



Jack's Legacy



100k Students



O'Neill & Hind Education Center

odyssey NEWS

Rachel Kippen to Serve as O'Neill Sea Odyssey Executive Director

On January 15, 2019, Rachel Kippen started work as Assistant Executive Director for O'Neill Sea Odyssey and when Executive Director Dan Haifley retires on March 20, 2019 she will assume leadership of the organization.

"Rachel Kippen has worked closely with O'Neill Sea Odyssey's team since 2012, and she's a perfect fit to lead our organization," said Dan Haifley. "She's an environmental educator and ocean advocate who possesses a wonderfully collaborative style of leadership, and I am so pleased that our Board of Directors has selected her. With Rachel Kippen at the helm, our future is bright."

Rachel Kippen is an environmental advocate and artist. With her experience as Director of Programs at Save Our Shores and her tenure coordinating environmental initiatives at the City of Watsonville, she understands regional priorities for environmental education and the effort to stem ocean pollution, 80% of which comes from land via rivers and storm drains, or blown by wind.

Kippen's background also

includes experience increasing public accessibility to complex science and conservation research at the California Academy of Sciences and work as an environmental educator at the Marine Science Institute on San Francisco Bay, The Wetlands Institute, and Catalina Island Marine Institute.

Ms. Kippen holds a Bachelor's degree in Environmental Studies and a Certificate in Strategic Leadership and Nonprofit Management from San Francisco State University, and has focused her graduate research in environmental justice education through place and arts-based curriculum development, primarily in agricultural and immigrant communities.

Of mixed cultural heritage including Hawai'ian, Rachel endeavors to create inclusive educational opportunities for youth that incorporate diverse perspectives and are representative of the dynamic community she serves. In her free time, Rachel enjoys creating artwork from plastic pollution and spending time on the water with friends and loved ones. ♦



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Jack's Legacy Lives On

BY BRIDGET AND TIM O'NEILL

On June 2, 2017, our father, Jack O'Neill, passed away peacefully at the age of 94. He lived a good life, and had a huge impact

in many ways that we'll distill down into two parts. First, he pioneered the wetsuit in a way that enabled millions of people to get into colder waters to swim, surf, dive, and kayak. His life as a waterman and innovator is the stuff of legend.

But the project that he was most proud of is O'Neill Sea Odyssey, which on September 27, 2018 served its 100,000th student. The program combines two areas Jack was passionate about: ocean science for young people, and protecting the planet.

The core program that the two of us started with our father in 1996 is still going strong today – an ocean-going field trip on board the Team O'Neill catamaran supplemented by lessons in the Jack O'Neill and Harry Hind Education Center, Next Generation Science Standards-aligned school classroom curriculum, and community service for each class that participated in the free program.

We are very pleased at the arrival of new Executive Director Rachel Kippen and Accountant Patrice Riley to join Program Manager Laura Walker, Communications Coordinator Nikki Brooks and our talented team of skippers and instructors to help take the

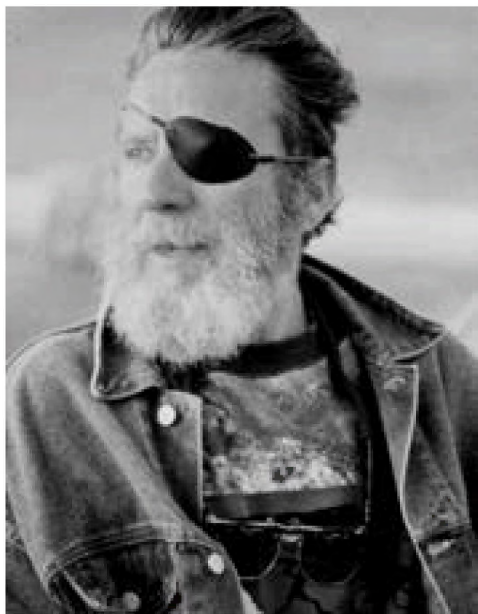
program forward. Our Board of Directors is determined to continue a program that has been proven, time and time again, to be effective.

We want to take this opportunity to thank you for your continued support through this time of change. Rest assured, the program remains solid, and will endure. ♦

Want Your Newsletter Emailed?

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Leave a Legacy for Youth and the Ocean

You'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, or fill out the attached form and mail it to us. Thank you! ♦

Jack O'Neill & Harry Hind Education Center Named

In the 1950s, Jack O'Neill lived and worked in San Francisco, where he often surfed at Kelly's Cove, at the north end of Ocean Beach. There, he met Harry Hind. The two became life-long friends, surfing together and occasionally collaborating on various projects.

