



# PRESIDENT'S ANNUAL REPORT

November 30 2017-November 30 2018

## **Our Vision**

The Women's Kiteboarding Collective is a non-profit, global movement of women kites. Its reason for existence is to empower women kites, that is, to build their confidence, courage and skills so that they will become powerful leaders and decision-makers in their families, communities, businesses, and governments. It is our hope that they will create, for themselves and others, a better more sustainable world with true gender equality.

## **Our Mission**

To achieve our vision, The Women's Kiteboarding Collective is recruiting women into a growing, global community of women kites. Through both online and face-to-face gatherings, The Women's Kiteboarding Collective is becoming a premier resource for kiteboarding education, inspiration, and connection for women around the world. The Collective encourages women to network, work together, learn together and build a sense of camaraderie in both kiteboarding and their lives. With that foundation, women can advocate for improvements for their lives and the lives of others.

## **Our Values**

We are a global movement of women kites who encourage, support and celebrate each other's independence, intelligence, courage, confidence, strengths, abilities, power, professionalism and grace. These core values support our goal of a world which demonstrates equity, justice, fairness, freedom, and truth, particularly in relation to women's rights.

## **INTRODUCTION**

This year was a productive one for the Women's Kiteboarding Collective. With women volunteering from around the world, we saw our mission come to life for women everywhere. It was an important shift when we changed our name from KB4Girls to The Women's Kiteboarding Collective and this year even more women of all ages participated and engaged with us.

Since the AGM of Dec 2017, our 9 Board Members were:

- Elea Faucheron (Co-Chair)
- Laurel Eastman (Co-Chair, Treasurer)
- Joyce Stalker (Secretary until Nov 2018, continued as Board Member)
- Tracy Shayhorn (Secretary began Nov 2018)
- Bianca Forzano
- Stanzy Guerrini
- Caroline Morris
- Gee Gee Santos
- Shalhevet Segal
- Barb Víchová

In 2018, Board Members donated an impressive total of approximately 2,000+ hours of volunteer work. Our commitment to The Collective remained strong and clear. This was so although we often operated with only 7 active members .... illnesses, paid work commitments, travel and family obligations complicated our lives..and of course, as women, we carried the majority of unpaid work commitments as well.

Fortunately, non-Board volunteers stepped forward to help: Jennifer Friday created and distributed harness bands, others supported the Israel pop-up, created original cartoons related to women kites and many shared endless tips, advice, support. In brief, members of the FB forum donated hours of their time to help fellow kites with a wide variety of concerns from kite etiquette, to gear, to travel spots. This was a remarkable commitment to and support of The Collective, for which we are extremely grateful.

Since our AGM in Dec 2017, The Collective has made huge strides forward with organisational matters. For most of 2018, the Board increased their informal meetings from 1 to 2 per month to stay connected and push projects forward. We held a longer mid-year catch-up and planning meeting in mid-June. Communication was key, and updates were crucial to keep the team on the same page. This was not always easy, given very different time zones and faulty or no internet connections among the Board Members.

This year continued to be developmental, but many more programs and projects came to completion than ever before. The team further organized and allocated management duties for each officer and Board Member of The Collective. As a result, we successfully enhanced 6 Continuing

Programs and 2 Projects. The reports below illustrate that despite time, organizational and energy constraints, the team made real advancements.

Although active Board Members contributed many hours to The Collective, we could not sustain our newsletter and made only small advancement on 2 Continuing Programs: Industry partnerships and the Map of women-owned businesses.

All these activities required a tremendous amount of discussion and reflection while the team slowly built consensus on strategies, priorities, and directions forward. In the process, we learned so much about time demands and the limits on projects we are able to undertake.

We realized, with almost two years' experience as a full Board that we needed a clearer organizational structure, to maximize each Board Member's efforts and to spread the work more evenly. Thus, we drafted The Collective's Organizational Manual with the aim to keep all programs moving powerfully forward.

We also realised that succession was a particular concern for us. The Collective must run with a President, Treasurer, Secretary, and a Board, each with a two-year term. The completion date for the current team is June 2019. At our mid-June meeting, we discussed individual Board Member's renewal plans.

