



Row New York  
Annual Report 2012

CELEBRATING 10 SUCCESSFUL YEARS OF EMPOWERING YOUTH ON THE WATERWAYS OF NEW YORK CITY

# OUR MISSION

Row New York empowers youth from New York City's under-resourced communities to build strength, gain confidence, and pursue excellence through the unique sport of competitive rowing.

We asked our rowers, what did you learn about yourself through Row New York? Here are some of their replies:

*I learned that I am a beautiful and strong girl. I learned that I can do anything I set my mind to.*

*When I motivate myself, I can be wonderful.*

*I am stronger mentally and physically than I thought I was.*

*I have learned that I need to be kinder to people and it's ok to mess up.*

*I can finish what I start.*

*I learned that I can do way more when I don't give up.*

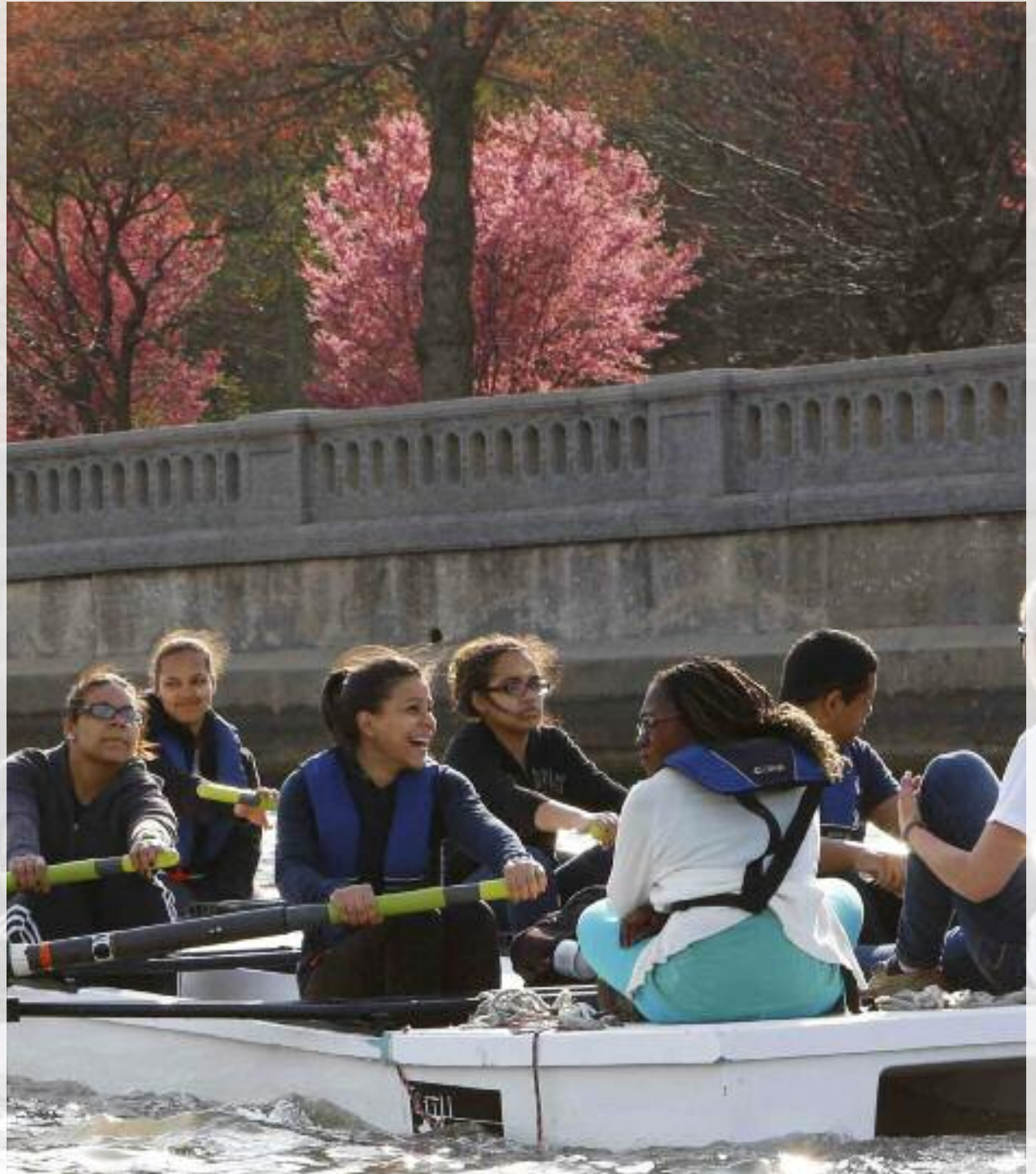
*I learned that I can push myself to work harder and by doing that I can be successful.*

