



TREASURE
ISLAND
SAILING
CENTER

2011
ANNUAL
REPORT



OUR MISSION

Since 1999, Treasure Island Sailing Center (TISC) has introduced over 10,000 participants to the joy of sailing. Our mission is to provide facilities and instruction in sailing for people of all skill levels, physical and mental abilities, ethnicities and socioeconomic backgrounds. TISC is a large scale, year round sailing school on the San Francisco Bay that does not have membership requirements and emphasizes full community involvement by offering *unlimited* scholarships to those in financial need. Our dedication to serving low-income children is what sets TISC apart from other sailing institutions in the Bay Area. Our Youth Sailing Program provides the opportunity for children to participate in a positive, skill building experience where they learn important life skills of water safety, responsibility, respect, communication, teamwork, leadership and environmental awareness. Our innovative curriculum teaches goal setting and systematic approaches to achieving success on the water that can be applied to other parts of their lives.

At TISC, we never turn a child away and our doors are always open to anyone who has the desire to learn and grow through sailing.

IN 2011, THE BOARD PROUDLY REPORTED THAT TISC HAD THE STRONGEST YEAR ON RECORD. As a result, our infrastructure is solid, organized and efficient. Last year proved what is possible given a dedicated and talented team.

As a long time board member, I am acutely aware of our ongoing list of “things to do” that never get accomplished because of limited time, resources and money. Today is a much different picture. We are moving forward and although it has not been an easy or trivial path, things are getting done. Examples include development of a technologically up-to-date database that can manage participants, donors and volunteers and restriping the yard to assist with managing tenant and program boats more efficiently. But most importantly, we developed and piloted a youth curriculum that extends beyond one class or one week of camp. There is now a clear path from A to Z that young sailors can follow that will provide them every lesson and opportunity that sailing has to offer, including working in the sailing industry.

Additionally, our solid infrastructure and strong team enabled us to achieve significant improvements over last year in our program impact. We increased the number of youth spaces filled by 34% for a total of 1134, partnered with 19 different Community Youth Organizations and launched our Blind Sailing Program to serve visually impaired beginner sailors. These accomplishments are the foundation of the work we will continue to build on in the future.

2012 is all about building community. To build a stronger community we need you and ten of your closest friends and family members to get involved. Your support, through program participation, volunteering or making a donation, will enable us to provide additional meaningful opportunities for kids and adults alike. The possibilities are endless.

Community outreach will be a central focus in 2012. You can expect to see our youth sailors have more on the water experiences with our racing sailors. Building mentoring relationships can have a powerful influence on the life of a child. And though nearly half of our participants return for more than one camp, we want our young sailors to go beyond summer camps and be engaged in the sailing community for years to come. Making them a part of the sailing community early on will achieve this. There will also be monthly Community Sailing Days where anyone in the community can go for a sail, young TISC sailors racing and at local Bay Area Regattas, and a Junior Leadership Program that will mentor and train teenage sailors to become sailing instructors at TISC and other local sailing schools. Our Blind Sailing Program will continue to grow and include more opportunities for those with and without visual impairments. By increasing our efforts to engage more people in our programs and events we hope to have a greater impact on the community around us.

Last year I mentioned that our dream is for sailing to become mainstream in our community so that both can have a positive impact on each other. To make this happen, we need TISC and other community focused organizations to be a larger community. So visit our website, sign up on our email list, be a friend on Facebook. Take a sailing class, go windsurfing, attend a community event. Sail out of TISC. Volunteer. Make a donation. Be a part of the TISC community and see first hand what a difference we can make in our community at large.

Thank you for your continued support.

Carisa Harris Adamson, President, Board of Directors



LETTER FROM THE BOARD OF DIRECTORS





NATURAL LEADER

Elijah D. came to TISC on scholarship with the Treasure Island Boys & Girls Club. He was extremely eager to sail and was the first to volunteer to go sailing. However, the first day was extremely windy and Elijah quickly capsized. While he was able to right his boat, the incident helped him realize the challenges of sailing. This was the first of many capsizes for Elijah, but instead of becoming discouraged, he worked harder and was more determined. A few days later, some of the other students struggled with the windy conditions, but he took action and sailed around giving them pointers. When a fellow student, Terrill, was stuck in the no-go zone and could not properly maneuver his boat, Elijah talked him through the recovery and was able to stand out as a leader amongst his peers. He was gleaming with excitement as Terrill sailed away. While sailing downwind back to the dock, he almost capsized, but quickly recovered. As he arrived at the dock, Elijah said to his instructor, "I almost flipped- did you see? But I saved it!" His enthusiasm and perseverance helped inspire his fellow sailors, and his leadership helped the class of sailors to work together to learn how to handle the challenges of sailing in heavy winds.

