

S A I L A L L

ANNUAL REPORT

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MESSAGE FROM THE FOUNDER

The Sail All program began with the simple idea to try and make sailing more accessible for youth in Lunenburg and the surrounding areas. Sailing is an amazing sport, and I consider it a great privilege that I grew up on and around the water, and learned sailing from a young age. Some of my greatest summer memories come from sailing, and I still have many great friends who I met through the sport.

One of the most remarkable things I noticed while trying to bring this program to fruition, and also during the actual implementation, was the number of people who were willing to help. Whether it was organizing the junior sailing resources at Lunenburg Yacht Club (LYC), sorting out insurance issues, or providing hot chocolate on land (thanks Mum!), the number of people who stepped forward and contributed to the success of the program was amazing. The program would not have been possible without them and I extend thanks to all those involved.

The pilot year for Sail All was a great success, and I'm extremely proud of what we accomplished. 251 students, most of whom had never sailed a dinghy before, and many of whom had little or no experience on the water at all, got to try sailing at no cost. The looks on their faces when they returned from a day on the water made the experience rewarding for everyone.

That said, we have many improvements coming in 2014, and an expanded team (we're also a non-profit organization now), and we can't wait to get the program going this year!

Thanks again to everyone involved, and we hope to see you around this spring and summer!

Cheers,

A handwritten signature in black ink, appearing to read "Graham Mann". The signature is fluid and cursive, with a large initial "G" and "M".

Graham Mann

BY THE NUMBERS 2013

251	Students participated in spring sailing program
94%	Student participants who thought the program should continue in future
91%	Students who rated their overall experience 4 or 5 on 5 point scale
7	Sailing instructors who volunteered their time to contribute to the program
25+	People involved in implementing one aspect or another of program
500+	Volunteer hours spent on program
400	Facebook "Likes"
1,119	Video Views on CBC Sail All feature
23	Followers on Twitter

2013 PROGRAM GOALS

The general aim of the 2013 program was to make the sport of sailing more accessible to youth. The first phase of the project was to provide youth in Lunenburg and Mahone Bay, specifically at Bluenose Academy and Bayview Community School, with the opportunity to experience sailing at Lunenburg Yacht Club through their schools. Students were to receive one hour of in-class instruction at their schools about the basics of sailing, before traveling to LYC to spend one day receiving instruction and trying out sailing in dinghies.

This opportunity would allow students to try sailing – a lifelong sport – and learn many things through the course of the activity; teamwork, respect for the environment, communication and experience on the water.

After Phase One of the project was completed (mid-June), Phase Two was to begin. Phase Two would provide the opportunity for those that would like to continue sailing through the summer (from those that participated in phase one) to do so, including those who otherwise might not financially be able to do so. The goals for this phase were to have 5 young sailors who might not otherwise be able to participate (due to financial constraints), get involved in one two-week session of sailing each (during the summer months).

The program was to be evaluated on the number of participants, their experience as measured by surveys after the fact, and the cost to students and schools participating (with the goal of minimal cost to both).



PROGRAM ACHIEVEMENTS

The overall goal of the program was achieved; many youth, who would otherwise not have had the opportunity, experienced sailing.

Phase One was extremely successful – 251 students participated, and their experiences were extremely positive (see Appendix for details). Those students that participated were in grades 7-9, representing ages 12-15. With regards to our evaluation criteria, the number of participants was well above expectations, and their experience was almost unanimously positive. The program was also delivered with no cost to students or schools, which satisfied our criteria of reducing the cost as much as possible.

Phase Two of the program was implemented through two different programs: a partnership with P.R.O. Kids and free-of-charge weekly lessons. The weekly lessons were two hours, offered on Monday and Wednesday nights, and open to anyone who had participated in phase one, regardless of skill level. Volunteer instructors from LYC provided the instruction, and LYC also provided the facilities and equipment.

P.R.O. Kids is a program run by the Recreation Department of the Municipality of the District of Lunenburg and its goal is to provide youth who are financially limited the opportunity to participate in recreational and cultural activities. We formed a partnership with them, agreeing to contribute the cost of supporting youth who wanted to participate in sailing programs over the summer, if they would take care of the application process (ie. Kids would apply to participate in sailing to P.R.O. Kids, and we would provide the funding for them).

