



# IMPACT REPORT 2022



# A LETTER FROM OUR EXECUTIVE DIRECTOR



My rowing story started in the lunchroom at Michigan State University, where I was asked if I wanted to try out for the crew team during welcome week. I had no idea what rowing was, but I said “yes”, and figured that it might be a nice way to make some friends, even if I didn’t make the team.

Deep down I was scared to be attending college in the first place. Neither of my parents graduated from high school so going to college was a really big deal in my family.

Rowing found me in a vulnerable place in my life and gave me a family and a purpose I had never experienced before. Without a scholarship or access to so many resources as a student-athlete, I’m not sure I would have graduated, and I certainly wouldn’t be the confident leader you see today.

Rowing gave me the opportunity to envision a bright future for myself. And as a young person, it taught me how to work hard for the things I really wanted in life.

I’ve been giving back to rowing over the last fifteen years as a coach, and by leading teams and rowing organizations because I believe that there are more young people out there that need this sport even more than I did.

It is such an honor to be part of the Pocock Foundation at this very special time in history.

As we approach nearly 40 years as a community, guided by the rich legacy that George and the Pocock family started, we have always worked to support the most significant needs within our sport and region.

Young people are at the top of our list because they are our future.

And what a bright future we have.

Today’s young people are pushing boundaries and inspiring us to consider a world that is more accepting and equitable for everyone. If you’ve spent any time with a young person recently, I’m sure you’ve realized that they are far more open, inclusive, and empathetic than the average adult. This is such a beautiful thing in my mind because they will be the coaches of tomorrow, they will determine the culture of our boathouses, and they will carry on the values that this community has led for decades. Forty years from now, our world may look different, but the impact our sport has and the values that connect us will be the same.

How many times have you met a rower and felt immediately and unreasonably connected to them? That’s because our values are at the core of who we are, how we connect, and probably why you’re reading this report.

And our values were formed at a young age. In boats with teammates, in exchanges with coaches, in safe spaces where we took risks and discovered what it feels like to be part of something bigger than ourselves.

All the choices we make at the George Pocock Rowing Foundation are values based- from how we allocate resources to programs, to our hiring protocols, board recruitment, and the grants we give out - I can assure you that what our community shares is at the core of every decision, every budget, and every teammate.

So thank you for being on our team.

Thank you for sharing the vision that we can build an inclusive rowing community for all young people.

Jenn Gibbons,  
Executive Director

# Our Mission

Over the past few years, we have honed in on our work to serve young people, particularly those who have been excluded from our sport, such as girls, people of color, and those facing socioeconomic barriers.

**Our mission is to help young people access and experience the life-changing sport of rowing.**

And it is our vision to build and support an inclusive rowing community that is accessible for all young people.

We do this through our values of access, community, and leadership.

# Our Purpose

**At the GPRF, we believe that every kid deserves a team.**

Being on a team promotes a healthy lifestyle and teaches kids transferable valuable social skills that they use far into adult life. They learn how to share, value diverse skill sets, trust others, and support and encourage one another.

To achieve this, we provide programs and grant-making that create and support inclusive, impactful, and accessible spaces for young people. We do this by innovating, incubating, and ultimately distributing high-quality, accessible rowing experiences for youth.

**81%**  
OF YOUTH  
**DO NOT**  
MEET THE CDC  
RECOMMENDED  
**PHYSICAL ACTIVITY  
GUIDELINES FOR  
BASIC HEALTH**



# Our Impact

In 2022, with your support, we reached nearly 42,000 young people across the country through our direct service programs and grant-making. We supported over 20 community-based organizations through our partnership network and provided grants to 8 regional boathouses in the Pacific Northwest.

**1 Erg Ed® ran in 18 school districts, reaching an estimated 42,000 participants nationwide, and moved the needle towards normalizing rowing as a P.E. curriculum sport in school.**

We hosted our first in-person teacher training since 2020 in the Edmonds School District and in Vancouver Public Schools, and added Sammamish and Terre Haute, IN sites as well. We hosted an Erg Ed Lunch & Learn, where we talked about the history, the current program status, and our plans for 2023. Erg Ed is as much a community initiative as it is an educational program. We aim to unite not only school districts and rowing programs, but community and city organizations as well for sustained success in this program.

**2 Camp Lucy introduced 28 new participants to the sport of rowing. 7 "Lucies" are now rowing in boathouses around Seattle, 4 of whom are supported by our Athlete Support & Retention Program.**

We ran two full-length Camp Lucy summer camps with 10 days of rowing, games, workshops, new friendships, and plenty of fun! Leveraging our partnerships from the pilot sessions, we had campers from the Congolese Integration Network, Seattle Girls School, and young people from the general Seattle community. Highlights of camp included good attendance from all campers and witnessing friendships blossom. On average, participants would recommend Camp Lucy to a friend 95% of the time.

