



Sailing Season 2018.  
Year in Review

## **2018 Annual Prospectus**

# Quick Looks



## BOTTOM LINE

- 🚢 Even though the State Medical Reimbursement system stopped several of our larger clients, we entered in 2018 in uncertainty and closed with impressive numbers
- 🚢 **1,000** Sailing Experiences in 2018
- 🚢 **356** New and Repeat Signups
- 🚢 Several new captains joined our ranks, some only for the season, but others to be called on for open houses and emergency needs in future seasons



## Community

## Promotions

- Our 2<sup>nd</sup> year to set up an information table at the Hartford Hospital Living With Stroke Conference May 2018, to talk about the program and sign up new clients
- Our 2<sup>nd</sup> year to set up an information table at the Gaylord Hospital Sports Association Adaptive Sports show June 2018
- Our 1<sup>st</sup> year to be invited to set up an information table at the New Horizons Adaptive Sports show October 2018
- Started discussions with Eastern States Exposition (The BIG E) to establish an annual information section at the BigE Connecticut House beginning in either 2019 or 2020.

# Technology

# Innovations



- 🚢 Integrated GoFundme with Paypal giving account, receiving to date a gross of \$3500 through the new system: \$450.00 in client membership fees and \$3005.00 in donations.
- 🚢 Linked Paypal, GoFundme, our Website and our corporate account for simple payment processing
- 🚢 Among many website improvements, Added On-line registration and payment processing.
- 🚢 Using the GoFundMe designated funds, we were able to purchase or repair needed equipment, two rebuilt motors and a badly torn sail-fixed.
- 🚢 Completed several hours of new videography
- 🚢 Introduced our NEW complete database system

## THE BOTTOM LINE:



### At the End of 2018

- 630 Clients
- 980 Blue Tickets Ride Experiences
- 1100 Completed Ride Experiences\*

*\* COMPLETED RIDE EXPERIENCE INCLUDES TOTAL OF ALL BLUE TICKETS PLUS RECONCILIATION OF LOST OR MISSING BLUE CARDS BASED ON REGISTRATION DATES, GROUP LISTS AND SPECIAL EVENT SIGN UP LISTS*

# 2018 – A NEW DATABASE STARTS UP.



In 2018, Sail Connecticut Access implemented the first phase of a full membership database and sail experience tracking system.

The Membership system is divided into major categories, by which any client can be searched, sorted or tallied

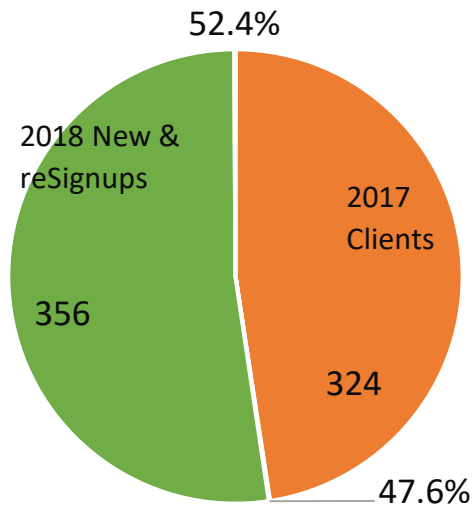
By Member Association, such as groups private pay persons, donors, crew and more.

By date, last name, phone, address, picture, date last sailed and so many other search and sorting functions