Both parts of Phase Two were not as successful as Phase One. We did not meet our goal of having 5 participants in a two-week sailing program, and in fact had no participants or applicants through the P.R.O. Kids program. However, it is known that at least six participants in Phase One did participate in sailing programs through the summer; they did not, however, utilize P.R.O. Kids.

The participation in the evening sailing program was better, with four different participants. However, this was still well below the desired number, and participation was sporadic.

We believe the shortcomings in implementation of Phase Two mostly surrounded advertisement and timing. Most of the advertisement of Phase Two came at the end of Phase One, which coincided almost exactly with the end of the school year for the student participants. By this time, students and parents already have many plans for the summer, and also aren't as likely to receive documentation handed out at schools (which was how most advertisement for the program was delivered).

The proportion of sailors who continued participating in sailing over the summer – either in sailing programs with or without P.R.O. Kids or during the evening lessons – was well below what was hoped, and will be a major focus in the coming year.

LESSONS

Phase One of the project was a great success, while Phase Two was less successful. However, both provided some valuable lessons which we hope to improve in the coming year:

Phase One:

- Higher than minimum instructor-student ratio is needed for most effective program and in less-than-ideal conditions (1:3 or 1:4 is ideal)
- Lecture-style instruction was least popular part of entire experience (see Appendix statistics) – hands-on learning is preferred
- Visual assurance of safety (video of typical day) and experience would be beneficial – improvement upon current promotional video needed
- Length of desired sailing day dependent upon weather – students on good-weather days would prefer longer sailing day, while adverse conditions caused students to want to retire early
- Students want to get on the water as soon as possible (minimize recap of lessons taught in-school on sailing day)
- Activities on shore could be improved to entertain students when they return to shore
- Engagement prior to sailing day (via website, Facebook, YouTube, etc.) may be beneficial for expectations of program
- Younger ages may be more receptive to continued participation over summer (many of older kids already have summer plans decided or preferred sports)
- Some youth would like opportunity to try keelboat sailing
- Activities on shore could be improved to entertain students when they return to shore

Phase Two:

- Advertising/promotional material must be distributed earlier to encourage participation and make students aware of programs offered
- Advertising to broader audience could improve participation (not just those who participated in Phase One)
- Application process for P.R.O. Kids (application by reference) may not be ideal for goals of Sail All
- Coordination with sailing opportunities for parents may improve participation
- Overall continued participation of students from Phase One was poor – need to provide better bridge opportunities between spring and summer for students to continue participating

IMPROVEMENTS FOR 2014

2014 has already yielded some important steps for Sail All. We are now a registered non-profit organization, which will allow us to operate outside the constraints of individual yacht clubs in future, and brings volunteers into larger roles as officers of members of the board of directors. We also have a new website, and have been taking steps to begin some of the improvements mentioned below.

Consultation with many of those involved in the 2013 program with regard to the lessons learned from last year has yielded some desired improvements for 2014:

Phase One:

- Ensure higher instructor-student ratio (this was fulfilled in 2013, but will be planned for in 2014)
- In-school instruction modified so that all learning is hands-on, preferably with actual boats to be used in program
- New promotional video to be developed – will characterize typical day at Sail All, with demonstrations and video from instructors
- Recap of in-school lessons will also be done practically, on boats to be sailed that day, and time will be minimized
- There will be more sailing-related activities available upon students' return to land
- Engagement via advertising of Facebook page, website, Twitter and YouTube will be improved
- Age range of participants will be re-evaluated – likely to include grades 5-7 to begin
- Students will be offered opportunity to continue sailing during the spring (following their class participation day) in hours outside of school, potentially in both dinghies and keelboats
- More information about local summer sailing programs offered on school sailing day
- Dedicated photo/video person for improved engagement from students both prior and following their participation

Phase Two:

- Earlier and more widespread distribution of advertising material for all Sail All programs, including those offered over the summer
- Exploration of new partnerships to provide financially constrained youth the opportunity to participate in summer sailing programs
- Partnerships with yacht clubs to provide joint youth-parent sailing opportunities to encourage continued participation

In addition to these improvements, we are aiming to expand the sources of funding for the program, as we move towards making the program more sustainable. It is hoped that the notoriety of the program will increase the number of volunteer instructors available, as well as provide sponsorship and fundraising opportunities that would not have been available during the first year of the program.

