

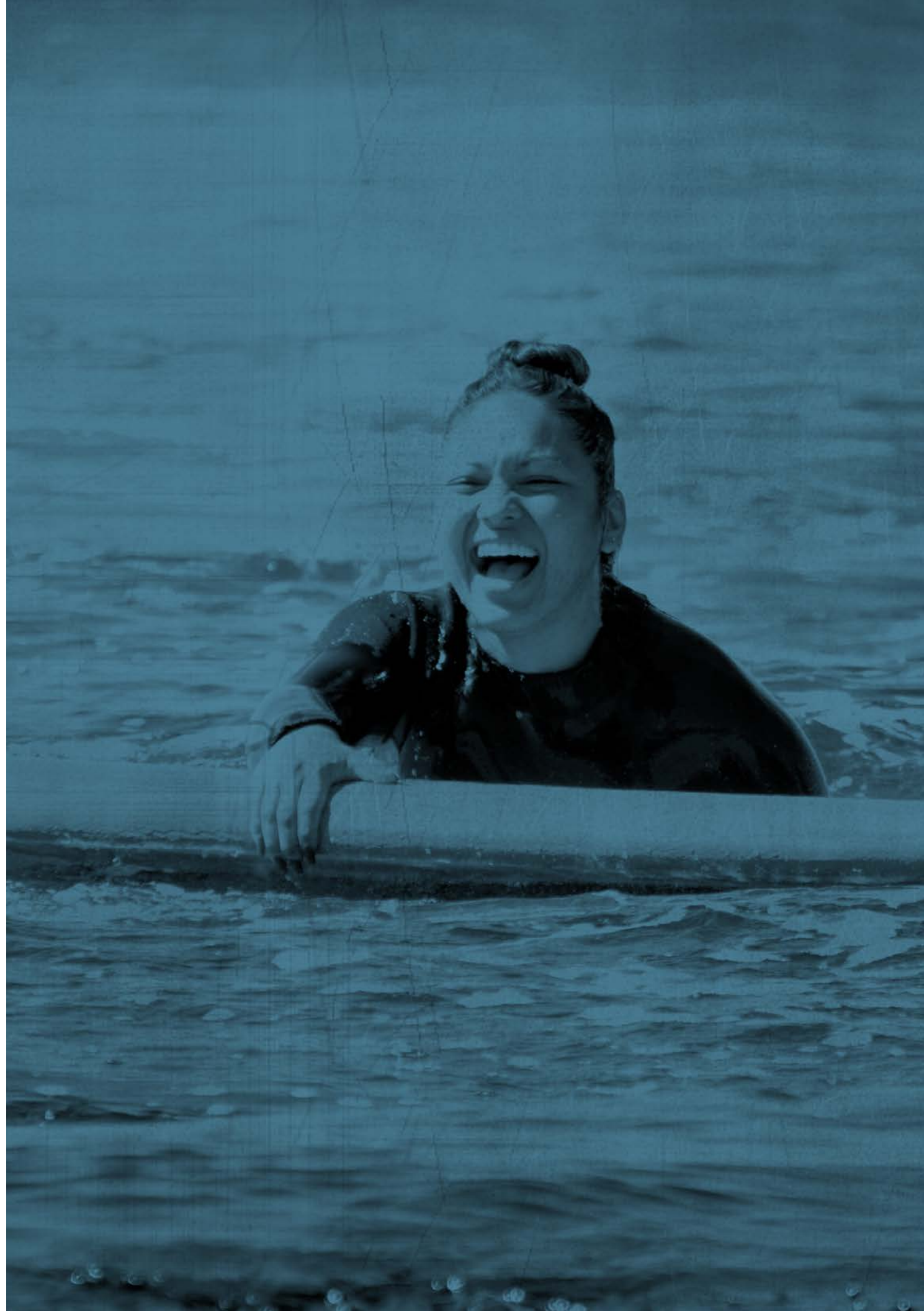
# DROP IN

COALITION



2021





Drop In Coalition was established to develop empowered learners who leverage the stoke of nature's flow to build creative confidence, amplify collaborative problem solving skills, and generate positive outcomes in their world.

