

2022

2023

Annual Report



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FROM THE HEART

THERESA

A Letter from Our Founder & Chief Visionary Officer

As I reflect on the incredible journey we've shared throughout 2023, my heart swells with pride and gratitude. This past year has been a testament to our collective strength, resilience, and unwavering commitment to the well-being of our community.

In the face of an Adolescent Mental Health Crisis, **i-tri** rose to the challenge. We served nearly 200 participants, making it our most impactful program year to date. In our 14th program year, we expanded to Westhampton Beach Middle School, bringing the total number of schools we serve to 13.

In their empowerment sessions, our participants learned to use affirmations and visualization to achieve goals, breathing techniques when experiencing dysregulation, and the awesome power of self-respect, self-care, and most importantly, self-love.

Our exceptional team of Program Leaders and Coaches not only taught over 20 non-riders to confidently pedal six miles on a bike, but also coached 60 beginner swimmers from timidly navigating the shallow end of the pool to triumphantly swimming 300 yards in open water. The cheers from siblings, parents, grandparents, teachers, and friends echoed the sweet victory of crossing the FINISH LINE in July.

During a pivotal moment in **i-tri's** history, our community rallied together—staff, donors, colleagues, and friends— to secure our continued success. Together, we ensured that our our life-changing programming would continue to thrive and remain **free of charge** for middle school girls across the East End of Long Island, from Montauk to Mastic.

I extend my deepest gratitude to each of YOU for your boundless support. Your generosity and belief in the transformative power of **i-tri** have been the driving force behind our accomplishments.

As we prepare for our 2024 season, I am confident that, with **your continued support**, **i-tri** will reach new heights, touching the lives of even more individuals.



With heartfelt appreciation and anticipation,

Theresa Roder

Founder and Chief Visionary Officer of 

MISSION

WHO WE ARE

i-tri is an inclusive, community-based program that fosters self-respect, personal empowerment, self-confidence, positive body image and healthy lifestyle choices for adolescent girls. **i-tri** participants

train mind, body, and spirit to complete a youth-distance triathlon

as a metaphor for life's journey- giving them the opportunity and the tools to achieve seemingly impossible goals. Along their way to the finish line, **i-tri** participants develop strong habits and attitudes which last a lifetime.



i-tri is deeply committed to anti-racism and creating a just world, where every child is empowered to reach their potential. The organization was founded to bring underserved youth the benefits of triathlon and has always been **free of charge**.

i-tri meets youth where they are and provides each child the unique set of tools they need to succeed. This has included offering the program in Spanish to ensure English language learners have access, and integrating trauma-informed care into all organizational components to address the psychological needs of participants.

We honor the identities of our participants, their families and communities.

SERVE

WHO WE

Since our inception in 2010 with 8 girls in one school, **i-tri** now works with 200 girls in 13 schools across Suffolk County each season.

2% Asian American
4% American Indigenous

54% Latina

21% Black

19% White



SINCE 2010 **1200** I-TRI PARTICIPANTS HAVE CROSSED THE **FINISH LINE**



- Riverhead
- Southampton
- Tuckahoe (Southampton)
- Bridgehampton

- William Floyd (Mastic, Shirley)
- William Paca (Mastic, Shirley)
- Hampton Bays
- Westhampton Beach

- Pierson (Sag Harbor)
- East Hampton
- Springs (East Hampton)
- Amagansett
- Montauk