MEDIA & AWARDS

MEDIA



SAIL CANADA



SAIL NOVA SCOTIA



PROGRESS BULLETIN ARTICLE, 4 JUNE 2013



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 were vital for the success of Sail All in its inaugural year. Lunenburg Yacht Club, and those involved in its Learn-to-Sail program and the management of the club were 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.

The grant contributors were also vital to the success of the program. These contributors included the [Nova Scotia Department of Health and Wellness](#), the [Municipality of the District of Lunenburg](#) and [Sport Nova Scotia](#). These organizations 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 cooperation of the South Shore Regional School Board and the administration and teachers at Bluenose Academy and Bayview Community School was also important to the success of the program. 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 greatly value these partnerships, and hope to both continue and expand our partnerships in 2014.

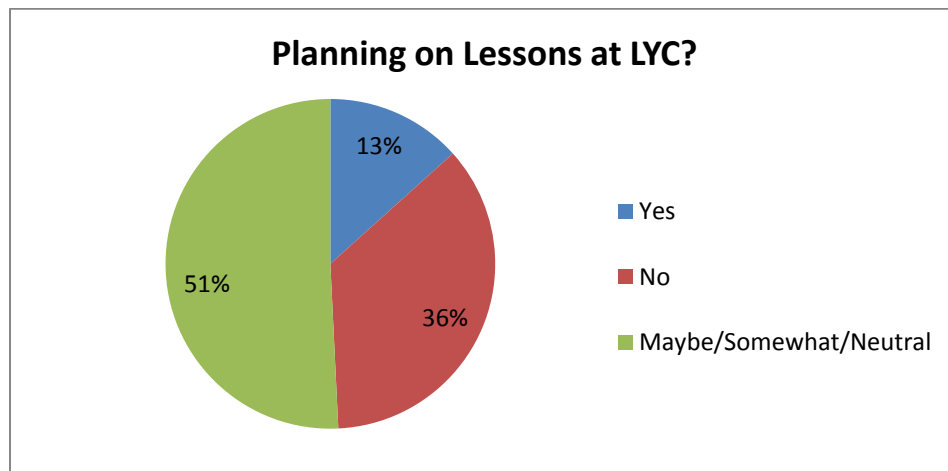
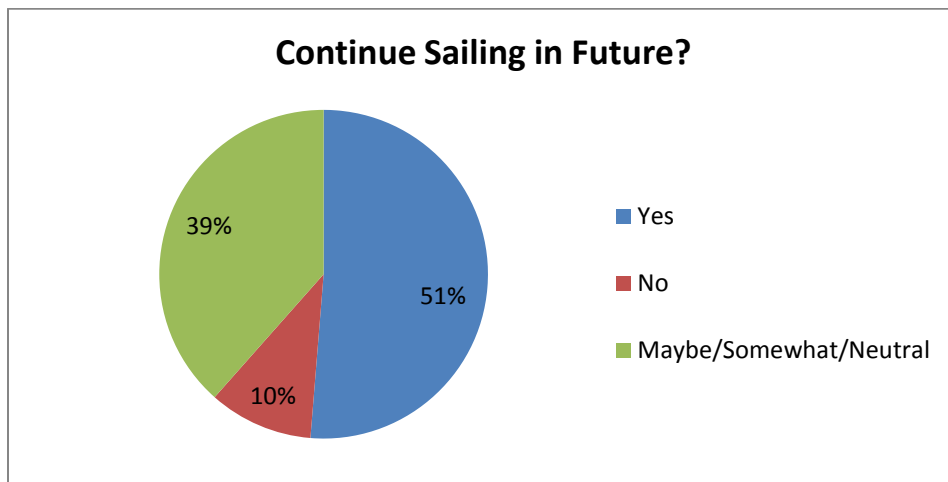
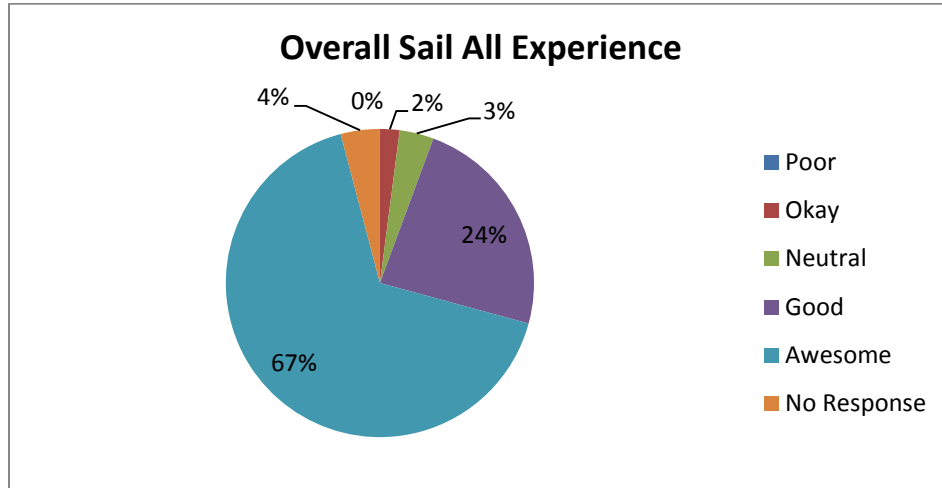


