

SAIL ALL

2017 Annual Report

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2017 was another successful year for Sail All. We made a concerted effort to bring a little more formalized process to the program this year, and it was an interesting experiment. This was the second year we didn't receive grant funding, and as usual, it was a challenge, but our perennial supporters stepped up as usual.

Gold sponsors this year were <u>Mahone Marine</u>, <u>High Liner Foods</u>, <u>Ocean Gear</u>, and new sponsor LaHave Seafoods. Returning Silver Sponsors included <u>South Shore Lumberjacks</u>, <u>Bailly's Fuels</u>, <u>Natural Forces Technologies</u>, and Canadian Tire.

Sunnybrook Yachts, Kinburn Property Co., North Sails, West Nova Fuels, and Michele Stevens Sailloft, Front Harbour Marine, Ironworks Distillery, Lincoln Street Food, Nova Functional Assessments, Rime Restaurant, The Savvy Sailor Café, Big Red's Restaurant, and The Knot Pub all returned as Bronze Sponsors, and we thank all these sponsors for their continued support.

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.

I'm always impressed by our volunteers, but we had more than ever this year, and it made things much easier for me personally, letting me focus on the administrative side of things rather than operations, so thanks in particular to Adrienne O'Connor and the head instructors at HSC and BBYC, Meghan Henneberry and Kate Pepler respectively, for their key role in that.

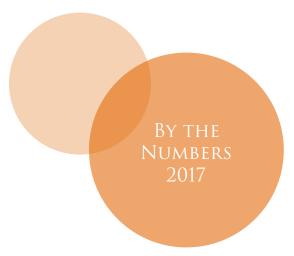
2017 saw us again reach over 500 participants, and we added yet another school in Hebbville Academy.

We're aiming for an even better 2018, and hope to see you out there!

Cheers,

Graham Mann

Grahan Alen



500+

Students participated in spring sailing program

12

Participating schools

3

Participating yacht clubs

20 +

After school sailing participants

20+

Evening sailing participants

20+

Sailing instructors who contributed to the program

20

Sponsors of Sail All

500+

Volunteer hours spent on program

662

Facebook "Likes"

63

Twitter Followers

5781

Followers on Instagram

2017 Program Goals

Our goal for 2017 was to formalize the program a bit, adding some documentation to the ad hoc processes we've had year-to-year, with the goal of getting things started a bit earlier in the calendar year, and making the program more robust for future years,

anticipating some turnover among leadership.

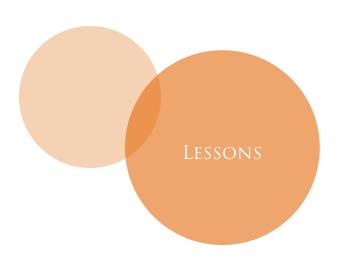
To this end, we brought on some new board members to take lead on sponsorship.

Ultimately, we had some mixed results: we were successful in bringing in enough sponsors to fund the program, but they were primarily the perennial supporters we've had for years (have I mentioned how important they are to the program?). In a perfect world, we'd find a corporate sponsor willing to agree to a multi-year sponsorship deal; it would take a lot of pressure off the program.

The other downside of bringing in a larger board and attempting to document and formalize the current processes is the added friction. Ultimately, it meant that we didn't get started as early as we were aiming, and things like finalizing sponsors and getting apparel distributed happened later than we would have liked.

Our fundraising dinner this year didn't attract the attention it did in previous years, for a variety of reasons, but we held a co-silent auction with LYC towards the end of the summer which matched funds raised in previous years.





We learned a lot in 2017, mostly surrounding our organizational process and fundraising efforts, as much of the focus was there this year.

