



Funds Distribution Report

Recipient Organization:
George Pocock Rowing Foundation

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Organization's General Goals:

Our mission is to ensure every young person can access and experience the life-changing power of rowing by building and supporting an inclusive community. We work intentionally to break down barriers, expanding opportunities for girls, youth of color, and those facing economic challenges—populations who continue to be underrepresented in our sport. At the heart of our work is a simple goal: to give all youth the chance to row, find belonging, and thrive both on and off the water.

Date of Award:	Level:
2024 Q4	\$500 to \$2,500

For more information, please read the attached report from George Pocock Rowing Foundation.

8802 27th Ave NE
Tulalip, WA 98271
TulalipCares.org

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YOUTH PROGRAMS IMPACT REPORT 2024-2025

Tulalip Tribes Charitable Fund Q4 2024 14.2

BACKGROUND

Since 1984, the George Poccock Rowing Foundation has opened doors for young people to discover rowing and embrace healthier lifestyles.

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Grant funding

Tulalip Tribe
Charitable Fund

Timeframe

2024-2025

Amount



WHY YOUR SUPPORT MATTERS

Across the country, access to youth sports is declining. The Aspen Institute's 2024 State of Play report notes that the \$40 billion youth sports industry is increasingly pricing out under-resourced families, creating a 25% participation gap between low- and high-income youth. The barriers are even higher for girls: UNESCO reports that nearly half of adolescent girls drop out of sports during adolescence - a rate six times higher than boys.

At the same time, the 2023 Washington Healthy Youth Survey found that mental health challenges remain at crisis levels: 71% of 12th graders reported anxiety, and 30% reported depression. Research shows that regular physical activity helps reduce stress hormones and boosts mood-enhancing brain chemistry - often as effectively as long-term medication.

For girls in particular, team sports nurture confidence, positive self-image, and belonging. When the focus is on growth and teamwork rather than winning, sports become a powerful tool for combating isolation and building lasting friendships.

At the Poccock Foundation, we believe sports like rowing are not just games - they are lifelines for young people, offering strength, connection, and hope.

PROGRAMS UPDATE 2024-2025

This year, our organization served approximately 55,000 youth athletes.

Athlete Support and Retention (Scholarships): In 2024, this program made remarkable strides in making rowing accessible and inclusive across the Pacific Northwest: 156 young athletes received scholarships, supported with wraparound services like gear, transportation, swim lessons, and college recruiting counseling. Among them, 43% identified as youth of color, and 51% came from low-income households. These athletes averaged 468 hours of physical activity and personal development through rowing—a powerful investment in sustained engagement and holistic well-being. The program maintained its high retention rates of 90%, signaling that when young people receive the right mix of resources and support, they stay—belonging in community and sport.

ERG ED®: The in-school indoor rowing curriculum operated in 22 school districts across the country in 2024, reaching an estimated 55,000 students. Through engaging Physical Education lessons, this program helps young people discover their strength, reinforces fitness, fosters goal-setting, and brings many students—who might otherwise not participate in sport—into the world of athleticism.

Camp Lucy: In the summer of 2024, Camp Lucy, a Learn to Row camp for girls, welcomed 60 participants into the sport of rowing. Camp ran at 3 locations: Pocock Rowing Center, Renton Rowing Center, and Mount Baker Rowing Center. 85% of campers shared that the camp offered them opportunities to cultivate an environment where they felt safe and supported—thanks to improved leadership, communication, and teamwork skills. 93% of participants made significant gains in at least two social-emotional learning areas, and 70% reported increased self-confidence and positive identity post-camp. Virtually all—96%—said they'd recommend Camp Lucy to a friend.

Pocock Youth Rowing: A year-round rowing program at the Pocock Rowing Center serving 230 athletes, 33% of whom are BIPOC. As the GPRF's flagship program, it provides consistent mentorship, structure, and teamwork—building habits and friendships that help young people thrive in and beyond the sport.

"Rowing has a positive impact on my life. I'm in a tight-knit community with friends I never would've met without rowing. Showing up to the boathouse is great because as soon as I enter the docks, it's like all of the baggage I've been carrying throughout the day gets left at the foot of the docks and the only thing on my mental platter is pulling as much water as I can."
- Finn, Scholarship Athlete.

With your continued support of youth programming at the George Pocock Rowing Foundation, students like this one can keep finding, starting, and staying in the sport of rowing. Thank you for believing in youth - and in the life-changing power of being part of a team.



