

NEW HORIZONS

A CAMPAIGN FOR THE
ALEXANDRIA SEAPORT FOUNDATION



CASE FOR SUPPORT



Seaport Center 2 would double the number of apprentices we work with annually.

“Futures. Handcrafted.”

The Alexandria Seaport Foundation **empowers at-risk 17-22 year-olds through the craft of woodworking and traditional boatbuilding**. Based on Old Town Alexandria’s waterfront, we provide a safe haven where young people can learn career, educational, and life skills through one-on-one mentoring, personalized instruction, and project-based learning. Since our founding in 1982, we have mentored and trained hundreds of apprentices who have led fulfilling careers in the construction industry, boating industry, and countless local businesses.

Now, we are prepared to enter our next phase of organizational growth and impact. The City of Alexandria has approved construction of a second waterfront workspace, Seaport Center 2, which would double the number of apprentices we work with annually. With the additional space, combined with strategic programmatic investments and critical operational support, Seaport Foundation is poised to seize this time-sensitive opportunity to help more young people master a skilled trade and steer their lives towards a better, brighter future.

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The Seaport Foundation helped me to develop the foundation of who I am as a man today with their belief that everyone deserves a second chance to redeem themselves in life....regardless of their past mistakes.

—DARREL BROWN, Apprentice Graduate and Current Board Member—

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The Trade Market: An Untapped Solution

For over 30 years, we have been committed to training **the next generation of skilled workers** in Alexandria and the Greater Washington area. Our apprentices come from under-resourced backgrounds; they have faced trauma and discrimination, struggled with law enforcement, and have often battled mental health issues.

Meanwhile, **apprenticeship and professional trades are overlooked** as a vital source of community and economic improvement. Local divestment from vocational training programs has threatened an essential pathway to success for many young people from low-income and underserved communities in the region. The impact of COVID-19 has caused many students to become disengaged, only further **exacerbating the existing systemic barriers** to traditional college education, post-secondary training programs, and gainful employment. But with the Seaport Foundation at the helm, we can leverage Alexandria's waterfront space and local talent to help the next generation reach their full personal and professional potential.

Our Unique Apprenticeship Model

The Seaport Foundation's Apprentice Program is an immersive experience designed to teach young people the **technical skills and habits of mind** for a successful career and self-sufficient adulthood.

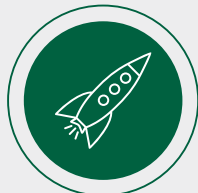
Currently, the McIlhenny Seaport Center, a floating 20 ft. x 30 ft. building on Old Town's waterfront, serves as our sole workspace and accommodates 13 boat-building apprentices at any time. Through hands-on instruction, the program provides a structured curriculum in which apprentices are paid a small stipend to learn the trade of carpentry and gain critical life and educational skills.

We teach skills that lead to personal and professional success.

CAREER SKILLS



Woodworking/
Carpentry



STEM Education



Academic/GED
Tutoring



Resume and
Interview Training



Work Ethic,
Professionalism,
and Teamwork

LIFE SKILLS



Financial Literacy
and Budgeting



Self-care and
Positive Habits



Health and
Nutrition



Resilience,
Patience, Integrity



Anger
Management

The Apprentice Program is highly individualized, with each apprentice progressing through our curriculum at their own pace and accessing the health and social services they need to succeed. Admission operates on a rolling basis and apprentices work Monday-Friday from 9:00 AM-5:00 PM.

Over the course of 6 to 9 months, we strategically and holistically invest in apprentices through:



CARPENTRY AND ON-THE-WATER TRAINING

Apprentices gain self-confidence by designing and creating a carpentry project and seeing it through to fruition. In addition, apprentices build and maintain sailboats and rowboats that they use on the Potomac River to experience new challenges and overcome fear and insecurity. On-the-water training develops mental, physical, and technical mastery, and serves as a vehicle for learning about history, ecology, geography, and physics.



ENRICHMENT PROGRAMS/ FIELD TRIPS

To expand their perspectives and help them dream big, apprentices participate in activities including trips to construction sites, boat building yards, and local places of business. Outside speakers are also brought into our site to share career paths and opportunities and individual life experiences.



EXTERNSHIPS/GRADUATE PLACEMENT

One to two months prior to an apprentice's graduation, they participate in an "externship" with a local business 2-3 days per week to ease the final transition from the program to employment. Through our robust partnerships with local employers, apprentices are exposed to areas of potential career interest and employment opportunities.

Our model works. On average, 72% of apprentices are employed upon completion of the program, of which 65% work locally and support the Alexandria economy. An increasing percentage of apprentices are choosing to pursue a college degree or join the military. Others transition to advanced apprenticeship programs to learn professional skills such as welding, electrical or auto and marine mechanics, and others pursue paid internships that may lead to permanent employment.

Introducing the Alexandria Seaport Foundation 2.0

We have long recognized the need to expand our programming to meet the increased demand for local workforce development from jobseekers and employers alike – as well as serve the many young people who have not experienced success in the traditional classroom setting. Therefore, in alignment with our strategic plan and with the full support of our staff and Board of Directors, **the Seaport Foundation is embarking on our next phase of growth.**

We are excited to announce **Seaport Center 2**, a new, larger center located adjacent to our current facility at the southeast corner of Founder's Park. This critical addition will allow us to **double the number of apprentices served, improve our workflow, and reduce overhead costs** by consolidating multiple operational areas. Crucially, our new Center will give the Seaport Foundation **greater exposure** to community members and visitors alike, generating more support for our mission and for Alexandria Waterfront Heritage – in the spirit of our favorite saying: *"A rising tide lifts all boats!"*



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The New Horizons Campaign will increase our capacity to serve more young people in need of direction. At a time when so many are struggling, this expansion of our services will help more youth successfully navigate their way forward.

KATHY SEIFERT, Executive Director

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New Horizons

To make Seaport Center 2 a reality and invest in the growing programmatic needs of our organization, we are launching **New Horizons: A Campaign for the Alexandria Seaport Foundation**. We seek to raise \$2M for the construction of Seaport Center 2 and the programmatic and organizational support needed to sustain the new Center for the future.

As we spread our sails, we look to our donors, institutional funders, and corporate partners to help raise \$2 million over two years to:

CAPITAL NEEDS (\$1M)	PROGRAMMATIC/ORGANIZATIONAL INVESTMENT (\$1M)
Construct the new, city-approved 30 ft. x 48 ft. Seaport Center 2, doubling the number of apprentices served annually.	Support the expanded Apprentice Program and the infrastructure to uphold it.

Your Investment, Alexandria's Growth

Join us in empowering the next generation of skilled, self-sufficient adults, developing an equitable and robust workforce, and strengthening the vibrant economy of Alexandria's waterfront.

Your investment in the New Horizons Campaign is an investment in the future of each person we serve. Please consider a meaningful gift today.

Pledges will be payable from 2022 – 2023, and naming opportunities will be available in the second Seaport Center.

The new Seaport Center 2 is estimated to open in 2023.



For more information about Alexandria Seaport Foundation and our vision for the future of our community's skilled-trade workforce, please contact Kathy Seifert, Executive Director, at seifert@alexandriaseaport.org or 703-582-8480 or visit our website at alexandriaseaport.org.