Member	LastName	First	LinkedDatabase	Address	Town	State	Zip	Phone1	Chk Home	Work Phone	Chk Cell	Photo
	Oliva	Elizabeth		117 South Rd	Northford	CT	06455	906.564.9991		906.257.8194/Local		
1-Group Co. Office	Not Provided	AnnMarie	Camp Malverne	331 Great Neck Rd	Northford	CT		403.722.8405		888		
1-Group Co. Office	Selle	Lois	Beccardi's Life Skills Program	43 Long Meadow Hill Rd	Enochville	CT	203.313.0303	906.417.4397		888		
1-Group Co. Office	Lyn	Shirley	Das Hill Camp Malverne	331 Great Neck Rd	Northford	CT	06455	303.640.7175		888		
1-Group Co. Office	Shapiro	Jodie	Carson Center for TB Services	595 E. Columbus Ave	Southington	CT		413.375.3557		413.790.3700		
1-Group Co. Office	Yellace	Kathy	Shuckee Group Home	83 Shuckee Rd	Greenwich	CT	06876	986.628.2363		888		
1-Group Co. Office	Johnson	Michael	DOS - Westfield	135 Westfield St	Westfield	CT	06097	203.895.1305		888		
1-Group Co. Office	Culkin	Nancy	Veira	1395 Old Church Rd	Westbrook	CT		906.295.0000		906		
1-Group Co. Office	Randa	Dawn	Das Hill	275e Nelson Ave	Waterbury	CT		986.465.5628		888		
1-Group Co. Office	Young	Ellen	New England		CT			906.521.3426		906.593.4930		
1-Group Co. Office	Honey	Doreen	Sauk Inc	1420 Route Post Rd	Westbrook	CT	06456	986.86.1848		888		
1-Group Co. Office	Lafite	Lindsay	East Haddam Harbor High School	75 Camp Green Dr	Woodstock	CT	06090	906		906.226.6221		

1.

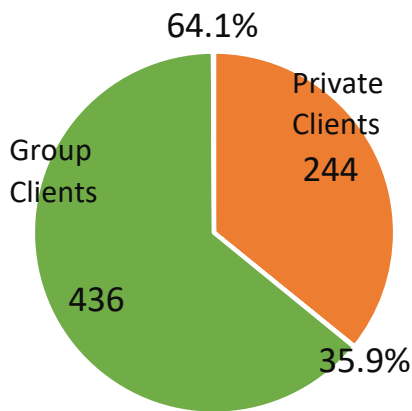
**2017 Clients and New 2018/Re-Sign 2018 - 680 Clients**



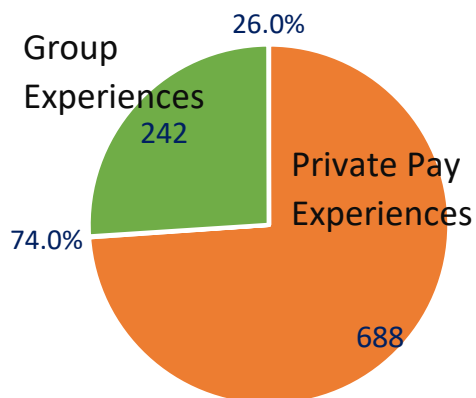
These three charts are analyzed further on the next pages:

680 Person Database	356 New or re-signup in 2018
	324 Old – Not resign up in 2018
680 Person Database	244 Private Pay Individuals
	436 Group Individuals
930 Sail Experience Records	688 Private Pay sail experiences
	242 Group Pay Sail Experiences

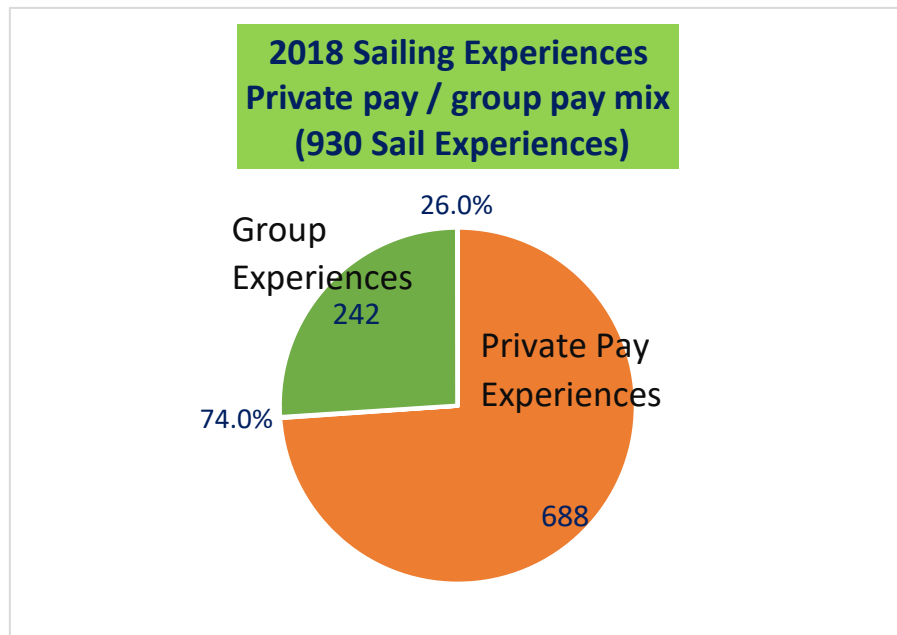
**2018 Private pay / group pay Client List (680 Clients)**