2011 PROGRAM IMPACT

2011 WAS A VERY SUCCESSFUL YEAR FOR TISC, WITH OUR PROGRAMS EXPANDING BY 50%. We focused on enhancing our programs to increase skill retention and participation, and on building more partnerships with Youth and Adaptive organizations in the community to increase our outreach. We held **230 classes** and provided **over 14,000 hours of sailing instruction**, a **50% increase from 2010**, to more than **800 participants** with a **45% return/repeat rate**.

In our Youth Program, our new 4-step progression program enabled students to have a clear path to excel from beginner to advanced race team or adventure sailing programs. *The demand for recreational character building experiences grew dramatically in response to school budget cuts and a loss of funding in after-school recreational programs.* TISC was able to provide **70% of our youth participants with scholarships** and fulfill the need for underprivileged youth from 19 Bay Area Youth Organizations with 28 different groups of students attending either Summer Camp or Orientation sessions.

TISC'S PROGRAMMATIC SUCCESS COMES FROM A STRONG NETWORK OF COLLABORATIVE PARTNERS:

- Aspen Community School
- Life Learning Academy
- Bayview Beacon Center
- Minds Matter San Francisco
- City of Richmond Recreation Department
- Mission Beacon Center
- Columbia Park Boys and Girls Club

In 2011, we administered a survey to our community partners to get their feedback on our programs and impact. We achieved an **average rating of 4.9 out of 5 for strength in community partnerships** with the majority of organizations reporting that the greatest benefit for them were the scholarship opportunities and our flexibility and willingness to do what it takes to get students on the water.

2011 was the beginning of a new chapter for our adaptive program. **TISC partnered with the Marin Sailing School for the Blind** to provide over **200 hours of instruction to 34 visually impaired participants**. TISC began its Blind Sailing Program to address the lack of outdoor activities for the Visually Impaired community. Sailing is a unique sport that Blind Sailors can enjoy with little guidance from their sighted crew. They can use their other senses to identify how to trim the sails and use the direction of the wind to steer in a straight course. This gives them a sense of independence, and allows for them

to build self-esteem, and most importantly, have fun outdoors and develop friendships!

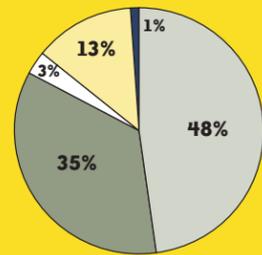
To encourage community involvement, TISC sponsored community events to promote involvement in our sailing and watersports programs. **TISC hosted approximately 900 attendees at our free community sailing events** which included Opening Day, National Safe Boating Week, and Lights on Afterschool. In addition, we provided opportunities for students and their families to create a sense of community through Barbeques and Youth Race Days. These events gave our students and their families the chance to interact on the water together and enjoy first hand the excitement that their child experienced in our programs.

- Shih Yu Lang Central YMCA
- Glide Foundation
- Treasure Island Boys and Girls Club
- Huckleberry Youth Program
- Up on Top

FINANCIAL SUMMARY

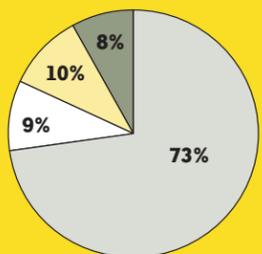
In 2011 we successfully achieved our goals of increasing our revenue, managing cost, acquiring new equipment, and finishing the year with positive net earnings. This was a monumental year for us!

TISC operating funds come from three main funding sources: individual donors, foundation and government grants, and fundraising events. Our 2011 operating revenue was \$368,000 with 71% of all revenue being reinvested in programs.



