



TREASURE ISLAND
SAILING CENTER



2010
ANNUAL
REPORT



OUR MISSION

Since 1999, Treasure Island Sailing Center (TISC) has introduced over 9,000 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 safety, responsibility, respect, communication, teamwork, leadership and environmental awareness. Our innovative curriculum teaches goal setting and systematic approaches to achieving success, which children apply to other parts of their lives.

LETTER FROM THE BOARD OF DIRECTORS

2010 was a monumental year for the Treasure Island Sailing Center and I believe a pivotal point that we will look back on for years to come. It was the year we, as an organization, became stronger and gained critical momentum. Under the leadership of Michelle Tennant who came to us in 2009 with incredible experience in the corporate world of retail, our non-profit is running with the efficiency and operational detail of a successful for profit business. Her impact has made dramatic differences in how we plan and implement our services.

Additionally, Michelle led a team of incredibly dedicated and hard-working individuals to grow and be their best. Lacey Todd, our Operations Director, has taken on additional responsibility as primary liaison for fundraising through grants and events, and is showing her natural ability and passion in engaging others in support of our mission. Kevin Berry, who has been with TISC as an instructor, then a head instructor, is now leading our Sailing Programs with the passion and attention to detail that is so important for serving the kids in our community. He has revamped lesson plans, instructor training materials, class schedules and is now taking his passion out in the community by attending various events and visiting youth organizations to get them excited about sailing and on the water.

In addition to our full-time team, Michele Rudenko who has been our bookkeeper this past year has been instrumental in aligning our financials to how we run our business. Our financial reporting has never been better. Catherine Leahy has

been amazing in donating her time to get the word out — Sailing is for everyone at TISC! Through her efforts, you can now find us on Facebook, Twitter, and various newspapers and magazines. And finally, the voluntary work of Rolf Kaiser has provided TISC with a new website that is easy to navigate, regularly updated, and critical for communicating the numerous events and classes that TISC offers.

So, on behalf of the Board of Directors, our generous funders, and the numerous children that we serve, THANK YOU to our team. TISC has never had a stronger team with better leadership and teamwork and it is showing.

If you have not seen the changes directly, check out our new website, read our Annual Report, be a friend on Facebook, take a sailing class, rent a sailboat, sail out of TISC, volunteer, sponsor a sailor through a week of summer camp....I guarantee that you will see the changes firsthand.

Our dream is that one day sailing is mainstream in our community — as normal as playing tennis or basketball on the local courts. Though extremely proud of the approximately 9,000 children and adults who have learned to sail out of TISC, most of whom we provided need based scholarships, we have only scratched the surface. And with this strong team in place, the buzz of the Americas Cup in San Francisco and the progression of the re-development of Treasure Island, I am certain that our dream will come true. Thank you for your continued support.

Carisa Harris Adamson, President, Board of Directors



OPPORTUNITIES FOR SUCCESS

EMILY

Emily, a 11 year old Chinese student, was a beginner sailor when she began the week, and by Thursday she was single-handedly operating an Optimist sailboat with the advanced class on a very windy racecourse! Emily's success came from having the freedom to try sailing in big boats like J24's and having the opportunity to excel once she pushed herself to master the skills of sailing.

“When I become an instructor here, I’m definitely going to do this!”

— A quote while sailing to Angel Island on a J24 in twenty plus knots of wind.

“I am most proud of myself today because I was brave enough to get on the boat.”

— Shawnte, Girls Inc. participant

2010 PROGRAM IMPACT

TISC is proud to have provided over **9,373 hours of instruction to 990 participants**, with a **30% return/repeat rate** to ensure that our students are connecting to the sport of sailing and participating in our positive sailing community.

In our Youth Program, we had over **482 children enrolled in our Summer Camp sessions** and over **42% of our students returned for multiple classes**. This was an important milestone for us as we strive to increase the number of children who participate in our programs on a more regular basis.

Staying true to our mission, we provided **62% of our youth participants with scholarships** to attend our programs. In 2011 we will continue to grow scholarship offerings close to 75% through providing over 1000 youth with our intermediate and advanced classes, racing opportunities and a “junior instructor” curriculum to encourage our young sailors to develop their leadership and sailing skills.

At TISC, we never turn a child away and our doors are open to anyone who has the desire to learn and grow through sailing. We provide full scholarships to those on government assistance or with a household income of \$25,000 or less and partial scholarship (50% off tuition) to those with a combined household income of \$65,000 or less.