We believe that combining nature and STEAM opens kids up to new learnings, problem solving, and the powerful connection between nature and science. We call this stoke-to-STEAM, using the joy of being in nature to fuel an interest in science. We've partnered with local Santa Cruz organizations to teach underserved kids a STEAM (Science, Technology, Engineering, Art and Math) and surf curriculum. It's a great way to focus on the science of nature and get kids into flow.

**GROW WITH THE FLOW!**

# DROP IN COALITION





# DROP IN

COALITION

# 2021 ANNUAL REPORT CONTENTS

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# LETTER FROM THE FOUNDER

## WHAT AN INCREDIBLE YEAR!

Since our founding, Drop In Coalition has helped dozens of girls grow with the flow in Science, Technology, Engineering, Art & Math as well as surfing. Our graduates have learned about marine biology, creative coding, physics, circuits, wave mathematics, and oceanography in self-directed team leadership models. We achieved exciting milestones creating the organization, piloting our curriculum, getting our first grant, and establishing several partnerships with wonderful local organizations. It is truly wonderful seeing our Drop In graduates benefit from Coalition programs.

As you'll see in the upcoming pages, we firmly believe the power of our organization comes from passionate people who live and breathe our shared mission every day. Thank you to all our volunteers and donors for your support and love. We look forward to many more years of teaching kids about the science of nature, helping them develop problem solving skills and connecting flow sports with learning and growing with the flow together.

All the best,

A handwritten signature in white ink that reads "Ben Rewis". The script is fluid and cursive, with the first letters of "Ben" and "Rewis" being capitalized and prominent.

**BEN REWIS**

**Executive Director & Co-Founder**

## VISION

To level the playing field for participants in our programs, especially those who have been systematically underrepresented or disadvantaged, and to help them achieve their life goals through work, play, love and convening with nature.

## HISTORY

We are a field trip service for children from underrepresented communities, on a mission to provide a unique experience of both surfing and STEAM (Science, Technology, Engineering, Art, Math). We believe great things happen when young people develop a love of nature and science. Our goal is to empower kids to explore the joy of surfing and experience the thrill of STEAM in a whole new way.



Drop In Coalition is a charitable organization co-founded by Ben Rewis and Nisha Atre Richardson, in memory of Tushar Atre (1969 – 2019), whose life was tragically cut short. At the age of eleven, Tushar attended a wood-working camp. That experience led to a lifetime love of design and building.

Tushar was also an avid mountain biker and surfer. He was known to say, “I moved to Santa Cruz for the mountain biking but stayed for the surfing.” We aim to have kids experience nature’s flow as Tushar did. Through surfing, STEAM instruction and conversations that bring diversity to the forefront, Drop In aims to empower kids of every ethnicity, gender and orientation.

# THE BOARD

**BRENT BROOKLER** — is a technical, product-focused entrepreneur with deep domain expertise in mobile and web applications, the mobile and web eco-systems and bringing innovative products and features to market. After years of building and managing some of the biggest branded apps on mobile, Brookler is now focused on FlowVella and AtrNet. At FlowVella, he is innovating sales enablement through presentation software and his company, FlowVella. FlowVella is an interactive, sales and presentation software platform, with apps for the Mac, iPad and the web. At AtrNet, Brookler is leading strategy, business development and sales with it's 24+ years of expertise designing and delivering B2B technology corporate web sites.

**JORDAN NOLLMAN** — is a Boston-born, award-winning designer who is inspired by the entrepreneurial spirit of design. In his current capacity, Jordan is CEO/Principal of Sprout Studios and internal design incubator for Sprout Labs, which is responsible for five Start-Ups. He has designed products and experiences for many of the world's top brands and design consultancies and is active in both the Boston and San Francisco design communities. He has also lectured on the power of design at Harvard Business School to CES (Consumer Electronics Show). Jordan holds a BFA in Industrial Design from Rochester Institute of Technology and his work can be found in numerous publications, ranging from Time Magazine to the Wall Street Journal.

**BRIDGET RIGBY** — is a learning innovator who creates and leads design-based learning programs that develop the next generation of creative thinkers and doers. She's developed her passion and purpose through leadership roles at Galileo Learning, The Tech Museum of Innovation, Make:, and Lighthouse Charter School where she taught making, design thinking, and creative code. She loves leading people through design challenges that gear their mindsets towards creative problem solving, collaboration, and innovation for good. She's always looking to drop into her favorite flow-generating experiences, from yoga and meditation to soccer, surfing, and creating with technology. She's very motivated to support the Drop In participants as they find and unleash their inner flow!

