

GEORGE POCOCK  
**ROWING**  
FOUNDATION

**WHERE EVERYONE HAS THE  
OPPORTUNITY TO ROW AND STRIVE  
FOR EXCELLENCE ON THE WATER**

# **2014 IMPACT REPORT**

# OUR 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.**





It has been an honor to serve as the board chair for the George Pocock Rowing Foundation, especially during this time of growth and change. Unlike the presidents who came before me, but like many members of our rowing community, I learned to row as an adult shortly after moving to Seattle.

In rowing, I found a place for solitude and a place for teamwork. Now, I get to see others experience that same inner solitude and cooperative teamwork.

This year, 2014, was one of the most exciting years in the history of the Pocock Foundation. With “access” and “excellence” as guiding values, the Pocock Foundation offered rowing programs at the Pocock Rowing Center, in every middle school classroom of Seattle Public Schools, and, for the first time ever, on the south end of Lake Washington at the newly established Renton Rowing Center.

The best part of these endeavors was seeing others find joy in the sport, from children in the classroom to retirees learning to row. It’s great to see young people excitedly rush to an erg and it’s fun to watch new people row together in a boat for the first time.

Thanks to your support, the Foundation is continuing to expand and reach to the wider Northwest.

With gratitude,

Jennifer O'Brien  
Board Chair

**A MESSAGE  
FROM THE  
BOARD  
CHAIR**

# WITH THANKS FROM THE EXECUTIVE DIRECTOR

This year, the George Pocock Rowing Foundation celebrated its 30th Anniversary, the Pocock Rowing Center marked its 20th year, and the Erg Ed program entered its 5th year in Seattle Public Schools. This was truly a year of milestones.

The success and vitality of the Pocock Foundation, however, is not just measured in years; it is measured in people. Throughout this annual report, you will see evidence of the joy and power of rowing. You'll read about how this sport is touching the lives of more and more people in the city of Seattle and now beyond to the greater Northwest.

Here's a brief glimpse at that evidence:

Susan Gehrke learned to row in her hometown of Renton. This summer, she launched off the docks of the Pocock Foundation's second community boathouse, the Renton Rowing Center, which opened for the first time.

Shelley Bennett, from Whatcom Rowing, traveled to Seattle to join rowing coaches and leaders from all over the Northwest in the Youth Rowing Outreach Summit Series. In this series, she participated in discussion about how to reach more youth with the sport of rowing.

Phil Deflise and his colleagues from Safeway jumped in a boat to race against local corporations in the 1st Annual Windermere Summer Splash. The event marked a partnership between Windermere Real Estate, Seattle Parks and Recreation, and the Pocock Foundation to raise funds and create awareness for boating opportunities for youth.

I hope our community, people like you who have been generous with their time, expertise and resources, take joy in the knowledge that you are helping others experience the gifts rowing delivers.

Sadly, this past year marked the passing of our beloved founder and mentor, Stanley R. Pocock. We know how fond he was of the Northwest rowing community and how proud he was of all the young people within the Pocock Foundation. Though no longer with us, Mr. Pocock set a standard for passionate involvement that remains present in all the work we do.

We are proud to carry on the vision he began: everyone deserves the opportunity to row and strive for excellence on the water.

Thank you so much for all you've done to uphold that vision with us, and please join me in the excitement for what 2015 has in store.

