



GEORGE POCOCK ROWING FOUNDATION

Where everyone has the opportunity to
row and strive for excellence on the water

THE 2013 ANNUAL REPORT

FROM THE BOARD PRESIDENT

Growing Rowing in the Northwest

MISSION 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.

The Foundation holds excellence and access to be two sides of the same coin and we use this belief to guide our decision-making. This year has been not only one of significant development in our programs and initiatives, but also in our organizational framework and fundraising strategies.

The work of the Foundation has sparked national conversation about how to press for change and evolution in our sport. The 2013 USRowing Annual Convention featured our innovative ideas for youth outreach and business administration. These topics are critical to the growth and development of our sport and extend beyond any single boathouse.

The Foundation is stepping onto new ground in its pursuit of widespread impact. I am honored to have served as board chair for the past four years and excited to continue the conversation about the growth of rowing as a board member.

With warm regards,



Julie McCleery
Board President



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FROM THE EXECUTIVE DIRECTOR

The Pocock Legacy Alive Every Day

The Pocock Legacy is founded in the belief that rowing demands excellence, and that when hard work is applied to the pursuit of excellence, we forge real character.

In my role as Executive Director, I see the Pocock Legacy alive every day. It is alive in the single sculler launching off the dock to continue working on the catch; alive in the coach working hours after practice to get the equipment just right for the rowers; alive in the teacher helping the middle school student on the ergometer for the first time.

In the year of 2013, we took huge steps towards increasing rowing opportunities for our region. In partnership with the city of Renton, we will be opening a second boathouse, the Renton Rowing Center, on the southern shores of Lake Washington. The Foundation aims to make this facility one of the most accessible places to row in the Northwest.

For the first time this year, the ErgEd program reached over 10,000 middle school students in Seattle Public Schools. Over 250 students got on the water at the Pocock Rowing Center and through Rainier Valley Rowing.

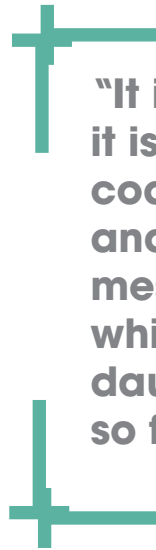
You, our supporters, have kept the Pocock Legacy alive by giving your time, energy, skills, and money. Your enthusiasm and commitment leads more people into the sport, establishes new places to row in the Northwest, and ensures the region can come together to learn and share best practices.

Thank you for standing with us. Together, we can change lives and communities through rowing.

With gratitude,



Matthew Lacey
Executive Director



"It is more than just rowing; it is Pocock. It's the coaches, the community and, most importantly, the message that you deliver, which has impacted my daughter so much. We are so fortunate to be included."

- Parent of a Young Rower



ROWING PROGRAMS

Striving for Excellence at All Ages

The Pocock Rowing Center experienced significant growth and success in its masters and youth rowing programs. Increased demand led to the addition of several adult sculling programs and the establishment of a new, race-focused beginning rowing team. A thriving adult rowing population serves as a continual reminder that this sport is, in fact, a lifetime pursuit.

With the incorporation of Erg Ed into public school physical education, more and more youth are learning about rowing and wanting to participate. In the fall of 2013, PRC began its first middle school rowing program, serving over 40 students.

The Center also completed its campaign for a new dock with construction to begin in the fall of 2014.

