

Marketing and Funding Partnership

"A negro in the forecastle of a British ship," commented an Englishman at sea in the 1870s, "is a lonely being. He has no chums." -The Journal of American History

The lead in to our need for a marketing and funding partnership shows the basic encounter that we face in undertaking the establishment of the Atlantic Creole Project. there is a misunderstanding about the Black sailor. And this misunderstanding creates the concept that we are basically alone in his quest to simply create a career or just have enjoyment under sail. This misunderstanding does not come from outside only, but also within our concept of what sailing culturally represents to our history and heritage.

One of the simplest mistakes most of us act out is to look for a welcome in this foreign world of sailing. The mistake is, as is with a lot of our encounters, in the fact that we should not feel that sailing is the property of anybody else. Sailing is an African creation and has been a development of African minds and hands. Who migrated out of Africa to populate this blue planet?

The Atlantic Creole Project focusses broadly from the early contributions of Africa to the design of vessels and the skills involved with movement upon the waters of this planet to the present scarcity of our involvement with this multi-billion dollar industry to its recreational and spiritual enjoyment. In answering a basic question about why this should be considered important it is easy to say- why doesn't the history we are taught about human migration out of Africa start at its beginning?

In seeking funding to move forward and to become self-sustaining we need people who trust that we will be accomplishing what we set out to do. We must have plans that show our course and destinations and they must not only be educational but also be able to captivate the imagination with the focus on our own freedoms.



The irony of the statement that led to the subtitle of the Atlantic Creole, *Black Folk Don't Sail*, originated from a Black San Francisco father who thought my speech on funding for a youth sailing programme that offered sailing lessons, follow up accessibility and vessel maintenance, design and construction. He felt that the only sailing boats he knew about were the slave ships that brought us from Africa, he said to me, you know black folk don't sail. I passed on some of the really limited knowledge of our centuries long involvement under sail and he enrolled his son in our programme.

To market Atlantic Creole, since it is so very novel in perception it is a good idea to read some of the writings and references we have here and get yourself motivated by the amount of information what we have leads to... That, I hope will inspire great concepts for funding.

Our marketing partners will need to come up with ideas not only for our programmes but for their own salaries so will essentially be hiring themselves. The idea of a partnership will be defined in that manner. It begins with funding the establishment of a not for profit educational cooperative.