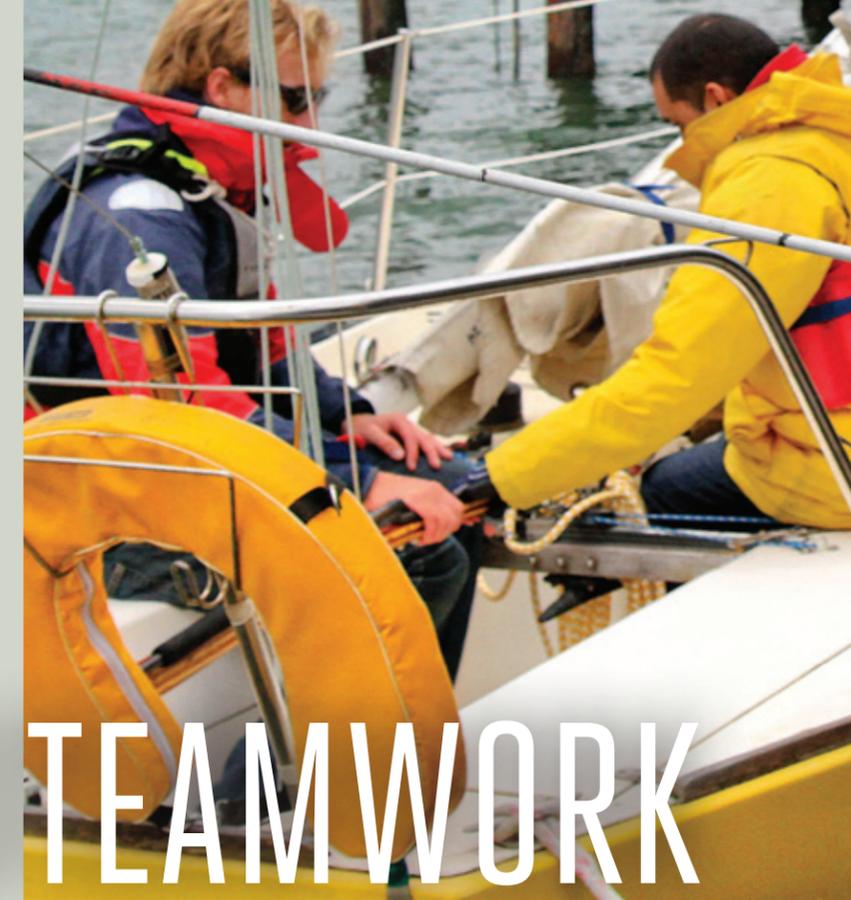
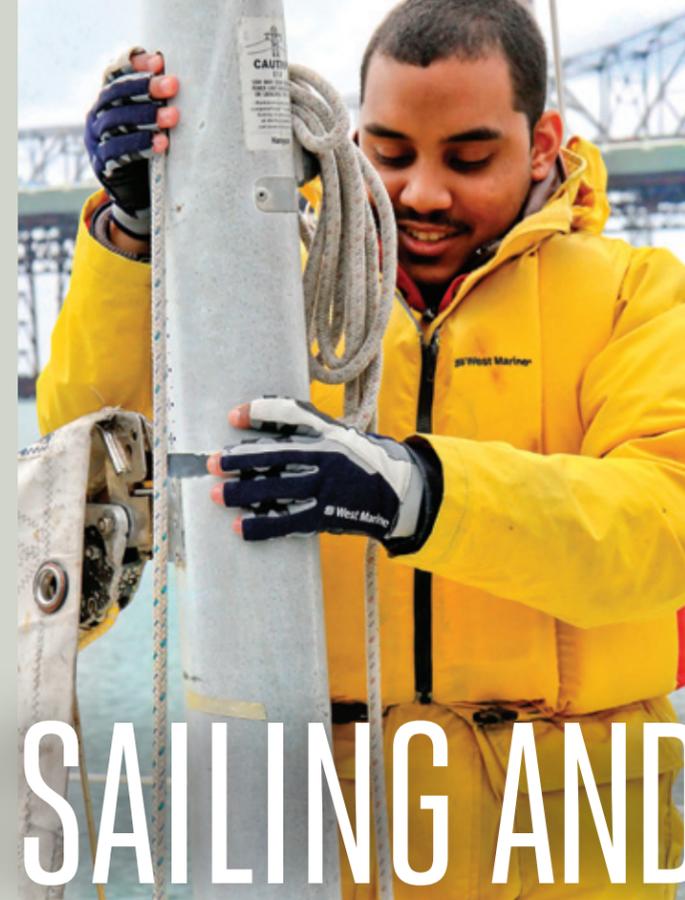
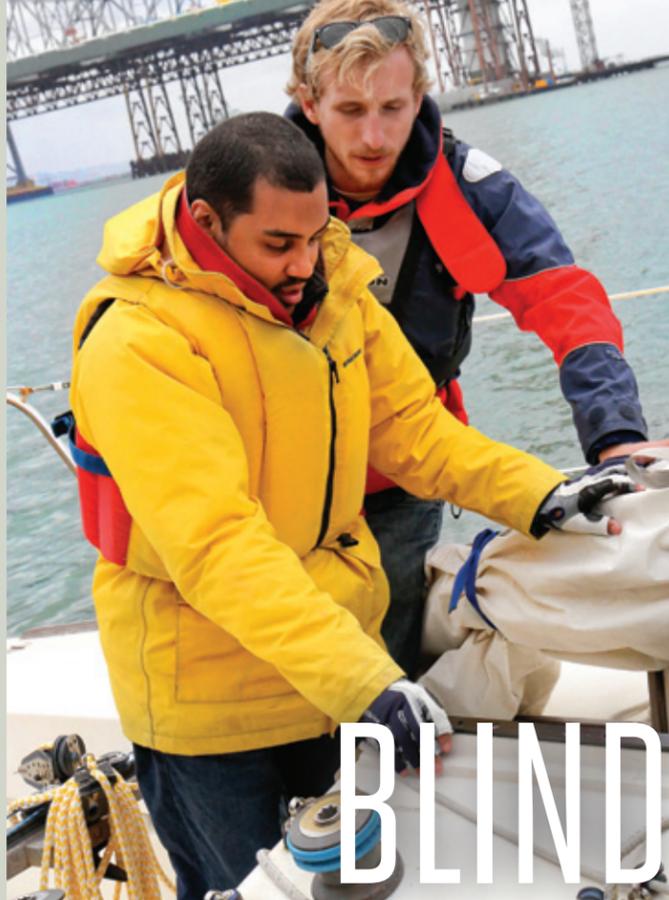
REVENUE

- Programs and Tenant Earned Revenue ▶ \$187,400
- Government and Foundation Grants ▶ \$139,288
- Individual Donors ▶ \$10,962
- Special Events ▶ \$49,651
- In-Kind ▶ \$4,800



EXPENSES

- Programs ▶ \$267,625
- Facility ▶ \$31,883
- Fundraising ▶ \$37,006
- Administrative ▶ \$31,031



BLIND SAILING AND TEAMWORK

“I JUST LIKE BEING OUT HERE IN THE SUN, ON THE WATER. EVEN JUST THE SENSATION FROM THE MOTION OF THE BOAT FLOATING UP AND DOWN IN THE WATER FROM THE WAVES, THIS IS FUN!” – DION, TISC BLIND SAILOR.

Nelson N. and Dion L., two visually impaired sailors, joined TISC’s Blind Sailing Class, an adaptive program that is run in partnership with the Marin Sailing School for the Blind. Nelson and Dion had sailed only one time before joining TISC, due to the limited opportunities for individuals who are visually impaired to sail. Their day began with a boat tour, which included each sailor feeling different parts of the boat while the instructor described the function. Once out on the water, Dion and Nelson quickly gained the skills needed to sail together. While the instructor taught Dion how to use the feeling of

the wind and the sound of the sail luffing to steer correctly upwind and “in the groove,” Nelson received instruction on how to use the resistance in the mainsheet to judge how the sail should be trimmed. While cruising in the bay, with the wind blowing 15+ knots, Nelson screamed out, “How about this teamwork Dion!” They were able to successfully sail the boat by themselves into the bay and back with minimal assistance from the instructors. As they finished the lesson, Dion’s first question was “When do I get to come back?”

THANK YOU TO OUR GENEROUS DONORS IN 2011

TISC greatly appreciates the support of our donors. Without you, we wouldn't be able to provide this amazing service without your contributions. We look forward to partnering with you in 2012.

Almar Marinas	Mellam Foundation
America One	Molly McCoy Graphic Design
Bay Area Sports Hall of Fame	Peter & Melinda Darbee Foundation
Bishop Ranch	PG&E
Brittany Erin Photography	Recommind
California Department of Boating and Waterways	San Francisco Department of Children Youth and Their Families
Hanson Bridgett LLP	St Francis Yacht Club Foundation
Jam Handy Character Building Foundation	Synergy Corporate Housing
Lowell Berry Foundation	Wells Fargo
Mechanics Bank	

MAKE A DIFFERENCE

What your donation can accomplish...

