



2011 Annual Report



2011 ANNUAL REPORT



A Message from the Board Chair: People + Purpose + Passion = Power

This past year was phenomenal for the George Pocock Rowing Foundation (GPRF). Yet never before has it been more evident that our success and accomplishments came about because of the hard work of staff, volunteers, teachers, athletes, and parents who are passionate about rowing. The people and the stories below are a small representation of the powerful community that fuels our success each and every day.

Penny Lewis: She has been a part of the GPRF since 1986, serving on the board, leading as chair, and currently working with both Row for the Cure and Row to the Future.

"I am so passionate about the GPRF because of our ability to connect rowing to more youth and adults than any other organization. I didn't discover rowing until I was 45, but I would have loved to have it in my life early on."

Karen Sommer: She has been a part of the Pocock community for the past 12 years. She started at the Pocock Rowing Center as an intrepid early morning sculler; then jumped in to lead an erg class for junior parents. That program blossomed into the thriving Intermediate Program, which she still coaches. Karen was also the chair of Ergomania! for three years, growing the event each and every year.

"I love that behind those funny tights are incredibly talented, brilliant, creative, and caring people from all walks of life."

Mia Williams: As principal of Aki Kurose Middle School Academy, Mia helped bring Row to the Future's Erg Ed to her school as the program's first pilot site. Two year later, over 100 of her students have continued beyond the classroom to Erg Ed field trips to UW, indoor rowing competitions and after school camps.

"Our students love Erg Ed. Our teachers love Erg Ed. The program has provided so many wonderful opportunities to get our students excited about physical education."

Noah Kim and Bradley Kim: When Erg Ed came to Washington Middle School, both boys (friends but not related) were both excited to sign up for Rainier Valley Rowing (RVR). They are Row to the Future's first students to join RVR and continue with the sport because of their experience in Erg Ed.

"We loved Erg Ed and couldn't wait to get on the water, learn a new sport, and make new friends!"

Briana Schulte: Former collegiate coach and PRC High Performance athlete ('02-'04), Briana recently joined our staff and immediately took on four roles: Event Coordinator for the Kossev Consortium, Ancient Mariners Coach, Assistant Coach for the High Performance Team, and Assistant Coach for the Junior Girls' Team.

"When I was training here I felt so much a part of the Pocock community. I like to think that by coaching these very different groups, I am somehow providing a link between them and the community too."

Thanks to YOU and these wonderful folks for being a part of the Pocock community.

A handwritten signature in black ink that reads "Julie McCleery".

Julie McCleery



OUR MISSION

The George Pocock Rowing Foundation (GPRF) endeavors to build and support high quality programs and facilities that promote access to rowing, excellence in rowing, and use rowing as a means to foster physical activity, health, leadership, and community engagement. Within the GPRF is the Pocock Rowing Center; the Kossev Consortium, our coaching development initiative; and Row to the Future, our youth development initiative.

KEY ACCOMPLISHMENTS IN 2011

Pocock Rowing Center

- Membership hit 400 annual users, 300 adults and 100 juniors
- High Performance team raced to a bronze medal at the World Championships
- Masters brought home 3 medals from the Head Of The Charles Regatta®
- Doubling in size since 2008, the Junior team reached the medal stand at the National Championships
- Added nearly \$100,000 in new equipment

Kossev Consortium

- Partnered with the University of Washington's Center for Leadership in Athletics to host third annual Kossev Symposium with over 100 attendees from across the country

Row to the Future

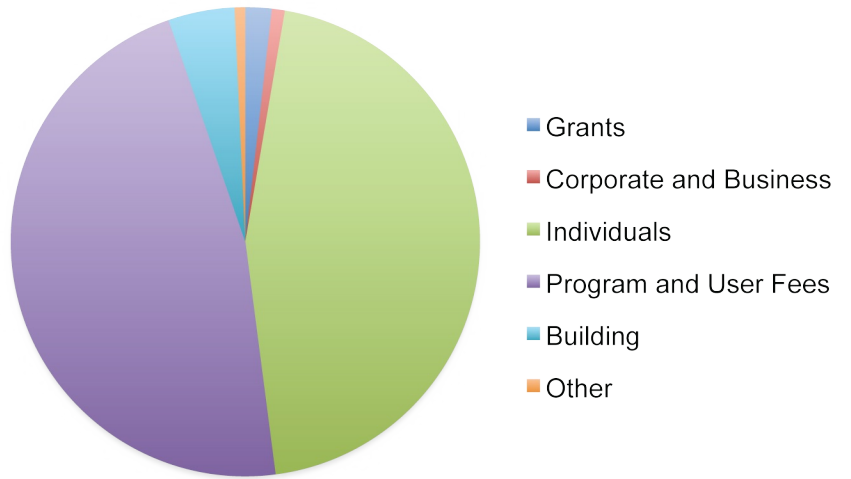
- Introduced 3,000+ students at 7 public middle and K-8 schools to rowing through Erg Ed
- Expanded participation opportunities for Erg Ed students to include field trips, camps and rowing challenges
- Grew Rainier Valley Rowing cohort to 24 students in two community boathouses
- Presented program model as best practice at USRowing's America Rows Annual Meeting