2022-2023 BY THE NUMBERS

Income

Donations: \$534,651

Grants: \$243,000

Events & Sponsorships: \$90,045

Total Income: \$867,696

Events & Sponsorships
10.4%

Grants
28%

\$867,696

Donations
61.6%

Fundraising
15.4%

\$865,415

Programs
59%

Administrative Costs
25.6%

Expenses

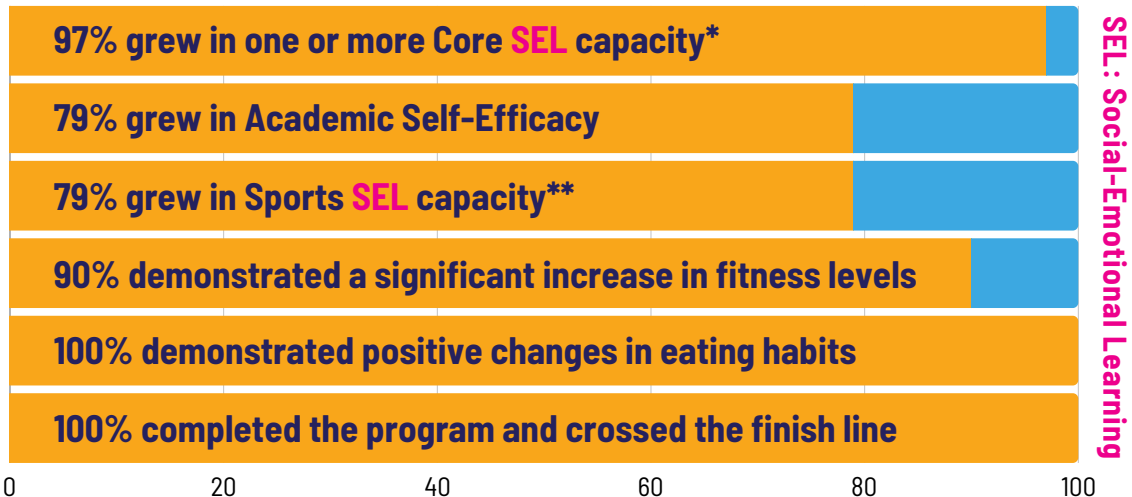
Fundraising: \$132,965

Administrative: \$221,598

Programs: \$510,852

Total Expenses: \$865,415

Participant Growth



*self-management, positive identity, contribution, and social skills **self-confidence and goal orientation

WHAT'S YOUR WHY?



WHY I SUPPORT I-TRI

Helping women succeed changes the world for the better, but confidence, strength and empowerment has to start very young.

i-tri is making this happen.



Kathleen King

entrepreneur, philanthropist, and author

I-TRI

SPOTLIGHT

JULIANA

Juliana's transformative journey at **i-tri** is truly inspiring. Initially, Juliana was unfamiliar with swimming and hesitant about attending Saturday swim practices. Thanks to **i-tri**'s partnership with the **Center for Healing and Justice through Sport**, our coaches and program leaders were well-equipped to help Juliana face her fears.

To address Juliana's apprehension, the team broke down the Saturday practice into small, manageable steps, evaluating her comfort at each stage.

- 1 "Can you get into a car?" *yes!*
- 2 "Can you check in with your coach once you get out of the car?" *yes!*
- 3 "Can you change into a swimsuit?" *yes!*
- 4 "Can you sit by the edge of the pool and watch?" *yes!*
- 5 "Can you enter the pool?" **NO**



That's where Juliana needed to stop; she wasn't ready to enter the pool.

Juliana's coaches respected her boundary and let her sit by the edge of the pool and watch. After a few minutes, Juliana started to feel more comfortable, and her coach asked her if she would like to try coming into the water. Juliana agreed to enter the water and participated in her full swim practice.

This respectful approach created a safe and trusting environment for Juliana.

Juliana's success is a testament to the transformative power of a supportive and patient environment. Her coaches' dedication to understanding and respecting her comfort level played a pivotal role in her achievement.

MEET / CONOCE A DIANEY

Dianey Moreno was born in Venezuela and moved to Southampton, NY with her husband and two sons in 2017. As an elementary school teacher in Venezuela for more than 20 years, Dianey was instrumental in growing a program that provided education to more than 1000 children who would otherwise have no access. At this school, and in her community, she is known for being a leader.

Moving to a new country has presented many challenges for Dianey, but as she says, "We learn new things every day, and if we have to start something over, we go for it!" Taking on new challenges takes courage, and she considers herself a very brave and capable person.

Dianey feels blessed with the opportunity to work with **i-tri**. She never thought she would be able to be part of such a spectacular organization that is so far away from where she has her roots!



Dianey Moreno
i-tri Program Leader

Dianey Moreno nació en Venezuela y se mudó a Southampton, Nueva York con su esposo y sus dos hijos en 2017. Como maestra de escuela primaria en Venezuela durante más de 20 años, Dianey jugó un papel decisivo en el crecimiento de un programa que brindó educación a más de 1000 niños que de lo contrario no tendría acceso. En esta escuela y en su comunidad se la conoce por ser una líder.

Mudarse a un nuevo país ha presentado muchos desafíos para Dianey, pero como ella dice: "Aprendemos cosas nuevas todos los días y si tenemos que empezar algo de nuevo, ¡lo hacemos!". Asumir nuevos desafíos requiere valentía y ella se considera una persona muy valiente y capaz.

Dianey se siente bendecida con la oportunidad de trabajar con **i-tri**. ¡Nunca pensó que podría ser parte de una organización tan espectacular que está tan lejos de donde tiene sus raíces!

PROGRAM DETAILS

In 2023, we worked with 200 middle-school girls and non-binary youth from 13 school districts across Long Island's East End, including Westhampton Beach Middle School, which was added this year.

