

March 1, 2006

Re: **Canada's AbleSailNetwork**

I'm pleased to advise that we have just received the approval of HRSDC funding to launch Canada's **AbleSailNetwork**- a network for accessible sailing program operators. I'm writing to invite all DSA/ASPs to participate in a Conference Call to launch ASN and bring you up to speed with our plans and projects.

AbleSailNetwork Launch Conference Call
March 8, 8:00PM EST (5:00PM PST)
Please R.S.V.P by e-mail for instructions

In December 2005, DSA BC conducted a **survey of accessible sailing program operators across Canada** with the support of a grant from HRSDC. The NDSO survey revealed the "big picture" of accessible sailing activity across Canada, and reported that **over 8,200 Sailing Sessions were delivered, by seventeen DSA/ASPs, operating a relatively small fleet of 86 accessible sailboats !**

Over the past two months, the survey has inspired a lot of questions, dialog and ACTION across Canada. DSA/ASPs are looking at their own operating stats in the context of the "network" and planning how to improve their 2006 programs and operations. The CYA and OSA are reviewing where DSA/ASPs fit within their mandates and programs. The ASN survey report was positively received by our Sponsor, HRSDC, and since that time we've been working to figure out "what comes next?" and to ask for HRSDC's continued support. There's a positive momentum now, and an opportunity to get started implementing the recommendations that you made in the NDSO Survey, so *let's get at it!*

Steve Alvey has been engaged by DSA BC as Project Manager, and has started by defining www.ablesailnetwork.ca. The website will be up and running next week, ready to support our ASN projects. Right now, www.ablesailnetwork.ca is not very pretty and it doesn't need to be. We want you to know that both ASN and www.ablesailnetwork.ca are "under construction". We're focused on figuring out what tools we need to support our ASN projects and get the job done. As it develops, www.ablesailnetwork.ca will add information and resources and, in time, I am certain that it will become the backbone of ASN.

Anyone can register to access www.ablesailnetwork.ca and participate in our forums and projects and this is how our "network" will be built, one registration at a time. I encourage you to go there now and REGISTER. Then go to the MEMBER SERVICES site and check out our PROJECTS. Our initial Projects were identified as the most important challenges in the NDSO Survey. When you're ready to contribute, please subscribe to one or more Projects that fit your strengths and needs.

AbleSailNetwork
www.ablesailnetwork.ca

In my view, our most important project out-of-the-gate is the **2006 ASN Fundraising Project**. All of us reported the challenge of raising the funding required for our summer operations, so I encourage you to share and get creative with leveraging the strength of our national numbers and experience. To get us started, Steve Alvey has described the purpose of the Project and the proposed terms of reference (attached). On our Conference Call we'll review these objectives and address any questions you may have. If you wish, please call Doug Nutting (250-477-6314) or Steve Alvey (403-870-7210) any time before the call.

My thanks to Keith Hobbs and Eric Cartlidge for assisting to develop **AbleSailNetwork** (ASN) as the name for our new network. I'm excited and I know that these first collaborative projects have the potential to bring all DSA/ASP Operators together, to work towards outcomes that will strengthen each independent and resourceful DSA/ASP program, justify the support of our financial Sponsors and provide even more sailing opportunities for Canadians with disabilities. I look forward to your participation.

Please e-mail me to confirm your participation in the Conference Call, and for the 800 number and password.

Best regards,

Doug Nutting, Chairman, 2006 ASN Fundraising Project
Attach: **2006 ASN Fundraising Project**

Q: Where did the 2006 ASN Fundraising Project come from?

A: Here's what DSA/ASP Operators reported in the NDSO Survey:

Q: What are the top three things that (DSP/ASP) struggles with each season? What keeps you awake at night? (pg 15)

#1 Money

"Fund-raising is #1 Everyone has to focus on this. Everyone has to contribute"

"The revenue we get from operations are a small part of total funding (10 – 30 % of required revenue) so we have to raise a lot of money each year"

"Reliable sources of funding year to year is key"

"Most fund-raisers are volunteer and inexperienced. I think that we re-invent the wheel a lot"

"I think some programs are better than others at this"

#2 Money

"We can raise money for boats and equipment. Operating funds are harder to find"

"Our partnership with ____YC alleviates the need for operating funds..."

#3 Staffing

"Hiring and training the right staff each season is a challenge"

"It's a seasonal business and (the) pool of staff is limited"

"Not enough of what we do is documented, so we rely on experienced and competent staff."

That's risky"

"CYA certified Instructors .vs. Rec/Rehab therapy student. Which is best?"

"Once you've hired them, the season is too short to change anything if you've made a mistake"

The most valuable thing that DSA/ASPs can work together towards is fundraising for operational funding for 2006. Some DSAs are strong; some want to learn from the successful methods of others. Together, we can put together a web-based database and resource that will support DSA/ASPs this year and in the years to come.

Over the past weeks, we've proposed and received the approval of HRSDC for our first collaborative Project: the **2006 ASN Fundraising Project**.

