



2018 IMPACT REPORT



A group of rowers in a boat on a body of water. The rowers are wearing various colored shirts and caps. One rower in the foreground is wearing a blue and white cap with the text 'CREEK ARTS FESTIVAL'. The background shows other rowers in a boat on 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

75 youth and masters rowing coaches attended the Joy of Sculling Conference in Renton, WA.

APRIL

In 2018, **154 junior athletes** participated in their spring racing season at Pocock Rowing Center. From the prior spring season, Renton Rowing Center's junior team **nearly doubled, with 54 athletes.**

SEPTEMBER

With support from USRowing, Erg Ed launched in **Everett, WA and San Diego, CA**, bringing the number of public schools in Erg Ed to **nine.**

DECEMBER

76 youth across 7 NW rowing programs received need-based scholarship support from the GPRF in order to row at their neighborhood boathouse in 2018.

MARCH

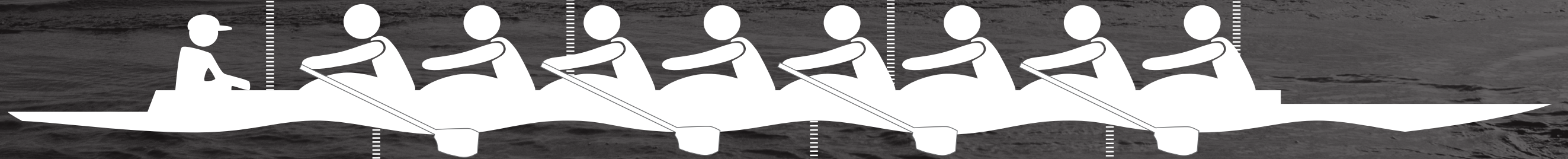
The 10th Annual Row to the Future Benefit Breakfast featured keynote speaker, Anita DeFrantz, 1976 Olympic Bronze Medalist, International Olympic Committee member, and author. More than **\$362,808 was raised in support of youth in rowing.**

JULY

Evening on the Docks, the annual fundraising auction for the **Renton Rowing Center**, raised a record number of funds: **\$40,767.**

OCTOBER

The GPRF, PRC and RRC underwent a website redesign. Three new websites launched, helping PNW rowers find rowing easier than ever before.



ATHLETE SPOTLIGHT



ETNNA ELIZALDE-CASTANEDA

ROWER AT MOUNT BAKER ROWING AND SAILING CENTER

"I'M EXCITED TO ROW EVERYDAY, BECAUSE I FEEL LIKE I IMPROVE MYSELF AND I'M THE TYPE OF PERSON THAT WANTS TO DO AS MANY THINGS AS BEST I CAN.

ROWING HELPS ME GET THROUGH TOUGH TIMES AND I TELL MYSELF TO PUSH THROUGH... BECAUSE I SHOULDN'T JUST BE THINKING ABOUT MYSELF, I SHOULD THINK ABOUT THE GIRLS IN THE BOAT WITH ME."

2018 IMPACT



Erg Ed® in the 2017-2018 Academic Year

14,811 students participated in Erg Ed® across nine cities

74.99% of Seattle Erg Ed® Students said that Erg Ed taught them about TEAMWORK

72.48% of Seattle Erg Ed® Students said that Erg Ed taught them about GOAL SETTING

69.92% of Seattle Erg Ed® Students expressed interest in learning how to row on the water after participating in the program.

"I like the feeling of trying something new, the feeling of being free was great. " - Erg Ed® Student

2018 IN NUMBERS

INCOME

EXPENSES

+ \$871,183 *Membership and Program Fees*

Programming at Pocock Rowing Center - \$1,079,118

+ \$796,843 *Individual and Corporate Giving*

Administration and Fundraising - \$597,518

+ \$203,824 *Building Rental Income*

Row to the Future Programs - \$246,272

+ \$31,317 *Merchandise and Equipment*

Programming at Renton Rowing Center - \$128,320

+ \$21,208 *Equipment Use and Rentals*

Facilities and New Equipment - \$113,720

+ \$34,837 *Other*

TOTAL INCOME

+ \$1,959,212

TOTAL EXPENSES

- \$2,164,948

THANK YOU

This year, we exceeded our expectations at two of our biggest fundraisers, the Row to the Future Benefit Breakfast, and the Renton Rowing Center Evening on the Docks Auction. The success of those two fundraisers provides the opportunity for many new young people to discover rowing in their neighborhood boathouse, and for the Renton Rowing Center to make some very exciting updates to their fleet of equipment.

Thanks to you - your volunteer hours, your donated dollars, your ambassadorship of our name and the work we do - we are able to achieve these great moments of success and growth. We couldn't do it without you.