With warm regard,

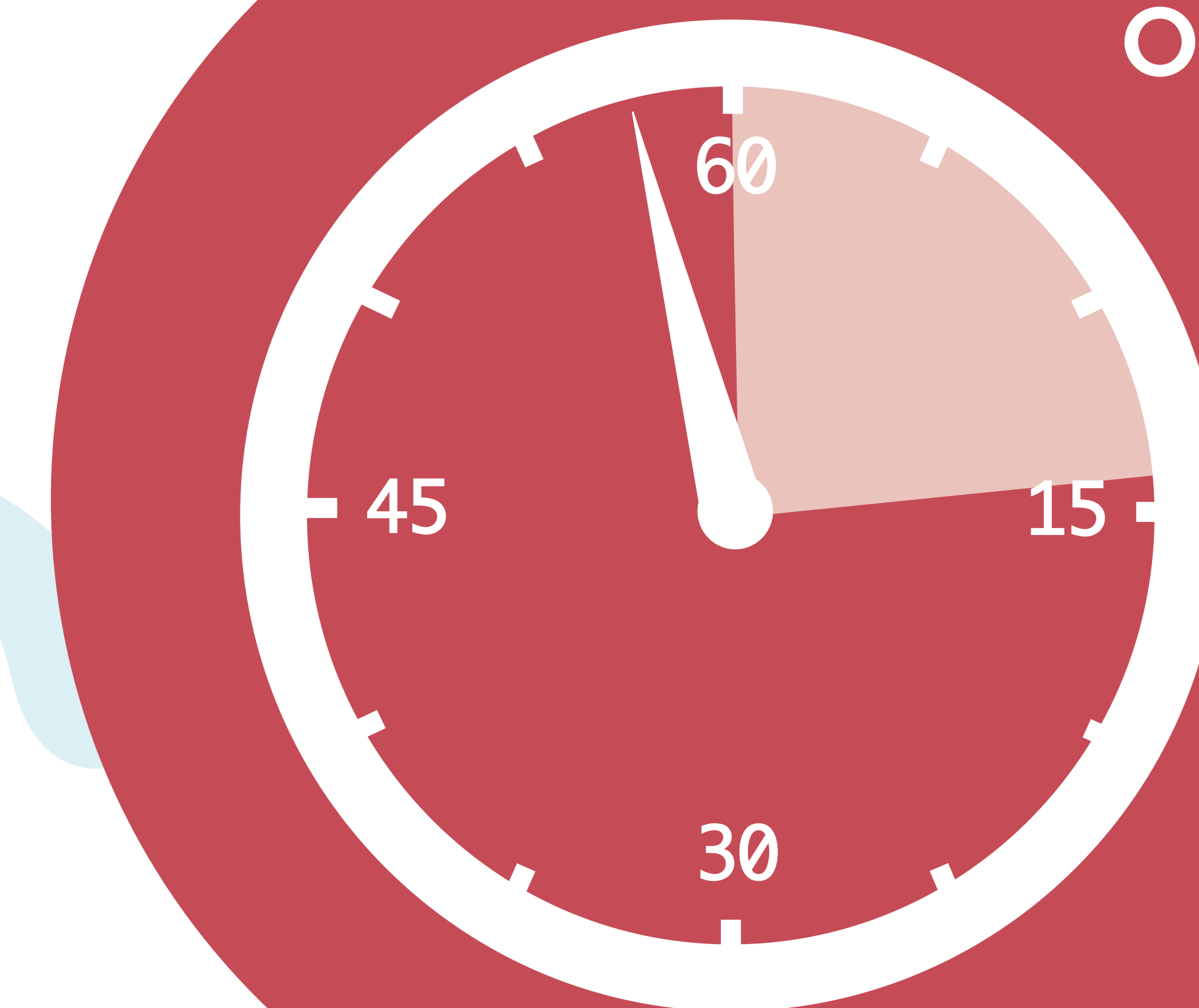


Matthew Lacey  
Executive Director

# WHY ROWING HERE AND NOW?

90

A YOUTH ROWER GETS APPROXIMATELY 90 MINUTES OF PHYSICAL ACTIVITY IN ONE DAY OF PRACTICE.



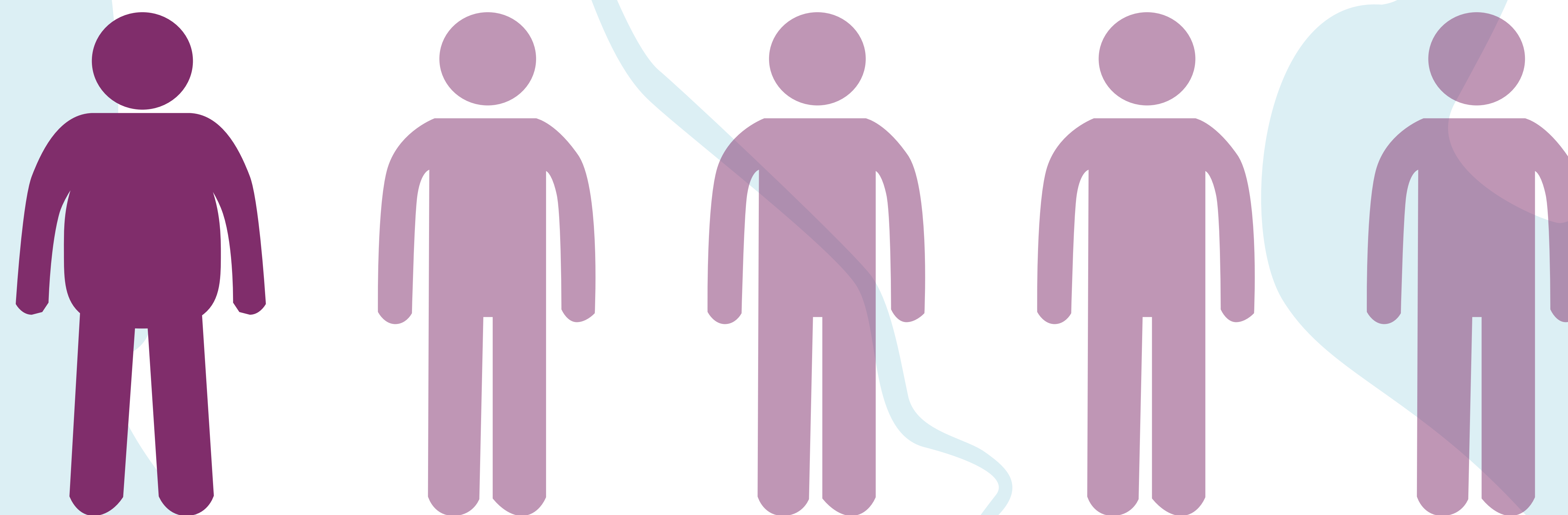
ONLY 23% OF STUDENTS IN KING COUNTY GET THE RECOMMENDED 60+ MINUTES OF DAILY PHYSICAL ACTIVITY.

67%

WHEN ASKED IF THEY WOULD LIKE TO TRY ROWING ON THE WATER, 67% OF ERG ED™ STUDENTS SAID YES.