FINANCIALS

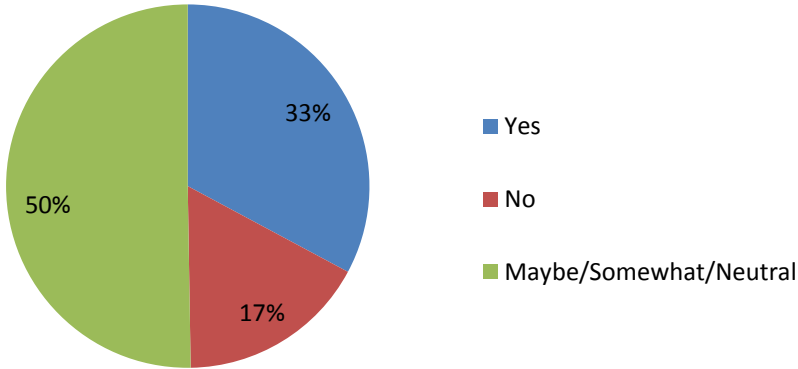
EXPENDITURES		
Leadership	Instructor cost	5920
Administration	Copies, instructional materials, apparel	363.93
Equipment & Material	Gas	60.14
	Dinghy maintenance	559.78
	PFDs	1479.76
	Food/water	69.96
Transportation	To and from schools/LYC	733.2
Facility Rental	LYC Learn-to-Sail facilities	1000
Other	Boat & support boat rental	2000
Other	Support initiative (Phase 2)	0
Total Expenditures		12186.77
REVENUE		
Fees or Charges	Per student user fee	0
Membership		0
Fund Raising		0
Municipal Contribution	Municipality of District of Lunenburg	500
In Kind	At cost use of LYC facilities, boats	3000
	Volunteer instructors	4000
Other Provincial Government Sources	Sport Nova Scotia	1500
	NS Dep. Of Health and Wellness	5600
Total Revenues		14600
Budget Balance		2413.23