100%

of graduating seniors
from youth programs
moved on to college

MASTERS

Performance Highlights

Regionals

Women's Points Trophy

2013 HOCA

Men's 40+ | 8th

Women's Club 8 | 5th

Women's Masters 40+ 8 | 4th

AMRC 60+ 4 | 1st

YOUTH

Performance Highlights

Varsity Boys

Lightweight 4+ | 6th Nationals

Varsity 8+ | 13th Nationals

Varsity 2- | 12th Nationals

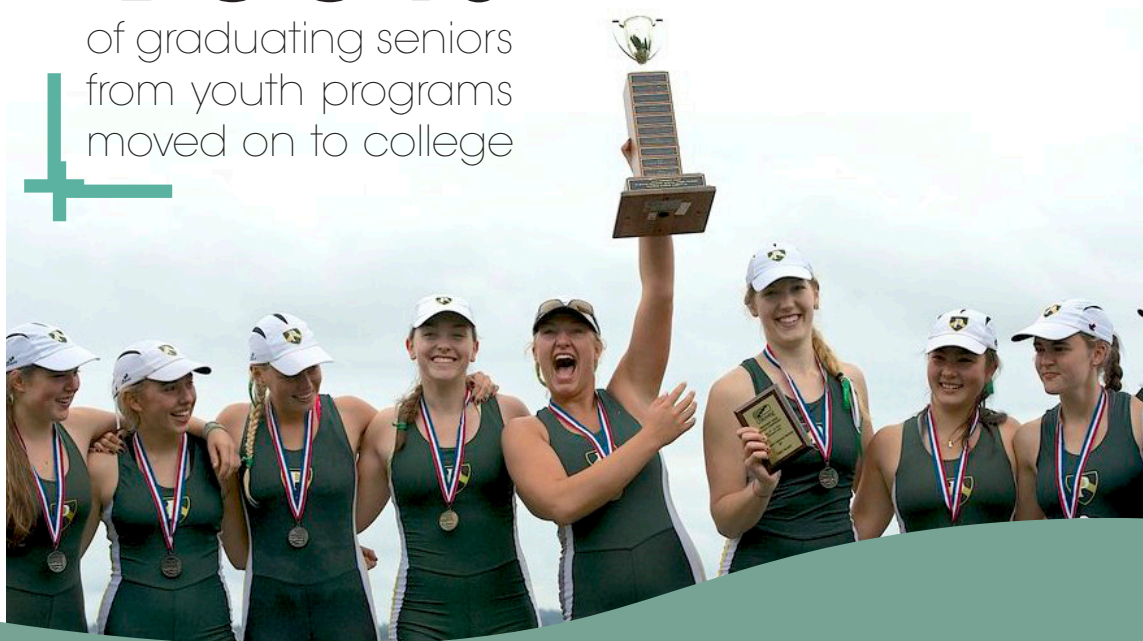
Varsity Girls

Varsity 8+ | 16th Nationals

Varsity 2- | 11th Nationals

USRowing Scholastic Honor Roll

Ellen Heile, Cole Fisher



The Junior Varsity 8+ celebrates a victory at the Northwest Regional Rowing Championships in the spring of 2013.

OUTREACH AND EDUCATION

Promoting Access through Scholarships and Community Partnerships

Improving access to youth rowing in Seattle begins with hands-on education in middle school P.E. classes and continues at community boathouses. In 2013, 87% of the students who learned to row at their school reported an interest in continuing to row beyond the classroom.

The Foundation supports rowing beyond the classroom with the Rainier Valley Rowing program, now in its fifth year of operation and supporting 21 students. This program ensures all students who want to row, even those who face the most significant barriers, are getting the support they need. RVR students receive a full scholarship, mentorship, healthy after-school snacks, and transportation ensuring their full participation at their neighborhood boathouse.

The Foundation's approach to rowing outreach in the Northwest fueled a national conversation at the 2013 USRowing Annual Convention.

ROW
TO THE
FUTURE

87%

of students who learned to row in ErgEd expressed an interest in rowing beyond the classroom

\$146,128

Total Funds Raised at the Benefit Breakfast

(Includes matching gift from a generous family)



Students in the Rainier Valley Rowing program take a break during 2013 Summer Camp.