In summary, again this year the team was dynamic and creative. This global organization lived its mission every day. We heard from many female kites who, as a result of contact with us, became empowered to make a better world for both themselves and others. . . and similarly as the Board Members saw our impact in the community, we were continually inspired to create even better programs and projects for The Collective's wonderful tribe of amazing women.

Elea Faucheron (Co-Chair)  
December 2018

# CONTINUING PROGRAMS

## **PROGRAM: Financial Membership**

Program Manager: Eléa Faucheron

In 2018, without a membership drive, we had only 4 Board Members and 5 members of the public give financial support (compared to 12 financial members in 2017.) The lack of a real financial base to achieve our goals was and is a serious concern for the Board.

We decided to revive the drive for financial membership in a whole new way. We began discussions and strategic planning early in 2018.

- Key Point: Financial membership would not be promoted for “perks” but first and always because women want to support our mission on a global level.
- I proposed we use a new platform called Mighty Networks to host our content for members.
  - Our Collective had the basic membership level to qualify to use it.
  - It allows women to easily find and have easy access to well organised information:
    - Travel, safety, skill and gear guides.
    - An open forum for connection and distribution of knowledge.
- The Board agreed to use the new platform, not our website or FB pages, in order to engage and support our financial members better.
- I then:
  - Created the platform (eg: topics, events, tribes).
  - Invited women from our FB page into the platform to help build and give feedback on it.
  - Created 2 Videos to be used at the launch of the new platform. These are:
    - For promotion on the homepage of the membership site.
    - To help for members navigate the site once inside.
  - Presented to Board Members a slide document to clearly define the membership prior to discussions.
- The Board
  - Set the membership fee at \$39.99 US dollars per year.
  - Decided that the key to the success of this platform would be to:
    - Engage women by bringing in pros on a wide range of topics from kiting to health to social impact.
    - Share information and skill sets based on the expertise of all women who are financial members. These members have full access and can contribute to the new platform.
  - Caroline and Elea began a PR and Launch outline.
- As for other financial members, at the June 2018 meeting, the team discussed that all Board Members should join The Collective, and either donate funds to it or give 30 hours of unpaid work a year to the organization. As noted above, active members far exceeded those hours.

## **PROGRAM: Volunteers**

Program Manager: Eléa Faucheron

In 2018, we saw incredible, positive feedback from our active and growing FB community. Many on FB expressed their appreciation for the work of The Collective and indeed, during the year, several spontaneous voluntary activities occurred: creation and distribution of harness bands, support for the Israel pop-up, original cartoons related to women kilters shared, endless tips, advice and support given. The tribe demonstrated its generosity and support of The Collective often.

Against this background, we felt there was an opportunity to build a clear and organized volunteer program outside of the duties of the Board and officers. We also knew that our active Board Members could not continue to support The Collective at the intense pace of 2017 and 2018.

The role of volunteers thus became fundamental to meet our organization's mission. Thus, The Collective decided to reserve certain tasks and roles specifically for volunteers, to create opportunities for the community to participate in, offer feedback and endorse our work. As a part of our commitment both to transparency and to create opportunities for community investment in our organization, The Collective created Draft guidelines for volunteers in a variety of roles.

### **The Role of the Volunteer**

- Support the vision, mission and values of the Women's Kiteboarding Collective.
- Undertake activities that directly support Board Members in their leadership positions and service. These include, but are not limited to:
  - Secretarial duties
    - As per ["Role of the Secretary" document](#)
  - Creation and publication of
    - Relevant and travel articles/videos
      - Written by volunteer or collected by volunteer from our tribe.
      - Written articles normally 800 words or more.
      - Submitted to Barb monthly for www site..or..Caroline monthly for FB site...or Elea monthly for the membership platform.
    - Inspirational articles/videos
      - Collect and post quotes, photos, feel good news.
      - Post once weekly on FB..or membership site.
      - Submit to Caroline monthly.
    - Events
      - Give in-person support to women-only events associated with The Collective. Eg: Israel Pop-up 2018.