APPENDIX

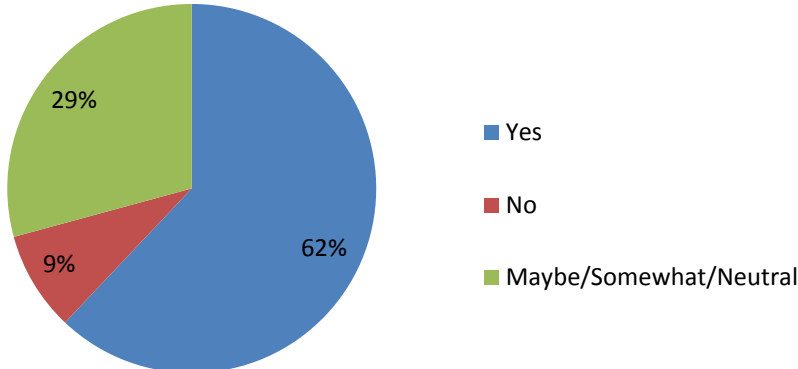
A. OVERALL STUDENT FEEDBACK



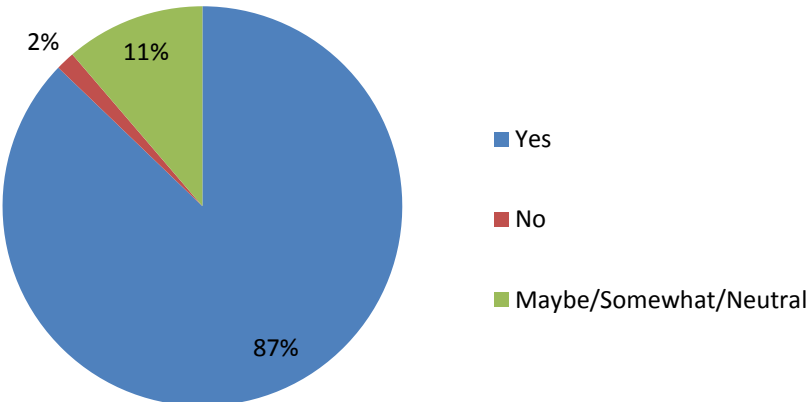
In-Class Presentation Interesting



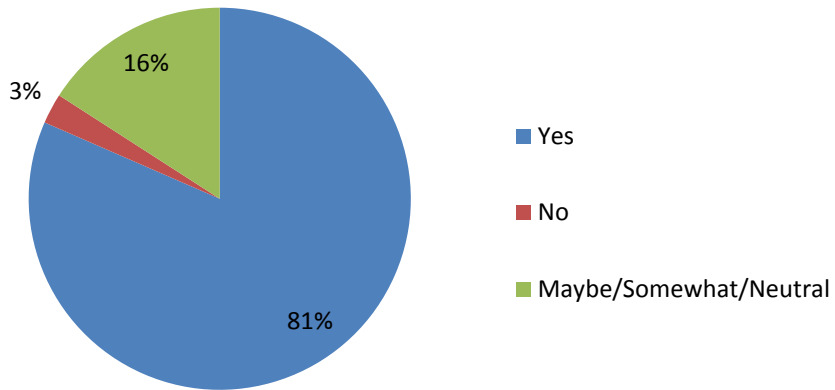
In-Class Presentation Helpful



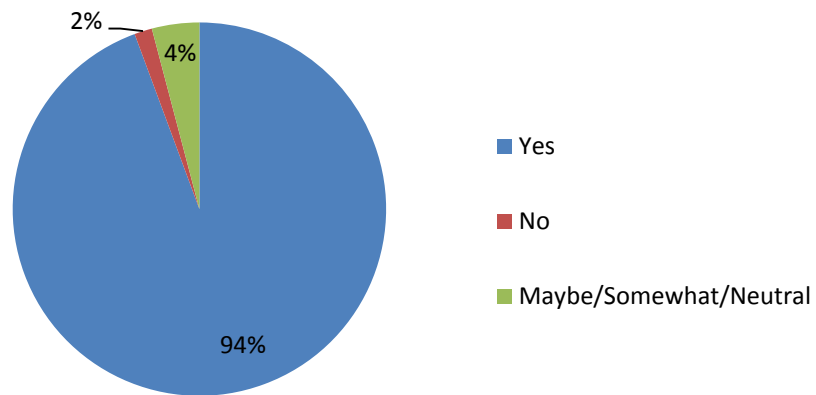
Satisfied with # of Instructors



Participate in Program Next Year?



Should Program Continue in Future?



B. SUPPORT LETTER FROM BAYVIEW PRINCIPAL

BAYVIEW COMMUNITY SCHOOL

**Craig Pottie
Principal**

**Jamie Renouf
Vice-Principal**



To Whom It May Concern,

I am writing this letter of support for the Sail All program, which was recently launched for students at my school. This program provided our students with an opportunity that the school would never even dream of pursuing. Our grade seven to nine students received initiation from skilled trainers before spending a morning out on the water, controlling their own craft.

Many of our students were apprehensive about going out, as they had never been out sailing before. Considering that we live in an area whose culture and economy is based on the water, this program also gave our students a better perspective on our history and geography in a real way. The organizers were effective in putting their minds at ease, while focusing them on the task at hand. Our teaching staff was very impressed with the approach of those working in the program.

When the students returned from school they were very excited. They had had a great time and all had stories to tell. The student survey results would certainly bear this out. We would not only whole heartedly endorse this program, we would like to put our names in to be able to participate in it again.

**Craig Pottie
Principal
Bayview Community School**