



## 2015 USRowing Points of Progress

### January

- The National Rowing Foundation renews annual commitment of \$1.2 million to 2015 USRowing national teams.

### February

- New SafeSport policy engagement for 2015 Organizational Members, included video tutorial, templates for schools and universities, 1-on-1 assistance for organizations requesting help with their policy, and personal review of SafeSport policies from organizations who requested reviews.

### March

- USRowing announces new affiliate partnership with Pocock Rowing Foundation to launch Erg Ed, a classroom-based indoor rowing education program focusing on middle school students, in two cities beginning this fall.

### April

- USRowing Board of Directors meets for quarterly meeting at the San Diego Crew Classic where phase one of the branding initiative is presented. "Unleashing the Champion Within" is identified as the USRowing brand purpose.
- USRowing announces Gold Medal Partnership with new sponsor, Liberty Mutual Insurance.
- Launched a new member engagement program with the "Relax & Recharge" tent at various spring regatta destinations, continued throughout the year.

### May

- The first USRowing Central Youth Championship was celebrated in Oklahoma City.
- USRowing provides grant funding for four programs and 110 athletes to attend USRowing Youth National Championships qualification regattas through USRowing's America Rows YNC Qualification Regatta Grant Program.

### June

- Largest USRowing Youth National Championship in organizational history featuring the first-ever USRowing Graduation Ceremony, with more than 75 clubs represented and 275 students in attendance.
- Board meets in Seattle at to discuss mechanisms to ensure continued growth in rowing.

### July

- USRowing events return to Lake Harsha, Lake Lanier and Lake Onondaga, spurring increased venue investment by the local communities at all three facilities.



## 2015 USRowing Points of Progress (cont.)

### August

- Announced partnership with Waterkeeper Alliance- working together with rowing organizations to build a clean water initiative and bring new constituents into rowing.
- Hosted the largest USRowing Masters National Championships in organizational history.
- US Junior National Team sets record medal performance at the 2015 World Rowing Junior Championships at Lagoa Stadium in Rio de Janeiro.

### September

- United States women's eight wins **historic 10<sup>th</sup> consecutive** world/Olympic championship title at the FISA World Rowing Championships in France. The women's quad beats Germany to win the first gold for America in this event.
- USRowing America Rows Youth Rowing Initiative awarded the USOC's Diversity & Inclusion Choice Award for 2015.

### October

- The VA renews and expands the USRowing grant for 2015-16 supporting the Freedom Rows program (\$299,000).
- USOC announces 2016 U.S. National Team grant allocation of \$2.36 million. This is the largest USOC grant to be received by USRowing.
- *ROWING* magazine affiliate partnership is extended through 2020.

### November

- Champion membership growth reaches more than 25% for 2015.
- Fifth Annual Golden Oars Awards campaign and dinner is a huge success, sold-out event, exceeding financial goals.
- USRowing receives a \$125,000 grant from the Craig H. Neilsen Foundation to increase the number of individuals with spinal cord injuries who row for exercise, recreation and competition.
- Inaugural USRowing Coastal Rowing event held in Pensacola, Florida, following FISA style racing in open water..

### December

- USRowing announces the launch of USRowing.RallyMe.com, an online funding tool that empowers USRowing teams and athletes to harness the power of the Internet and their personal and professional networks to raise funds.
- Successful conclusion to the implementation of the new membership database for 1300+ organizations and 70,800 individual members.
- Philadelphia hosts largest USRowing convention since 1997.
- USRowing signs New Balance and Rodd and Gunn as new sponsors.