## PROGRAM: Facebook Groups

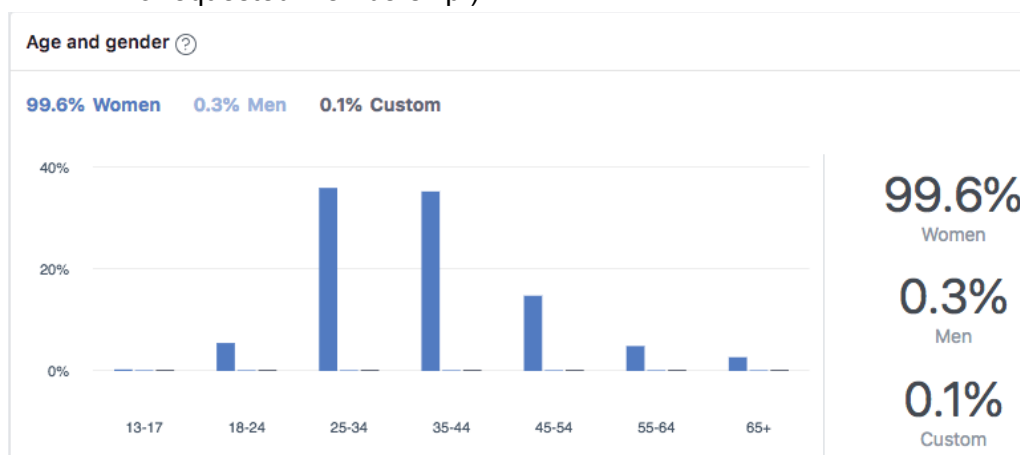
Manager: Caroline Morris

### Women's Facebook

At present, our women-only FB Group serves as the go-to place for female kitesurfers to obtain information surrounding the sport, build friendships, confidence and stay inspired within a safe supportive environment. Members are free to comment on and post topics for discussion. These spanned anything from injury prevention, sexism, vacation house swapping, bullying issues, events and competitions, women kitesurfers 65+, meetups, equipment advice, travel and gender equality.

#### ➤ Statistics

- A thriving group with over 3.5k members, all organically grown with 2915 active members.
- In 2018 we saw 1397 posts to the Group.
- We added 965 new members in 2018 too!
- Approx 80 new members a month (numbers fluctuate according to wind season).
- Per our observations, travel was the most popular topic.
- Top 10 member countries are represented as follows:
  - United States 1,166
  - Canada 261
  - United Kingdom 259
  - Australia 191
  - Germany 166
  - New Zealand 136
  - Netherlands 125
  - Spain 87
  - Switzerland 78
  - Mexico 67
- Age of members is represented as follows (0.3% attributed to men may have been members who did not declare their gender, given that we checked carefully everyone who requested membership.):



- Most active days are Wednesdays and Thursdays.

#### ➤ Successes

- We were contacted by, and replied to, the Guardian newspaper (UK) via FB for a quote on female representation in the sport.
  - The Project 65+ video was shared on FB by thousands (see our Project section below).
  - Ocean Rodeo reached out to us via FB to see how they could be a part of supporting women.
- **This year we:**
- Sorted all the posts by topic and applied tags to make content more easily searchable.
  - Welcomed personal projects, initiatives and business ideas to be shared every Wednesday.
  - Met with The Kiteboarder magazine to run a FB Live - it was agreed once we launched the Mighty Network membership we can deliver this as well in the form of a special offer for the group.
  - Ran 6 FB Live events with varying success:
    - The most successful was a fully structured style equipment review in which Caroline interviewed Su Kay in Cape Town. It received 1k views. However, a great deal of work went into this event.
    - Other less time demanding FB Live events received too few views (around 300) to warrant the work put in.
    - I put calls out to the group and asked if any member was keen to put on a Live event, and if the FB lives were valuable. No one supported their continuation.
  - Tried to steer the members to use the group search facilities to seek answers to their questions before they posted repeated questions, but this failed and was met with slight negativity.
- **Public FB**
- Our FB page is 13 likes short of 7,000. Due to FB's rules we didn't put tons of effort into new content for our page as the group allows us much more one-to-one interaction with our tribe.