IN KING COUNTY, 28% OF STUDENTS ABOVE AGE 13 SAY THEY HAVE NO ADULT IN THEIR COMMUNITY THEY COULD TALK TO ABOUT SOMETHING IMPORTANT.

157.5  
MILES  
OF FRESHWATER  
SHORELINE



ONE IN FIVE YOUTH IN KING COUNTY IS OVERWEIGHT OR OBESE.

# DETERMINATION & DRIVE

**"THE BIGGEST LESSON ROWING TAUGHT ME WAS TO NEVER QUIT; ALWAYS KEEP FIGHTING FOR WHAT YOU WANT. I CAME CLOSE TO QUITTING, BUT I DIDN'T. STAYING WITH ROWING AT THAT MOMENT WAS THE BEST DECISION I EVER MADE."**

*A 2014 graduate of Roosevelt Public High School, Emily Navin began rowing in the seventh grade and couldn't stay away. When a hip injury threatened to end her rowing career in tenth grade, instead of taking a break, she hopped in the coxswain seat. Emily now is looking down the keel of varsity eights in a Division I rowing program and searching for the chance to compete at the NCAA Rowing Championships in 2015.*

*Emily Navin Drives the  
Pocock Mens' Eight*

**FROM THE  
STUDENT  
ATHLETE**

# OUR VALUES

# ACCESS & EXCELLENCE

The George Pocock Rowing Foundation, drawing on the life and legacy of George Pocock, believes that access to sport and excellence in sport are synergistic values. We believe that by making rowing and rowing institutions available to the broadest range of participants the sport will grow in viability, prominence, and vitality and regional and national performance will improve. We hold excellence and access to be two sides of the same coin and use this belief to guide our decisions.

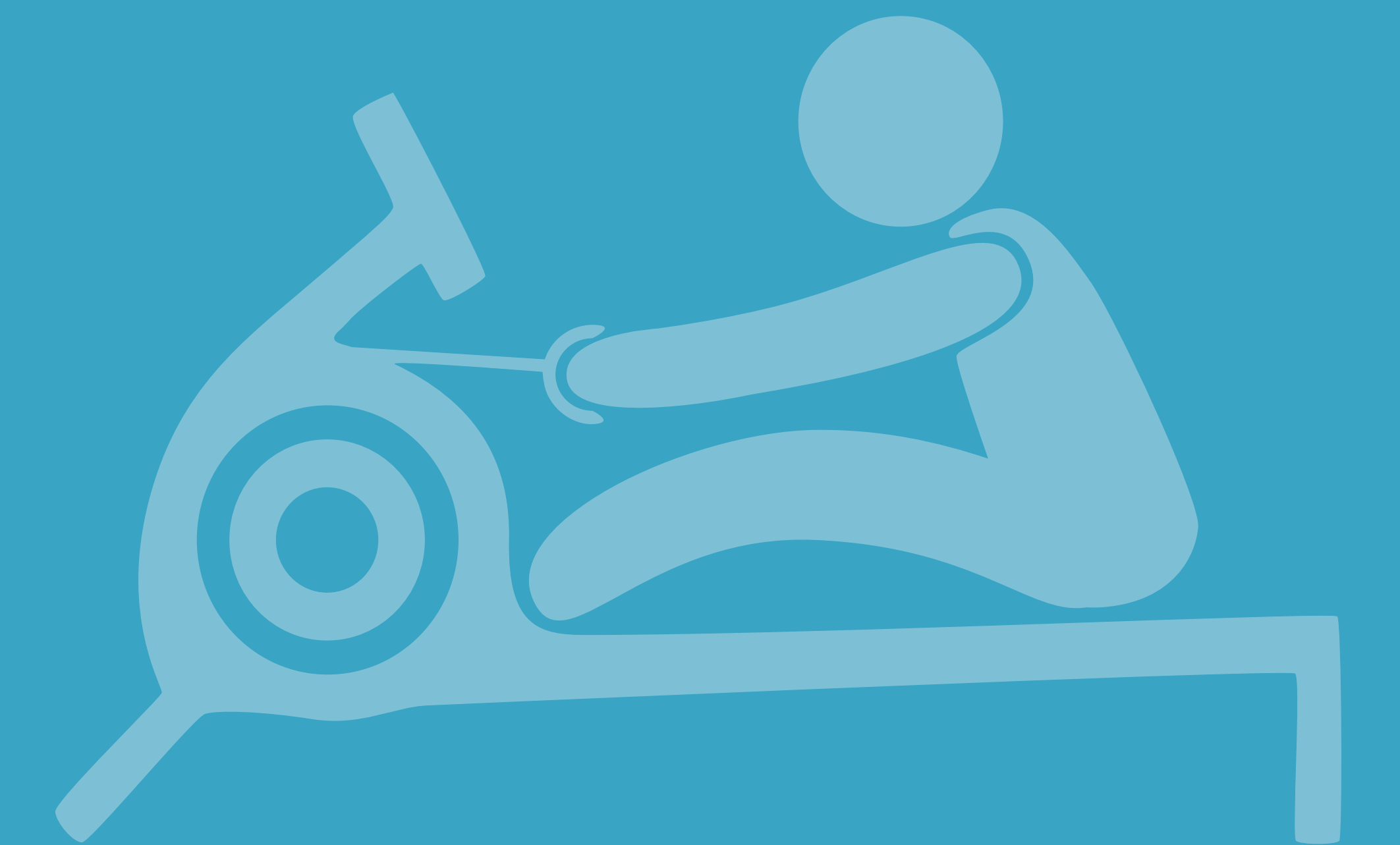


# A YEAR OF ACCESS & EXCELLENCE

## YOUTH ROWING SUPPORT

**274** From race registration at NWErgomania! to spring season registration fees, 274 athletes received youth scholarships from the Pocock Foundation for participation in rowing.