In our ongoing effort to make sailing lessons available to more youth in our community, we continue to maintain and build strong partnerships with many youth organizations throughout the San Francisco Bay Area to expand our reach of services. TISC offers free sailing courses to organizations who serve underprivileged youth and was able to serve 508 youth through collaboration with many community programs including:

A Home away from Homelessness
Aspen Community School
Boys and Girls Club of SF — Sunnydale
Boys and Girls Club of SF — Treasure Island
Chinese Progressive Association

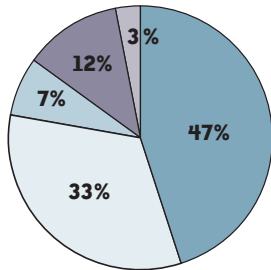
City of Richmond
Department of Recreation
Eureka Teen Achievement Program —
Girls Incorporated of Alameda
Freemont Newark YMCA
Glide

Life Learning Academy
Mission Beacon Center
Richmond District YMCA
Richmond Village Beacon
Springstone Community School

We have also created more community events to provide recreation opportunities for families and to promote involvement in our sailing and water sports programs. In 2010 TISC hosted free sailing events for Opening Day, National Safe Boating Week, and Lights on Afterschool with over **880 people in attendance**. Our goal is to create awareness for community sailing and other water sports by offering families a day of fun, free recreation and the opportunity to connect with the sailing community. In 2011, we project that we will serve up to 1000 members of the community through our events.

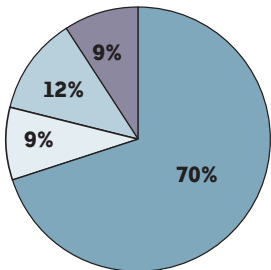
FINANCIAL SUMMARY

2010 was an important year for TISC as we focused on maximizing the efficiency of our operations, managing cost and acquiring new equipment to build the infrastructure to grow our programs in 2011. Our 2010 operating budget was \$375,000 with 70% of all revenue being reinvested in programs.



REVENUE

- Programs and Facility ▶ \$170,063
- Government and Foundation Grants ▶ \$122,382
- Individual Donors ▶ \$27,004
- Special Events ▶ \$45,147
- In-Kind ▶ \$10,060



EXPENSES

- Programs ▶ \$264,581
- Facility ▶ \$33,735
- Fundraising ▶ \$44,331
- Administrative ▶ \$32,814

“TISC has changed the lives of our children for the better by showing them a world they would never be able to see.”

— Paul Chilvers, Glide Program Coordinator

FAIRY

Fairy, a seven year old Asian-American student, came to TISC on scholarship with the youth group GLIDE. When Fairy began the program she gave the impression that she could conquer anything without the help of others. However, once presented with the challenge of our weekly capsized drill, Fairy froze up. Unable to complete the drill on her first attempt, she became very discouraged and gave up. The Instructors talked her through her fear and rebuilt her confidence by reassuring her that she could accomplish her goal with the support of her classmates. Fairy became calm and more confident in her capabilities to complete the drill. The instructors and her friends voiced words of encouragement from the beach, restoring her confident personality. Fairy accomplished her goal by swimming out to the boat, getting in, capsizing it, righting it and swimming back to the beach with a huge smile on her face.



THANK YOU TO OUR GENEROUS DONORS IN 2010

TISC greatly appreciates the support of our donors. We wouldn't be able to provide this amazing service without your contributions. We look forward to partnering with you in 2011.

Acco Engineered Systems, Inc.

Almar Marinas

America One

Bay Area Sports Hall of Fame

Bishop Ranch

Bothin Foundation

California Department of Boating and Waterways

Enersen Foundation

Hanson Bridgett

Lowell Berry Foundation

Mechanics Bank

Mellam Family Foundation

Peter and Melinda Darbee Foundation

PG&E

Recommind

San Francisco Department of Children Youth and Their Families

Sidney Stern Memorial Trust

St. Francis Yacht Club Foundation

Stanley Langendorf Foundation

Synergy Corporate Housing

Victoria Cummock

West Marine

“Each day my son Sam comes home thrilled with what he has accomplished, and I have seen remarkable growth in his self confidence. The skills, responsibility, and self assurance that he gains at the camp spread into his daily routine as he cleans up, helps other children in the neighborhood and clearly feels pride in his work. The sense of independence, mastering sailing skills and being in the heart of the beautiful Bay seem to be just what adolescents need. Sam is receiving a scholarship from you and I cannot thank you enough for giving him this wonderful opportunity. I look forward to seeing him every day to hear what happened at TISC.”

— Molly Hill, mother of Sam, a Hispanic/Caucasian 13 year-old FJ sailor from Oakland

WISH LIST

Many people support TISC through donating items and receiving a tax deduction. Below are some things we need to make our programs and facility even better:

- Sailboats: J24's, FJ's, and Optis
- Sailboat parts and sails
- Motorboats
- Laser printer

- Muti-function laser color printer
- Wood, screws, and paint
- Plastic or cardboard storage boxes
- Weed eater

If you can help with any of these items or if you have any other useful items, please contact us at 415.421.2225 or email at info@tisailing.org.