*I am capable of being really strong.*

*I found that I am very competitive. Also that I am hard working.*

*I learned that I can't give up. I have to keep on trying because the whole team depends on each other.*

*I learned how to be a really good friend and teammate through participating in Row New York. I learned how to be dedicated to something.*





## MESSAGE FROM THE EXECUTIVE DIRECTOR



Dear Friends of Row New York,

It has been a big year at Row New York. Here it is on paper:

- We expanded into Manhattan.
- We doubled the size of our programs, our budget, and our staff.
- We launched the only competitive rowing program for people with disabilities in the region.
- Our girls' Manhattan 8+ won a state championship.
- We expanded our office space to include a full sized classroom for academic programs.
- We hosted our first regatta.
- All of our seniors got into college.
- For the third year in a row, all of our recent graduates completed their freshmen years of college.

But the full story is much more than a list of bullet points. People who visited our new boathouse on the Harlem River often had the same reaction, along the lines of, "How did you guys do this?" The answer is simple. We put our blinders on. We asked our supporters to help us buy the equipment we would need (over \$350,000 worth), hired amazing staff, wrote up a plan for recruiting students and running programs, and got to work.

We spent a large amount of time mapping out this expansion plan on paper, but the real joy is seeing it come to life on the dock, in the boats, and on the faces of our newest group of Row New Yorkers. Every time I visit the new boathouse on the Harlem River, I feel tremendous happiness in what is happening there. The kids are working hard and genuinely enjoying one another as teammates. They have big smiles on their faces and a determination to make their coaches and themselves proud—both on the water and off.

For those of you who were a part of Row New York over the last year, as coaches, tutors, rowers, staff, parents, funders, board members, or volunteers, you are a part of this community and its success. From the bottom of my heart, I thank you for helping us get this plan off of paper and making it real. We are very proud of our programs and our kids so please feel free to visit us anytime at either boathouse (Queens or Manhattan).

With gratitude,

A handwritten signature in black ink that reads "Amanda Kraus".

Amanda Kraus  
Executive Director

# 10 YEARS OF GROWTH

In just ten years, Row New York has grown from a pilot program on a shoestring budget serving 15 girls with a borrowed boat to a robust and thriving organization serving over 2,000 young people a year with two boathouses full of equipment.

- Thanks to our expansion to Manhattan, in 2012 we served 220 youth in our comprehensive year-round programs, double the number of just one year before and more than triple the number from 2010 due to the introduction of programming for middle school students.
- Thanks to the incredible generosity of our supporters, we've gone from that one borrowed boat to assets in excess of \$1.6 million—assets like rowing machines, racing shells and all the equipment our intrepid young New Yorkers need to hold their own in regional regattas.
- Since 2004, the number of people we've served through our summer camps, school-based programs and adaptive rowing programs has also skyrocketed, from just 50 rowers to 2,230 in 2012. There's not enough room on this page to illustrate that growth!



Number of youth who participate every afternoon in our year-round programs



# 10 YEARS OF SUCCESS

Success at Row New York means more than just healthy bodies and fast boats. It also means State Championship medals, good report cards, great SAT scores, and college diplomas—along with plenty of smiling faces, hugs, and high-fives.

## Academic Achievement

The focus, determination, and ability to set and achieve short-term and long-term goals fostered in our student-athletes by the sport of rowing fits perfectly with Row New York's aim to send them on to success in college—and in life.

- **High School Graduation:** 99% of youth who have completed Row New York's program graduated high school in four years, compared to 65% of New York City's public school students.
- **College Access:** 98% of Row New York's graduates have gone on to college, the majority on scholarship.
- **College Success:** 91% of our graduates have earned a degree or are on track to earn a degree, while only 30% of NYC's public school graduates are deemed college ready according to New York State standards.

## Enhanced Fitness

In a city where more than 35% of young people are overweight or obese, it's no surprise that many of our young rowers come to us out of shape. Row New York's intensive athletic training, led by expert coaches, quickly transforms them into strong, fit, determined, competitive athletes.