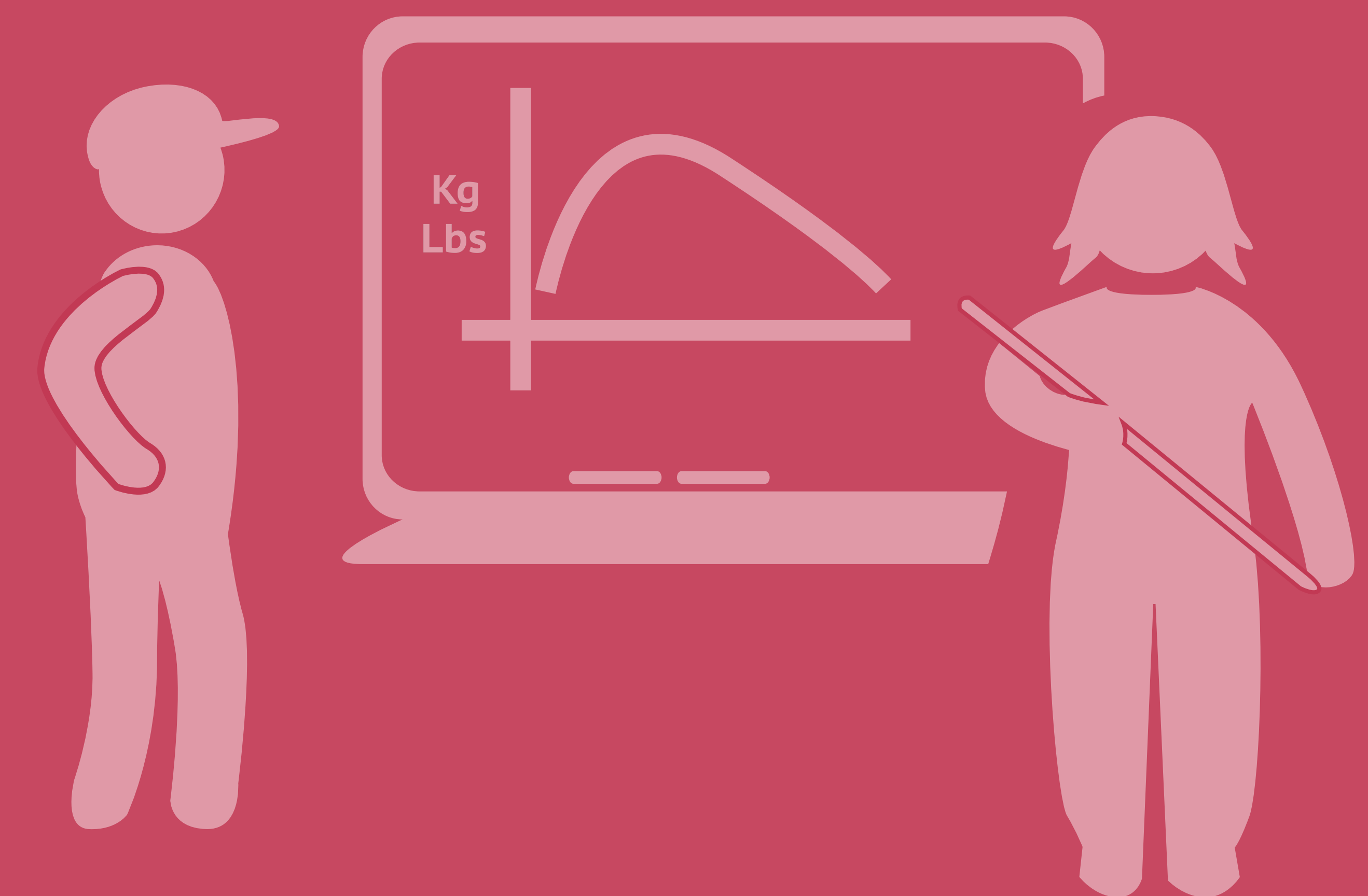
**2** Two student-athletes in Rainier Valley Rowing went to Junior Nationals in Gold River, California with the Mount Baker Rowing Junior Competitive Team.



## COMMUNITY PARTNERSHIPS

In partnership with Seattle Public Schools, the Pocock Foundation brought Erg Ed™ to **22** schools across the district.

Through the Coach Across America program of Up2Us, **5** five coaches seeking excellence in sports-based youth development worked with us in 2014.