FUNDRAISING HIGHLIGHTS IN 2011

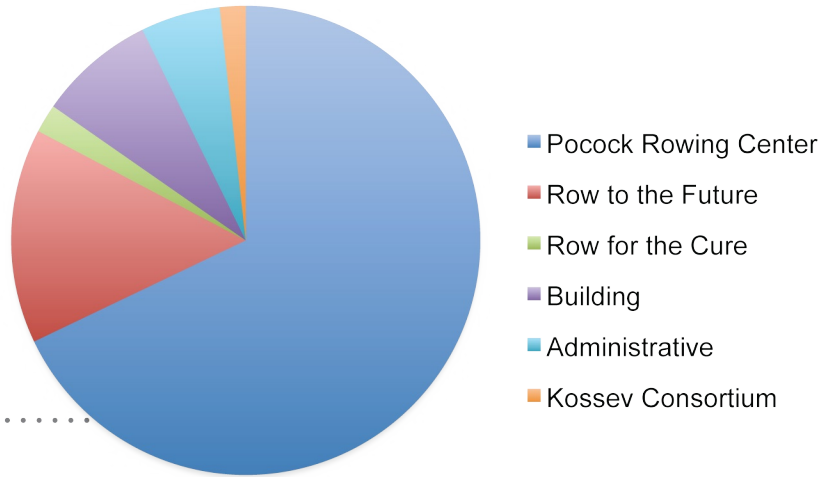
- Exceeded second annual 1PRC auction and total annual PRC fundraising goals
- Raised over \$120,000 at Row to the Future benefit breakfast featuring nearly 300 guests
- Raised more than \$84,000 for breast cancer research through Row for the Cure® Seattle

George Pocock Rowing Foundation 2011

Total Income \$ 1,229,685

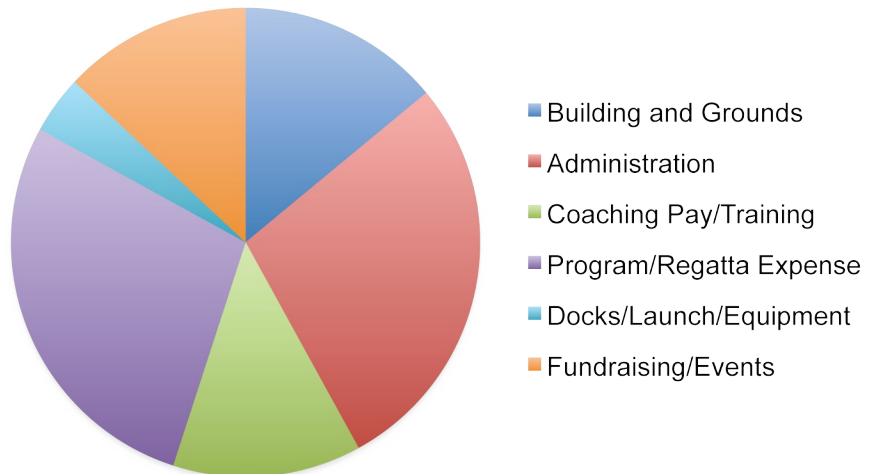


Total Expenses \$ 1,100,312



PRC Expenses (see detail)	747,161
Other Expenses	353,151
Total Expenses	\$ 1,100,312

Pocock Rowing Center Expenses (detail)
Pocock Rowing Center 747,161





2011 BOARD AND COMMITTEE MEMBERS

GPRF Board of Directors

Julie McCleery, President
Booth Kyle, Vice President
William Pickard, Secretary
Andrea Bonaccorsi, Treasurer
Meghan Barry
Al Mackenzie

Pocock Rowing Center Management Committee

Carla Dewberry, Chair
Andrea Bonaccorsi
Kathleen Brown
Linda Josephson
Julie McCleery
Warren Perkins
Sam Wheeler

Row to the Future Oversight Committee

Booth Kyle, Chair
Penny Lewis
Sara Lopez
Jabali Stewart
Esther Toso
Anne Wessells



The George Pocock Rowing Foundation
is located at the Pocock Rowing Center
in Seattle's Eastlake neighborhood.

3320 Fuhrman Avenue East
Seattle WA 98102
(206) 323-0904
www.pocockfoundation.org