

STRATEGIC PLAN 2026-2027

Overall Strategy

- Focus on 3 primary Programs to support and on 2 to 3 primary Fundraising initiatives to develop.
- Identify 1 to 3 longer-range potential Program goals (2 to 4-year time frame), and 1 to 2 longer-range Fundraising initiatives (2 to 3-year time frame), for future development.
- Create a list of stepping stones for each Program and Fundraising initiative to guide and plan forward movement.
- Assign each short-term Program and Fundraising initiative to one or more particular Board member(s).
- Strategic Board size increase.
- Plan for Junior Sailing 3.0. Board has elected to defer consideration until at least 2027.

HYC Foundation Short Term Program Strategy

1. **Support Exposing Youth to Opti 1 Sailing to Help Feed HYC Opti Program and Beyond**
 - HYC Opti 1/Dinghy 1/Explorer Summer Sailing Camp Scholarships either for 1 or 2 weeks depending upon each participant's interest
 - Target primarily Community Participants (CP) but also attempt to reach YSV Participants (YSVP)(see YSP discussion in ¶4 below)
 - Market to CPs – Consider marketing to Boys & Girls Clubs, YMCA, Hampton Parks & Rec and other groups who can verify swim abilities of CP; speak with YSV to ensure we do not duplicate, or create conflicting, marketing efforts
 - Market to YSV (see YSP discussion in ¶4 below)

- **Shoot for 30 weeks in 2026.** The budgeted cost is \$350/week for Explorer and \$450/week for Opti 1/Dinghy 1. At these rates, and assuming all participants elected Opti 1, **all 30 weeks would cost \$13,500.** [NOTE: These are 2025 pricing but Max is trying to hold these for 2026]
- **Shoot for 40 weeks in 2027.** Assuming a 10% increase in rates for 2026, the budgeted cost is \$385/week for Explorer and \$495/week for Opti 1/Dinghy 1. At these rates, and assuming all participants elected Opti 1, **all 40 weeks would cost \$19,800..** Actual targets for 2027 will be set in Fall 2026 after evaluation of 2026 HYCF Opti Program initiative, other 2026 HYCF Program initiatives and 2026 fundraising
- This initiative may be funded by Bumps Scholarships or combination of Bumps Scholarships, Foundation Scholarships and other Foundation funds including Restricted and/or Unrestricted funds

2. **Support Exposing Youth to Post-Opti Platforms (e.g., c420, Laser, Feva, etc.) So We “Keep Butts in Boats”**

- The Platform will be Determined Together with the Sailing Director, JAB and non-Opti Parents
 - Reach out to non/post-Opti Parents and solicit their participation in discussion – initial Invitation sent December 2025
 - The Foundation will reserve **\$6,000 for 2026**
 - The Foundation will reserve **\$7,000 for 2027**
 - This initiative may be funded by Bumps Scholarships or combination of Bumps Scholarships, Foundation Sailing Scholarships and other Foundation funds including Restricted and/or Unrestricted funds

3. **Support HYC Junior Sailors with Extraordinary Travel Costs for Long-Distance Away Regattas**

- Assist with travel and related costs for long-distance away Regattas for HYC Junior Sailors, categorized in three groups: RWB Opti Race Team (RWB Opti), Green Fleet Opti Race Team (Green Opti) and non/post-Opti platform racers (Non-Opti)
 - Scholarships range from \$50 to \$500 per Regatta (except for RWB Opti – see below)
 - For **2026, budget at \$7,000**
 - **RWB Opti, \$4,000**
 - **Green Opti, \$1,000**
 - **Non-Opti, \$2,000**
 - For **2027, Budget at \$9,000**, in roughly 60/15/25 proportion but subject to review by Board
 - For RWB Opti and for Non-Opti, Regatta must be at least 350 miles distant from HYC; no distance limitation for Green Opti
 - For RWB Opti, Regatta must be a “major” sanctioned race (National International Championship for Opti or immediately lower-level qualifier for either)
 - actual Regattas shall initially be recommended by Junior Advisory Board (JAB) and Sailing Director
 - JAB and Sailing Director shall also initially recommend allocation of total available RWB Travel Expense Scholarship funds among various JAB/Director-recommended RWB Opti Regattas
 - JAB and Sailing Director recommendations are subject to approval by HYCF Scholarship Committee

- Actual Scholarship award to each RWB Opti racers for any Regatta shall be his/her pro-rata share of total amount approved for that Regatta; any awarded amounts declined by a Parent will be added to remaining RWB Opti funds available for future Regattas
- For Non-Opti, recipient must be 18 years old or younger
- For Green Opti, recipient must have previously been awarded an HYCF Bumps or Foundation Scholarship to participate in Junior Sailing learn-to-sail Opti program
- Scholarships are only available for youth of HYC Member (or HYC Staff Member) or to a youth who is a current Junior Member
- Scholarship awardees must wear HYC Junior Sailing uniform or equivalent at Regatta, although not necessarily while racing, and may not be promoting another “club” unless receiving scholarship or other support money from that club
- Awarded on a non-needs-based basis except for Green Fleet (see above)
- Costs may include travel, lodging, meals and boat rental
- Must be Registered for Event to apply for Scholarship
- Awardees must submit 1-2 minute video describing how the scholarship helped and a photo of the awardee at the event in Junior Sailing uniform (or equivalent)
- Application:
 - For RWB Opti, Sailing Director and JAB apply as provided above.
 - For other Regattas, the parent of the proposed awardee must apply.