As always, our award-winning program is evidence-based and uses our proprietary **i-tri Self-Esteem Empowerment Curriculum** (aligned with NYS Social Emotional Learning Standards) and our proprietary **Integrated Science of Triathlon Curriculum** (supporting STEM learning and aligned with NYS standards).

Both curricula are interwoven in the 4 components of the program

During the course of the program, each participant received approximately 100 hours of empowerment, fitness, nutrition, and triathlon training (swim, bike, run). This year, many more participants came to **i-tri** not knowing how to swim or ride a bike, and yet a record number of participants finished the program and crossed the finish line — the most in **i-tri** history.



Given the increased number of participants who exhibited signs of trauma, and in light of the current Adolescent Mental Health Crisis, **i-tri's** expanded partnership with The **Center for Healing and Justice Through Sport (CHJS)** was even more meaningful and impactful than years past. The intensive staff training enabled our Program Team to understand participants more fully, and appropriately respond to challenging or concerning behaviors. Accordingly, the partnership resulted in better, more wholistically-supported **i-tri** youth.

In addition, we developed a series of parent sessions to ensure that the support and empowerment lessons and messages shared within **i-tri** were also understood and practiced in the home, creating additional safe, nurturing spaces for our participants. By creating safe environments both outside and inside the home, we enhanced the efficacy of the program. By extension, participant family members were also empowered and motivated to practice healthy habits.

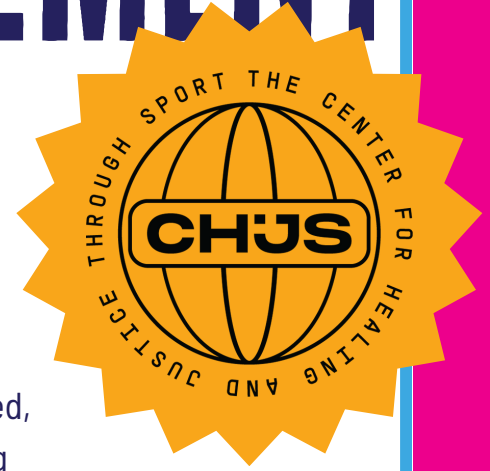
And lastly, we hired an additional bilingual (Spanish/English) program assistant and increased our engagement with an LSW we have worked with in the past. These two changes were implemented to increase one-on-one, participant-specific support available to our diverse youth.

The hiring of our first bilingual program assistant, Pam, was particularly meaningful to the organization. In addition to working with us at **i-tri**, Pam was also student teaching. Upon graduating from the State University of New York at Oneonta, Pam was hired by Springs School- the very place where **i-tri** began- as their elementary Spanish teacher. Pam has brought the **i-tri** experience full circle!

CHJS

ENDORSEMENT

At the **Center for Healing and Justice Through Sport (CHJS)** we believe that sport, if delivered intentionally, is uniquely suited to help athletes persevere through adversity, build resilience, and thrive.



The team at **i-tri** has worked hard to ensure that trauma-informed, brain-aware coaching is a cornerstone of its work with the young women in their program.

For two years now our team at CHJS has had the privilege of working with **i-tri** in a variety of ways.

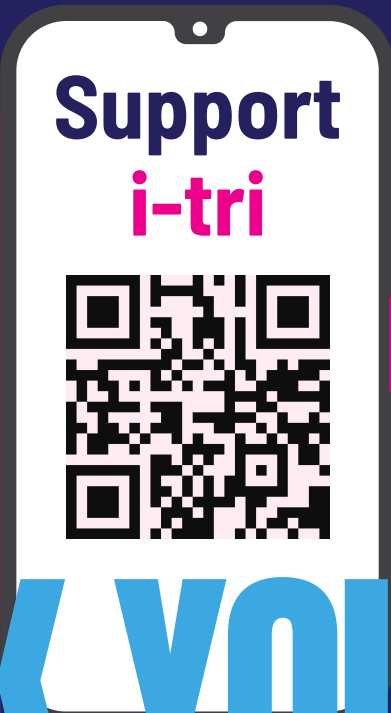
- delivered over 16 hours of staff training
- assessed and supported curriculum design
- had monthly meetings with the **i-tri** team to discuss program implementation
- designed a parent onboarding session to convey the principles of healing-centered sport.

All of this work has helped to ensure that ALL **i-tri** participants feel welcomed, seen, and safely challenged, which should be the goal of every youth sports program.



Jillian O'Green Loughran

Director of Strategic Initiatives, CHJS



WE THANK YOU
FOR YOUR CONTINUED SUPPORT OF
OUR PROGRAMS