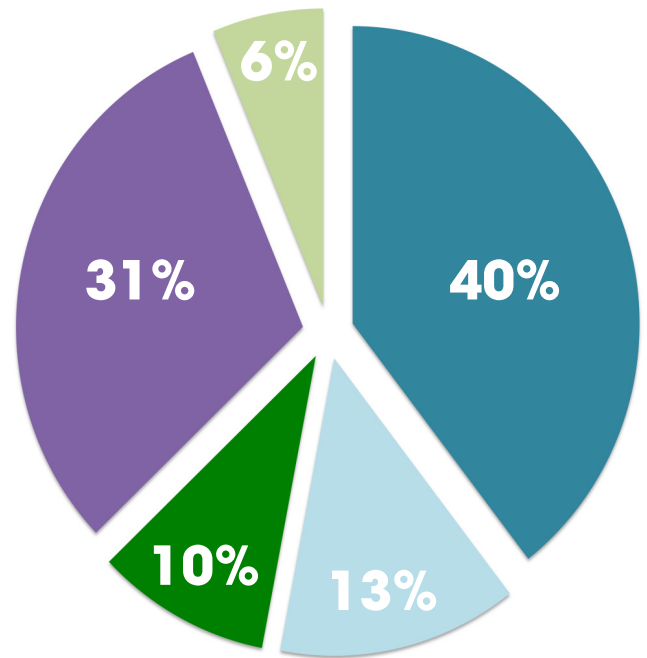


HOW THE FOUNDATION WORKS







A Brief Glance at Finances and Constituent Support

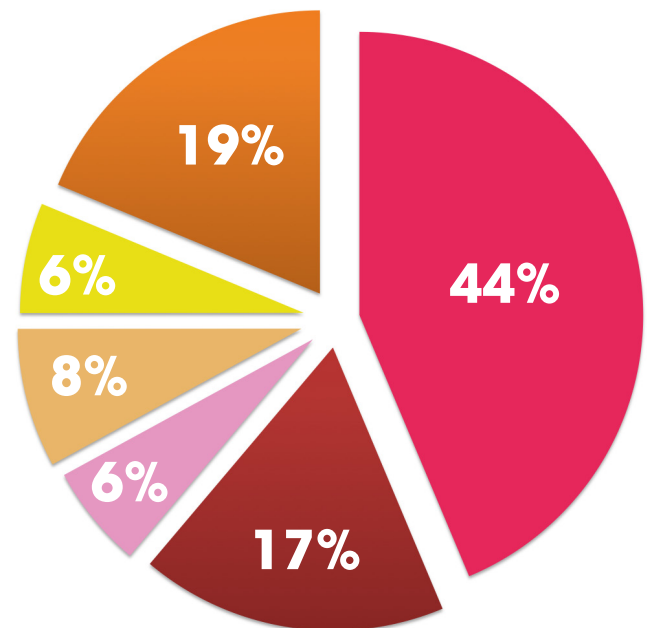
INCOME \$1,303,580

	Program and User Fees	\$515,084
	Individual Donors	\$403,077
	Building and Rack Rentals	\$167,006
	Other	\$127,892
	Grants and Corporate Giving	\$81,521



EXPENSES \$1,002,637

	Pocock Rowing Center	\$437,966
	Administration	\$187,632
	Row to the Future	\$175,265
	Fundraising	\$79,680
	Facility Expenses	\$63,148
	Row for the Cure	\$58,946



DONOR SUPPORT

A Foundation Sustained by Your Generous Support

\$100,000

Anonymous

\$5,000-\$10,000

Daniel Baty
Frank & Cindy Firmani
Rod & Nancy Hochman
Pocock Racing Shells
SYC Foundation
Thomas and Julie Hull
ZT Systems

\$1,000-\$4,999

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Warren Perkins
Whole Foods Market
Windermere Foundation
Windermere Real Estate
Eastlake
Windermere Real Estate
Madison Park
Windermere Services Company

\$500-\$999

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A VISION FOR REGIONAL GROWTH



WE ARE

working to get thousands of people on the water by opening new boathouses and supporting existing ones

ensuring that boathouses are inclusive and accessible places

driven to develop our sport across the Northwest

JOIN US.



pocockfoundation.org

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