**2018 Sailing Experiences Private pay / group pay mix (930 Sail Experiences)**



**2018**  
**930 SAILING**  
**EXPERIENCES**  
**LOGGED**  
*(in the database)*



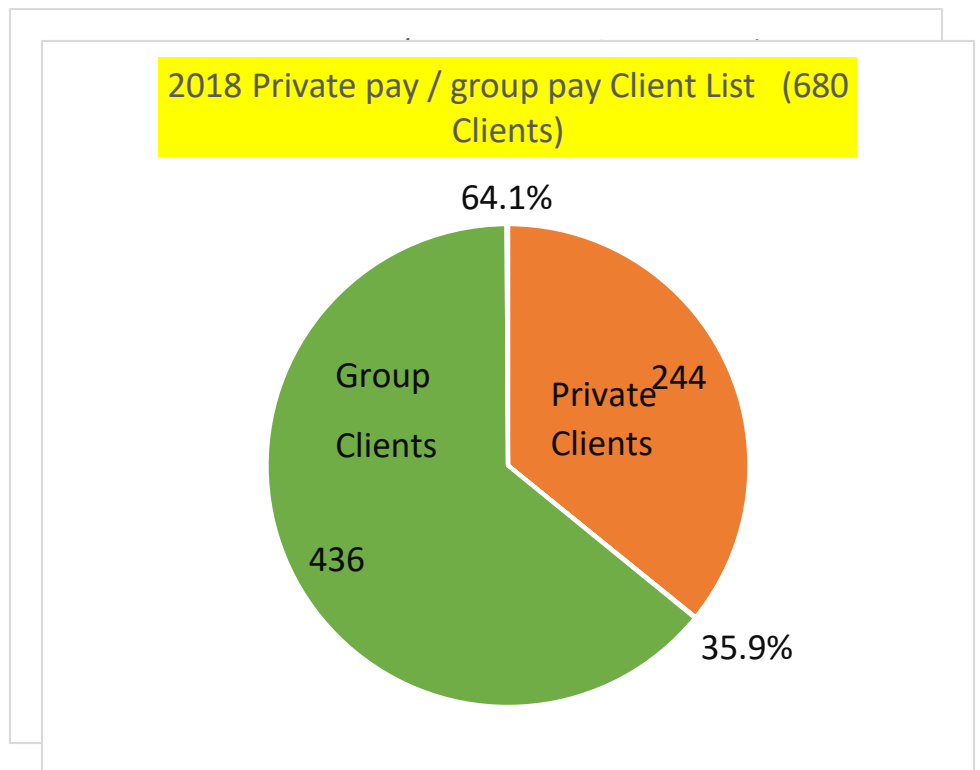
Each time any person boards a boat, it is called a sailing experience. Our annual goal is for a minimum of 1,000 sailing experiences per year, with hopeful growth. The implementation of the database was set for 2018, but the implementation for sailing records is still “Internal use only”, as we continue to improve our manual processes.

In the chart below, it is shown how on several dates that are regular sailing dates, that no cards were retrieved. Discounting a couple of rain-out Fridays, a low estimate of only 6 riders per day would place the total over 1,000.