## **PROGRAM: Website**

Program Managers: Barb Víchová , Tracy Shayborn, Joyce Stalker

The formal page KB4Girls ([www.kb4girls.org](http://www.kb4girls.org)) was redone on the platform Wix.com and we created a completely new website under the name of the organization:

<https://www.womenskiteboarding.org/>

Thanks to the new website we:

- Communicated the rebrand of the organization from KB4Girls to Women's Kiteboarding Collective.
- Internally edited the content.
- Added content (blog, videos, photos, subpages).

Moving forward there was an urgent need to modify the webpage in order to bring members into our organisation and then into a financial membership when that is clearly established. We felt strongly that we had to:

- Simplify and explain clearly how the members can participate and join different elements of our community (women's FB page/ FB public community/ Paid membership/ Volunteering/ Industry partnership).
- Explain the advantages and benefits of joining the community.
- Reorganize a landing page with:
  - Our vision, mission and values highlighted.
  - All information about Mighty Network financial membership platform.
  - A better, clearer, simpler user experience.
- Reorganize sections as videos/blog/articles to improve user experience.

Our Board discussed the changes, implemented some of them immediately. Some of the changes are still in progress. In summary, this year we have:

- Prepared the content for the page "Join & Support" to simplify and explain clearly how the members can participate and join the community and described the advantages and benefits for the different forms of connection.
- Reorganized landing page to present the values and mission more clearly and create better user experience.
- Reorganized sections as videos/blog/articles to improve user experience.

## **PROGRAM: Gender equality and diversity**

Program Managers: Joyce Stalker, Laurel Eastman

There were two major themes among the energetic discussions about gender equality and diversity on our women's FB.

- Sexist encounters which ranged from harassment to threats of violence. Women on the forum responded generously and with informed, intelligent, safe ideas for responses.
- Debates about sexism eg: are bikini photo shoots, pink backpacks, use of the term 'girls' sexist? Some clearly thought of the issues for the first time, some were strongly spoken about the existence and persistence of sexism in the sport, others saw them as non-issues, a few had no patience with the discussions. FB members were, for the most part, considerate and generous as they worked through the reasons underlying their stances.

Discussions of diversity focussed on a few postings about diversity of body size and physical ability.

The Collective took direct action in 3 ways:

- Posted (Feb 7, 2018) to the women's and public FB groups a letter which encouraged collective action against sexism in the kiteboarding industry. This was in response to yet another discussion about sexist encounters. The post emphasized action through the



cornerstones of education, inspiration, and connection (Partnering toward a stronger kiting world for women and men).

- A comment under that post included the “Memo to organizers” in which the Board made an offer of help to the kiteboarding industry....”to establish standards for appropriate behaviors which will discourage sexism, racism, and homophobia at kiting events.”
- Established a “Special interest group: Gender equality and diversity”
  - Members: Industry reps and Board Members: (Elea Faucheron, Laurel Eastman, Sensi Graves, Lucy Allnut, Marina Chang, Joyce Stalker).
  - On April 18, 2018 we met via a conference call. We identified 3 Key problems for women kiteboarders:
    - Equal prize money.
    - Equal representation (events/media).
    - Equal respect.
  - The group identified Brands as the easiest targets.
  - We agreed:
    - It is important that the kiting industry own their changes, that we do not do the job for them, that is, act as their secretaries.
    - The collection of clear data/information is a good place to start.
- Oct 2018: As a result of unrelated inquiries by Joyce, Kiteboarding Australia asked if there was any way The Collective could work together to increase women’s participation in the sport. We replied that we would be happy to promote their request for their new Board Members to the 3500 women on our FB page. Further, if a group concerned with gender equality and diversity formed, “it might be helpful for that group to contact us re our focus on establishing gender equality and diversity guidelines for events/festivals, media, and brands.” At the date of the AGM we had no further information.

## **PROGRAM: Women instructors**

Program Manager: Elea Faucheron

This program aimed to connect women who want to learn or improve their kiteboarding with female instructors globally. Our volunteer Tiffany Forte began this project, but had to step away for personal reasons. Stanzy Guerrini was assigned to continue the project.