**DAVID REDHILL** — has lived in the US, UK, Spain and Australia. Whether working as global CMO of the world's biggest consulting business Deloitte, as head of marketing, brand or communications at Landor Associates, iXL, BEA Systems and PWC Europe, or navigating life as a journalist, producer, photographer and musician, David is driven by a passion for creative, positive and sustainable outcomes. He was named Australia's Marketer of the Year by the Australian Marketing Institute, and was awarded two Cannes Lions as co-author of the Great Barrier Reef report The Value of Nature, amongst other awards. He sits on the advisory boards of start-up accelerator Ocean Impact Organization and UNSW Art and Design Faculty, and is happiest when with his family or in the water.



**CHRISTOPHER LOCHHEAD** — is a #1 Apple Podcaster and Amazon author who has been an advisor to over 50 venture-backed startups, is a venture capital limited partner and a former three-time Silicon Valley public company CMO, entrepreneur and an original category designer. Lochhead hosts the two award winning podcasts “Follow Your Different” and “Lochhead on Marketing” and is co-author of two bestsellers: *Niche Down* and *Play Bigger*. He has been called “one of the best minds in marketing” by *The Marketing Journal*, a “Human Exclamation Point” by *Fast Company*, a “quasar” by NBA legend Bill Walton and “Off-putting to some” by *The Economist*.

**FARRELL EVANS** — is an award-winning sports journalist and nonprofit founder who has written for the *Oxford American*, *Golf Digest*, *Sports Illustrated*, *Golf Magazine* and *ESPN.COM*. An avid golfer and runner, Farrell is a co-founder of two sports-based youth development organizations in New York City.

**BEN REWIS** — runs Drop In Coalition, in addition to guiding companies of all shapes and sizes on their digital transformations, helping them leverage data, cut costs and ultimately make a lot more money through the creation of significant technology-enabled businesses. In addition to business involvement with major companies, Ben has decades of wilderness and group leadership experience, taking part in numerous adventure expeditions around the world. Ben co-founded and is the Executive Director of the Drop In Coalition. He is an Advisory Board Member of the Save The Waves Coalition, and was honored in 2019 as a Royal Geographic Society Fellow.

**NISHA ATRE RICHARDSON** — has worked in finance for 20 years as an investor and capital raiser. She has served on the Board of the North Star Fund, a 40+ year old foundation that supports grassroots, social justice organizations. She is Tushar’s sister, carrying on his legacy with the Drop In Coalition.

**GIL SPENCER** — is a serial entrepreneur with a history of building and selling successful products and companies. He has a 35 year career based on bringing breakthrough products to market. As a technologist and founder, Gil has created and led world class teams that have delivered innovative products and services in enterprise and consumer markets.

**CHRISTINA FONTANAROSA** — is a 20 year educator. She has worked for the NYC DOE, NAIS schools, and in Higher Education as a teacher/administrator/counseling services. She has a BA in Early Child Education from Spelman College and MA in Applied Psychology and Counseling from NYU. Christina believes in supporting the whole child and empowering youth to direct their own path through educational experiences. She has served as board member for Rainbow Rumpus in support of LGBTQ students, a Registered Yoga teacher for KAVI, and a Child Development Trainer for the Children’s Defense Fund’s Freedom Schools along with CUNY. Currently Fontanarosa is the Performing Arts Dance and Yoga Instructor at the Ascend Charter Network and Director of Bohemian Woman Sorority Inc.

# PARTNERSHIPS

We are delighted to partner with CPY, The Wahine Project, and Salud y Cariño for our first year of pilot programs. Together we have established solid curriculum and operating partnerships that are positively impacting kids and making a difference.

In addition to our operating partners, we are deeply grateful for our corporate partners AtreNet and Sprout Studios. We also thank our grant partners in Community Foundation of Santa Cruz, and The Nell Newman Foundation.

Drop In is also connected to GuideStar, Benevity, and Fidelity Charitable for corporate and foundation giving.