	Example 1: Dates that I did not pick up Blue Cards for			
	Wednesdays	Thursdays	Fridays	Saturdays
July	4 <sup>th</sup>	5 <sup>th</sup> ,13 <sup>th</sup>		15 <sup>th</sup>
August	15 <sup>th</sup>		10 <sup>th</sup> ,31 <sup>th</sup>	4 <sup>th</sup> ,11 <sup>th</sup> ,19 <sup>th</sup> ,26 <sup>th</sup>
September			14 <sup>th</sup> ,30 <sup>th</sup>	



**2018**  
**DESPITE LOSING**  
**SOME 2017**  
**GROUPS, WE**  
**GREW.**



Up to 2018, there was no central capture of clients, and the listing that we did have only had about 20 names, plus a book of pages of groups and customer names. All of this information was brought together so that Sail Connecticut Access could have a central database.

Another piece of interesting information that the pie chart above demonstrates, is how, during a year of state cut-backs, when some of large groups stopped coming, our percentage of SAILING EXPERIENCES to the private pay sector jumped way up, both in quantity and percentage.

This points to the success of making of the loss of the groups with new private pay clients.

Compare the two pie charts. The 36% of our client base (Private pay) took 74% of the Sail Experiences, while 64% of our client base (Groups) took 26% of the Sail Experiences.

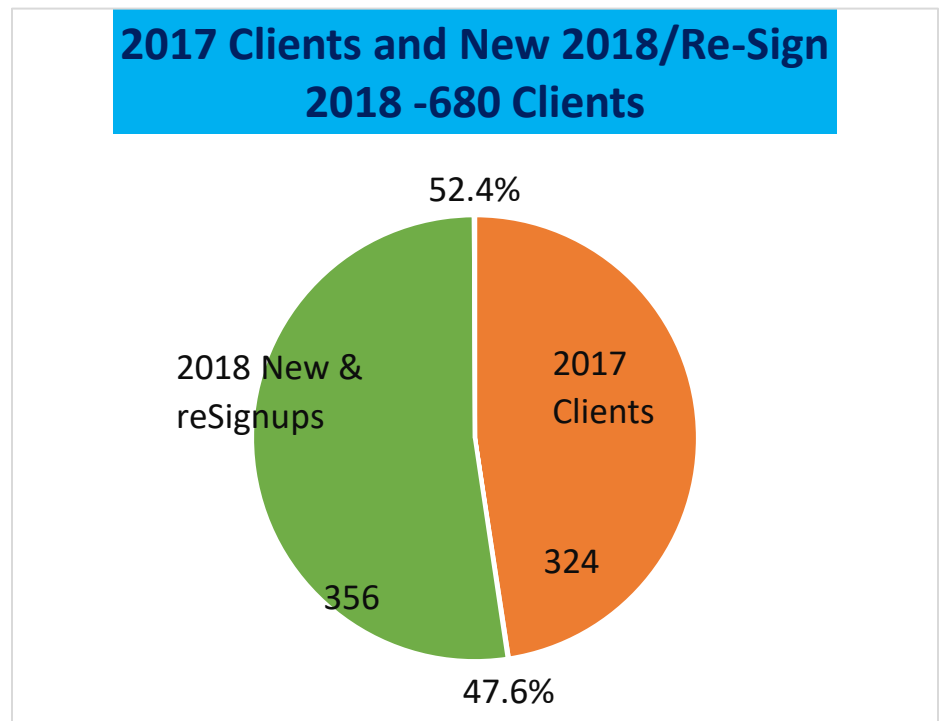
**2018  
EFFORTS TO SIGN  
UP NEW GROUPS  
AND PRIVATE PAY  
INDIVIDUALS WENT  
WELL.**



Although actual client counts are constantly changing and growing, I decided to begin only with the clients who had been active in 2017 and 2018. As of Oct 15, 2018, this total was 680, of which 64% (436) were Group members, and 36% (244) were Private Pay members.