Q: What are the goals of the Project?

A: The objective of the Project is to establish ASN's capacity to raise funds to 1) to contribute to Member DSAs' Operating funding requirements, and 2) support ASN operations. We've proposed the outcomes of the Project as:

- Engage DSA/ASP Operators in the Project and establish the value of collaboration and sharing
- Develop collaborative methods and tools hosted on www.ablesailnetwork.ca and accessible to DSA/ASP Operators across Canada.
- Establish a core competence and develop sustainable fund-raising systems for accessible sailing programs across Canada.
 - Develop a national database of individuals, Foundations, Corporations and Government departments and programs that will support accessible sailing programs.
 - Qualify and approach 400 potential Sponsors, nationally.
 - Produce generic ASN promotional tools, packaged on a low-cost CD
 - Raise \$ 100,000 to fund DSA/ASPs (Operations Campaign)
 - Raise \$ 50,000 to fund ASN Business Systems Project (ASN Campaign)

Q: What's in it for (my) DSA/ASP?

A: When we succeed, operating funds for your DSA/ASP. Our goal is that by the end of the year, together, we will raise \$100,000 in support of DSA/ASP 2006 operations across Canada.

The ASN campaign goal is in addition to the fundraising programs that you already have under way. Funds received in this ASN campaign will only support DSA/ASP Operations and cannot be used for either 1) funding ASN administration or 2) boats and capital equipment.

If we're really good at it, we'll discover and develop sustainable ways to raise operating funds season after season. This "system" can be accessed by ASN Members.

Q: Who's running the 2006 ASN Fundraising Project?

A: DSA BC has initiated the Project, under grant from HRSDC. Doug Nutting (DSA BC - Victoria) has agreed to Chair the Project.

Steve Alvey has been contracted as Project Manager. Alvey will plan the project, engage DSA/ASP delegates, manage the day-to-day operations, engage and manage all sub-contractors, and be responsible for the outcomes of the Project.

There's a lot of work to do, and the best results will come from contributions and participation by as many DSA/ASPs as possible. Nutting/Alvey expects to engage DSA/ASP team leaders to form teams of contributors for the various parts of the Project.

The Project activities will be managed through www.ablesailnetwork.ca . Everything about the project will be on the website, and collaborative tools like forums, libraries of shared documents and work areas will support the Team. The Project pages and forums will be password protected and accessible only to Subscribers to the Project.

There will be weekly (then bi-weekly) conference calls to coordinate the Project Team.

Q: We don't have money or resources in our DSA; how much of the Project will DSA BC cover?

A: As the Project Sponsor, DSA BC will:

- Fund all Project costs, except direct printing and mailing on your DSA/ASP's behalf
- Provide access to the DSA BC's on-line funders database
- Provide accounting and administrative support, including campaign mailing and charitable tax receipts to Donors and Sponsors as required.
- Develop and host www.ablesailnetwork.ca for the Project (and future Projects)
- Report to HRSDC

Q: When money is raised, how will the funding be distributed?

A: Nothing has been decided yet and this will be part of the Project dialog. Here's where the conversation is right now:

- The purpose of all DSA/ASPs is to create sailing opportunities for men, women and children with disabilities.
- DSAs acknowledge that, while it's possible to raise funding for a new boat, it is much more difficult to raise operating funds so that someone can use the boat.
- The more sailings a DSA can deliver each season, the greater the benefits to all stakeholders, and the financial support of Sponsors is justified.
- Proposal: the disbursement model should be based, in part, upon sailing sessions delivered. The funding would be applied for and distributed as a subsidy for each sailing session delivered.

Q: How do we get involved?

A: You can join the **2006 ASN Fundraising Project** by going to www.ablesailnetwork.ca and clicking "REGISTER". This will provide access to the Member Services website. Click on PROJECTS and then "Fundraising Project".

When you subscribe to the 2006 ASN Fundraising Project, you agree to:

- provide an active contact telephone number and e-mail address
- contribute time and experience to the project. Every DSA/ASP will be asked to SHARE everything that they know about fundraising, and how we can do it better. Your fundraising campaign docs, proposals, "ask" letters, contacts and prospects lists, etc. will be posted on www.ablesailnetwork.ca (password protected) for the Project Team's use.
- delegates from your DSA/ASP will be asked to lead and/or contribute to teams to produce various parts of the Project.
- if required, prepare an 2005 Annual Report to support your DSA/ASP's campaign "asks"
- cover the direct printing and mailing costs related to your campaign "asks"

When you subscribe to the 2006 ASN Fundraising Project, you'll get:

- a homepage for your DSA/ASPs' use and responsibility on www.ablesailnetwork.ca . Your homepage will be set up with your Program Profile (as provided to the NDSO Survey) and then allow you to revise/edit it, and post anything that you wish there. Your SHARED documents will be catalogued on your homepage.
- access to all resources on the Project website.
- access to funds raised through the Operations Campaign