

# Treasure Island Sailing Center 2009 Annual Report





# Treasure Island Sailing Center Mission Statement

*Ten years later, TISC remains true to its Mission as an inclusive, diverse Sailing Community!*

We believe the thrill of sailing on the San Francisco Bay and experiencing the joy and challenge of controlling a sailboat should be open to all who seek out this experience. This is why TISC provides facilities and instruction in sailing for people of all skill levels, physical and mental abilities, ethnicities and socio-economic backgrounds. Additionally, sailing is a unique way to teach core life skills to children. TISC utilizes sailing to teach responsibility, respect, communication, and teamwork skills.

In partnership with our generous funders, TISC is committed to providing 75% of children a full or partial scholarship to give them the unforgettable experience of sailing. 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 through offering scholarships. Our dedication to serving low-income children is what sets TISC apart from every other sailing institution in the Bay Area.



“I signed up my son for sailing lessons with TISC because they emphasize independence, self esteem, and teamwork and deemphasize competition and exclusivity. Without the scholarships they offered, I would not have been able to afford sailing lessons for my son.”

— Seonaid Alma, parent of Alexander, age 10



2009 MARKED THE TENTH ANNIVERSARY OF the Treasure Island Sailing Center Foundation. It is worth taking a moment to reflect on the impact that we have had on our community. We started our summer in 1999 with 10 girls who had never been on a boat. I was their instructor on a boat with gear donated by West Marine. Some believe that summer was a test to see if this type of program was possible in the San Francisco Bay. We knew it was the start to something much more. Since 1999, we have introduced sailing on the San Francisco Bay to thousands of children and adults. By our estimate, approximately 8,000 youth and adults have been through one of our programs. We take pride in the fact that most of our participants would never have experienced sailing if not for our program. We would like to thank our numerous supporters over the years, without them, serving our mission would not be possible. With them, our scholarship rate averages 75%; for some programs it is near 100%. We have opportunities for children of all different socioeconomic backgrounds and these programs give them knowledge and understanding that reaches far beyond the basics of sailing. With the economic crisis in 2009, the TISC Foundation dramatically cut back our operating and capital budget; this left us with a very small team that focused on supporting our basic programs as we weathered the storm. The TISC Board members and our Operations Director, Lacey Todd, really stepped up to help with daily operations and we all owe them our thanks for keeping the organization running. We start 2010 financially solid and are looking to grow our programs and our onsite team to meet the needs of the community. Already, we have been fortunate to have Michelle Ross join our team as our Executive Director. She comes with years of experience from the Gap, Inc.

and has made significant operational improvements in her short tenure with us. We are certain that her expertise and leadership will allow us to serve our mission. Kevin Berry also re-joined our team as Head Instructor. He is taking charge of our fleet, programs, and team of instructors to make sure they are ready for a busy season of sailing.

The remainder of 2010 will be focused on some key objectives including:

- Expanding our fleet of boats to meet the demand of our growing programs
- Expanding the opportunities for those with disabilities
- Expanding recreational opportunities for adults and families through adult sailing classes and “Fun Fridays”
- Expanding the options for youth to return to our classes and experience ongoing sailing opportunities
- Expanding and improving our facility and continuing our long term plans for a permanent TISC Facility
- Growing our reserve assets

We feel that these objectives give us a good foundation for the growth and development as the TI Development project gets underway. Of course, we will need your continued support to achieve these objectives. I want to thank all of you who have generously supported us year after year and thank you in advance for any time, financial, or other support that you can provide us in 2010 and beyond. We look forward to continuing this program for the San Francisco Bay Area and sailing communities for years to come.

Carisa Harris Adamson,  
*President, Board of Directors*



# 2009 Program Impact

TISC is proud to have provided over **13,687 hours of instruction to 1,050 youth participants**, with a **41% return/repeat rate** to ensure that children are connecting to the sport of sailing and participating in our positive, sailing community. Staying true to our mission, TISC provided 75% of its youth participants with scholarships to attend our programs.

*Opening our doors to all children who have a desire to learn and grow through sailing*

TISC's programs are open to children from all backgrounds, ethnicities and abilities. We offer full scholarships to children from families who have proof of government assistance and partial scholarships (50% off tuition) for children from families with a combined household income of less than \$65,000.

Most of the children served by TISC reside in San Francisco and live in various districts, such as Chinatown, the Mission, Hunters Point, and Treasure Island. We also have students who come to us from all around the Bay Area, including Richmond, Oakland and Marin City. Year after year, TISC continues to have strong collaborations with many community programs, including:

Cal State Hayward  
A Home Away from Homelessness  
BAADDS  
Boys & Girls Club  
CES & China Beacon  
Peter & Melinda Darbee Foundation

First Presbyterian Girls, Inc.,  
GLIDE  
Life Learning Academy  
Mission Beacon  
Peninsula Jewish Community Center

PODER  
Richmond Village Beacon  
Richmond YMCA  
Seven Teepees  
SINGH Group  
Springstone School  
Thomas Mouradian Group

Up on Top  
Waldorf Summerfield  
Walmart  
Woodside International  
YMCA — SF and Eastbay



“Our kids truly fell in love with your program. We are so thankful you gave our kids the opportunity to engage in something they would normally never get the opportunity to participate in.”