This Pie chart takes another, slightly different look at the SAME 680 clients as counted in the previous pie chart. Instead of divided Private and Group, this chart divides NEW 2018 clients (which includes re-signups) to 2017 clients based on their most recent RELEASE form **OR** when we were told to add the client by a group supervisor.

In 2018 half the existing database came from new clients or from 2017 clients who signed a new 2018 release form.



## PROCESS IMPROVEMENTS



1. Weather resistant guest sign-in book, every guest's first and last name, and email address or phone if no email, must be PRINTED legibly each time they come.
2. All blue Sailing Experience cards to filled out completely before leaving the dock, PRINTED LEGIBLY:
  - Captain's Name (first and last)
  - First Mate (first and Last)
  - Every passenger (First and Last)
  - Boat Used
  - Group Name (if Applicable)
  - Time AND date of Sail

The better the data that we have available for input in 2019, the better will be our reporting to anyone who gives us grant money.

3. All persons will be asked "Is this your first time, have you signed a waiver?". If they answer yes, the crew will not be required to investigate. Data Entry will research and if they did not a current year waiver, one will be mailed them before they sail again. If they answer yes, a new short form, is provided and must be filled out completed, printed legibly
4. Through mailings and emails, guide more people to use the on-line registration which collects all the data and has on-line signature.



# Sail Connecticut Access Program

Universal Membership Form

Please See Web Page for Current Updates and Schedules!

**PRINT LEGIBLY! DO NOT WRITE**

Individual/family membership dues (\$45) \$ \_\_\_\_\_ *Or Member of Group. Which GROUP?*

I Would like to Donate an additional \$ \_\_\_\_\_ \_\_\_\_\_

Make Check payable to "Sail CT Access" \$ \_\_\_\_\_

E-Mail \_\_\_\_\_

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Address \_\_\_\_\_ CITY \_\_\_\_\_

Zip \_\_\_\_\_ CELL \_\_\_\_\_ HOME \_\_\_\_\_

> \_\_\_\_\_

Name and Phone of Someone Not Sailing with You

## RELEASE OF LIABILITY, INDEMNITY, AND HOLD HARMLESS AGREEMENT SAIL CONNECTICUT ACCESS PROGRAM, INC.

I understand that sailing involves certain unavoidable risks, up to and including serious injury or death. The safety and comfort of all participants is the first concern of Sail Connecticut Access Program, Inc. (hereinafter called SCA), its volunteers, employees, agents, officers, directors, and representatives. I am also aware that occasionally participants get wet or cold or both on sailing outings.

SCA has accommodations available for my safety and comfort including hoists for boarding, PFD's, seatbelts, and cockpit seats to provide support, but I must keep each skipper informed about my needs and limitations before I sail and whenever problems arise during sailing. I will inform the skipper if I am unusually susceptible to cold or heat or seasickness, or if the heeling of the boat makes me uncomfortable.

I, for myself and my heirs, release and forever discharge from any and all claims, demands, and causes of action which are in any way connected with my participation, now or in the future, in any activity of SCA whether such claims, demands, and causes of action arise from bodily or personal injury, death, or property damage (**whether or not caused by the negligence of SCA**).

I agree to indemnify and hold harmless SCA, its volunteers, employees, agents, officers, directors, and representatives from any loss, liability, damage or cost, including reasonable attorney's fees, they may incur due to my participation in the activities of SCA, whether or not such loss, liability, damage or cost results from the negligence or other action of SCA, and its volunteers, etc.

I agree to allow to SCA to take my picture or video while on deck or sailing to be used only in promotional settings. My voice will never be attached to any video.

**I have read this agreement.** I understand that this agreement contains a release of all claims, demands, and causes of action and an indemnity and hold harmless agreement and that no representation or statement on the part of any volunteer, employee, agent, officer, director, or representative of SCA will modify or terminate the provisions of this agreement.

**I confirm that I have read this Release, I understand its contents, and I am signing it voluntarily.**

Signature of Participant

Date

Printed Name of Participant \_\_\_\_\_

Your Notes Here: