

# SAIL ALL

2016 Annual Report

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2016 was another great year for Sail All. This year was the first year we didn't receive grant funding, and to compensate, we put a big push on for sponsorship.

The results were amazing; I was reminded of what a great sailing community we have in Nova Scotia, and also what a great local community we have in Lunenburg.

Many repeat supporters returned, including Gold Sponsors <u>South Shore Lumberjacks</u>, <u>Mahone Marine</u>, <u>High Liner Foods</u>, and Silver Sponsors <u>West Nova Fuels</u>, <u>Bailly's Fuels</u>, and <u>Canadian Tire</u>. <u>Sunnybrook Yachts</u>, <u>Kinburn Property Co.</u>, <u>Lawtons Drugs</u>, <u>North Sails</u>, and <u>Michele Stevens Sailloft</u> all returned as Bronze Sponsors, and we thank all these sponsors for their continued support.

Coming on board for the first time this year was Gold Sponsor <u>Ocean Gear</u>, Silver Sponsor <u>Natural Forces</u> <u>Technologies</u>, and a great group of Bronze Sponsors, including <u>Front Harbour Marine</u>, <u>Ironworks Distillery</u>, <u>Lincoln Street Food</u>, <u>Nova Functional Assessments</u>, <u>Rime Restaurant</u>, <u>The Savvy Sailor Café</u>, <u>Big Red's Restaurant</u>, and <u>The Knot Pub</u>.

We can't thank everyone enough for their support – the program truly wouldn't be possible without you.

Continued support from the <u>Lunenburg Yacht Club</u>, <u>Hubbards Sailing Club</u>, and <u>Bedford Basin Yacht Club</u> is crucial to our success, and we thank them as well.

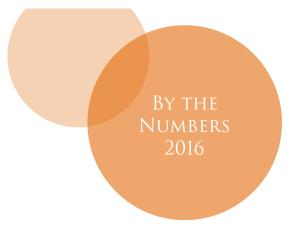
2016 saw us again reach over 500 participants, and we met our goal of becoming self-sustaining. We've continued to have increased interest from more parents and schools, and the program is as strong as ever.

We can't wait for the upcoming season, and hope to see you out on the water!

Cheers,

Graham Mann

Corahan Mle



500+

Students participated in spring sailing program

11

**Participating schools** 

3

Participating yacht clubs

20+

After school sailing participants

20+

**Evening sailing participants** 

20 +

Sailing instructors who contributed to the program

22

Sponsors of Sail All

500+

Volunteer hours spent on program

654

Facebook "Likes"

6

**Twitter Followers** 

2984

Followers on Instagram

# 2016 Program Goals

2015 saw us expanding to three yacht clubs, and while we didn't expand to another yacht club in 2016, we instead focused on getting the program ready for expansion in the future.

The main components of this effort were increased tracking and transparency at each yacht club, and increasing the responsibility of the head instructors at each club.

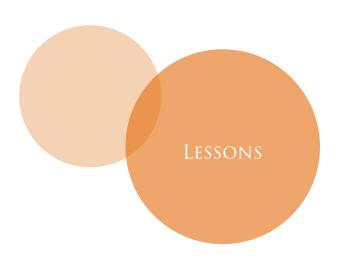
From an administrative point of view, we tried to standardize and document the processes that we've found to be successful at LYC and other clubs, and it's now much easier for us to bring new clubs up to speed.

The other main goal was to become self-sustaining, and with a great response from local sponsors, we reached our goal and are no longer reliant on grant funding to break even.

We added West Northfield Elementary to the program this year, and received more interest from other schools in the region, which will be important in the coming years.

We also partnered with the local Big Brothers Big Sisters chapter to bring approximately 30 young kids out for a morning of sailing as part of their Kids 'n Kops program.





2016 was a year of learning that we needed to become a more mature organization. We did a much better job of formalizing our operational procedures, but realized we have work to do on the administrative side – particularly fundraising and planning:

- The program is large enough that a more formalized structure, board, etc. is required to deliver the level of organization that we aim for.
- While we made progress in standardizing the operational responsibilities for head instructors at individual clubs, there is much more work to be done in standardizing and recording the administrative tasks, which includes fundraising and budgeting.
- While we met our budget goals in 2016, we didn't have the latitude to expand. More personnel and planning must be put into fundraising if we are to continue our expansion in future.
- As staff involved in teaching and with the board move on, we must make sure that adequate processes are
  in place to replace their knowledge and experience without lag.
   Sponsorship communication must be done earlier to give larger companies time to make decisions
- Sponsorship package could use improvement: more incentives, better way to track the effect, etc.
- Our fundraising efforts need another look to see what options we have for revamping and alternate methods (from the current sponsorship and fundraising dinner).