— Olivia Fernandez, Program Coordinator,  
Treasure Island Boys & Girls Club

# 2009: A year of Success!

1,050 SUCCESS STORIES JUST LIKE THESE

## Inspiring a Life Long Love of Sailing

“Andrew was excited from all the activity he experienced, but he was especially enthusiastic about everything he learned. He had a great time with all the kids, made new friends and we believe, now has a life long love for sailing!”  
— Marcus and Marlena Miller (son Andrew, age 12)

## Encouraging Diverse Friendships

TISC believes that through sailing, diverse groups have the opportunity to learn from one another and develop strong friendships. Jocelyn from the Boys & Girls Club, who had been struggling on the water, went out with one of our more experienced sailors, Eva. As they sailed out, Eva gave helpful advice while Jocelyn steered the boat. Soon their conversation went from sailing tips, to what their different schools were like, to their favorite book. At the end of the morning, Eva and Jocelyn were good friends and were already planning their next adventure together.

## Leading Through Example

Sabrina, an 11 year old student, came to TISC Summer Camp on scholarship. Although timid at first, she gained confidence through sailing and quickly began leading her peers. One day, one of her campmates was stuck in the wind unable to sail correctly. Seeing her struggle, Sabrina immediately began sailing next to the girl in trouble, and gave her instructions to work through her fears to conquer the wind and sail smoothly.



Thanks for teaching us how to steer, sail and kayak. My favorite part of this week was sailing under the bridge. My favorite things we saw were the jelly fish and sea star.

— Kevin S., age 11

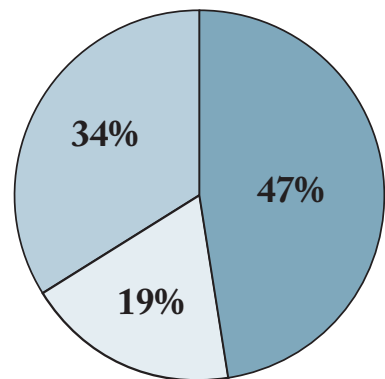




# Financial Summary

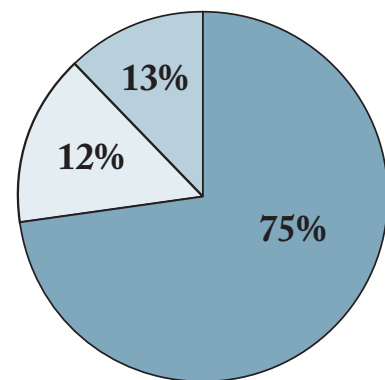
Each year, we continue to diversify our funding stream as we pursue new avenues for fundraising. TISC continues to have a solid foundation of earned revenue to keep our organization strong in these hard economic times. In 2009, TISC's operational budget was \$368,017.

## INCOME



- Programs and Facility tenants ▶ \$144,877
- Special Events and Individual Donors ▶ \$105,297
- Foundation and Corporate Grants ▶ \$56,650

## EXPENSES



- Programs ▶ \$224,235
- Administrative ▶ \$45,642
- Fundraising ▶ \$38,360



## Thank You to our Generous Funders and Donors in 2009:

- |                                   |                          |
|-----------------------------------|--------------------------|
| America One                       | PG&E                     |
| Irene S. Scully Foundation        | Northrop Grumman         |
| St. Francis Yacht Club Foundation | Mechanics Bank           |
| Mellam Foundation                 | Almar Marinas            |
| GEL                               | Hanson Bridgett Law Firm |
| OCSC Sailing                      | Wells Fargo              |

Thank you to **all** of our dedicated donors in 2009! We appreciate your support and value that many of you wanted to remain anonymous. Thank you again and we look forward to partnering with you in 2010!

YOUR CONTRIBUTION SUPPORTS CHILDREN LIKE ALEX:

“My favorite thing about today was being able to relax and forget about my problems. My Instructor made the trip fun, successful and safe!”

— Alex K., age 13

# 2010 Programs

In 2010, our main focus continues to be serving youth, therefore TISC plans to serve more than 1,190 children, ages 7 to 18 through our Youth Sailing Program, including 200 who are physically or developmentally disabled, through our Adaptive Sailing Courses. These numbers do not include our return rate; these are totals for the unduplicated participants. Our participants typically have a 41% return/repeat rate within a given year indicating that many of them come back for more than just one class.

The main objective of the Youth Sailing Program is to teach children important life skills such as teamwork, communication, and decision-making through the sport of sailing. Our innovative programs give children, with and without special needs, access to challenges and rewards that will inspire them to strive to achieve their own personal goals on and off the water. Our programs include 1–2 day orientations to sailing, week long summer sailing and adventure camps, and 1–2 month long beginning through advanced courses during the school year.

We also plan to serve 456 participants through our Adult Sailing and Adult Adventure Program. The Adult Sailing Classes are offered on J24's and FJ's making us one of the only sailing schools to offer small boat instruction to adults. Additionally, our Adult Adventure Program includes sailing trips, kayaking and stand up paddle boarding and provides important opportunities for the adults in our community to get out on the water.



Thank you for all of your support in 2009 and we look forward to the exciting and inspirational work that will be accomplished in 2010 with your generous support!







## 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 1,200 children and teenagers per 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.

If you have any questions or are interested in volunteering at TISC, please contact us by phone at **(415) 421-2225** or by email at **info@tisailing.org**

For more information about TISC or to donate online, please visit our website: **www.tisailing.org**.



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