4. Develop a working relationship with YSV as a collaborative feeder to HYC Junior Sailing Racing
 - Work with HYC Sailing Director and YSV to draft a project plan to include Opti instruction expectations and expected sailing proficiency at transfer, student selection process, target numbers to transfer first year and timeline
5. **Junior Sailing Wish List**
 - Coordinate with JAB on purchases
6. **Special One-Off Programs (Supported by One-Off Fundraising Campaign)**
 - To be designated in 2026 and/or 2027 as determined by Board

HYC Foundation Short Term Fundraising Strategy -- How Does the Foundation Raise Support for Its Program Initiatives

➤ **Goal is to raise funds for**

- Bumps Scholarships (need based)
 - May include HYC member youth and non-HYC member youth, including YSV Participants (YSVP) and Community Participants (CP)
 - May support HYCF Opti and other Junior Sailing platforms – must be part of Junior Sailing Program
 - Keep Bumps focused to these initiatives
- Foundation Scholarships (need based)
 - May include HYC member youth and non-HYC member youth, including YSV Participants (YSVP) and Community Participants (CP)
 - May support HYCF Opti and other platforms whether or not supported by Junior Sailing

- Other Unrestricted and Restricted Funds
 - Restricted donations are limited to (i) Bumps Scholarships, (ii) Foundation Scholarships, (iii) Junior Sailing Wish List, (iv) Junior Sailing (which includes all HYC Junior Sailing-related initiatives) and (v) special one-off Foundation initiatives
 - Restricted donations are subject to a Foundation General Support charge of 0% in 2026 (subject to re-evaluation and possible reduction for 2027)

➤ **Joint Fundraising**

- HYC Foundation and Junior Sailing to cooperate to make Foundation the sole source for raising funds to support Junior Sailing
- Exception for major capital asset donation which Foundation is unable to support under current Club-Junior Sailing structure

1. **General Fundraising Program**

- Overall 2026 Fundraising Goal - \$50,000
- Overall 2027 Fundraising Goal - \$50,000
- Annual Winter Campaign – October 1 through December 31
- Spring Campaign – March 1 through May 31 to help push for Summer Scholarships funding
- Develop Quarterly Signature Alcoholic Beverage to be offered at all Club events with portion of proceeds to go to Foundation
- Develop Season Food Item to be offered on Menu with portion of proceeds to go to Foundation
- 50/50 Raffles at Club Events
 - 2026 50/50 Calendar
 - To be discussed in January-February 2026 and possibly coordinated with Entertainment Committee

- Stepping Stones
 - Each Board member to raise \$2,500 in donations from new donors prior to December 31, 2026
 - Other stepping stones to be developed as we learn from events

3. **Special Fundraising Programs/Events**

- **Silent Auction with Live Event at Club (2027)**
 - Run solo or partner – to be developed in 2026
 - Live Event at Club – determine in 2026 1st Quarter
- **Night Under the Stars (2027)**
 - Evening of time-themed food, music and dance. Suggest 40s theme for first year.
 - Would require time commitment by each Board member
 - Live Event at Club
 - Pick date by December 1, 2026
 - Where --
 - Close the Club on a Saturday evening and hold cocktails outside on the brick deck, dinner in the Commodore's Dining Room and Dancing in the Bar
 - Bar limits size of Band
 - Need Club Board approval
 - Cost - TBD

4. **Ongoing Fundraising Programs**

- **Member Statement Donations** – Foundation to make major effort in 2026 and 2027 to enroll Club Members in Member Statement Donation program
- **Employer Matching** -- Foundation to make major effort in 2026 and 2027 to focus Club Members on Employer Matching
- **Required Minimum Distribution (RMD) Program**
 - Allows Members to donate RMDs taken from an IRA, including non-taxable retirement accounts rolled over into an IRA, and avoid the tax otherwise payable on the RMD. The Member does not get a tax deduction for the contribution but avoids the tax on the RMD.
 - Foundation to offer “seminar” at Club in 2026, maybe at a Membership meeting
- **Naming Rights**
 - Could be used for Optis and 420s with name/logo on “sticker”
 - Cost to be priced based upon pricing of “sticker”
 - JAB Board is fine with this; obtain Club Board approval (if needed)
- **Retail Co-Sponsorships**
 - Limit number to 4 until we know how to manage
 - Limit type of retailer – Not initially
 - Complete agreements with Lindsay Lopez (Hampton Roads Inflatables) and Grant Owens (Art Newsome Inc. [Heating and Air]) by February 28, 2026

- **Vehicle/Boat Donations**
 - Cars are easy, boats are much more difficult. Partner with someone who can do both and post “easy decision” criteria for boats so that Members wishing to donate boats are not surprised. Gary speaking with CARS (www.careasy.org). Establish separate relationship with non-profit with broader boat acceptance policy.
- **Legacy Giving**
- **Special One-Off Programs (Supported by One-Off Fundraising Campaign), e.g. Buy-A-Sail**

5. **Visibility Events**

- Games (2026)
 - Which ones and Budget. Heavy-duty corn-hole boards, bags, extra bags, customized approximately \$400-500.
 - Maybe use when we are doing our events including 50/50s
- Joint Events with Junior Sailing

Strategic Board Size Increase

- Consider strategic Board additions as available – do not increase Board above 11 Members

Long Range Programs

1. Junior Sailing 3.0 – to be discussed in January 2027 for possible effectiveness in 2028