

CRI
Community Rowing Inc.

**LET'S
ROW**

Past, Present, and Future



CRI is the only public access rowing organization on the Charles River.

We invite individuals of all backgrounds, abilities and experience **to grow through rowing.**



1985

CRI founded;
operates out
of Daly Rink

2005

G-Row (now
RowBoston)
incorporated
into CRI

2009

Harry Parker
Boathouse
opens its doors

2014

Let's Row
Program
established

2021

Scholarships,
Transportation
& Snack Station
added as wrap-
around services

2023

Let's Row
expansion to
Cambridge

THEORY OF CHANGE

The sport of rowing provides unique opportunities for growth—Community Rowing aims to use this growth to transform the Greater Boston community.



Creating Inclusive Relationships

Strong, diverse, welcoming community



Building Community Resilience

High quality programs and long-term community engagement



Advancing Health & Fitness

Improving mental and physical health

LET'S ROW PROGRAM

Bringing Rowing to Boston's Backyard

Let's Row partners with public middle schools and community organizations to cultivate accessibility and inclusion in our sport by creating pathways to rowing.

5,000+

**Youth
Participants**

35+

**Schools &
Partners**

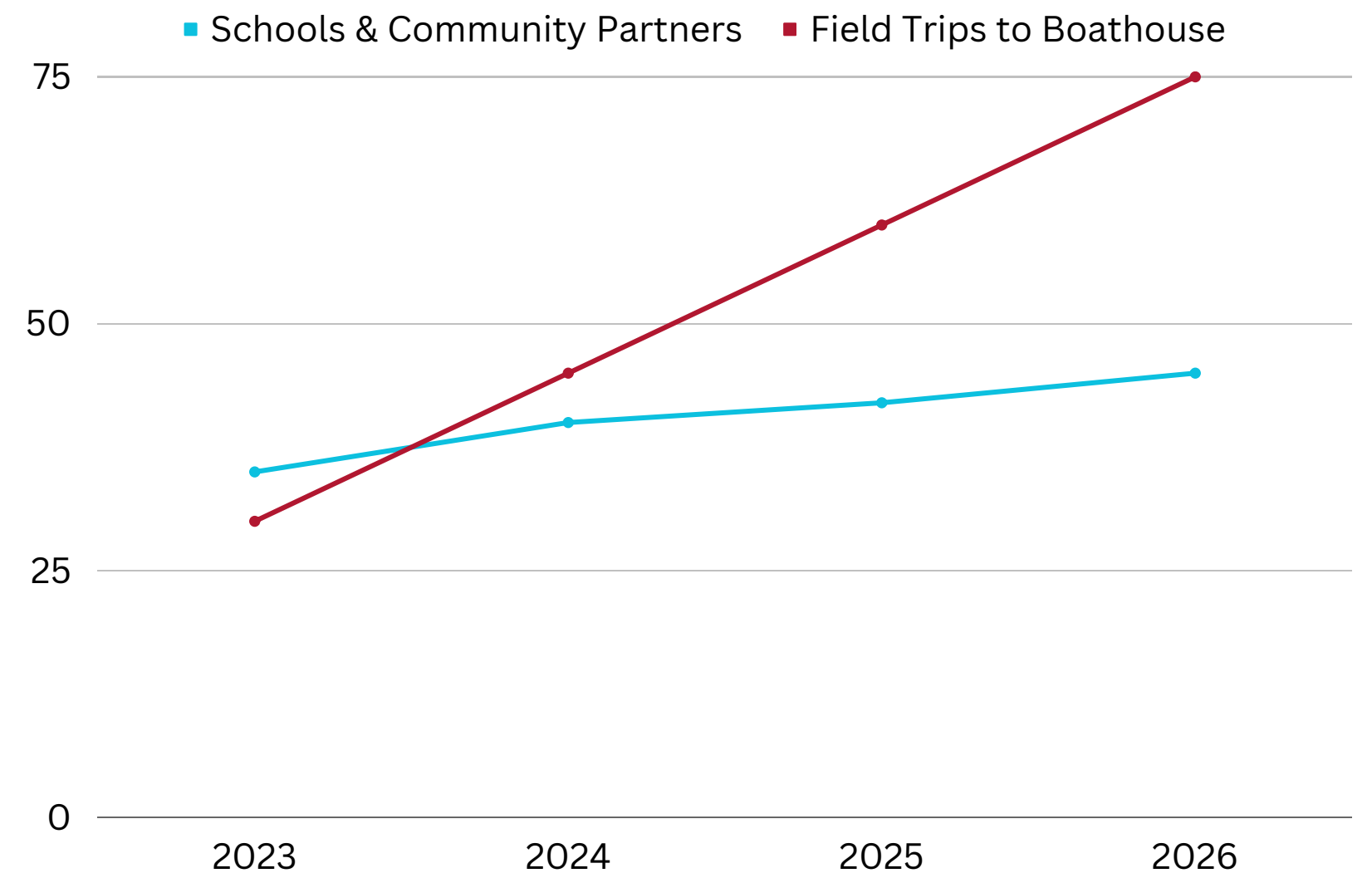
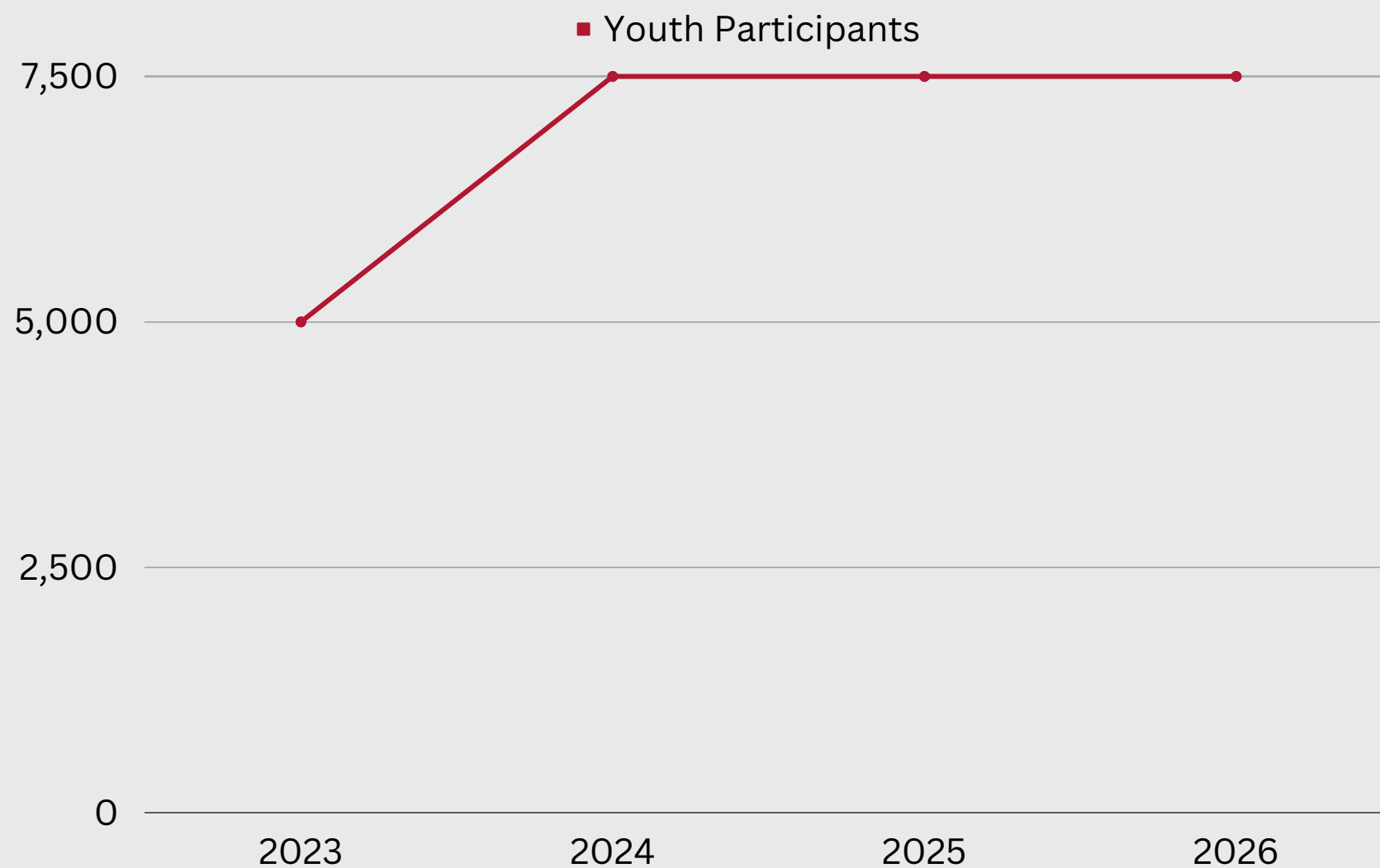
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**Field Trips
to CRI**



PROGRAM GROWTH

Deepen the rowing experience for youth on the water with investment in field trips and stronger partner relations





LET'S ROW CHAMPIONSHIPS

Nation's Largest Indoor Rowing Regatta

The 2023 Championships, hosted at the world-class facility the TRACK at New Balance and covered by *The Boston Globe* and row2k, was our biggest year yet.