- **Rowing Machine Scores:** In spring 2012, all of our novice rowers improved their scores on a 500-meter rowing machine test, with an average gain of 51.66 watts, indicating significant improvements in strength and aerobic fitness.
- **Competitive Success:** The Row New York team has medaled at the New York State Championship for the past five years, including two gold medals in 2013!

## Social and Emotional Growth

Row New York strives to improve each student-athlete's confidence, tenacity, and engagement with community by maintaining an environment of high expectations and individualized attention where young people feel safe to learn, to lead, and to challenge themselves as they reach toward their full potential. According to our 2012 participant survey:

- 96% of the youth we serve said they were more confident since joining Row New York.
- 100% said that they pushed themselves during practice to be stronger and better.
- 74% said that their physical appearance was "just right." Only 41% felt this way before they joined the team.

# EXPANSION TO MANHATTAN

In April 2012, Row New York took over management of the Peter Jay Sharp Boathouse in Upper Manhattan. Six months later, the boathouse was filled with new equipment and five new full-time coaches were on the water each afternoon along with 110 middle and high school youth, the majority recruited from local communities. Two college teams along with thriving learn-to-row and masters programs round out the boathouse scene, creating a rowing community on the Harlem River that encompasses all ages and the full diversity of New York City.

*If I could sum up my experience at Row New York in one word, it would be stupefying. This was the BEST experience I've ever had, without a doubt.*





# OUR PROGRAMS

Row New York empowered more than 2,000 New Yorkers through rowing in 2012:

- Empowerment through Rowing and Academics (ERA) for high school youth: 145
- Pre-competitive Rowing Exposure Program (PREP) for middle school youth: 75
- Summer Community Rowing Camps: 280
- Indoor Rowing for middle school youth and youth in locked detention: 1,500
- Adaptive Rowing Program for individuals with disabilities: 300
- Adult Learn-to-row and Masters Rowing: 150

# YEAR ROUND PROGRAMS FOR YOUTH

## **Empowerment through Rowing and Academics (ERA) for high school youth**

Our most intensive program, ERA provides six days a week of challenging athletic training and comprehensive academic support, with a focus on competitive success—both on the water and in the classroom. The team competes in 10 to 15 regattas a year and visits colleges and universities throughout the northeast.

In 2012, ERA served 145 girls and boys.

## **Pre-competitive Rowing Exposure Program (PREP) for middle school youth**

This introduction to rowing meets from three to five days a week, with a focus on teamwork, basic fitness, and outdoor fun. During the school year, the PREP team trains twice a week and meets with tutors once a week to improve their basic academic skills. Summer activities include four days a week of rowing in the morning and academic sessions in the afternoon. Summer academic sessions focus on literacy skills, paired with one educational fieldtrip per week.

In 2012, PREP served 75 girls and boys.







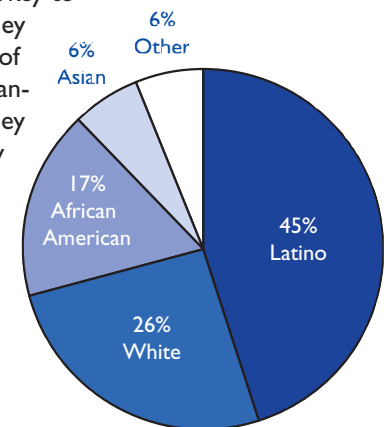
**In addition to athletic training and academic support, we provide:**

- Swim lessons
- Snacks at rowing practice
- A hot meal at tutoring sessions
- Metrocards and van rides
- Warm or waterproof clothing for young rowers who aren't dressed for the weather
- Advocacy and referrals for youth who are homeless, involved with the family court system, or otherwise at risk
- Workshops on nutrition and reproductive health
- Other services and supports to foster the wellness and long term success of the youth in our programs

**A Truly Distinctive Team**

In 2012, the 220 girls and boys in our year round programs came to us from 23 middle schools and 38 high schools in Queens, Manhattan, Brooklyn, and the Bronx.

Our rowers reflect the diversity of New York City in race, ethnicity, religion, country of origin, and income. They, or their parents, hail from 26 countries ranging from Argentina to Turkey to Egypt to Moldova. They come from all walks of life and speak many languages. And when they are in our boats, they row as one.



## OTHER PROGRAMS FOR YOUTH

### Indoor Rowing Program

Our school-based program provides one to six weeks of indoor rowing to students in public middle schools, including schools in Corona, Queens, the New York City neighborhood with the highest rate of child and youth obesity.

