

A Bright Future



A Life Long Friendship



What Does the Ocean Mean to You?

# odyssey NEWS

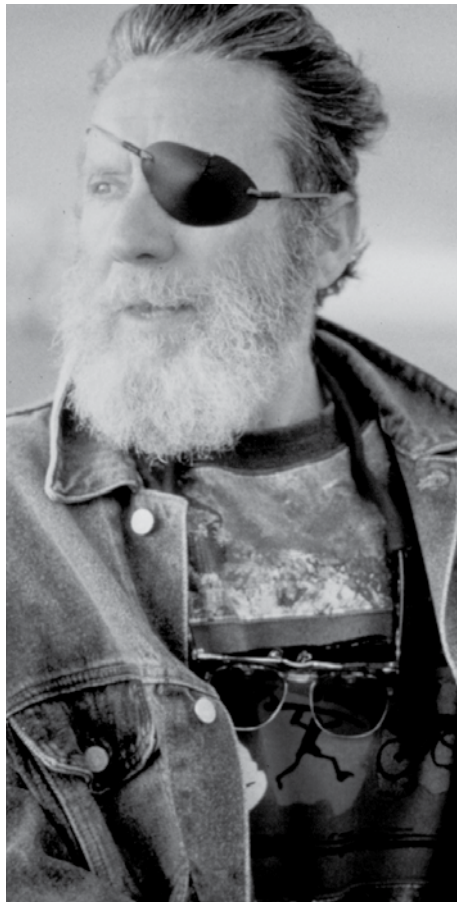
## A Bright Future

On June 2, O'Neill Sea Odyssey's founder, Jack O'Neill, passed away peacefully at the age of 94. He was surrounded by his entire family at the home he loved on the cliffs of Pleasure Point in Santa Cruz.

Over my more than 18 years with this organization, Jack spoke frequently about O'Neill Sea Odyssey's future. In a video produced thanks to the support of Applied Materials in 2000, Jack said that he wanted the "get this set up so it will continue on and on". That meant that we had to secure the funding, and the assets, so that O'Neill Sea Odyssey will continue into the future.

And how is that being done? The Team O'Neill catamaran will continue to be a living classroom. O'Neill Sea Odyssey has also been working to secure additional years on the lease for our education center, the construction of which OSO donors generously supported, and which is due to expire in 2028.

The funding, thanks to you and our strong base of donors, will continue. Our supporters, including individuals, foundations, businesses, and some



government funds focused on environmental protection, provide us with gifts, large and small.

Elsewhere in this newsletter, you'll read about the Jack O'Neill and Harry Hind Endowment Fund established by Leslie and Troy Daniels at the Community Foundation for Monterey County, and the O'Neill Sea Odyssey endowment at the Community Foundation – Santa Cruz County. These funds will produce revenue for our program in perpetuity. Jack O'Neill also left a fund for our future and O'Neill family members are also generously involved.

Over the next several years we will be reaching out to our donors to consider supporting our endowment funds so that we can serve more students into the foreseeable future.

You have already helped us come this far and for that, we thank you.

—Dan Haifley, Executive Director

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## Tribute to a Life Long Friendship: Jack O'Neill & Harry Hind Endowment Fund

The Jack O'Neill and Harry Hind Endowment Fund, which has been established at the Community Foundation of Monterey County, was made possible by two generous donations by longtime supporters Troy and Leslie Daniels, of San Francisco. Leslie is the daughter of Harry Hind, a pharmacist, inventor, and surfer whom Jack described as his best friend.

"Harry Hind and I were old-time surfers from Kelly's Cove and Ocean Beach, San Francisco," said Jack O'Neill. "I had the idea to open a surf shop at the Santa Cruz Harbor, and asked Harry if he could back me on the deal. He said he would. Then Harry brought in a CPA and an attorney, and our surf shack became an 8,500-square-foot building. We got approval from the harbor and built it in 1965. In 2000,



*Jack and Harry at OSO Education Center Opening, 2005*

Harry and I donated this building to the Sea Odyssey, to have this wonderful facility and revenue from rental space. Harry and I had a lifelong interest in the ocean, and his generosity has helped to make this program possible."

In 2004 O'Neill Sea Odyssey and the Santa Cruz Harbor jointly renovated the building, with O'Neill Sea Odyssey taking the upstairs under a 25-year lease and the harbor taking over the downstairs area. O'Neill Sea Odyssey's portion of the renovation was funded largely by grants and donations. As O'Neill Sea Odyssey approaches its 100,000th student milestone, the Fund will help to support its work, in perpetuity.

In this newsletter is an article on how

you can help support OSO in an ongoing way, by establishing a fund or by leaving OSO in your will or estate plan. O'Neill Sea Odyssey can also accept gifts of stock and property through its endowed fund at the Community Foundation Santa Cruz County.

O'Neill Sea Odyssey will need support, in gifts large and small, in future years in order to keep doing its work. Every little bit counts, and makes a big difference! ♦

## What Does the Ocean Mean to You?

Since the start of our campaign in celebration of OSO's 100,000th student milestone (to be reached in 2018), we have engaged with numerous supporters including donors, teachers, students, and community members, and posed the question, "What does the ocean mean to you?" This simple yet profound statement has provided an opportunity to better understand our human connection to the vast wilderness of our blue planet. Through it all, we've enjoyed hearing the answers and witnessing the emotion and excitement the ocean conjures up.

For many children, the response tends to represent the playful joy of a day at the beach while for adults and parents alike, the thoughtful answers take on a slightly (*'Ocean' continued*)



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## Leave a Legacy for Youth and the Ocean

**Y**ou're part of the reason we're here and you can also be part of the reason we'll be here 100 years from now. Since 1996, O'Neill Sea Odyssey (OSO) has served nearly 100,000 youth with a free, ocean-going science and environment program.