Due to time constraints, we made little forward motion on this project. We are proud to report however, that we received 51 responses to a poll we presented to our Facebook group to collect the data on female instructors within our community. We adjusted the poll to consider the women instructors who travel the world as instructors and do not tie themselves to one or two schools of instruction.

The data was limited by the numbers of respondents, but they gave useful insights and made us enthusiastic to strengthen the program:

- 68.6% had taught more than 3 years.
- 66.7% were IKO certified.
- 76.5% taught at the higher levels: Intermediate (41.2%), Expert (35.3%).
- 68.6% are self-employed.
- The 'hardest thing for female kilters' responses focused on the male domination of the sport. This was seen to affect women's sense of isolation, the nature of our gear, and women's belief in ourselves.
- Responses to "What do you say to women to encourage them to take up/improve in the sport?" focused on comments that encouraged energetically and enthusiastically: 'You can do it,' 'You'll love it,' and 'It's a lot of fun.'

## **PROGRAM: Women-owned businesses**

Program Manager: Laurel Eastman, Eléa Faucheron

In 2018, Laurel initiated the list of women-owned kite businesses and built it to a database of 68 shops related to kiting. We defined 'women-owned' as 50% or more of the business owned by a woman/women.

The Program fitted ideally with the fulfillment of our mission to educate and connect women. It made it easy for women around the world to find and support each other economically in business.

We decided to continue to add to this list in 2019 and to make it more visible we will incorporate it into our financial members' site and website.

## **PROGRAM: Industry partnerships**

Program Manager: Eléa Faucheron

The industry partnership in 2017 with Woo Sports inspired us, but the lesson we learned was that our output did not match our input. The large amount of time and energy involved produced small results. So although this program was officially launched this year, we focused on discussions about how to create mutually beneficial relationships.

We brainstormed ideas for the future. Companies in consideration were Bianca Bikinis, Big Blue Boards, and Kiteboarder Magazine, Ocean Rodeo. No agreements were settled upon as of 2018.

However, we did begin a partnership with industry representatives to create more equality in the sport (see report below under Continuing Programs: Gender Equality and Diversity).

# Projects

## **PROJECT: Pop-up Women's Kitecamp (Israel)**

Project Managers: Shelby Segal, Gee Gee Santos

### ➤ **Introduction**

The Board agreed at its February 14, 2018 meeting to support Shalhevet Segal and Gee Gee Santos to organise a Pop-up Women's kite and SUP camp event in Eilat, Israel June 6-8, 2018. The Board loved the idea, but knew it had limited resources.

### ➤ **Background**

Shelby organised Women's kite/SUP events in Eliat, Israel for the previous 6 years, under the KB4Girls banner. Every year, it seemed that the gathering became the most sought after women's gathering of the season.

Eilat, Israel is on the beautiful Red Sea Coast and normally provides both amazing stand up paddle boarding and kiting conditions: consistent wind and warm weather for all levels of women. On the practical side, changing and shower facilities were clean and safe. The decks and full service restaurant provided a wonderful vantage point to watch the action, and for photographers to set up their tripods for video coaching sessions. The Dolphin Reef Spa and the wonderful night life added an extra dimension. Against this backdrop, friendships were made that will last a lifetime.

### ➤ **The Event**

The purpose of the event was to:

- Improve the kite and SUP techniques of all levels of riders who were
  - passionate about kitesurfing and SUP-ing.
  - wanted to improve their skills.
  - wished to learn from the best.
- Re-launch the Israel group of KB4Girls as the Women's Kiteboarding Collective tribe.

### ➤ **The Basic Package**

- 3 day Instruction-only Package
  - 750 ILS for the B class
  - Kilters 650 ILS (1 USD = 3.5 ILS)
  - Discounts for early birds and seniors.
- 2 nights accommodation (breakfast included). Choices were:
  - a hotel (nicer and 2/3 in a room).
  - small houses of 2 bedrooms and one living room (6 women in each house).
- Plus:
  - 2nd night: free entrance fee to the Dolphin Reef, included reserved spa, free entrance on the third day.
  - All food and drinks at first night dinner.