In 2012, our Indoor Rowing Program served 1,500 middle school students.

### Summer Community Rowing Camps

During the summer, we work with other community-based youth organizations to introduce young people to rowing in a day camp format. Our most experienced high school varsity athletes work as Summer Leaders, teaching younger campers how to row. Some of the organizations we've worked with include the Young Women's Leadership Network, NYU Initiative for Women with Disabilities, United Cerebral Palsy, Special Olympics, and the Chinese-American Planning Council.

In 2012, our Summer Community Rowing Camps served 280 young people, including 60 young people with disabilities.

*I liked the way I feel when I'm on the machine and you feel the burn. I liked the coach because she made me feel like a winner at the end of the day even though I didn't win. It made me feel confident.*





## ADAPTIVE ROWING FOR **INDIVIDUALS WITH DISABILITIES**

Rowing is a sport that can be adapted to all levels of ability. Our Adaptive Rowing Program provides:

- School-day on-water gym classes for public middle school youth with physical and cognitive disabilities
- Year-round competitive training for adults with physical disabilities
- Recreational rowing each Saturday for all adaptive athletes who want to try the sport

Benefits reported by program participants included improved balance, focus, flexibility and reach, strengthening of hands and wrists, better muscle tone in arms and abs, significant weight loss, and increased ability to transfer in and out of wheelchair.

In 2012, our Adaptive Rowing Program served over 300 individuals with disabilities.

*I really love rowing. I like the idea of being an athlete! I like that it gives me a challenge and a goal. I like that it's different—all my friends do wheelchair basketball and racing—not many people know about rowing.*

# PROGRAMS FOR ADULTS

## Learn-to-Row and Masters Rowing

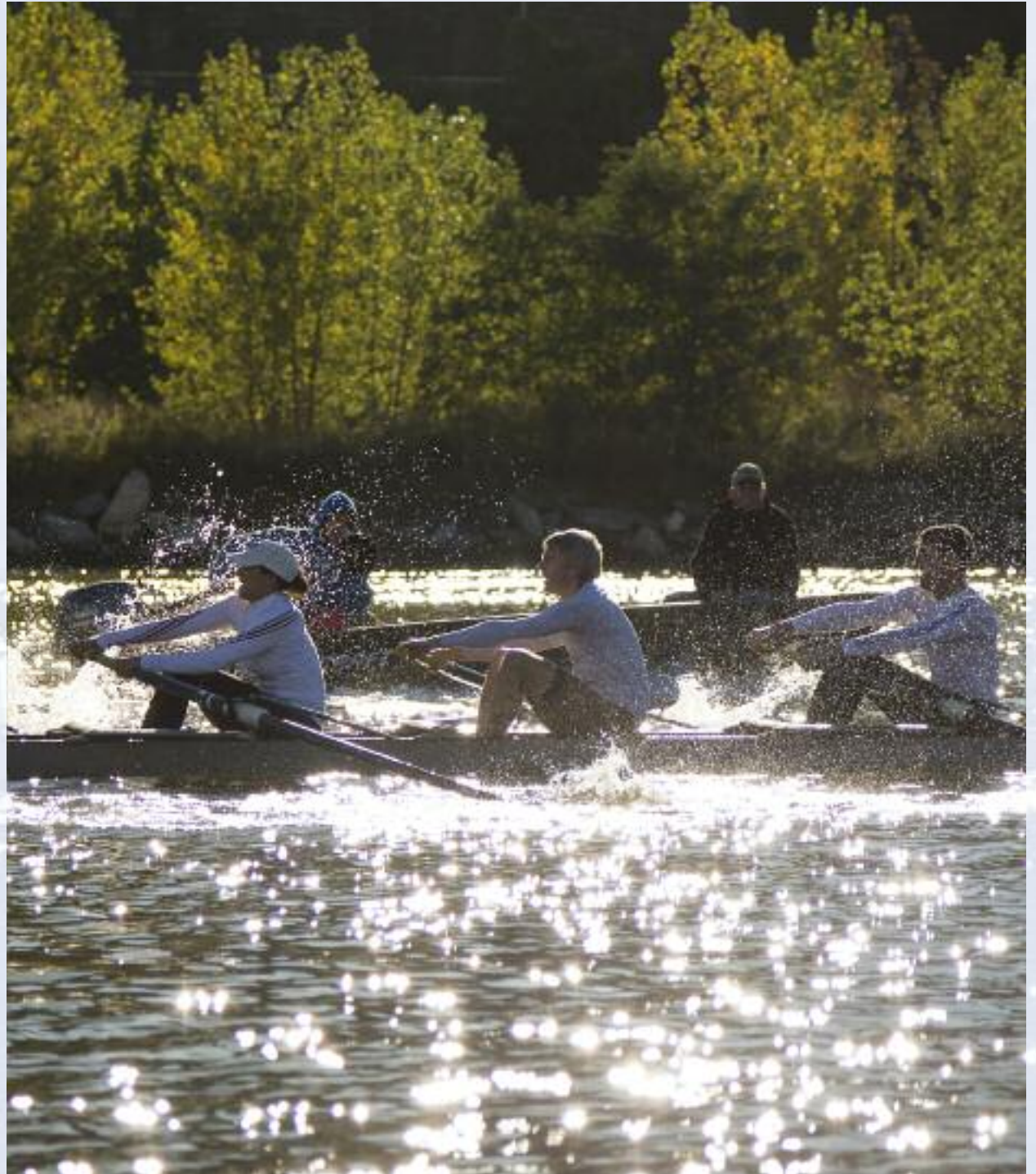
Novice adult rowers receive expert coaching as they learn to row on the Harlem River in Upper Manhattan. Rowers who complete our advanced learn-to-row class can graduate onto our masters' team, joining other experienced rowers for recreational or competitive rowing, including opportunities to compete in local and regional regattas.