This has been possible in part because you have provided much-needed and deeply appreciated support for OSO's program for area youth. In 2005 OSO's Board of Directors made a commitment to raise funds to ensure

our future by establishing a permanent endowment fund for OSO which is housed at the Community Foundation for Santa Cruz County.

We would like to invite you to help us build a future foundation for our program, for the kids, and for the ocean. You can do this by naming OSO's permanent fund at Community Foundation of Santa Cruz County in your estate plan. There are also many ways to leave a permanent legacy and reap some significant financial benefits before hand, including: a beneficiary designation in your retirement fund or insurance policy, gifts from a will or living trust, an annuity that provides you with lifetime income, gifts of real estate, and charitable trusts.

We would be honored to meet with you to discuss supporting our permanent fund in a way that works best for you. Please contact Dan Haifley at **(831) 465-9390** or at [dhaifley@oneillseaodyssey.org](mailto:dhaifley@oneillseaodyssey.org), or fill out the attached form and mail it to us. Thank you! ♦

### Enrollment Form

- ☐ I have named OSO in my estate plan (we will contact you relative to recognition)
- ☐ I would like to talk to someone about a gift to OSO in my estate plan
- ☐ I wish to learn more about the OSO/Community Foundation's gift annuity program
- ☐ I would like the recommended language for including OSO in my estate plan

Name(s): \_\_\_\_\_

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Please send to OSO, 2222 East Cliff Drive, Suite 222; Santa Cruz, CA 95062

## 2017 Evaluation Demonstrates Ocean Science Program's Impact on Youth

*94% of students of all  
income levels retain  
lessons on ocean science  
and stewardship.*

**A**ppplied Survey Research (ASR) has completed its evaluation of student survey results for O'Neill Sea Odyssey's (OSO) program for the 2016-17 school year and found that the free, ocean-going science and ecology program had a high impact on participating youth.

OSO engages 4th - 6th grade youth with a hands-on science education field trip on a 65-foot catamaran on Monterey Bay and in a shore-side education center, in addition to ocean science curriculum provided for use in the classroom. It is free, and each class completes a community service project. OSO also funds bus transportation to and from our site for lower income schools.

The study measured the results of surveys of students administered before and after the program as well as the results of surveys completed by teachers whose classes participated in the program, and cross-analyzed them against demographic data about the participating schools. "We are pleased that the ASR analysis indicates that our instructors continue to be effective at teaching ocean concepts across several subjects including math and science while inspiring environmental stewardship and advocacy", said OSO Executive Director Dan Haifley.

Between July 2016 and June 2017, 5,281 students in 201 classes participated in the program, fewer than the previous year (*'Impact' continued*)

*(‘Impact’ continued)* due to El Nino-driven harbor shoaling and dredging issues that kept the Team O’Neill catamaran from being able to leave the harbor. The Student Survey showed that the program was effective in promoting substantial increases in students’ environmental awareness.

Before participating, an average of 70% of students agreed with the survey questions overall. After attending, this percentage increased to 94%. When student surveys were divided by income level, results showed that all groups of students increased their environmental knowledge after attending the program.

When student surveys were divided by income level, results showed that all groups of students increased their environmental knowledge after attending the program. The students from lower (69%) and middle (69%) income groups generally had very slightly lower overall levels of agreement before the program started than the higher (80%) income groups but all income groups agreed at 94% or 95% by the end of the program. When teachers and group leaders were asked, 100% said that their students “learned a lot” from the program.

Nine percent had attended the program previously. Based on population estimates, 66% of the students were Hispanic or Latino, 18% were White, 9% were Asian, Filipino, or Pacific Islander, 1% were African American, less than 1% were American Indian or Alaska Native, and 6% were of another race/ethnicity. 45% of the students attending the OSO program did not have English as their primary language. More than half (66%) of students were receiving free or reduced price meals. 55% of participating groups were lower income groups, 29% were middle income groups, and 15% were higher income groups. ♦

*(‘Ocean’ continued)* more serious tone, though not before reminiscing about some of those same childhood experiences. Time and time again, however, the response is “Life.” The ocean means life to us all. All living things are dependent on the ocean as a life support system.

- More than half of the oxygen we breathe, that is, every second breath, comes from the ocean and along with plants and soil, sequesters carbon dioxide from the atmosphere.
- The ocean is a major source of food globally and the foundation for the world’s fresh water supply.
- A major portion of the global economy is dependent on the ocean for commerce, transportation, recreation and tourism, among others.
- The ocean plays a leading role in the Earth’s climate and weather patterns.
- And some even recognize it as a source of happiness when experiencing time in, on, or near the ocean.

As of today, O’Neill Sea Odyssey has provided 96,868 students with a vital educational program to foster awareness of the ocean, environmental stewardship and personal responsibility. This is achieved by delivering an interactive curriculum that emphasizes the connection between land and sea through a multidisciplinary approach including ecology, biology, and mathematics. As we continue our campaign over the next several months, please join us to celebrate the ocean, life, and our next generation of Ocean Stewards. **Do you have a connection to the ocean? Tell us, what does the ocean mean to you? Please share on Instagram or Facebook using hashtag #oso100k.** ♦



## *“What Does the Ocean Mean to You?”*

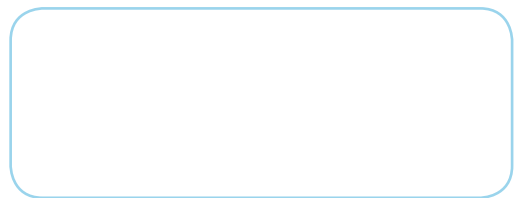




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Winter 2018