- 1 Day structured one-on-one coaching program.
- Advanced kite-flying course.
- Guided down winders.
- Photography & video. A professional camera crew shot photos/videos for coaching.
- Water and snacks between coaching sessions.
- Demo of 2019 Blade kite gear.
- SUP activities were early in the morning as the sun rose and beautiful flat water awaited the riders.
- Yoga in the morning.
- Lycra t-shirt printed with The Collective's logo and the phrase "Let the sea set you free."
- Not included in any Package: Alcohol, local gratuities, breakfast, airport transfer and airfare.

#### ➤ **Daily Program**

- Day 1: Introduction, Video Session and Rider Evaluation.
- Day 2: Video review and analysis in the morning, followed by ride sessions to put what was learned in the video review into practice.
- Day 3: Advanced kite-flying lesson
- Flat water session
- Video review and analysis in the morning. Riders' choice for afternoon session.

#### ➤ **Promotion of event**

- FB posts
- *What's up* posts to senior kilters (to attract other kilters)
- One on one contacts with specific kilters
- A dedicated web page: <https://oritbo.wixsite.com/kb4girl2018/whats-going-on>
- A dedicated fb page: <https://www.facebook.com/events/147302139269951/>
- Women's Kiteboarding Collective's FB women-only forum (approximately 3000 women), FB public forum.

#### ➤ **Participation**

- 40 Paid participants
- Volunteers
  - Coaches ( tricks and tips): Gee Gee Santos, Gal Eytan, Yafit Kadosh, Natalie Figanblat, Sinai Yam.
  - Formal Photographers/videographers: Tome Avni, Monika, Ari.
  - Mentors: A few top women kilters from Israel. Gal Eytan, Yafit Kadosh, Natalie Figanblat, Sinai Yam.

#### ➤ **Issues**

- We addressed legal/safety and copyright (For t-shirt design) concerns carefully.
- The event was not a profit-making venture. We charged only enough to pay for the basics and to donate to a Shelter for girls at risk (2000 ILS ~ 570 USD).

## **PROJECT: Video: Project 65+: 14 women aged 65-76 living life to the full and kiteboarding**

Project Manager: Joyce Stalker

This project resulted in a 7 minute video which celebrated kites 65 years of age and older. We initiated it at the end of 2017. We recruited participants through our women's FB forum and its members' networks. The final video contained 14 women ranging in age from 65-76, from Australia (1), New Zealand (1), Canada (1), Netherlands (1) and from the USA (10--with many now living in Baja or Florida).

Each woman supplied us with an introduction video (30 seconds) and a kiting video (max. 3 minutes). We gave full instructions to everyone via a newsletter and set up a fb messenger group. We asked them to be creative. Final videos came to us at the end of March 2018.

Liz Webb, a creative web designer took the muddle of submissions and made the 7 minute video. She had to deal with lots of background noise, poor lighting, fuzzy photos. At one stage, the file became corrupted and new changes could not be made. After a trial run on Youtube Liz suggested we use Vimeo which would give us better clarity and sound.

We launched the video on May 30 on Vimeo with a video on Youtube redirecting people to Vimeo. This was Senior Health and Fitness day in the USA, but we never pushed that regional holiday as a reason for the date.

We launched on our FB pages (public and women-only) and I sent a media release to over 40 individual fb pages..most were kiting related, but some were women's and seniors' sites for magazines, brands, organisations. Some entertainment shows were contacted as well.

### **> Issues**

- We had not counted on the delays to our December deadline because some northern hemisphere women travelled after the holidays to warmer spots to create their submissions.
- The media release and link to Vimeo on our women-only page could not be shared so we put it up on our public FB too.
- One large kiting organisation wanted access to the original video (for better clarity, they said)..we would have lost track of the views, so we retained ownership.

### **> Summary**

The reception of the video was extremely positive. Many kiting related sites put the video up immediately and commented enthusiastically. As of December 1 2018, the video has been viewed on Vimeo 31,800 times and the trailer video on Youtube 201 times. The views have slowed down, but continue to grow.

This project successfully raised the global profile and credibility of The Collective. It can now be used as a good example of what The Collective can do..and what we might do more of in the future with a stable financial base.