Sail Nova Scotia



LIGHTHOUSE NOW BULLETIN



CBC SAIL ALL FEATURE

# **AWARDS**

2013 SAIL NOVA SCOTIA COMMUNITY AWARD (FOR **DEVELOPMENT OF SAIL ALL)** 

2013 SAIL CANADA RECREATION EVENT OF THE YEAR

# PARTNERS Partnerships continue to be vital for the success of Sail All. Lunenburg Yacht

Club, Hubbards Sailing Club, Bedford Basin Yacht Club, and those involved in their Learn-to-Sail programs and the management of the clubs were again instrumental in providing the facilities and equipment, including coach boats and dinghies, as an in-kind donation to the Sail All program.

LYC continues to be extremely supportive of the program, and we hope they will serve as the flagship club for the program in years to come.

Our sponsors provided the funding required for purchasing equipment needed for the student participants, hiring sailing instructors, maintenance costs for coach boats and dinghies, and administrative needs. Without the contributions of these organizations the program would not have been possible, and we hope to continue our partnerships in the future.

The program would not be possible without the cooperation of the South Shore Regional School Board (and Bedford Academy) and the administration and teachers at all our participating schools. Their coordination on insurance approvals and school participation ensured students had the chance to participate in our program. I believe their enthusiasm to explore new opportunities was rewarded, and we hope to continue the program with them in years to come.

We also held our third fundraising dinner this year at LYC, and were overwhelmed with the support and donations for the silent auction that we received from community members. We raised over \$1600 total! We can't thank all those that contributed and attended enough.

We greatly value these partnerships, and hope to both continue and expand our partnerships in 2016!









# 2016 SPONSORS

# GOLD









# SILVER











# **BRONZE**









www.sunnybrookyachts.com



Michele Stevens Sailloft











We are extremely proud of our team at Sail All, and it has been one of the main reasons we have been so successful.

### **BOARD:**

Jonathan Chiasson Breugh Wood Graham Mann Shelley Mann

### LYC INSTRUCTORS:

ADRIENNE O'CONNOR
CLAIRE BOILEAU
ADRIENNE GAUDREAULT
ANDREW BURNS
DANIEL BAKER
ALLIE FLOWER
ALEX MANN
SYDNEY BEATTY
GAVIN HATHEWAY
GRAHAM CREASER
MALCOLM MANN
BEN HALVERSON

PHOTOGRAPHER: WILL FLOWER

### **HSC Instructors:**

JIM SCHWARTZ NILE WHIDDEN MIKE CUNNINGHAM MEGHAN HENNEBERRY CHARLOTTE NAUSS

### **BBYC INSTRUCTORS:**

KATE PEPLER
KIRSTEN MORATZ
BEN BOYLAN
SAM MORRIS
JUSTIN SMITH











# FINANCIALS

Expenditures		
Leadership	Instructor cost - LYC	5659.37
·	Instructor cost - HSC (includes admin & gas)	2626.00
	Instructor cost - BBYC	357.50
Administration	Apparel	372.31
	Annual report filing fees	20.00
	Sail NS Membership	225.00
	PO Box Rental	179.40
	Various admin costs (website, email, printing, program food)	143.71
	Bank fees	49.95
Equipment & Material	Gas (LYC)	343.55
	Gas (HSC)	110.90
	Dinghy maintenance	0.00
	PFDs	0.00
Transportation	To and from schools/LYC	1233.54
	To and from schools/HSC	504.93
	To and from schools/BBYC	0.00
Facility Rental	LYC Learn-to-Sail facilities	1000.00
	HSC Learn-to-Sail facilities	1000.00
	BBYC Learn-to-Sail facilities	1000.00
Other	Boat & support boat rental (total)	3500.00
Total Expenditures		18326.16
Revenue		
Surplus from 2014	Cash	654.42
Fees or Charges	Per student user fee	0.00
Sponsorship	Cash	8300.00
	PFD discount (Canadian Tire)	NA
Fund Raising	Fundraising Dinner	440.00
	Silent Auction	1197.13
In Kind	At cost use of LYC facilities, boats	3000.00
	At cost use of BBYC facilities, boats	1500.00
	At cost use of HSC facilities, boats	2000.00
	Donation	598.06
Other Provincial Govt Source	s NS Dep. Of Health and Wellness	0.00

Accounts Receivable	Apparel payments	220.04
	Province of NS Rebate	714.00
Total Revenues		18623.65
Budget Balance		297.49