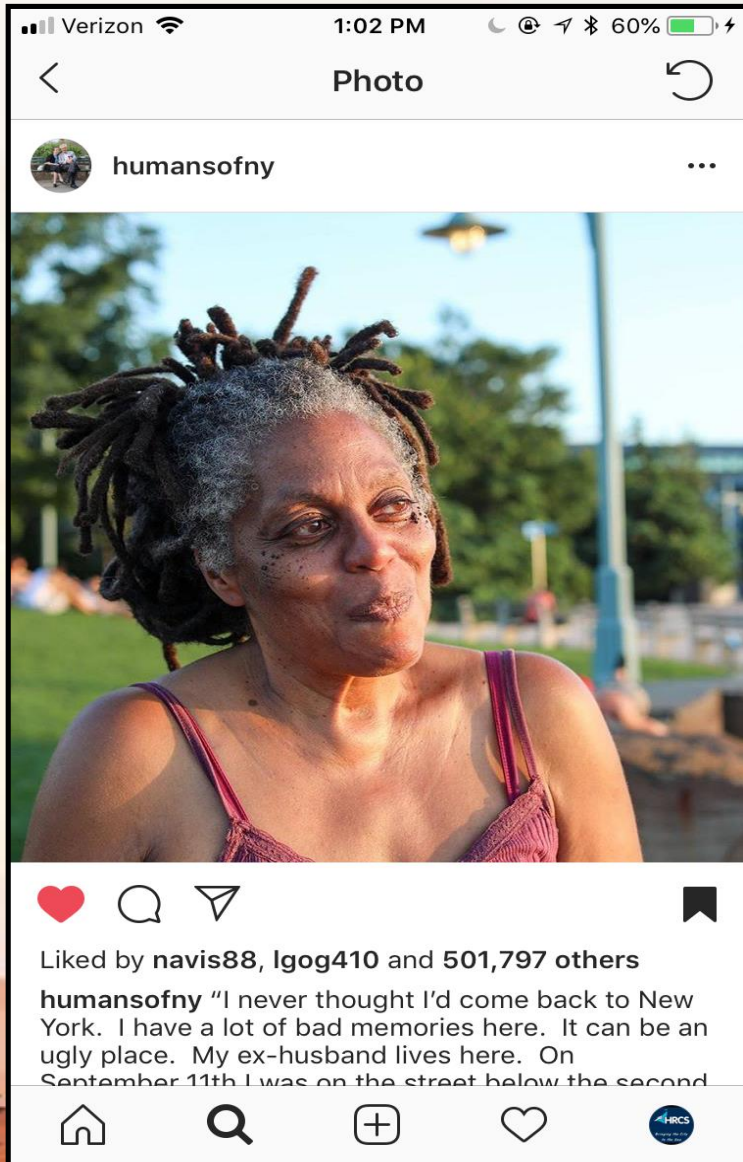
#SailingLeadership



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."



Youth Programming



- 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 your 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



HRCS's Diversity Statement

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.

The background is a stylized, low-poly illustration of a sunset or sunrise. The sky is composed of various shades of yellow, orange, and light blue, with rays of light emanating from a central point. In the foreground, there is a dark silhouette of a coastline with several sailboats on the water. The overall aesthetic is modern and artistic.

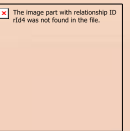
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#SailingLeadership





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.





Photo by Bob Dillon

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.

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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
- “Mindfulness Training plus Exposure for Veterans with Psychiatric and Substance Use Disorders: A Model Intervention” – (International Journal of Environmental Research and Public Health”
- 2 short stories



BYU TV “Random Acts”

A Story of Suicide Prevention





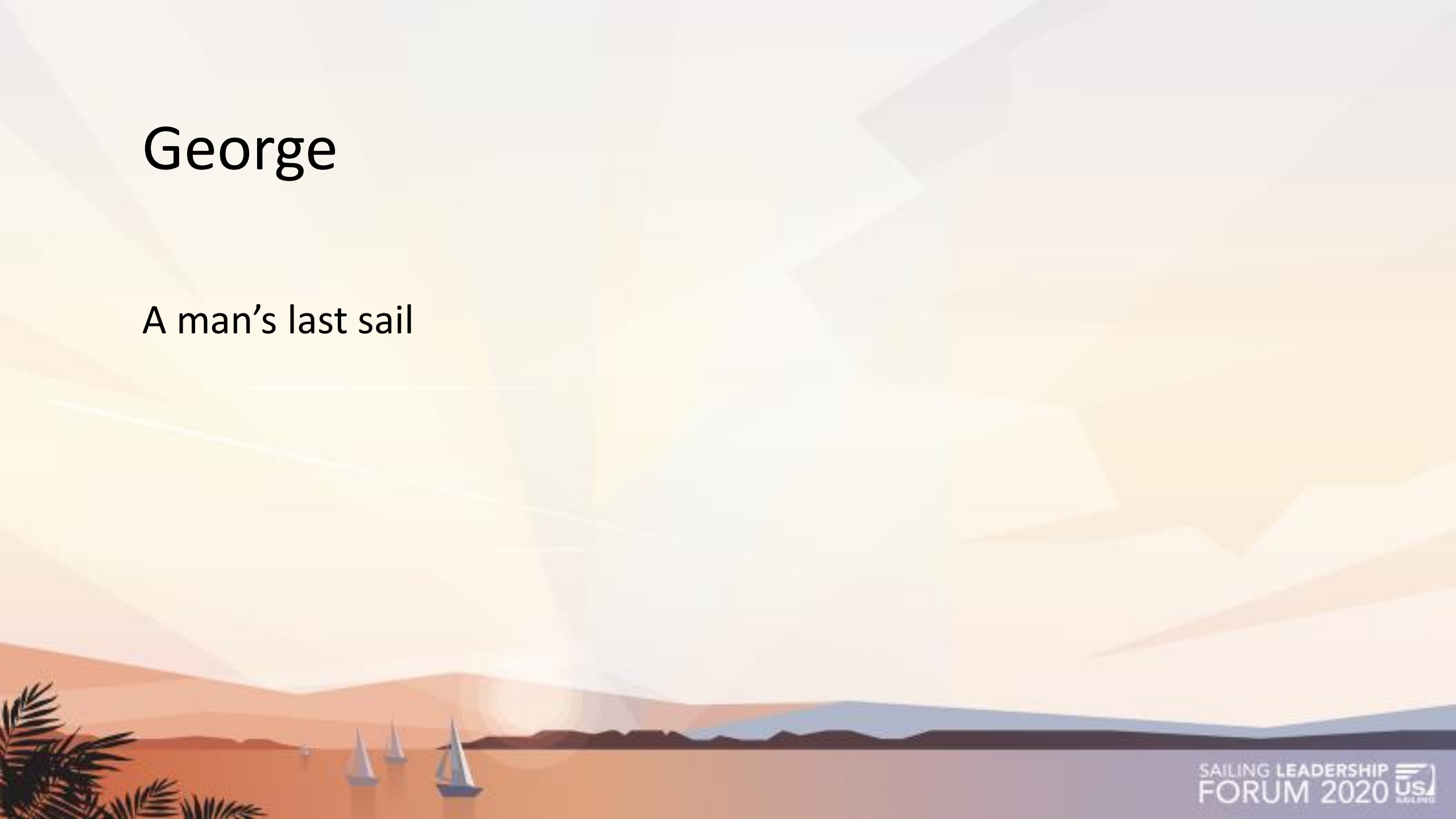
Super Mom

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

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435-602-2707



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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