- \$25 First aid kit
- \$50 Life jacket
- \$75 Foul weather gear jacket
- \$100 Wetsuit
- \$175 Sponsor a sailor for one week of half day summer camp
- \$325 Sponsor a sailor for one week of full day summer camp

MAKE A DONATION! Please help us provide more opportunities for others to enjoy the water. EVERY DONATION helps! TISC appreciates in-kind donations of boats, sailing equipment, tools and office supplies. Ask a TISC representative how you can donate online at www.tisailing.org!

TISC PROVIDES SCHOLARSHIPS TO ALL WHO QUALIFY! We provide full scholarships to those on government assistance or with a household income of \$40,000 or less and partial scholarship (50% off tuition) to those with a combined household income of \$70,000 or less.

PASSION FOR SAILING

Ashley J., a 16 year old from Treasure Island, came to TISC on scholarship with the Life Learning Academy (LLA), an alternative school on Treasure Island. Each semester LLA brings groups of students from their science program so TISC can introduce them to the wind and waves of the San Francisco Bay while reinforcing science curriculum learned in the classroom. Ashley enjoyed the experience and was thrilled when TISC invited her back to learn to sail in our summer Teen FJ Program and to participate in the Jr. Instructor Leadership Program. One of her greatest achievements was sailing in her first regatta, where she was able to apply the skills she had learned and skippered her boat to a 2nd place finish! At the end of the regatta, she was beaming and remarked to one of the instructors, "I love that TISC just keeps giving me the opportunities to do this [sail]". As an intern, Ashley spent some of her time on the water assisting instructors. She was instrumental in mentoring young kids to overcome their fears of the water when performing capsizing drills. Ashley used her own recent experience of learning to sail to reassure the other students that they too could overcome their fears and achieve their goals.

"I LOVE THAT TISC JUST KEEPS GIVING ME THE OPPORTUNITIES TO DO THIS [SAIL]."





2012 PROGRAMS



In 2012, we plan to serve 1,040 sailors total with 40% of them returning for multiple classes. Overall, we will provide 16,000 hours of sailing time and instruction through our various programs and community events.

This year, TISC will continue to expand our programs, build lasting partnerships with local community youth and adaptive groups, and build a sense of community among our sailors, supporters, volunteers and staff.

TISC's Youth Program gives students experiential learning experiences through water based recreation. **Our primary goal is to teach children important life skills** such as self-esteem, teamwork, communication, decision-making and goal setting. This year we will also focus on increasing the participation of scholarship students in **our 4-step progression program that focuses on core life enhancement skills set to build confident, emotionally intelligent individuals able to be self reliant and community focused.**

LEVEL I — Beginner Sailing with a focus on Goal Setting

LEVEL II — Intermediate Sailing with a focus on Communication & Teamwork Skills

LEVEL III — Advanced Sailing with a focus on Self-Reliance

LEVEL IV — Race Team with a focus on Leadership Skills

TISC will also expand the participation of underserved youths into our Junior Instructor Leadership Program. This program builds the professional skills and maturity needed to apply to jobs or college. TISC provides this program and references to those students that demonstrate leadership, a dedication to sailing and positive attitudes.

Our adaptive program will continue to expand its impact on the community by adding more of weekend sailing opportunities. TISC's partnership with the Marin Sailing School Program for the Blind (MSSPB) was a huge success in 2011 with an overwhelming majority of students expressing a desire to return in 2012. Programs such as these are important outlets for the Visually Impaired community, which has limited access to outdoor activities. TISC provides these experiences at a subsidized rate, with full scholarships available for those who qualify.

Our Adult Programs provide those interested in sailing regularly a variety of affordable and convenient sailing opportunities. We will continue to offer our year round Beginner Keel and Dinghy classes and will also offer an Intermediate Keelboat class for those who want to progress and further their sailing skills. Additionally, our successful "Weeknight Keelboat Clinics" are back for another season. Women have the option of joining our "Monday Night Women's Clinic" and all sailors are invited to our Tuesday Night "Keelboat Race Clinics."

