

Community Boating Center



FOUNDED: 1998
CURRENT ANNUAL BUDGET: \$700,000
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Investment Opportunity

CBC seeks a \$1.9M investment over the next two years to increase its program and organizational capacity. CBC will use this investment to deepen the Junior Instructor program and expand CBC's partnerships and its reach in the community in order to engage more youth in Greater New Bedford. To accommodate more participants, CBC will expand its fleet and add two educators to mentor Junior Instructors and lead school-year programs.

Community Boating Center (CBC) is a youth mentorship and outreach organization that uses boating and the marine environment to involve kids in safe, fun learning experiences.

New Bedford's identity is tied to the sea. It was the 19th century whaling capital of the world. Today, it is the number one commercial fishing port in the nation, and it is poised to be the launching point of the largest off-shore wind farm in the U.S. However, New Bedford is also among the poorest cities in Massachusetts, making its youth especially vulnerable both in school and outside of it:

- The 4-year high school graduation rate, while rising, is at 59% compared to 88% statewide
- Average per capita income is \$24,000 compared to \$38,000 in Massachusetts
- Youth participation in team sports is at 32% compared to the state average of 78%

CBC engages kids in learning positive and practical life skills that will allow them to steer toward a successful future, whether in college, the workforce, or as leaders in their community.

Two-Year Goals

- Increase the number of Junior Instructors from 35 to 45
- Grow CBC's network of community partners, increasing the number of schools and organizations from 20 to 45
- Increase the number of annual program participants from 2,500 to 3,500
- Update aging equipment, including a fleet of boats
- Strengthen data collection and analysis of outcomes

Ways to Invest

FINANCIAL

- \$375 sponsors a child for one week of Summer Youth Sailing
- \$4,000 funds a 12-week CBC program at a school
- \$6,000 supports a Junior Instructor for one year
- \$50,000 funds a full-time science educator
- \$150,000 purchases a fleet of 20 sailboats for instruction

IN-KIND

- Program quality assessment
- Internship/apprenticeship opportunities for Junior Instructors
- Assistance with boat and dock maintenance and repairs

Leadership & Governance

Andy Herlihy served as CBC's Assistant Director from 2000-2002. He returned to the organization in 2013, after ten years in the private sector. He is passionate about imparting the life lessons he learned on the water, as a crew member and at the helm, to the youth who experience CBC's programs each year.

The Board of Directors is comprised of local leaders who have expertise in education, law, business, and boating. One board member grew up participating in CBC programs.

COMMUNITY BOATING CENTER'S MODEL



CBC connects thousands of Greater New Bedford youth, ages 5 to 24, to the water through a wide range of programs year-round, providing youth development, education, mentorship, and access to a network of community partners.

Youth Development: Each time CBC students step into a boat, pull the tiller, or trim a sail, they are learning a meaningful lesson. Sailing encourages individuals to come together as a team and collectively overcome challenges. CBC's flagship program, Summer Youth Sailing, is designed to instill positive life values, such as trust, integrity, sound judgment, and teamwork. The program is accessible to all, with financial aid for those who qualify. Last year 85% of participants attended free of charge.

Education: CBC's year-round education programs, both in school and out of school, provide youth with hands-on learning opportunities that emphasize math, engineering, creativity, and problem-solving. CBC's approach to STEM learning places students at the helm of the process as they learn to build a boat or design and build a model wind turbine or a remote-controlled sailboat.

Mentorship: CBC's goal is to mentor all youth from the first time they enter a program until they graduate high school and beyond. CBC's staff, from executive director to junior instructors, continuously act as positive role models for children. Studies have shown that youth with mentors are more likely to graduate from high school, participate in extracurricular activities, and become civically engaged.

Network: The success of CBC's programs involves collaboration with schools, other organizations engaged in youth development, and marine-related businesses. These provide subject matter expertise as well as connections in the community for future opportunities for youth, such as internships and jobs.

“

I am so grateful for the Community Boating Center and the dynamic programming they offer students from our school and our community.

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SARAH HERMAN, Head of School,
Our Sisters' School





CBC has been a huge confidence boost for me in the past four years. Sailing makes me feel more free and like I can overcome obstacles. I would love to share this feeling with others.



CARLYN
CBC Junior Instructor

Key Investors

- 11TH HOUR RACING
- ARCADIA CHARITABLE TRUST
- AMELIA PEABODY FOUNDATION
- CARNEY FAMILY FOUNDATION
- GREATER NEW BEDFORD WORKFORCE INVESTMENT BOARD
- THE ISLAND FOUNDATION
- MASS. DEPT. OF ELEMENTARY AND SECONDARY EDUCATION
- SELLDORFF CHARITABLE FOUNDATION
- UNITED WAY OF GREATER NEW BEDFORD

Partners

- CITY OF NEW BEDFORD
- JUSTICE RESOURCE INSTITUTE
- NATIVITY PREPARATORY SCHOOL
- NEW BEDFORD PUBLIC SCHOOLS
- NEW BEDFORD WHALING MUSEUM
- OUR SISTERS' SCHOOL
- UNITED STATES SAILING ASSOCIATION

BUILDING FUTURE LEADERS – THE JUNIOR INSTRUCTOR PROGRAM

CBC started the Junior Instructor (JI) program in 2015 after realizing the urgent need in the community for a youth program designed to build leadership and real-life job skills. The aim of the program is to assist 14-18-year-olds in the transition from high school to college or directly onto a career path, by providing them with appropriate training, a support network, and exposure to new opportunities.

