



## George Pocock Rowing Foundation Strategic Priorities 2024

Mission: to help young people access and experience the life-changing sport of rowing.

Vision: to build and support an inclusive rowing community that is accessible for all young people.

Strategic Priorities:

1. We will foster equitable and inclusive practices at all levels of our organization to increase diversity, representation, and belonging.
2. We will listen to, engage with, and amplify the strength of our community through philanthropy and leadership.
3. We will become a more financially and operationally resilient organization to ensure accountability and longevity in all our endeavors.