**3 Athlete Support & Retention removed barriers to rowing access for 44 participants in 9 partners boathouses in the Pacific Northwest**

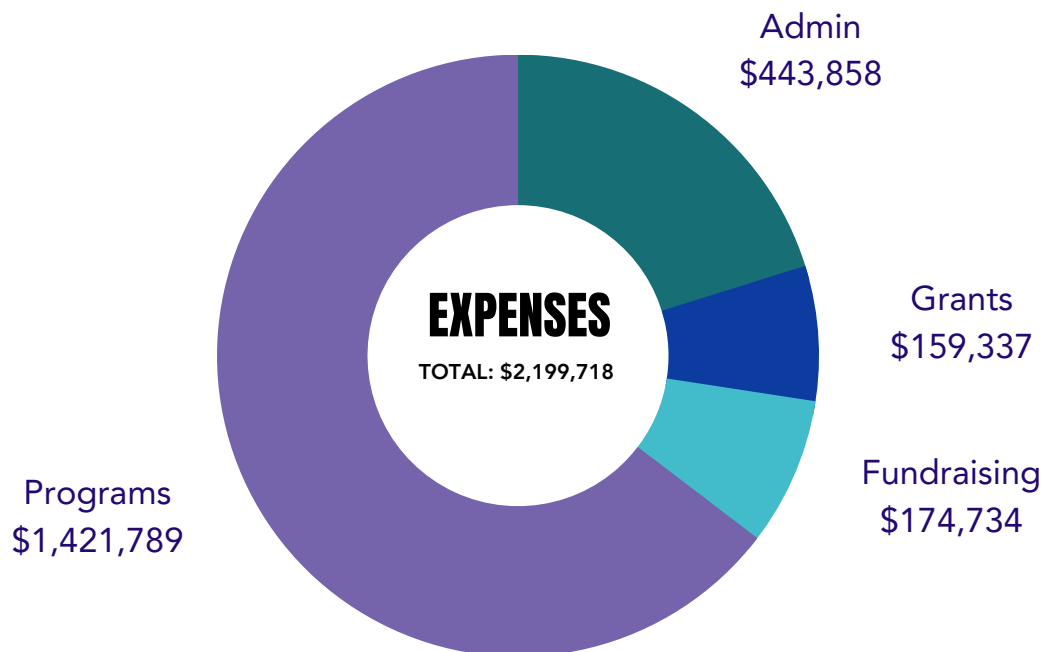
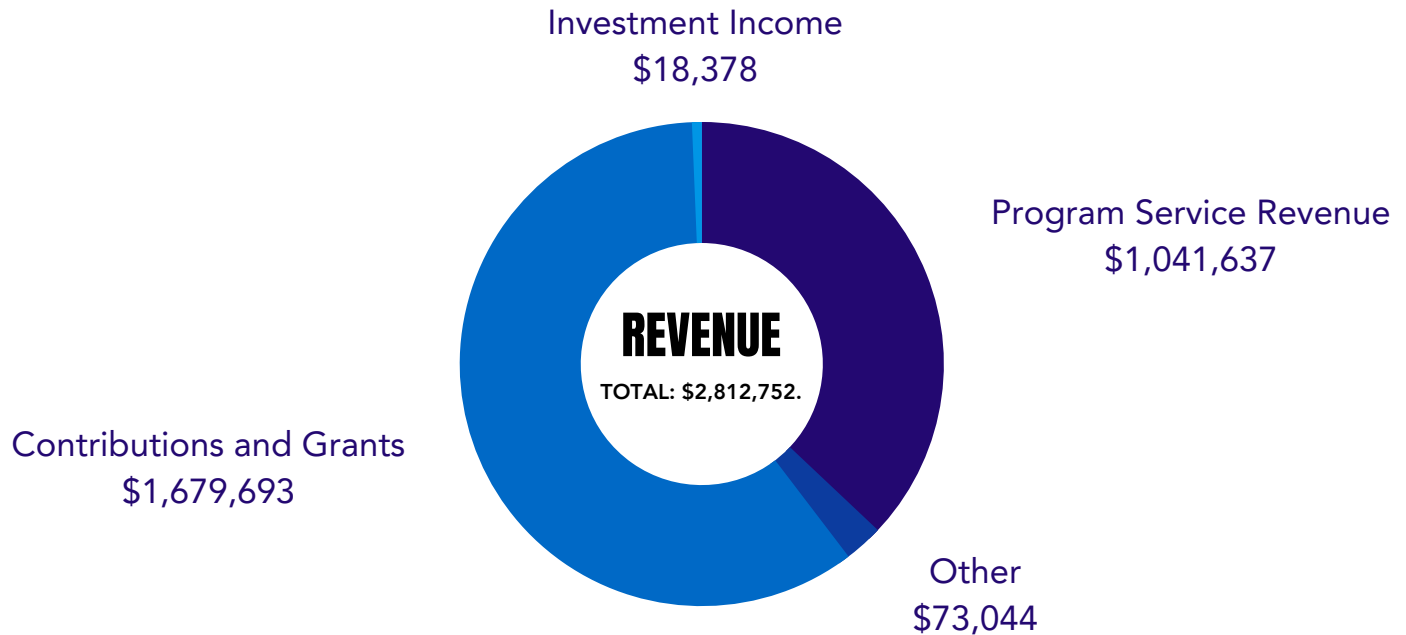
Our Athlete Support program (formerly Financial Aid Scholarships) expanded and was renamed as Athlete Support & Retention to reflect our commitment to not only helping youth access and experience the life-changing sport of rowing but also to partnering with our community to create an inclusive rowing environment that youth want to stay in long-term.