Harry Hind financially backed Jack's idea to build a surf shop at the Santa Cruz Harbor, which subsequently morphed into a two story structure. "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", said Jack O'Neill. "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, 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."

When Jack and Harry donated the building to O'Neill Sea Odyssey, there were four years left on its lease with the Santa Cruz Harbor. Initial efforts by O'Neill Sea Odyssey to obtain a new lease were unsuccessful. But, as the result of fundraising for building renovations and an open door to a negotiation with the Santa Cruz Harbor to develop a new lease thanks to then-Port Director Brian Foss, our non-profit organization took the upstairs of the building and the harbor took the downstairs, for a period to end on December 31, 2028.

Today the structure houses an education center operated by O'Neill Sea Odyssey, a free, ocean-going science and environmental program

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

for elementary schools that also uses the Team O'Neill sailing catamaran as an ocean classroom. The hands-on science program has environmental outcomes and serves 4th-6th grade students from schools in Monterey Bay and surrounding areas.

The Daniels family have generously supported the program since Harry Hind passed away in 2012, in tribute to his life-long friendship with Jack, who passed away in 2017. Leslie Daniels, Harry's daughter, and her husband, Troy, have made two generous gifts to establish the Jack O'Neill and Harry Hind Endowment Fund at the Community Foundation for



Monterey County. Earnings from the fund will help to support O'Neill Sea Odyssey in perpetuity. ♦

Left to Right: OSO board chair Bridget O'Neill, OSO Executive Director Dan Haifley, JJ O'Neill, Santa Cruz Mayor David Terrazas and Retired California Natural Resources Secretary John Laird celebrate the naming of the Jack O'Neill and Harry Hind Education Center.



2018 Evaluation Results Are In!

Each year, O'Neill Sea Odyssey compiles survey data from surveys given to OSO students and teachers to gauge the effectiveness of our program. This data is given to Applied Survey Research, a local social and community research organization, to be analyzed. Having our data analyzed by an outside entity gives validity to the organization and provides donors and participants with an objective look at the OSO program. The survey analysis provides detailed information about the demographics of our students as well as the quality of our program as perceived by the participating teachers. Below is the summary of ASR's findings for our 2017/2018 school year.

Between July 2017 and June 2018, 208 classes participated in O'Neill Sea Odyssey, representing 5,222 students. The majority of groups came from Santa Cruz County (39%) and Monterey

County (29%). Approximately 98% of groups were of students between 4th and 6th grade, the program's target population, and half (50%) of students indicated it was their first time on a boat on the ocean.

OSO's students reflect our diverse community. Based on ethnicity statistics from the California Department of Education, 62% of the students were Hispanic or Latino, 18% were White, 8% were Asian, Filipino, or Pacific Islander, 1% were African American, less than 1% were American Indian or Alaska Native, and 10% were of another race/ethnicity.

59% of the students attending OSO program did not have English as their primary language. More than half (73%) of students were receiving free or reduced price meals. Approximately 60% of participating groups were lower income, 23% were middle income, and 17% were higher income.

In every topic area, the vast majority of teachers/group leaders (between 94% and 100%) gave OSO the highest possible rating. The Marine Science station received 99% top ratings from

teachers followed by the Ecology Station (98%) and the Navigation station (96%). One-hundred percent of the teachers/group leaders reported that their students had learned a lot from the overall learning experience.

The student survey showed that the program was effective in promoting substantial increases in students' environmental awareness and intention to participate in environmentally responsible behaviors. Before participating in the OSO program, an average of 70% of students agreed with the survey questions overall. After attending the program, 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.

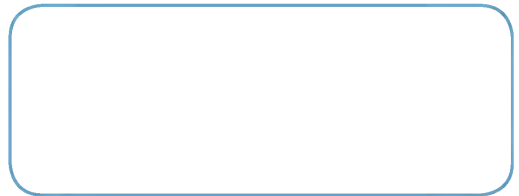
If you are interested in viewing the entire report from Applied Survey Research, please contact Program Manager Laura Walker at lwalker@oneillseaodyssey.org. ♦



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On September 27, 2018, O'Neill Sea Odyssey served our 100,000th student. Stephanie Martinez's class from Live Oak Elementary School in Santa Cruz

came out on the boat and helped the crew celebrate this monumental milestone. Thank you to Ms. Martinez, her students and everyone who helped make this program possible! ♦



Winter 2019