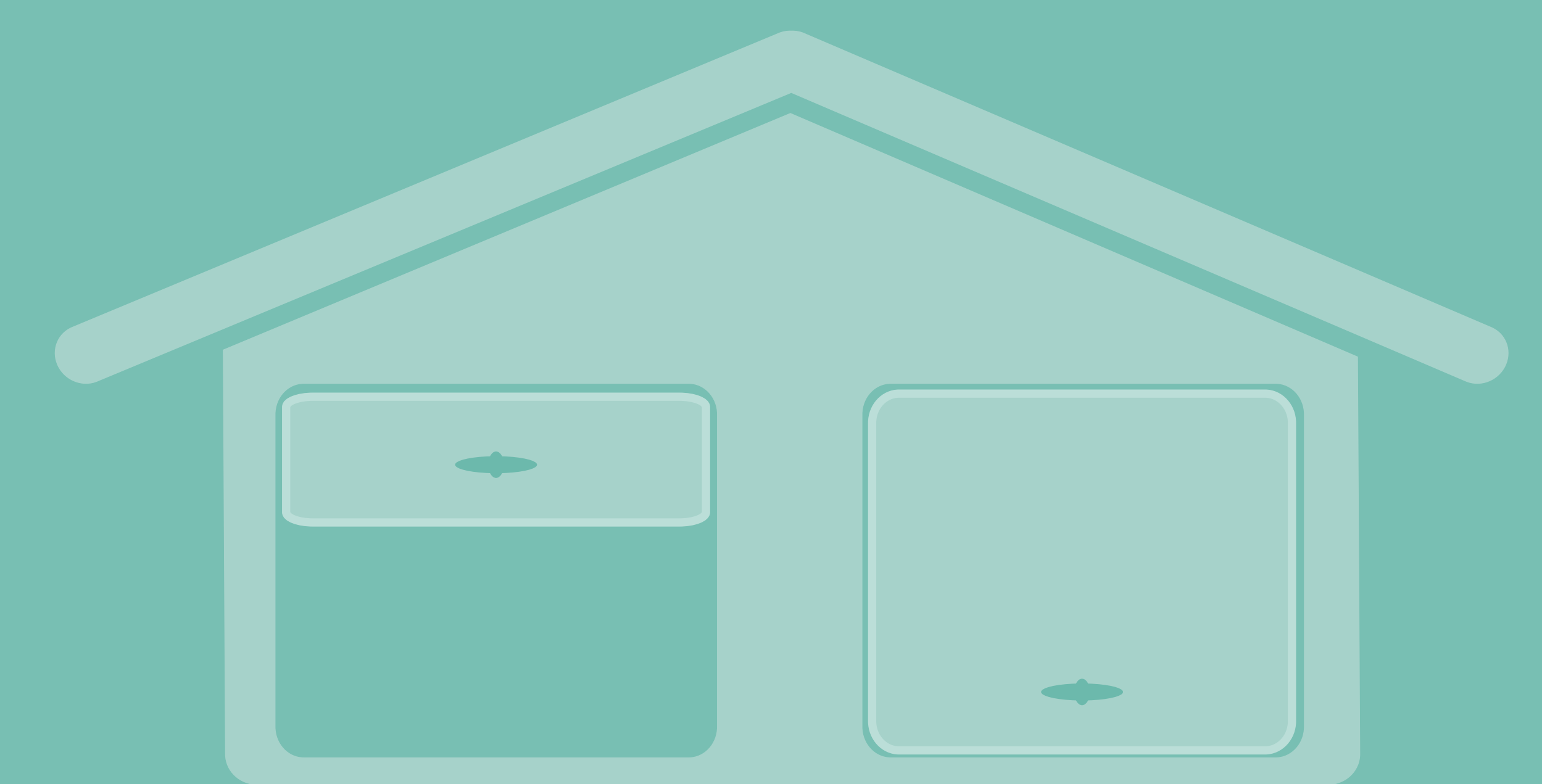


## BOATHOUSE OPERATION

In the city of Renton, the Pocock Foundation opened a second community boathouse for public access. Two boathouses means twice as much access to the sport.

**2**

**481** This year, in regional and national competition, junior and masters crews from the Pocock Rowing Center collectively won 481 medals.