- Our board expansion didn't have the desired results increased friction slowed things up. Instead, some internal deadlines need to be set for sponsorship package distribution.
- Our fundraising dinner didn't have high enough attendance to warrant continuing, and ultimately we had to cancel. Ironically, in lieu of the dinner, several people made donations, which more than covered what we usually made on the dinner. It may be time to reconsider our annual event.
- We still held our silent auction alongside LYC toward the end of the summer, and results were just as good as previous years. This remains a good source of fundraising, and many sponsors are willing to donate products instead of cash support.
- Private donations were high this year perhaps we should be exploring these in more detail in future years.
- Volunteer support is amazing our coaches and volunteers remain the backbone of the program, and are the only reason we can deliver them at the cost we can.
- Asking for help has proven beneficial, with some school board support for bussing costs, one of our main costs in previous years. Again, a large contributor to the fact that we can continue to provide the program.









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

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 are always 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 fourth silent auction this year with LYC, and we raised over \$1300 total! We can't thank all those that contributed and attended enough.

Thank you all.









2017 Sponsors

Gold

High Liner Foods Mahone Marine LaHave Seafoods Ltd. Ocean Gear

Silver

Bailly's Fuels South Shore Lumberjacks Natural Forces Technologies Canadian Tire Bridgewater

Bronze

Nova Functional Assessment
Sunnybrook Yachts
Kinburn Property Co.
Lincoln Street Food
Rime Restaurant
Big Red's Restaurant

Ironworks Distillery
Lawton's Drugs
The Binnacle
Michele Stevens Sailloft
The Savvy Sailor
West Nova Fuels



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 ADRIENNE O'CONNOR CAROLE LEE REINHARDT PETER MILLETT GRAHAM MANN SHELLEY MANN

LYC INSTRUCTORS:

ADRIENNE O'CONNOR
CLAIRE BOILEAU
ZACH FRASER
SOPHIA JOSENHANS
ALLIE FLOWER
SYDNEY BEATTY
KARL MITCHELL
MALCOLM MANN
THOMAS DAUPHINEE
DAN BAKER
BEN HALVERSON

HSC Instructors:

MEGHAN HENNEBERRY
NILE WHIDDEN
JUSTIN SMITH
LIAM HODDER
CORRINE PETERS

BBYC INSTRUCTORS:

KATE PEPLER AARON STAIRS ALEXA DALZELL GABE GEORGE











FINANCIALS

Leadership	Instructor cost - LYC	\$ 5,909.23
Leadership	Instructor cost - HSC	\$ 2,132.00
	Instructor cost - BBYC	\$ 2,132.00
Administration	Apparel	\$ 585.99
Administration	Annual report filing fees	\$ 20.00
	PO Box Rental	\$ 186.30
	Various admin costs (website, food, etc.)	\$ 241.61
	Bank fees	\$
Equipment & Material	Gas (LYC)	\$ 19.50
Equipment & Material	Gas (HSC)	\$ 58.65
		38.03
	Dinghy maintenance	\$ -
	PFDs	\$ 2 000 00
Transportation	To and from schools/LYC	\$ 2,000.00
	To and from schools/HSC	\$ 1,500.00
	To and from schools/BBYC	
Facility Rental	LYC Learn-to-Sail facilities	\$ 1,000.00
	HSC Learn-to-Sail facilities	\$ 1,000.00
	BBYC Learn-to-Sail facilities	\$ 1,000.00
Other	Boat & support boat rental (total)	\$ 3,500.00
Total Expenditures		\$ 19,439.28
Revenue		
Surplus from 2016	Cash	\$ 297.49
Fees or Charges	Per student user fee	\$ -
Sponsorship	Cash	\$ 8,125.00
Fund Raising	Fundraising Dinner	NA
	Silent Auction	\$ 1,385.00
In Kind	At cost use of LYC facilities, boats	\$ 3,000.00
	At cost use of BBYC facilities, boats	\$ 1,500.00
	At cost use of HSC facilities, boats	\$ 2,000.00
	Bussing	\$ 3,500.00
Private Donations	Cash	\$ 1,300.00
Other Gov. Sources	NA	\$ -
Accounts Outstanding	Remaining balance LYC instructor cost	\$ 909.23
	2017 website reimbursement	\$ 134.83
Total Revenues		\$ 22,151.55