According to the National Mentoring Partnership, young adults who were at risk for falling off track, but had mentors, were 55% more likely to enroll in college and 130% more likely to become leaders themselves.

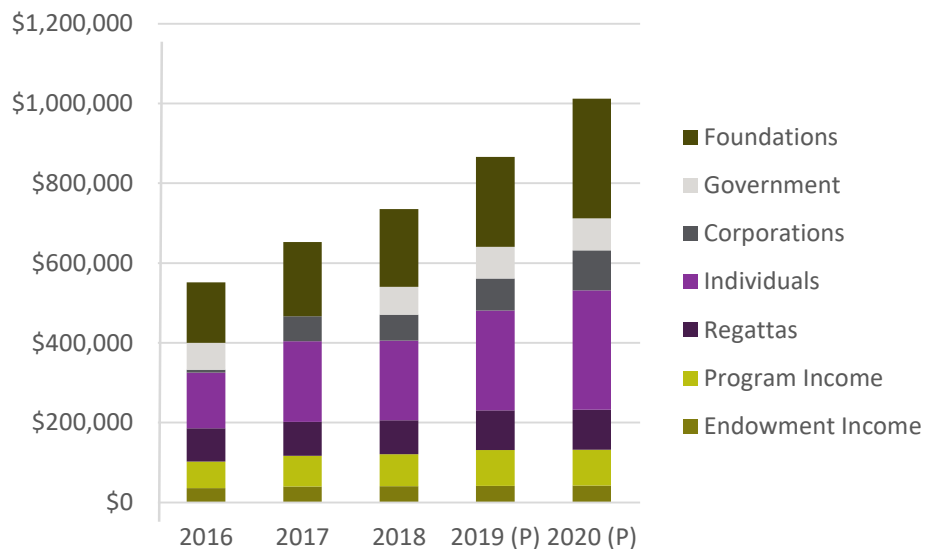
Mentored by CBC’s senior staff, JIs become certified instructors in the Summer Youth Sailing program and help conduct CBC’s school programs. Developing their abilities to teach, lead, and inspire, JIs become the bridge to the next generation of CBC participants – serving as role models and expanding CBC’s reach in the community.

To increase job opportunities for youth, CBC has introduced training in such marine-related trades as aquaculture and boat building. Additionally, CBC is seeking to partner with local businesses to provide internship connections that can help youth get marketable skills in areas of growing demand in New Bedford and beyond – such as off-shore wind energy and marine service technology.

FINANCIAL SUSTAINABILITY

Over the past five years, Community Boating Center has steadily increased the number of youth it serves while maintaining balanced budgets. In 2015, the Board of Directors and staff crafted a strategic plan focused on expanding its partnerships and programming, while diversifying and increasing its funding sources.

Revenue by Source





Success Story: Adilson

Five years ago, Adilson had never stepped on a sailboat. Though he lives just a few city blocks from the shore of Buzzards Bay, he had never been on the water until coming to CBC with a group of students from his school. He was unenthusiastic about the idea at first, but with the guidance of mentors, he quickly gained confidence and learned that he loved the freedom of sailing. Last summer Adilson was a Junior Instructor, teaching the next generation of sailors. He is currently working on programming CBC's first autonomous sailboat, a project that will then be taught to eighth grade students in New Bedford. Interested in business, he interned at CBC his senior year, learning more about the operations side. He plans to enroll in college this fall.



PROGRAM PERFORMANCE AND ORGANIZATIONAL HEALTH

Below is a summary of the key measures CBC will track to demonstrate progress, create internal accountability, capture lessons learned, and make adjustments as necessary.

	FY 2018	FY 2019 (P)	FY 2020 (P)
PROGRAM PERFORMANCE			
Junior Instructors	35	40	45
Schools and youth organizations participating in CBC programs	20	30	45
Total program participants	2,500	3,000	3,500
Community/business partnerships	5	10	20
ORGANIZATIONAL HEALTH/CAPACITY-BUILDING			
Number of full-time equivalent employees	11.5	13	15
Board Members	9	12	15
Develop plan to diversify and increase funding sources	Create	Implement	Implement and assess
Develop and refine evaluation systems to better track outcomes, including school performance and post-graduation plans	Plan and Implement	Implement	Implement and assess
Total Revenue	\$700,00	\$866,000	\$1,012,000

SOCIAL IMPACT

To date, CBC has served over 15,000 students. CBC's long-term vision is to reach all students in the New Bedford school system at least once during their K-12 years.

CBC has partnered with the Analysis Group to develop surveys and other forms of data collection to help gauge CBC's impact on youth in Greater New Bedford. CBC seeks to broaden its Junior Instructor program to build young leaders and strengthen the network of opportunities and support in the community.

Below are the indicators that CBC will track to measure its impact.

INDICATOR	FY 2018 (P)
Junior Instructor participants who graduate from high school and either enroll in college or are employed in a career-growth job	100%
Junior Instructor participants who obtain U.S. Sailing Level 1 certification	100%
Growth in confidence, problem-solving, and leadership skills	To be tracked
Number of engaged alumni	To be tracked
Increased internship opportunities and accessibility to marine trades	To begin in 2018