

2020

ANNUAL REPORT



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US Sailing Association

Our Mission

To increase sailing participation and excellence through education, competition, and equal opportunity, while upholding the principles of fair play, sportsmanship, and safety.

Our Vision for the Future of Sailing

Sailing has become a rapidly growing sport in the US, driven by innovations in access and education, and inspired by American success in international competition. The diverse sailing community is aligned around common goals for the sport. Sailing has been embraced by the public as being inspiring, inclusive, and accessible.

Our Values

Respect, Integrity, Excellence, Collective Success, Clarity and Transparency, Sustainability



US Sailing Foundation

Our Purpose

The US Sailing Foundation shall provide support, financial and otherwise, to the benefit of the United States Sailing Association and its programs, initiatives, efforts, and activities.

2020: A Time of Discovery

For me 2020 was a year of discovery as a sailor, both personally and as President of the US Sailing Board of Directors.

Maybe you had the same experience I did at home: when the pandemic hit, our two adult children came back to live with my husband and me!

What a rare opportunity it was to rediscover each other, build stronger ties, and find new COVID-friendly ways to interact. And we learned that our favorite family activity is still sailing!

With a new-to-us boat and four experienced sailors in the house, we got on the water as much as possible. The joy of zooming around Narragansett Bay with the people we love most became our refuge from the daily turmoil of the pandemic. Plus, it made us a stronger team and a stronger family.

At the US Sailing Association, the pandemic afforded board members more time to meet virtually and work together to serve you, our donors and members.

With the common purpose of delivering the highest level of service to you and supporting the sport of sailing as we all transitioned to the “new normal,” the board dug in deep. We crafted a new strategic plan, diversified our ranks to include more athletes and women, and elevated our commitment to strengthening the US Olympic Sailing Team.

Staff also pivoted to maximize virtual platforms and offer enhanced programs. Your attendance at Starboard Portal webinars about so many topics, from COVID-19 resources for sailing, to Diversity, Equity, and Inclusion, to strategies for Yacht Clubs during the lockdowns, confirmed your steadfast commitment to sailing throughout the pandemic and your dedication to persevering through the toughest times.

It is an honor to count you as part of the US Sailing family and to lead the US Sailing Association in meeting your needs.

Thank you.



Cory Sertl
President, US Sailing Association
Board of Directors

*Cory and her family
set sail in 2020!*



Siebel Sailors

2020 was a BIG year for the Siebel Sailors Program because it was the year we launched! We also had to pivot after months of planning because of pandemic shutdowns.

How could we set a safety example as the national governing body and still get eager, deserving kids on the water? We decided to put individual kids in our double-handed Feva XL dinghies!

Sailing, it turns out, is an excellent pandemic sport, especially when there's just one person in a boat! You have the freedom to participate in the sport fully without the concern of catching or spreading the virus. Your coach is in a separate coach boat and your peers are in their own vessels, well distanced from you.

The Siebel Coaches adapted to teach the sailors how to captain their boats solo, rather than in pairs. It took longer to get them off the docks and into the sailing bit, but **we learned that this approach is so much more empowering than we had even imagined.**

The pandemic actually helped our Siebel Sailors and coaches discover that they could do things they didn't think they could.



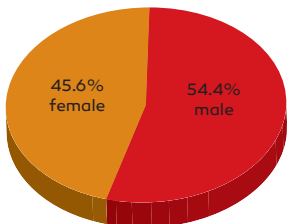
Thanks to your support, the Siebel Sailors Program gives middle-school aged kids at community sailing centers the chance to learn, advance, and excel through sailing. With fun, fast boats and full-time, highly trained coaches, a diverse new population can become life-long sailors and carry our sport into the future.

2020 Stats

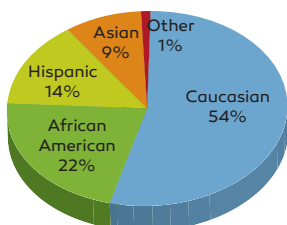
Total youth enrolled in the Siebel Sailors Program: 244

Percentage of sailors receiving scholarships: 75%

Self-identified gender of Siebel Sailors



Self-reported demographic data



US Olympic Sailing Team

2020 was a year like no other.