**4 Our Regional Grantmaking program awarded \$67,000 in its inaugural year to support regional boathouses' efforts to increase access to rowing**

We launched a new grant program to support youth rowing in the Pacific Northwest. With this grant program, we aim to support regional boathouses as they increase access to rowing. We believe that coaching is key and strive to positively impact a grantee's ability to support current and future athletes.

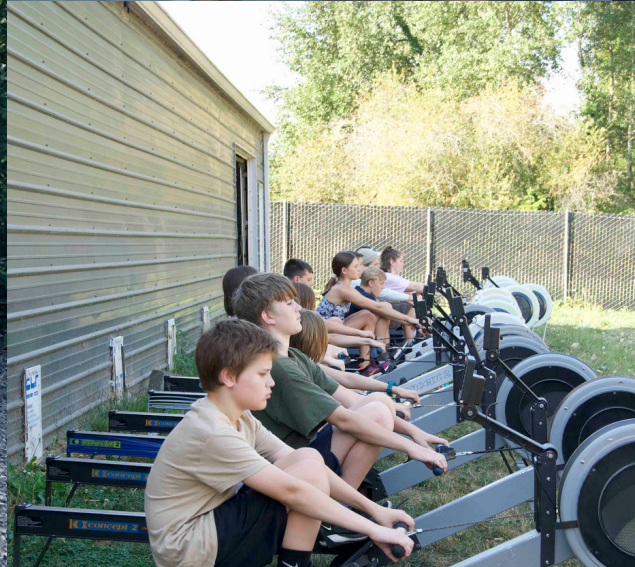
# FINANCIAL SNAPSHOT

\$0.77 cents of every dollar is spent on our youth programs.



# What's Next? 2023 Goals

PROGRAM	DETAILS	OUTCOME OBJECTIVES
<b>Erg Ed</b>	Partnership with Concept2 will grant two new communities with Erg Ed sites	<ul style="list-style-type: none"><li>• Expand our reach and increase access to and inclusivity in the sport</li><li>• Normalize rowing</li></ul>
<b>Camp Lucy</b>	Launch 4 Camp Lucy sessions at 2 additional boathouses in summer 2023	<ul style="list-style-type: none"><li>• Scale the program to increase access around the region</li><li>• Introduce 50+ new athletes to rowing</li></ul>
<b>Athlete Support &amp; Retention</b>	Remove barriers to access rowing so that more young people find the sport, start rowing and stay in the community.	<ul style="list-style-type: none"><li>• Support 75 young athletes in the Pacific Northwest</li><li>• Add partnerships to support athletes</li></ul>
<b>Regional Grantmaking</b>	A new grant cycle will open in June 2023	<ul style="list-style-type: none"><li>• Support PNW boathouses and coaches to increase access to the sport</li><li>• Positively impact and support current and future athletes</li></ul>
<b>Coaching Resources</b>	Educating coaches on how to foster welcoming and inclusive spaces	<ul style="list-style-type: none"><li>• Trauma informed training provided to help coaches to understand what young people are facing today</li></ul>



**“I probably won’t be here next week...”**

**When Maya\* arrived at Camp Lucy, it was under protest. She had been signed up to come with her younger sister, and she was not happy about it. She balked at the activities and grumbled through the days. Under stress, she shut down. At the end of the first week, she declared, “I probably won’t be here next week.”**

**Yet she came back.**

**And in the second week, little by little, she started to have fun both on land and in the boat.**

**She challenged herself on the water. She began to take a leadership role in the group activities, encouraging the other girls. And slowly Maya started opening up to her coaches about some of the difficulties in her life.**

**By the last day of Camp Lucy, Maya was having a great time. Saying goodbye to her coaches, she smiled brightly and said “See you next year!”**

**With your help, we can make it possible for Maya to come back to encourage many other girls who can learn, through rowing, how to feel *strong, powerful, supported, and brave.***

**\*Name changed**





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Thank you to our many remarkable donors from this past year. Your compassion and support have made it possible for our staff to create and support inclusive, impactful, and accessible spaces for young people.

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# GRATITUDE REPORT

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THANK YOU FOR YOUR CONTINUED SUPPORT OF OUR MISSION TO GET MORE YOUNG PEOPLE ROWING

