



SOUTHERN IDAHO SAILING OUTREACH CAMPAIGN FOR YOUTH SAILING

The Challenge: Replace Screens with Scenes, Skills, and Self-Confidence

We live in an increasingly plugged-in society, even here, where outdoor recreational activities are accessible and plentiful. Kids and adults alike spend sedentary hours every day in front of screens, resulting in a risk of increased obesity and related health issues, not to mention anxiety, isolationism, and depression, and a decreased attention span.

The Benefits of Sailing in the Life of a Child

- Sailing **fosters self-reliance**, builds decision-making skills, critical thinking, and curiosity.
- Sailing **connects kids with each other** and provides a place where conversation, laughter and shared silence happen easily.
- Sailing **promotes a bonding with the natural world**, giving “digital natives” opportunities to unplug.
- Sailing **promotes brain development**, for a positive connection to STEM learning, helping kids become better critical thinkers as they begin to understand the intricacies involved when wind and water and machine interact.
- Sailing **teaches the value of a solid work ethic** as organization, cleanliness and hard work are immediately rewarded with success and fun.
- Sailing **promotes responsibility and discipline**, as young sailors learn to care for equipment, be responsible for their decisions, and focus on the task at hand.
- Sailing **cultivates a sense of adventure**, replacing the everyday with an unfamiliar environment where a child can stretch his imagination, test her mettle, gain confidence, and learn patience.

Everyone Should Have the Opportunity to Sail

The goal of the Raise the Sails! campaign is to support the Southern Idaho Sailing Outreach (SISO) community sailing program which provides boats, docks and equipment for youth sailing education in Southern Idaho in partnership with the City of Boise & Idaho Parks & Recreation. Our goal is to ultimately serve up to 400 youth per season (ages 10-17) over a 10-week summer period.

In preparation for its inaugural sailing camps in the summer of 2019, the Boise Parks, SISO, and US Sailing worked to certify sailing instructors for the program. Future plans include programs for family, adaptive, and veteran sailing. Scholarship opportunities are currently available through the City of Boise, allowing kids across the entire Treasure Valley economic spectrum to participate.

Help Make it Possible

The first step in providing sailing outreach and education programs is to provide safe equipment. Toward that end, SISO, in partnership with Ada County Waterways, were awarded two competitive grants from the Idaho Department of Parks and Recreation's Waterways Improvement Fund totaling \$120,000, making it possible to install low-profile docks at Lucky Peak's Spring Shores Marina in the Spring of 2018 and 2019. A group of generous private donors contributed close to \$90,000, enough to purchase 10 RS Zest training sailboats and two used coach boats.

Future planned infrastructure at Lucky Peak includes a sailing learning center with equipment storage, new coach boats and a number of graduate sailboats suitable for youth or adults learning how to sail.

The next crucial step is purchasing additional boats and safety equipment. Without these, sailing education and other community sailing programs simply won't happen. To provide opportunities for youth and families to learn to sail, boats and supporting infrastructure are needed. To that end the Raise the Sails! campaign seeks to raise \$415,500.

Budget



Major Remaining Capital Items

Graduate sailboats	10 @ 8,975	89,750
RIB safety and teaching boats	2 @ 27,500	55,000
Motors for existing coach boats	2 @ 7,500	15,000
Beach shipping container	2 @ 6,500	13,000
Container mods, deck, canopy		25,000
Security fencing/lighting		17,500
Teaching aids, signage		2,200
Launch dollies	4 @ 600	2,400
Trailers	2 @ 6,000	12,000
Subtotal		\$231,850

Ongoing O&M Costs (rental, storage, equip) **\$25,000**

Ongoing Administrative Costs (Certification, insurance, web hosting, accounting) **\$7,650**
Subtotal **\$32,650**

Contingency 20% 53,000
Total first year capital required **\$317,500**

Annual recurring costs (\$32,650/year x 3) 98,000
Total Campaign Goal **\$415,500**

Naming Opportunities

Name on Facility	\$100,000
Safety and Teaching Boats (2)	\$25,000
Student Sailboats (20)	\$10,000
Donor Wall Listing	Gifts of \$1,000 and up