In 2012, Learn-to-Row and Masters Rowing served more than 150 adults of all ages.

## Corporate Teambuilding

Corporate teams come to visit the Peter Jay Sharp Boathouse and enjoy a lesson in teamwork as they learn to row. Beginning with practice on rowing machines, corporate teams receive basic instruction from expert coaches before they advance to on-water rowing in barges or pontoon-equipped rowing shells, and round out their day with a competitive sprint down the Harlem River.

In 2012, Corporate Teambuilding served groups from PriceWaterhouseCoopers, the US Secret Service, and Massey Knakal Real Estate, among others.



# OUR GENEROUS SUPPORTERS

## **\$100,000+**

Lisa & Dick Cashin  
Charles Hayden Foundation

## **\$50,000 to \$99,999**

Arbor Brothers Foundation  
New York Women's Foundation  
Pinkerton Foundation  
Select Equity Group Foundation  
United States Olympic Committee

## **\$20,000 to \$49,999**

Cherylyn & Christian Ahrens  
J.E. & Z.B. Butler Foundation  
Catalog For Giving of NY City  
CBS Corporation  
Goldring Family Foundation  
William T. Grant Foundation  
Carl Marks Foundation  
Maverick Capital Foundation  
Stavros S. Niarchos Foundation  
Reed Foundation  
Cameron Winklevoss  
Tyler Winklevoss  
Youth, I.N.C.

## **\$10,000 to \$19,999**

AMC Network Entertainment, LLC  
Katherine & Derek Chang  
Christopher and Dana Reeve Foundation  
DIRECTV  
ESPN/Disney  
F.W. Hobbs  
David Huntington  
Mary J. Hutchins Foundation  
Hyde and Watson Foundation  
ION Media Networks  
Joseph Leroy & A.C. Warner Fund  
MBIA Foundation  
The News Corporation Foundation  
NFL Ventures LP  
Patrina Foundation  
Colin Redhead  
Riverdale Country Day School  
Mandy & Fred Stupart  
Univision Mangement Company  
Viacom International  
Yes Network LLC

## **\$5,000 to \$9,999**

A+E Television Network  
Barker Welfare Foundation  
Colgate Palmolive  
Lauren & Porter Collins  
DIRECTV Sports Networks, LLC

Discovery Television  
Mariko & Matthew Elwood  
Foundation For Global Sports Development  
Gina Greer  
Hallmark  
HBO  
Heisman Trophy Trust  
Henry E. Niles Foundation  
Sarah Bates Johnson & David Johnson  
Maggie Kotuk  
Andrea & Ken Kraus  
MSG Holdings, L.P.  
NBC Universal  
Peter Jay Sharp Foundation  
Power Ten New York  
Richard Davoud Donchian Foundation  
Larry Robins  
Kathleen & Ivan Rudolph-Shabinsky  
Scheerer Family Foundation  
Justine Simons & Chris Huntington  
Sony Pictures Entertainment  
Turner Broadcasting System