As the pandemic curtailed countless races across the country and around the world, it also delayed the ultimate competition: the Olympic Games.

While disappointing to the athletes, the US Olympic Sailing Team used the time wisely to practice their skills and prepare for the Games. The postponement gave them:

- 5,000 additional training hours at the gym
- 5,400 more practice hours on the water
- And 8,760 extra hours to dream of Tokyo

The US Sailing Team is an annually-selected group of the top-performing male and female Olympic-class sailors in the United States. The team is managed by the United States Sailing Association, the National Governing Body for the sport of sailing and sailboat racing.

US Sailing helps these elite athletes with financial, logistical, coaching, technical, fitness, marketing and communications support, as well as by managing the U.S. athlete selection system for the sailing events of the Olympic Games.



Adaptive Sailing

When COVID-19 hit, it curtailed the vast majority of programs, races, and regattas for sailors with disabilities. But sailors are an intrepid breed, especially our Para athletes! “Pivot” and “adapt” were part of their vocabulary long before the pandemic started.

In 2020, they discovered new ways to engage with each other, to deepen their understanding and love for sailing, and to stay connected through the long months of lockdown.

“Many of our sailors and volunteers were self-isolating. Since many of our sailors have disabilities that make them particularly susceptible, we had to be careful. We started weekly happy hours on Zoom so people could keep in touch. Our monthly newsletter, Pirates Log, included new sailing-focused indoor activities on topics like reviews of sailing movies & nautical books. We also added info available from US Sailing’s portal. We even tried ‘virtual racing’ while we were all missing being out on the Bay and the fellowship of friends.”

Kathi Pugh, Commodore, Bay Area
Association of Disabled Sailors



Five sailors, three of whom have disabilities, sail pre-pandemic with the skipper using a servo to steer.

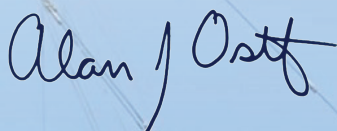
Looking Ahead... What's on the Horizon

Thanks to you – our members, partners, supporters, and sailors – the US Sailing Association and the US Sailing Foundation are headed in the right direction.

Whether you cruise or compete, whether you're young or mature, and whether you've sailed for decades or are just getting on the water for the first time, you are the core of our mission and our purpose.

We have you in mind when we deliver solid training and certification for coaches, race officials and sailing instructors, build a strong National Sailing Team, and support sailing and provide robust programs to reach diverse young people across the Country.

You are part of an exciting time of innovation and growth at US Sailing. We look forward to working with you as we continue to develop and refine programs and services to best support you in your sailing.



Alan Ostfield,
CEO, US Sailing Association



The US Sailing Foundation

As the fundraising arm of the US Sailing Association and the US Olympic Sailing Team, we are honored to be the stewards of your gifts and to fulfill your intentions to grow, support, and improve sailing.

Thank you for your trust and confidence in our ability to meet your needs as sailors, members, supporters, and partners.

Our responsibility to you is our highest priority. We pledge to maintain the high levels of excellence, transparency, and integrity that you deserve as members of the US Sailing family.

Having spent countless hours on the water as a sailor and an avid racer, I hold a deep appreciation for your commitment to the sport and your investment in its future. I look forward to working together with you to lift sailing to new heights.



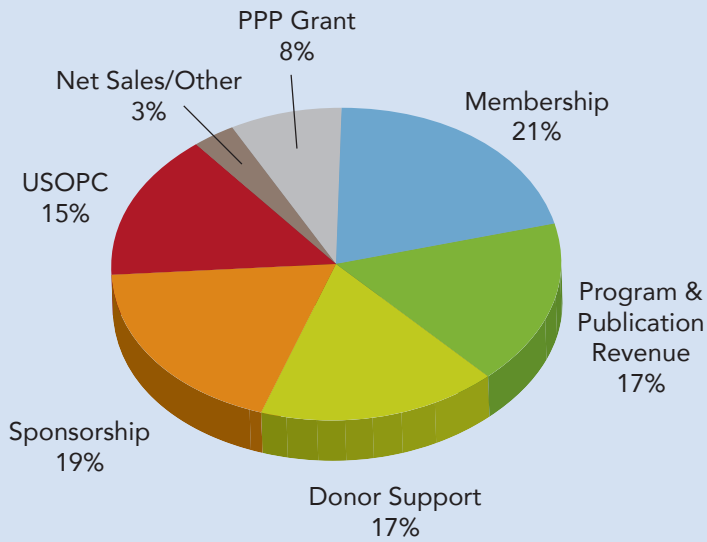
William J. Ruh, Chairman,
US Sailing Foundation