Lastly, our Watersports program will continue to be an integral part of our youth and adult programs, where we are able to teach water safety and paddling skills to students unfamiliar with the water. Check our online calendar for "Weekly Family & Friend Sails" in our J24s and monthly windsurfing, paddle boarding and kayaking classes and field trips to allow sailors and non-sailors alike to get out on the water, be active and have fun.

No matter your skill level or interest, TISC offers a sailing or watersports class to suit your needs. We continue to offer affordable on-the-water opportunities to get as many people connected with the San Francisco Bay! Here's to a successful 2012, we hope you join us!



"YOU NEED SYNERGY AND TEAM WORK TO SAIL A TWO PERSON BOAT AND ITS SUPER SICK WHEN IT ALL COMES TOGETHER" – BEN ROHR, 14

TEAMWORK

"THANKS TO YOUR GENEROUS FINANCIAL ASSISTANCE PROGRAM MY KIDS HAVE BEEN ABLE TO TAKE CLASSES AT TISC. I AM GRATEFUL TO YOU IN SO MANY WAYS. IT'S A GREAT PROGRAM AND OFFERS A DEEP CONFIDENCE BUILDING EXPERIENCE FOR KIDS THAT IS HARD TO FIND NOW...I LOVE HOW YOU GOT EVERYONE OUT INTO BOATS ON THE FIRST DAY. I AM AMAZED AT THE PROGRESS THE KIDS MAKE EACH SUNDAY." – SALLY M., MOTHER OF TWO STUDENTS

"ONCE WE GOT THAT WORKING TOGETHER IN GROUPS OF THREE WAS THE BEST WAY TO MOVE THE BOATS, WE KIND OF STARTED AN ASSEMBLY LINE FOR DERIGGING." – SUMNER STRUMPH, 13

RESPONSIBILITY



"TISC DEVELOPED A LOVER OF SAILING IN JACOB, HE CAN'T WAIT TO GET BACK OUT ON THE WATER." – JACOB ZIMMERMAN'S MOM

CONFIDENCE

COMMUNICATION

"OUR WORK AT THE MISSION BEACON IS A LONG TERM INVESTMENT FOR OUR AT-RISK YOUTH. IT IS NEW AND UNIQUE EXPERIENCES, LIKE SAILING, THAT HELPS OUR YOUTH CREATE CHARACTER AND POSITIVE MEMORIES SO THAT THEY CAN BLOSSOM INTO LEADERS IN OUR COMMUNITY. THANK YOU TISC FOR YOUR ONGOING SUPPORT!" – LUIS CHAVEZ

RESPECT

"DEVON CAME BACK EVERYDAY WITH SUCH PRIDE IN HIS ACCOMPLISHMENTS IN SAILING, AND A HUGE SMILE ON HIS FACE. IT IS GREAT THAT HE GETS TO DEVELOP A CONFIDENCE IN HIMSELF THAT SHINES THROUGH, NOT ONLY IN SAILING, BUT IN HIS OTHER ACTIVITIES. HE HOLDS HIMSELF TO A HIGHER STANDARD, AND IS MORE OPEN TO TRYING NEW THINGS. " – DEIRDE ROGERS (DEVON CRABTREE'S AUNT)

ABOUT TREASURE ISLAND SAILING CENTER

Treasure Island Sailing Center is a non-profit 501(c)(3) organization operated by volunteers and dedicated staff members as a multi-use community sailing center. TISC provides facilities and instruction in sailing and boating safety for people of all skill levels, physical and mental abilities, ethnicities and socioeconomic backgrounds. TISC was founded in 1999 and provides sailing lessons — from beginning instruction to advanced level racing — to more than 1,000 children and teenagers each year through its Youth Sailing and Adaptive Sailing Programs. The Adaptive Sailing Program offers a range of introductory through racing classes for children and adults with physical or developmental disabilities.



TREASURE ISLAND SAILING CENTER

698 California Avenue · Building #112

San Francisco, CA 94130

415.421.2225 · www.tisailing.org

Find us on the following social media sites:



GET INVOLVED!

Give the Gift of Time. Please join us in building the next generation of youth sailors by donating your time at one of our upcoming events! TISC appreciates volunteers of all skill levels and time commitments. Visit our website at www.tisailing.org to view opportunities and to register as a volunteer.

Attend a Community Event. Did you know that TISC hosts free sailing days to get the community involved in our programs? Learn about our programs, check out the facility, meet our staff, and enjoy a free sailboat ride! Visit our website at www.tisailing.org for upcoming events.

