



2017 IMPACT REPORT

A photograph of two young women rowing a boat on a body of water. The woman on the left is wearing a dark blue t-shirt and has her hair in a ponytail. The woman on the right is wearing a purple tank top, glasses, and has her hair in a ponytail. They are both smiling and holding oars. The background is a blurred view of the water.

OUR VISION & MISSION

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

THROUGH BUILDING AND SUPPORTING ROWING PROGRAMS AND FACILITIES, THE POCOCK FOUNDATION PROMOTES ACCESS TO ROWING, EXCELLENCE IN ROWING, AND USES ROWING AS A MEANS TO FOSTER PHYSICAL ACTIVITY, HEALTH, LEADERSHIP, AND COMMUNITY ENGAGEMENT.

THE YEAR IN REVIEW

JANUARY

Nearly **100 youth and masters rowing coaches** attended the Joy of Sculling Conference in Olympia, WA.

APRIL

102 youth competed at NW Junior Regionals in Vancouver, WA with the help of scholarship support from the George Pocock Rowing Foundation.

SEPTEMBER

With support from USRowing, Erg Ed launched in **Ann Arbor, MI and Stockton, CA**, bringing the number of public schools in Erg Ed to **seven**.

DECEMBER

67 youth received need-based scholarship support from the GPRF in order to row at their neighborhood boathouse in 2017.

MARCH

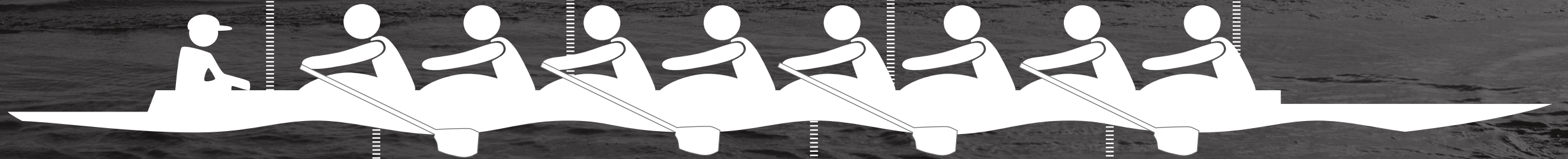
The 9th Annual Row to the Future Benefit Breakfast featured keynote speaker, Arshay Cooper, an award winning author, USRowing Golden Oars winner, and motivational speaker. A total of \$183,609 was raised in support of youth in rowing.

AUGUST

12 teams participated in the 2017 Annual Corporate Cup Regatta **raising more than \$20,000 for youth rowing outreach** in the process.

NOVEMBER

At the Head of the Lake Pancake Breakfast, more than 200 pancakes were served in the name of raising greater awareness of youth rowing outreach. Yum!



ATHLETE SPOTLIGHT



TRESS HAMMON III

FORMER ERG ED® STUDENT AND BOYS JUNIOR COMPETITIVE TEAM MEMBER AT POCOCK ROWING CENTER

"IN ROWING I'VE LEARNED TEAMWORK.

IT'S IMPORTANT THAT I LEARNED TEAMWORK BECAUSE IT'S AFFECTED MY SOCIAL EXPERIENCES AND MY OVERALL ATTITUDE TOWARDS LIFE.

MY ABILITY TO WORK WITH OTHER PEOPLE USED TO BE CLOSE TO NONE, BUT NOW I CAN WITHOUT A DOUBT.

I'VE COMMITTED MYSELF TO WORKING HARDER ON UNDERSTANDING PEOPLE AND PUSHING MY PHYSICAL ABILITIES.

I'VE BECOME PART OF SOMETHING GREATER THAN MYSELF, AND LEARNED HOW TO BUILD OFF MY WEAKNESSES.

I THINK THAT'S WHAT MAKES THIS SPORT SO SPECIAL."

PROGRAM SPOTLIGHT

Erg Ed® in the 2016-2017 Academic Year

11,361 students participated in Erg Ed® across seven cities

76.45% of Seattle Erg Ed® Students said that Erg Ed taught them about TEAMWORK

73.69% of Seattle Erg Ed® Students said that Erg Ed taught them about GOAL SETTING

72% of Seattle Erg Ed® Students expressed interest in learning how to row on the water after participating in the program.

"It was fun to work together to reach a goal with my friend and to challenge myself to try something new." - Erg Ed® Student



2017 IN NUMBERS

INCOME

EXPENSES

+ \$791,425 *Membership and Program Fees*

Programming at Pocock Rowing Center - \$963,828

+ \$781,768 *Individual and Corporate Giving*

Administration and Fundraising - \$520,034

+ \$197,861 *Building Rental Income*

Row to the Future Programs - \$172,209

+ \$50,871 *Merchandise and Equipment*

Programming at Renton Rowing Center - \$117,054

+ \$13,988 *Equipment Use and Rentals*

Facilities and New Equipment - \$81,024

+ \$3,994 *Other*

TOTAL INCOME
+ \$1,839,907

TOTAL EXPENSES
- \$1,854,149



THANK YOU

Without the support of our amazing contributors, volunteers and community members, we wouldn't be able to accomplish the amazing work that we do that helps more youth across the country find their love for rowing.

If you attended an event - *thank you.*

If you made a monetary contribution - *thank you.*

If you volunteered your time - *thank you.*

Together, our efforts bring more youth to the sport of rowing and help them find their community on the water.