# GIVING BACK THE RESOURCES YOU PROVIDE

# 3601 HOURS

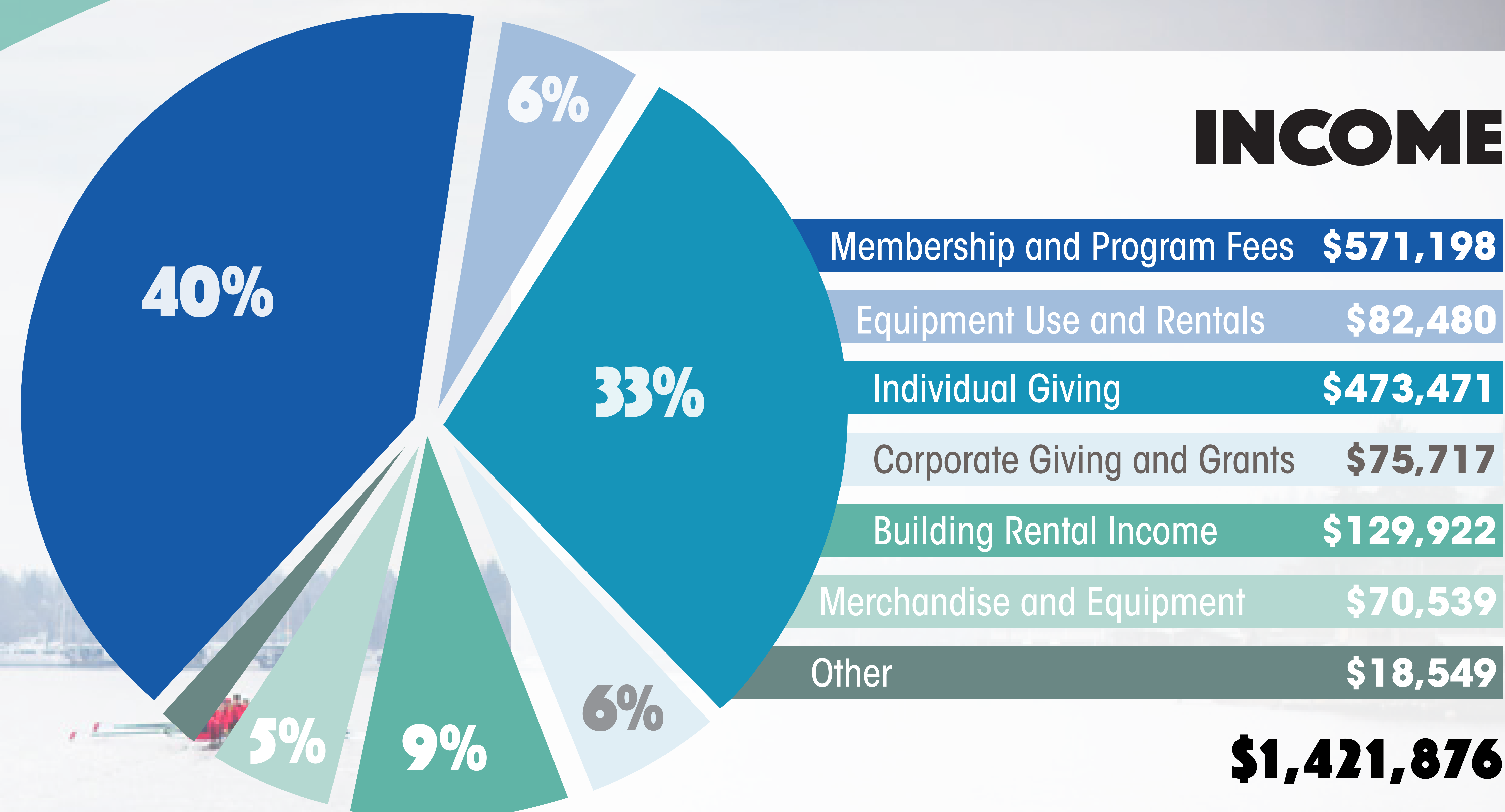
LOGGED BY VOLUNTEERS IN 2014

# \$347,000

**FUNDS INVESTED  
IN YOUTH ROWING**  
THROUGH ROW TO THE FUTURE  
AND JUNIOR PROGRAMMING

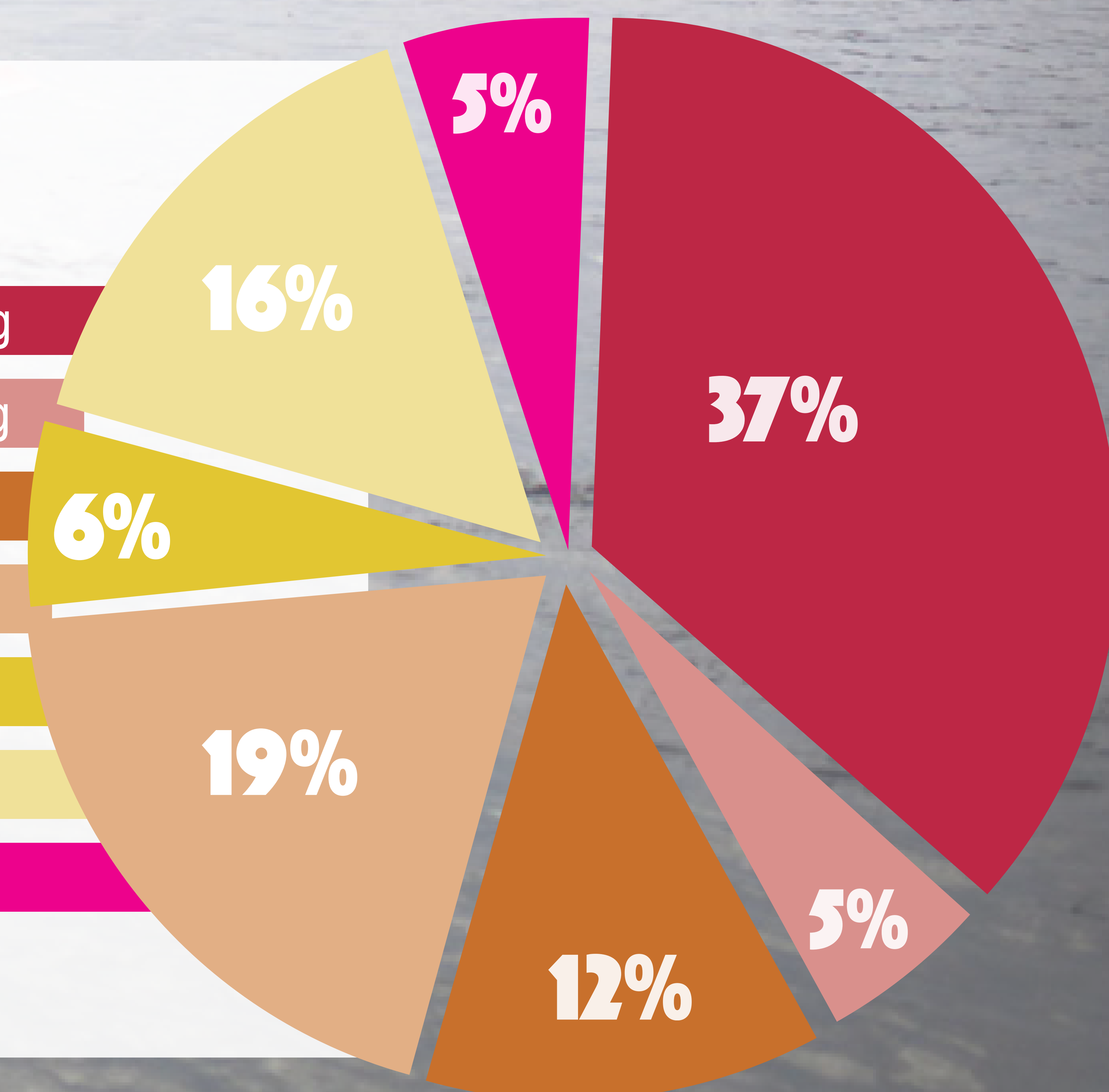
# A TEAM IN ACTION

IN THE YEAR 2014,  
THE POCOCK FOUNDATION  
EMPLOYED **44** COACHES, **9**  
PART-TIME EMPLOYEES, **8**  
SALARIED STAFF, AND **4** INTERNS.



## EXPENSES

\$522,793	Programming at Pocock Rowing
\$76,313	Programming at Renton Rowing
\$172,380	Row to the Future
\$270,609	Administrative
\$82,305	Fundraising
\$222,438	Facilities and New Equipment
\$73,436	Row for the Cure
<b>Total</b>	<b>\$1,420,274</b>





# A COMMUNITY OF PEOPLE CREATING CHANGE THROUGH ROWING

## OUR PARTNERS

CITY OF RENTON PARKS AND RECREATION  
DICK'S SPORTING GOODS  
JL RACING  
SEATTLE PARKS AND RECREATION  
SEATTLE PUBLIC SCHOOLS  
SYC FOUNDATION  
UNIVERSITY OF WASHINGTON  
CENTER FOR LEADERSHIP IN ATHLETICS  
UP2Us COACH ACROSS AMERICA  
USROWING



### \$100,000

Phil and Lesli Schlaepfer

### \$10,000 - \$99,999

Anne Chapman  
Bill & Melinda Gates Foundation  
The Perkin Fund

### \$5,000 - \$9,999

Dr. Alan Mackenzie  
Daniel Baty  
Kriss Sjoblom and Wendy Kaiser  
Microsoft Matching

Gifts Program  
Robert Rudine and Janet Yoder  
Terrence Gibbons  
Windermere Foundation