## **\$2,500 to \$4,999**

Jennifer & Ethan Ayer  
BBC Worldwide  
FAO Schwarz Family Foundation  
Fox Channel Services, LLC  
Game Show Network LLC  
Marny & Andrew Homan  
Emily Keeton  
Susan Keeton  
Jamie & David Krone  
Erika & Kevin Long  
MLB Network  
New York Community Trust  
N.Y.A.C. Athletes Fund  
Phillips Family Foundation  
Kathy & Michael Presto  
Anna Sanders  
Kath & Chuck Scott  
Michele Kass Shuldiner & Richard Shuldiner  
TV One  
Universal Sports  
Daniel Zubkoff

## **\$1,000 to \$2,499**

Aili & Geoffrey Adamson  
Benjamin Appen  
Susanne Bevacqua  
Pamela Brewster  
David Briggs  
Julie & Edward Scully Burke  
Bree Dribbon & Patrick Whetzle  
Arthur Dubow Foundation

Tolman Geffs  
Goldman Sachs & Co.  
Gospel Music Channel LLC  
Caroline & Paul Holland  
HSN  
Interior Alterations  
Patricia Kelly-Buford  
Nick Kraus  
Armand Legardeur Architect LLC  
H.F. Lenfest  
Massey Knakal Charitable Foundation  
Carol & John McCann  
Media World LLC  
Joseph Michels  
Elise Runsdorf Napack  
Norcross Wildlife Foundation  
Pershing Square Foundation  
Jessica Rispoli  
Mark Rosenthal  
Shattan Family Fund  
Joshua & Sara Slocum  
Sportsman Channel  
Jon Fish & Sharon Stulberg  
James Treger  
Paula Wardynski  
Weather Channel  
Ziff Brothers Investments, LLC

## **\$500 to \$999**

City Parks Foundation  
Jo Ann & Dennis Delafeld  
Anthony Dreyer  
Wendy Flanagan  
David Harman  
Anna Iacucci  
Lindsay & Bob LoBue  
Judy McGrath & Michael Corbett  
Moody's Foundation  
National Basketball Association  
Silda Palerm & Richard Hall  
Deborah Pastor  
Mary & Danny Phelps  
Scripps Networks  
Celia Seigerman-Levit  
Silver Mountain Foundation for the Arts  
Jean Tsien  
Barbara Brizzi Wynne

## **\$250 to \$499**

Jennifer Amigone & Dan Saltzman  
Allison Ansel  
Tom Auth  
EG Capital Group LLC

Sharon Elghanayan  
Craig Fischer  
Maria Gotsch  
Alan C. Greenberg Foundation  
Thomas Groark  
Deanna Groark  
Andrew Hewitt  
Amber Hovey  
Matthew Hughes  
Beth Kohl  
Cathleen Kupke  
Alison LaCarrubba & Corey Lieberman  
Marcia Lippman  
Pattiann McAdams  
Bernadette Mueller  
NBC Universal  
J. Eric Nelson  
Jenny Park  
Sammy Politziner  
Ed Pray  
Olive R. Ringo Charitable Trust  
Carlos Rivera  
Margaret Rodriguez  
Lee Runsdorf  
Idoline Scheerer  
Peter Schulte  
James Stave  
Fredrick Taylor, Jr.  
Maria Willett