PHILLIPE

Phillipe, a 10 year-old student originally from Europe, was stuck sailing directly into the wind and his boat stalled. Although frightened, he remained calm and focused on overcoming this obstacle. With a quick move he pushed the boom out, threw the tiller over and managed to get the boat moving with wind in his sails. At last, after reaching his destination, Phillipe smiled and said, “I did it, I sailed upwind, did you see it?” Phillipe managed to keep his cool and apply his training to overcome the challenge presented to him.

OVERCOMING CHALLENGES

2011 PROGRAMS

In 2011, we plan to serve more than 1,000 children in our Youth Sailing Program, 250 Adults and 125 physically or developmentally disabled sailors through our Adaptive Sailing Courses. Building on our successes from 2010, we have expanded our Youth, Adaptive and Adult program offerings to provide more opportunities to introduce the community to the exciting world of sailing, windsurfing, paddle boarding, kayaking and family adventures on the water. Additionally, we have placed a strong emphasis on maximizing the number of returning students so we can create lifelong sailors with dedication to the sport.

Our Youth Sailing Program has a wide range of course offerings for beginning and advanced instruction for youth ages 7–18 years. Our primary goal is to teach children important life skills such as self-esteem, teamwork, communication and decision-making through sailing while learning the importance of setting goals and accomplishing them. Our program includes a 1–2 day Orientation to Sailing, weeklong Summer Sailing and Adventure Camps, and 1–2 month long beginner and advanced sailing programs during the school year.

The Adaptive Sailing Program is entering an exciting phase, as we are increasing the scope of students served. In partnership with Marin Sailing School for the Blind, TISC instructors will be trained to accommodate and teach visually impaired sailors beginning in spring. Additionally, our co-able program will bring together disabled and non-disabled sailors to work together in enjoying the character building experience of learning to sail and creating new friendships!

In accordance with our mission to provide access to sailing for all individuals, TISC provides a variety of adult and family sailing lessons. TISC has established a new program to offer Keelboat Clinics to introduce sailors and non-sailors to racing tactics and techniques. Our goal is to give those interested in racing the opportunity to learn in a fun and safe environment. In addition, we have added J24 Bay Excursions allowing families and groups of friends to experience the San Francisco Bay.

TISC offers various programs to all ages and abilities, with the hope of getting as many people connected with the San Francisco Bay. **Here's to a successful 2011!**

2011 GOALS

Each year TISC undergoes an in-depth evaluation process to identify areas for improvement. In 2011 TISC will advance our organization by striving to accomplish the following objectives:

- ▶ Building more partnerships with Youth and Adaptive organizations in the community to increase our community outreach
- ▶ Enhancing our programs to increase skill retention, return participation and future employment and recreational opportunities for our sailors
- ▶ Providing more water based recreation opportunities for families and friends of all age groups
- ▶ Continuing cost management efforts and maximize revenue potential through our facility, program participation and fundraising efforts
- ▶ Communicating the long-term development vision of TISC to all important stakeholders, including TICD, leaders and citizens of San Francisco and potential funders



“I love coming to TISC every summer. It’s just so much fun! In fact, I even told all of my friends about it and convinced them to sign up too!”

— Sam Melero, 13-year-old Hispanic/Caucasian student from Oakland

“I never realized how much fun sailing is. You just have to learn how to do it correctly.”

— Rachael Wu, 11 year-old Asian-American student from Belvedere

“The goal is not just for kids to learn how to sail, but for kids to learn how to set goals and achieve them. In addition, the nature of sailing also teaches communication and teamwork skills that kids can use in other areas of their lives.”

— Carisa Harris Adamson, Board President of Treasure Island Sailing Center Foundation

“Girls Incorporated of Alameda County greatly appreciated the opportunity that TISC provided for our girls. Without the scholarships they provide, we would not have been able to take our participants on a positive risk-taking field trip, which is a key part of our summer program and an experience the girls would not be able to have otherwise. Sailing helped our girls overcome fears, gain confidence, and have fun bonding with each other. Thank you for helping us make our teens Strong, Smart, and Bold!”

— Jenny Noyce, Eureka Internship Coordinator, Girls Incorporated of Alameda County

“Watching my son while having fun and doing so much learning has been a motivation for me to get into this too. It is a great activity that my son and I can do together. The Bay Area and the Treasure Island Sailing Camp is a great place to do this.”

— Leonardo Prado, Father of Antonio: age 8, African American/Hispanic

“I never thought I would ever go sailing on the San Francisco Bay! It was really fun and I will always remember how I got splashed a lot of times.”

— Lisset, Girls Inc. participant



TREASURE ISLAND SAILING CENTER

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**Find us on the
following social
media sites:**



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.