### \$2,500 - \$4,999

Cindy McKean  
Elizabeth Robinson and  
Richard Corff  
Frank and Cindy Firmani  
H.D. Fowler Company  
Jill and Geoff Wood  
Julie McCleery and Marc Brown  
Microsoft Volunteer  
Hours Programs  
Northwest Rowing Council  
PCC Natural Markets  
Sandra and Richard Ellenbogen  
Thomas and Leslie Redd  
Tom and Julie Hull

### \$1,000 - \$2,499

Abram Wehmiller and  
Elizabeth Weick  
Allstate Giving Campaign  
Andrea Bonaccorsi and  
Ty Bennion  
Becky Brown and  
Martha Goodlett  
Bruce Lamka  
Byron Rakitzis  
Chen Stein O'Mally  
Sven Foundation  
Cheryl Eastberg  
Curtis and Kathy Erickson

Don and Darci Beacom  
Duvall Y. Hecht  
Fay Chapman  
Garry Shea  
Hemda Arad and Yuval Neeman  
Hugh Doerschuk  
Janet Harper  
Jennifer and Patrick O'Brien  
Joe Schneider and Kim Clements  
John Hutchins  
Kristi Guay  
Leslie Moser  
Lether & Associates  
Lovsted Family Charitable  
Foundation  
Marcy Hupp  
Mari and Hugo Munday  
Molly and William LaPatra  
Penny Lewis  
Plum Creek Foundation  
Precor, Inc.  
Rene Alkoff  
Rod and Nancy Hochman  
Russell White and Judi Qualy-White  
Safeway  
Seattle Parks and Recreation  
Sound CrossFit  
Susan Pocock Saul  
Thunderbird Community  
Sports Foundation  
Tinsley Coble  
US Trust  
Valerie Voss and  
John Houlihan Jr.  
Whole Foods Market  
Windermere Real Estate  
Capitol Hill