## OPERATING PARTNERS

**CPY** Community Partnership for Youth was formed in the spring of 1991 as a grassroots community response to a tragedy when a promising Seaside High student-athlete, Ramon Avila, was shot and killed during an alleged drug deal. Local community leaders vowed to find a solution to spiking crime in the neighborhood and its effects on their most vulnerable children and youth.

[cpy.org](http://cpy.org)

**The Wahine Project** We're a global community that believes everyone deserves access to the ocean. We're reshaping the landscape of equity in ocean recreation and stewardship.

[www.thewahineproject.org](http://www.thewahineproject.org)

**Salud y Cariño** Salud y Cariño opens doors for girls to take action and gain confidence through physical activity and healthy choices to live their best lives now and in the future!

[www.saludycarino.org](http://www.saludycarino.org)



## GRANTS

### **Community Foundation of Santa Cruz**

We bring together people, ideas, and resources to inspire philanthropy and accomplish great things.

[www.cfsc.org](http://www.cfsc.org)

### **The Nell Newman Foundation**

Nell established the Nell Newman Foundation in November of 2010 with the goal of carrying on her father's legacy of charitable giving, coupled with her passion for the environment.

[nellnewmanfoundation.org](http://nellnewmanfoundation.org)

**Guidestar** GuideStar Nonprofit Profiles help the sector take a leap forward from data and information about charities to powerful knowledge and insight to help us make informed decisions.

[www.guidestar.org/profile/85-0990800](http://www.guidestar.org/profile/85-0990800)

Drop In is connected to GuideStar as well as Benevity and Fidelity Charitable for corporate and foundation giving.

## CORPORATE PARTNERS

**Atrenet** AtreNet delivers handcrafted B2B websites for technology companies. We are grateful for corporate support and website work by AtreNet.

**Sprout** Sprout Studios is an award-winning, Boston-based concept to launch design studio deeply rooted in technology and innovation. We are grateful for Drop In Coalition logo and branding services.

<https://sprout.cc>







# MAKING A DIFFERENCE

We established our Board of Directors, Bylaws, Website, Accounting with IRS Form 990, etc. to help underserved kids, and have both pre- and post-survey data to evaluate impact.

In summary, it is working: during the winter of 2021, six young women of the Drop In Coalition's Second Cohort participated in three full-day (eight hours) workshops that took place over a three month period, from January to March, 2021. The first part of the day was spent learning to surf, and the second part of the day was focused on science and math (STEAM) instruction.

Data from the pre- and post-program surveys indicate that the program had a positive impact on participants' confidence in science competency and learning new things. For this cohort, the biggest shifts in attitudes from pre- to post-program survey were seen in the following items:

**"I enjoy activities that take place outdoors in nature."**

**"I like meeting new people."**

**"Learning a new skill makes me happy."**

**"I like to try new things."**

**"I can imagine myself as a surfer."**

This indicates workshops opened doors to an enjoyment of being in nature, to learning new skills, and gave them confidence in surfing as a sport or hobby, and that they appreciated that connection as an exciting learning tool.

# DROP IN DATA

Drop In Coalition was created by people that understand data. So we designed the STEAM curriculum and our pre and post survey data collections to help us prove that problem solving combined with flow sports helps improve confidence when dealing with the Science of Nature. One of our primary goals is to use data to drive problem solving skills because we want Drop In kids to make the world a better place. To help achieve that, we developed the right mindset to create a culture built on data. In short, Drop In started with an understanding that we need to understand and use data if we want

to bring about real social change. So we have kids help us with both short term questioning (as our survey results indicate in these visuals) in addition to longitudinal studies that track Drop In graduate relationship to science over time. For example, our first group of eight kids focused on Marine Biology, so we have approval to follow up with those kids in four years to see how science related grades progressed. Did they embark on more sciences, did scholars grades in science related classes increase or decrease, and what was the result of project work with Drop In?





## PURPOSE OF SURVEYS

We administered pre- and post-program surveys to the eight participants of the Drop In Coalition's fall 2020 pilot cohort. These eight participants completed the pre-program survey at the start of their first day of the program, and the post-program survey at the end of their last day. The purpose of the pre-program surveys was to understand participants' feelings of confidence, competence, and belonging, among other things, prior to their participation in the program.