## **\$100 to \$249**

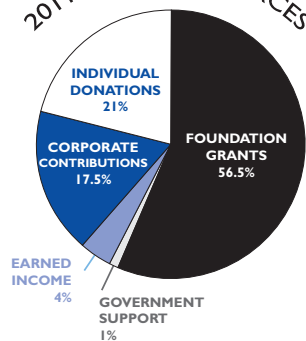
Julia Allen  
Cynthia Alper  
Wanda Bell  
Helene Bodman  
Mike Brams  
Atthena Breiton  
Elyse Brocks  
Jonathan Brown  
Mary Chang  
Carolyn Condeiro  
Alison Cox  
Susanne & Paul Duato  
Damir Durkovic  
Mike Eichler  
Thomas Eichler  
Andi Emerson  
Howard Feller  
Jill Flaxman  
Madeline Ford  
Matt Forstenhausler  
Sylvia Francus  
Scott Michael Gelber  
Mary Kalil Hamaoui  
Kathryn Harlow  
Fred Hathaway  
Eric Hayman  
Elizabeth Hughes  
Jennifer Huntington  
Pamela Julian  
Mary Elizabeth Kelly  
Christopher Kirsten  
Andrew Knox  
Salvatore LaCarrubba  
Aubrey Lampkin  
Fran Lemberg  
Michelle Lessner  
Sharry & Arthur Lukach  
Ruben Marrtinez  
Paula Matthusen  
Maria Mayo  
Margaret McQuade  
Laura McQuade  
Robert McQuade  
Katherine Morgan  
Marc Mruz  
Ardovan Nozari  
Dan O'Byrne  
Caroline Kim Oh & Chang Oh  
Melissa Pancoast  
Pascale Communications, LLC  
Lisa Anny Mullan Perkins  
Julie & David Phillips  
Karen Phillips  
Barbara Phillips  
Elizabeth Porteous  
Ann Marie Resnick  
Nancy Ross  
Perri Ruttenberg  
Susan Sack  
Hillary Scheerer  
Charles Seigerman, Ph.D.  
Emily Sklar  
Leah Sklar  
Janet Smith  
Meredyth Smith  
Jet Taylor  
Paul Theisen  
Triple T Foundation  
Walter Updegrave  
Florence Wiener  
Amanda & Joshua Weiss  
Yue Xu  
Betst Yang  
Julie Yoo

# STATEMENT OF ACTIVITY

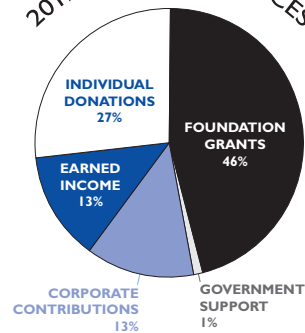
For the Year Ended December 31, 2012

	2011	2012
<b>Support and Revenue</b>		
Contributions	\$ 1,146,066	\$ 1,881,317
Program service income	51,786	307,049
Investment income	33	876
Other revenue	3,417	2,135
Less: Direct costs of special events	<u>( 26,213)</u>	<u>(39,690)</u>
<b>Total support and revenue</b>	<b><u>1,175,089</u></b>	<b><u>2,151,687</u></b>
<b>Expenses</b>		
Program services	874,376	1,203,203
Support Services:		
General and administrative	88,412	131,230
Fundraising	<u>136,285</u>	<u>154,713</u>
<b>Total Expenses</b>	<b><u>1,099,073</u></b>	<b><u>1,489,146</u></b>
Increase in net assets	76,016	662,541
Beginning net assets	<u>889,320</u>	<u>965,336</u>
<b>Ending net assets</b>	<b><u>\$ 965,336</u></b>	<b><u>\$ 1,627,877</u></b>

2011 REVENUE SOURCES



2012 REVENUE SOURCES





## BOARD OF DIRECTORS

### **Cheryln Ahrens**

Practice Area Attorney  
Cravath, Swaine & Moore LLP

### **Derek Chang**

Managing Director, Asia Pacific  
Scripps Networks

### **Ali Cox**

U.S. Olympic Rower/Silver Medalist  
Principal  
Ali Cox & Company LLC

### **Jon Fish**

U.S. Olympic Coxswain  
Chief Financial Officer  
The Advertising Council

### **Chris Huntington**

U.S. Olympic Rower  
Partner  
New Energy Fund Advisors, LLC

### **David Huntington**

Partner  
Paul, Weiss, Rifkind, Wharton & Garrison

### **Amanda Kraus**

Executive Director and Founder  
Row New York

### **Elise Runsdorf Napack**

Vice President  
Runsdorf, Inc.

### **Colin Redhead**

Director, Structured Finance Division  
MBIA Insurance Corporation

### **Joshua Slocum**

Managing Director  
Chieftain Capital Management

### **Mandy Stupart**

Legal Counsel, Prime Services Advisory  
Barclays Bank LLC

Special thanks to Peter Aaron, Susan Landau, Harry Pocius, and Steve Haslip for the beautiful photos used in this report.



10-27 46th Avenue, Suite 101  
Long Island City, NY 11101

718-433-3075  
[www.rownewyork.org](http://www.rownewyork.org)

Peter Jay Sharp Boathouse  
Harlem River, Manhattan

World's Fair Boathouse  
Meadow Lake, Queens