### \$500 - \$999

Alan and Mary Ann Erickson  
Alison Browning  
Amber Wong  
Bill and Lu Woodman  
Brianna McGrath  
Brooke and James McCurdy  
Brooks Chase  
Carl Andrews  
Carol and Carl Buchan  
Carol Brown  
Caroline Perkins  
Cathy and Bob Curran  
Charles Robinson  
Chuck and Kristie Alm  
Claudia Allard  
Craig Smith MD  
Cynthia Hartwig  
Daren and Liz Nitz  
David and Ann Wetter  
Dieter Struzyna  
Dina Nelson  
Ed and Muffin Alschuler  
Georgia Van Cleve  
Gretchen Hull  
Irena and Doug Baker  
Jessica Wetter  
Jill Hendrick  
John Brian Losh  
John Holt and Susan Trainor Holt  
Jordan Hanssen  
Kathleen Sweeney  
Kathryn Helde  
Lee and Rod Spencer  
Linda Bush  
Mary Jane and Peter Swindley

Meghan Barry and  
Peter Hoffmeister  
Michael Doyle  
Mikela and Tom Naylor  
Mollie and Louis Pepper  
Philip and Lenore Defliese  
Phillip Olufson  
Plum Foundation  
Rainer Storb  
Renee Stocks  
Robert Greyber  
Robert Will  
Roger and Sylvia Baird  
Rosemary Daszkievicz and  
Guy Thomas  
Sam Skrivan  
Samuel and Billie Jean Druker  
Shirley and Scott Wilson  
Skip Dise  
Steffen Buschbacher  
Susan Karjian  
The Commerce Bank of WA  
Theresa Harris  
Trevor Vernon  
William Laing

### \$250 - \$499

Alden M. Garrett  
Alison Marioni  
Amy Payne  
Andrew Brassington  
Andrew Rebele  
Anne Traver  
Art Wright  
Barbara Kelley and Geoffrey Jones  
Barbara Smith  
Becky Symons  
Berit McAlister  
Beth Oswald  
Bob Diehl  
Brad and Sheree Fisher  
Brighton Jones LLC  
Butch and Nancy Dennison  
Carol Hickner  
Catherine McDonald  
Christopher Martin  
David Lieberworth  
David Rutherford  
Don and Joan Little  
Douglas Donnelly  
Dr. William Pitlick  
Edward Payson Ferry  
Ellen Kahan  
Elyse Rowe  
Emelie East  
Eric Vallieres  
Ethan Johnson  
Google, Inc.  
Gretchen Frederick  
Herb and Karen Berry  
Holly Boone  
James and Barbara Redd

Janet Walker  
Jeanne Iannucci and Terry Holme  
Jeremy and Susan Geiduschek  
Jill Jackson and Lisa Reitzes  
Jill Rosen  
Jim and Randi Niemer  
Joan Abe  
Joe Petrelli  
Joel Massmann  
John and Marcia Alberti  
John Bottom and  
John Karakowski  
John Doe  
Julie and Richard Nesting  
K Byron Skubi  
Karla Landis and  
Adrienne Moore  
Katy Smith and Richard Larson  
Kevin Gallagher  
Kim Sangrey  
Kristi Skanderup  
Leslie and Martin Kaplan  
Liese and Ramnath Rajesh  
Manrita Sidhu  
Marciano and Irene Lopez  
Marcy Chartier  
Marjorie Hemphill  
Martin Gannholm  
Mary Kauffman  
Mary Sive  
Mary Wegner  
Maureen and Alex Anderson  
Michael LeBlanc  
Michael Schmidt  
Misty Nordale  
Nat Hopper  
Nicole Wicks  
Noah Seixas

P L Thompson  
Pamela Tonglao  
Paul Lambert  
Paul Maybee and  
Lorraine Barrick  
Peter Kerr  
Portland Vancouver  
Rowing Association  
Rebecca Symons  
Rick Spencer  
Robert Miller  
Russell King  
Sara Lopez and Eleanor  
McElavine  
Sarah Beshlian  
Seattle Foundation  
Shari Fisher  
Sherry and Jim Ladd  
Susan Commins  
Suzanne Cummins  
Tanice Fitzpatrick  
The Boeing Company Gift  
Match Program  
Theodore Sive  
Tim Coyne  
Todd Cleland  
Tom Walton  
Trina Berquist  
Vanessa Backman  
Warren Perkins and Nancy Danoff  
Whitney Leibow  
William Fleming  
Windermere Real Estate  
Mount Baker



*In memoriam*

# STANLEY RICHARD POCOCK

1923 - 2014

Stan Pocock's accomplishments in the rowing world abound. There is evidence of his handiwork across the country, from fiberglass racing shells (1956) to Olympic gold medals (1956 and 1960) to oarlock spacers (1981). Stan did more than just leave a path of amazing innovations and objects; he left an indelible mark on all the athletes he coached, the men and women he worked with, and the young athletes he inspired. To many, he was a mentor, a coach, a craftsman, and a legend. To us, at the George Pocock Rowing Foundation, he was a visionary and a philanthropist who gave everything he accomplished back to the rowing community.



GEORGE POCOCK  
**ROWING**  
FOUNDATION  
POCOCKFOUNDATION.ORG

3320 FURHMAN AVE EAST  
SEATTLE, WA 98102  
(206) 328-0778