The post-program survey was conducted to understand if these feelings changed after their participation in the program, and whether their participation inspired feelings of accomplishment, feelings of happiness/joy, feelings of belonging, and feelings of competence. Ideally, we want the Drop In Coalition program to empower young people to be confident and excited learners. We are also using data from the post-program survey for retrospective program impact measures and continuous improvement.

☐☐ **I loved everything about this program because they make me feel confident about myself and motivated to try new things..."**

## SUMMARY OF RESULTS

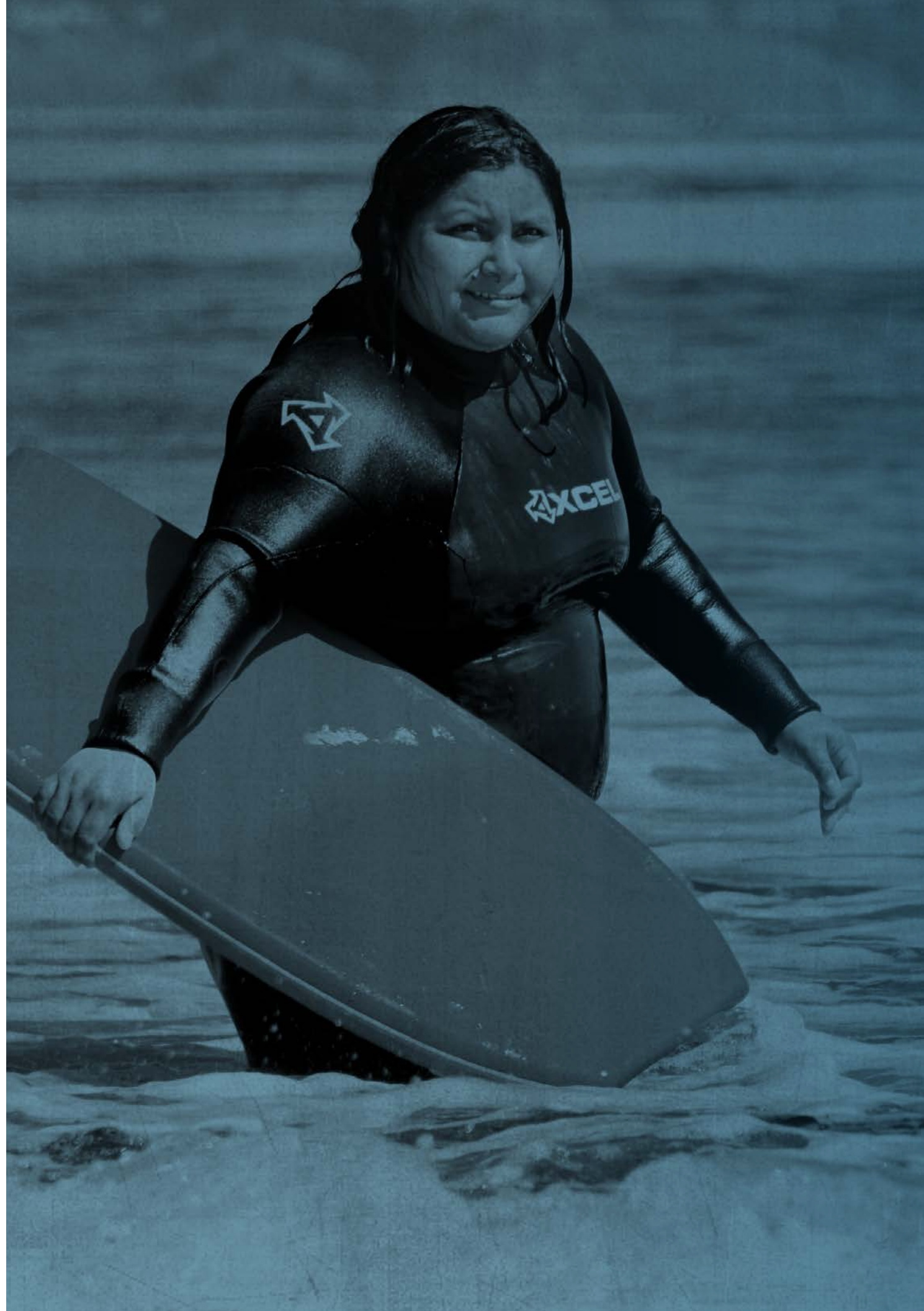
The eight young women who took part in the Drop In Coalition program pilot participated in three full-day (eight hours) workshops that took place over a three month period, from September to November. The first part of the day was spent learning to surf, and the second part of the day was focused on marine biology (STEAM) instruction.