USSA and USSF Relationship and Collaboration

The US Sailing Association (USSA) determines strategy and develops campaigns, programs and activities that expand access and participation in sailing, promote excellence in training, and provide sailors opportunities for advancement to the highest levels of competition. The US Sailing Foundation is the fundraising arm of USSA and is committed to the advancement of the USSA in a variety of ways, including soliciting support for and promoting USSA programs and activities.

Financials

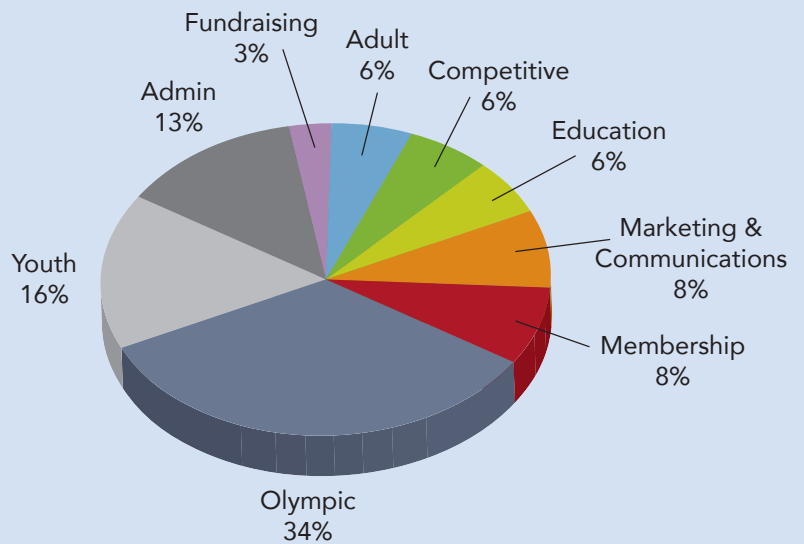
2020 Revenue



Funding Sources	Revenue
Membership	2,011,884
Sponsorship	1,793,884
Donor Support	1,660,818
Program & Publication Revenue	1,630,385
USOPC	1,442,415
PPP Grant	810,555
Net Sales/Other	291,009
Total Revenue	9,640,950

2020 Expenses

Department	Expenses
Olympic	3,346,242
Youth	1,486,828
Admin	1,239,035
MarCom	776,454
Membership	764,635
Competitive	556,787
Adult	547,032
Education	531,536
Fundraising	312,878
Total	9,561,427



Board & Key Staff

USSA Board of Directors

(as of Dec 31, 2020)

Cory Sertl - President
Richard Jepsen - Vice-President
John Schoendorf - Treasurer
Martine Zurinkas - Secretary
Charlie Arms
Henry Brauer
Clerc Cooper
Russell Lucas
Dave Perry
Katie Pettibone
Briana Provancha
Tony Rey
William Ruh
Judge Ryan
Maggie Shea

USSF Board of Directors

(as of Dec 31, 2020)

William Ruh - Chairman of the Board
Brian Keane - Vice Chairman
John Lovell - Treasurer
Glenn Darden - Secretary
Linda Lindquist
Cory Sertl
Tom Whidden

Key Staff

(as of October 2021)

Alan Ostfield, Chief Executive Officer
Heather Monoson, Chief Financial Officer
Jill Nosach, Chief Development Officer,
US Sailing Foundation
Paul Cayard, Executive Director,
US Olympic Sailing





Thank You!



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