



# 2010 Fact Sheet

Oakland  
Community  
Pools Project  
Board of  
Directors

## General Information

Oakland Community Pools Project's mission is to provide affordable, community-driven programs that engage the local youth and empower them to achieve success. Our goal is to create a fun and unique environment, deeply rooted in self-discipline, teamwork, and whole-body awareness.





President  
Sally West

Oakland Community Pools Project provides free and low-cost aquatic programs to the youth of Oakland. The life-skills taught in the water give young people the opportunity to realize their potential both in and out of the water.

Vice President  
Dane Christensen

Currently, the program is divided into four parts:

Treasurer  
Chaka Lockhart

-  Swim School – teaching basic water safety and swim skills to children ages 3 – 19.
-  Pre-Competitive Program – successful graduates of Swim School who are ready for more advanced instruction and practice, but not yet ready for Swim Team are placed in one of three groups based upon skill level.
-  Swim Team – the Undercurrent is a member of United States Swimming (USS) and is divided into five participant groups based upon age, skill and experience.
-  Leadership Academy – an internship/mentorship program designed to retain more senior swimmers, while developing their leadership and teaching skills of both in and out of the water. Upon completion of the program, if interested, we assist them in obtaining employment in the aquatics field.

Dominic Cathey  
Gary Fitschen  
Janet Green

Ben Sheppard,  
Executive Director

## OCPP serves over 300 children each week, providing:

## Recent Accomplishments

- For the tenth consecutive year, OCPP has increased the number of young people it serves, particularly in its burgeoning Summer Program. Of tremendous importance is the fact that we have maintained a low student to instructor ratio (4:1) in tandem with our program growth.
- Within our growth, our grassroots recruitment methods have also led to increasing numbers of registrants from more communities that have not traditionally been aquatics participants. A partnership with a community organization in Chinatown led not only to a significant increase in the number of Asian Americans in our program, but also provided us with a partnership model that we can now replicate with other organizations within other communities.
- We have continued to maintain our staff of top-quality coaches, instructors and volunteers, all of whom are former swim champions, record-holders, or Olympians.
- Donovan Redd, an African American male who has been swimming with OCPP for nearly 5 years was named to the Pacific Swimming All Star team in the 11-12 year-old age group based on his two wins in the 100 yd. and 50 yd. breaststroke at the 2009 Gator Holiday Classic in Florida.

- A safe environment
- Help to develop a love of swimming and other physical activity
- Exposure to a non-traditional sport for inner city youth
- Participation in a sport that is medically proven to have tremendous physical benefit
- A positive health sports environment for underserved youth
- High quality instruction
- Coaching that includes mentorship on health issues such as diet, self-esteem, body image, mental and physical capabilities and endurance, teamwork and building confidence
- Coaching and training for participation in competitive swimming events
- Leadership opportunities

- Jarin Edwards, an African American male, who started in the OCPP Learn to Swim program in 2008 at the age of 4, won the 50 yd. fly and broke the 5-Year-Old meet record at the Pacific Swimming 10 and Under championships.
- Nkoszana Nkukelo, an OCPP swimmer since 2003, began attending a prestigious women's college in fall 2009 and is the first African American on their swim team.
- We continued to attract supporters in 2009, bringing in new major donors and over \$40,000 in new funding, marking our seventh consecutive year of program growth.
- Program Founder & Executive Director Ben Sheppard was selected by USA Swimming to fill a newly created role of Sport Diversity Consultant, wherein he is assisting other swim teams nationwide in their efforts to increase their participant diversity.
- We took more swimmers to more local, regional and national meets than in any previous year, including national meets in Arizona and Florida.
- Internally, we began to build our social media presence, with our YouTube videos and the creation of a Facebook cause.
- We produced our second successful Swim Meet.
- Fall 2009 saw a further broadening of our fund base with the production of our first ever, extremely successful, Swim-A-Thon and a second Swim-a-Thon is being planned for Fall 2010.
- Our program received positive television and print coverage from both local and national media outlets, including a story on the national broadcast of the CBS Evening News and mention in a feature in the Parade section of the Sunday New York Times.

## Additional Information

- Because of the high level at which we subsidize our programming, OCPP's fees are more than 20% below the lowest market rate, more than 2/3 of funding for facility costs and salaries for coaches must come from foundation grants and individual donations.
- In addition to charging fees that are more than 20% lower than any other community-based swim program (and more than 50% lower than other private swim programs) OCPP provides 15% of its participants with full or partial scholarships to cover their fees. Our fee subsidies and scholarships total more than \$50,000 each year.

On average, we subsidize:

\$550 in annual costs per swimmer in our Learn To Swim Program  
 \$535 in annual costs per swimmer in our Developmental Program  
 \$1050 in annual costs per swimmer on our Junior, Age Group and Senior Swim Teams (\$372 – Junior Age Group; \$738 Age Group; \$2,016 Senior Age Group)

- OCPP's participants reflect the rich diversity of the city of Oakland, with more than 22 different ethnicities represented, including African Americans, Chinese, Egyptian, Hawaiian, Indian, Khmer, Japanese, Mexican, Puerto Rican, and Vietnamese among others.
- 36% of OCPP swimmers come from homes where English is not the primary language.
- 51% of the swimmers are female, 49% male.
- The swimmers range in age from 3 to 17, with the heaviest concentrations being between ages 6 to 15. 44% of OCPP swimmers live in neighborhoods with an average income that is less than 80% of the national average, and less than 60% of the regional average.
- 59% of OCPP swimmers come from neighborhoods where more than 10% of the population lives below the poverty level.
- OCPP strives to help its participants learn about volunteerism and being a good citizen through programs such as its monthly Clean-Up Day at the Oakland Estuary and other service opportunities.
- The swim club at the newest UC campus, UC Merced, was started just 4 years ago by OCPP Undercurrent, Helen Tuman.

### Oakland Community Pools Project

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*Life Lessons Learned In The  
Pool*

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