Data from the pre- and post-program surveys indicate that the program had a positive impact on participants' confidence in science competency and learning new things, with the items receiving the highest number of positive shifts between pre- and post-survey including, "I think I could become a scientist," "Learning a new skill makes me happy," and "I like to try new things in science, even when they look hard." The surveys also indicate that three workshops are not enough to instill confidence in surfing or a love of outdoor activity, but that it is a great introduction and inspires participants. This is particularly evident in the participants' own words:

☐☐ **All in all, this program has taught me so much about myself, those around me, the environment, and so much more!"**

☐☐ **I am more interested in surfing now that I've completed the three workshops. I've learned new things that will most likely help me in school..."**







# IMPACT

**COMMUNITIES SERVED:** Latinx, BIPOC, high school kids

**CHILDREN SERVED:** 24 graduates in first year

**EMPLOYEES / VOLUNTEERS:** a dozen key volunteers and no employees (just consultants)

## BY THE NUMBERS

### POST SURVEY RESULTS

increased by

**50%**

"Learning a new skill makes me happy."

increased by

**67%**

"I enjoy activities in nature."

increased by

**67%**

"I can imagine myself as a surfer."

### ANNUAL BUDGET

**\$160,000**  
paid

Work  
Force  
Size **1**

People  
Served  
Annually **100+**  
target



# YOUTH EXPERIENCES

▮▮ **This program was beyond wonderful.** Each and every one of you made us feel so welcomed and comfortable! But I'd like to give special thanks to the women who encouraged and taught us to be comfortable in our bodies. You guys have inspired me to look beyond. Being a girl and a Latina you guys made surfing feel accessible. Not only that but because of you I have a closer bond with the ocean as well as open my thoughts toward creative solutions to help our oceans. I hope and encourage you to keep this program running! I'm going to treasure and carry all these incredible experiences and memories from this program, I loved every minute, I can't thank you enough!"

— Amy

▮▮ **The past three months I have learned not only more about the ocean but also more about myself.** I have encouraged myself to experience new things and to not be afraid. I feel more motivated and confident about myself. I have learned that surfing is not just a sport but it's also a way to connect yourself and learn from our mistakes. I feel really lucky and glad to know that I was one of the first ones to experience this amazing program with the best leaders. Thank you for everything, we really appreciate all of you!"

— Rebeca

▮▮ **Thank you for this amazing opportunity!** As someone who has always loved being in the water, this program has allowed me to not only learn how to surf, but also become more aware and learn about the ocean environment. Though our time together was short, I enjoyed every second of it (especially the chocolate cake!). Thank you for everything you did for all of us!"

— Janitza

▮▮ **Thank you for helping me learn more about the ocean in which I grew up in.** I would like to appreciate all the women in this program for teaching us how to feel comfortable in our own bodies. Thank you to Dan the Fish Guy for teaching us how fish impact us. I looked forward to this every month, and I'm glad to be one of the first ones to experience this amazing program!"

— Natalie

▮▮ **Thank you for this amazing and beautiful opportunity.** I am beyond grateful and happy. This was a new experience for me that I will never forget. You guys are incredible and keep doing what you're doing. You guys are so inspiring, and I have many takeaways from this camp! Thank you!"

— Michelle



# YOUTH EXPERIENCES

## Thank you so much for letting me be a part of this experience.

It was so much fun and truly rewarding. Learning about wave math, circuits, and surfing was all new to me but I enjoyed all of it. I had so much fun learning about circuits and creating Octie. Being able to incorporate art into circuits made it so much more fun.

Wave math was something I assumed was going to be a challenge in the beginning but in the end, I found it intriguing and super cool. I now understand how the ocean and math are connected. My favorite part of the wave math lessons was learning about how the moon affects our oceans. It was very engaging and I plan to look more into it.

Speaking of waves I would've never expected to see myself riding one. At the beginning of this program, I was afraid of the ocean and I was extremely nervous about getting into the water. With the help of Drop In and the Wahine project, I was able to get more comfortable with the ocean and overcome one of my fears.

I would like to thank you guys for the delicious meals and snacks. I really liked having pie and ice cream after surfing. Thank you so much for this wonderful time at Drop In.

Sincerely,

**Anahi Matias Santiago**

## Thank you for letting me be part of this project.

I had a lot of fun there and learned new things. Going to the Drop In Coalition has been a great experience because not only did I meet new people but I also tried new things that I was never before interested in, and I enjoyed it. I really liked the wave math because I never had even thought about how the waves work or why some are bigger than others. It was really fun and I enjoyed learning about the period and how the wind and moon control the height and width of waves.

Learning about circuits with Bridget was really cool. I enjoyed the circuits because I felt very creative and it reminded me that not everything has to be so formal and that it's okay to be creative and to think outside the box.

I was captivated by the story of Tushar Atre and how his love for the ocean is being passed on to people like myself.

I also want to thank everyone from Wahine because they were all really nice and they cheered for everyone even if we ended up falling from the boards.

I'm grateful for CPY for letting my sister and I participate in this amazing project that the Drop In Coalition has to offer. CPY continues to engage us in these wonderful life changing opportunities and I am really grateful for all of the experiences and memories I am getting because of them.

Sincerely,

**Rubi Bernando-Lopez**





**I am so glad I was able to participate in something so cool.**

Thank you for this amazing opportunity! This was my first time surfing and the experience will always be memorable! The variety of amazing teachers and instructors were wonderful and it felt like such a safe place. I learned so much about the ocean and some valuable skills in just one day. I thought surfing would be difficult, hard, and frustrating but it has brought me so much joy. I hope we can meet again in the future!

Sincerely,

**Judeann Lapena**


**I appreciate you giving me this chance to learn new things about myself.**

Thank you for giving us an opportunity to learn more about the waves that surround us and how to catch a wave. I may have found a new hobby I enjoy doing.

The reason why I come to CPY is for the help and experience that they have to offer. I haven't just made friends, I have a family of leaders who support one another. What I have learned in CPY is to respect one another and keep an open mind when it comes to children and their behavior because you never know where they are coming from. Kids are smart and kind, they just need some guidance towards the right direction and a lot of patience. I have yet to learn new things from working at CPY.

Sincerely,

**Sarai Hernandez**

A woman with long dark hair, seen from the back and side, wearing a black wetsuit. She is looking out at a body of water under a blue sky. The wetsuit has a zipper and some text on the back, including 'conelli'.

Drop In Coalition is expanding from Santa Cruz, CA to the Newport, RI area. Our second location already has activity shaping around Oceanography and Wave Mathematics in partnership with both underserved schools and established NAIS schools benefiting from surf and STEAM instruction. During 2022 we shall further develop our expansion strategy to connect other underserved schools and non-profit groups, with NAIS/CASE schools, perhaps aligning locations of corporate partners for educational certification programs. For example, outdoor stores used as footprint for STEAM and Flow Sport training, especially instructor certification programs to create jobs for Drop In graduates teaching future Flow Sport programs.

LOOKING TO

2022



## TOGETHER WE CAN DO SO MUCH MORE.

**You too can empower our young people to recognize their potential and realize their dreams.**

**Learn More & Donate** Go to [www.DropInCoalition.org](http://www.DropInCoalition.org) to watch our video or make a donation.

**Volunteer** We're always looking for awesome people to teach STEAM content and instruction in flow sports like surfing. Email [Ben@DropInCoalition.org](mailto:Ben@DropInCoalition.org).

**Partner with Us** Join our team of non-profits, schools, and corporations and grant providing entities to make an impact through opportunities like hosting or sponsoring an event.

**Connect** Like us on Facebook, and follow us on Twitter and Instagram to stay up to date on our latest news, photos, and videos.

**Thank you for stepping up to help underserved kids Grow with the Flow.**





**DESIGNED BY SPROUT STUDIOS**