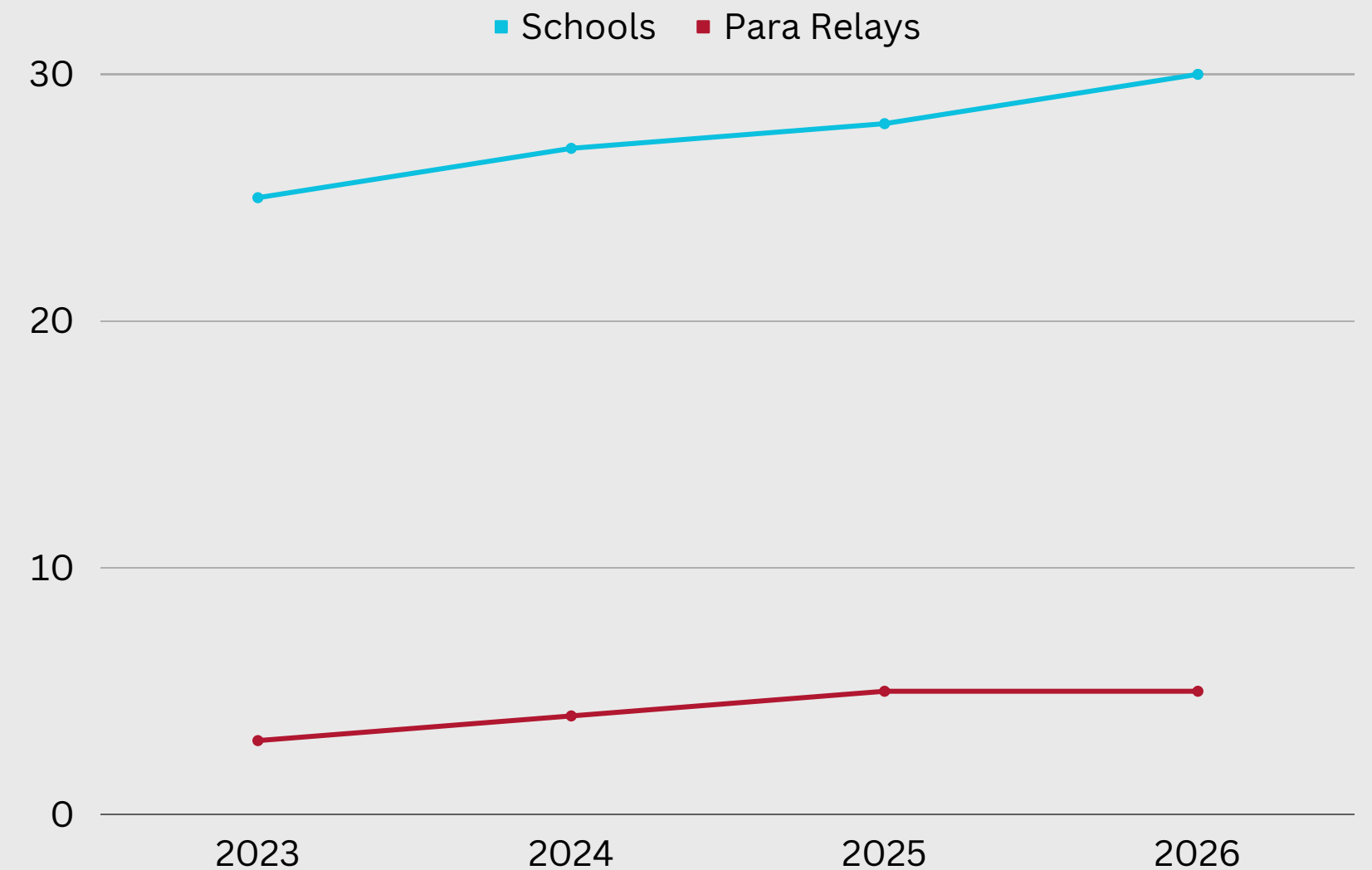
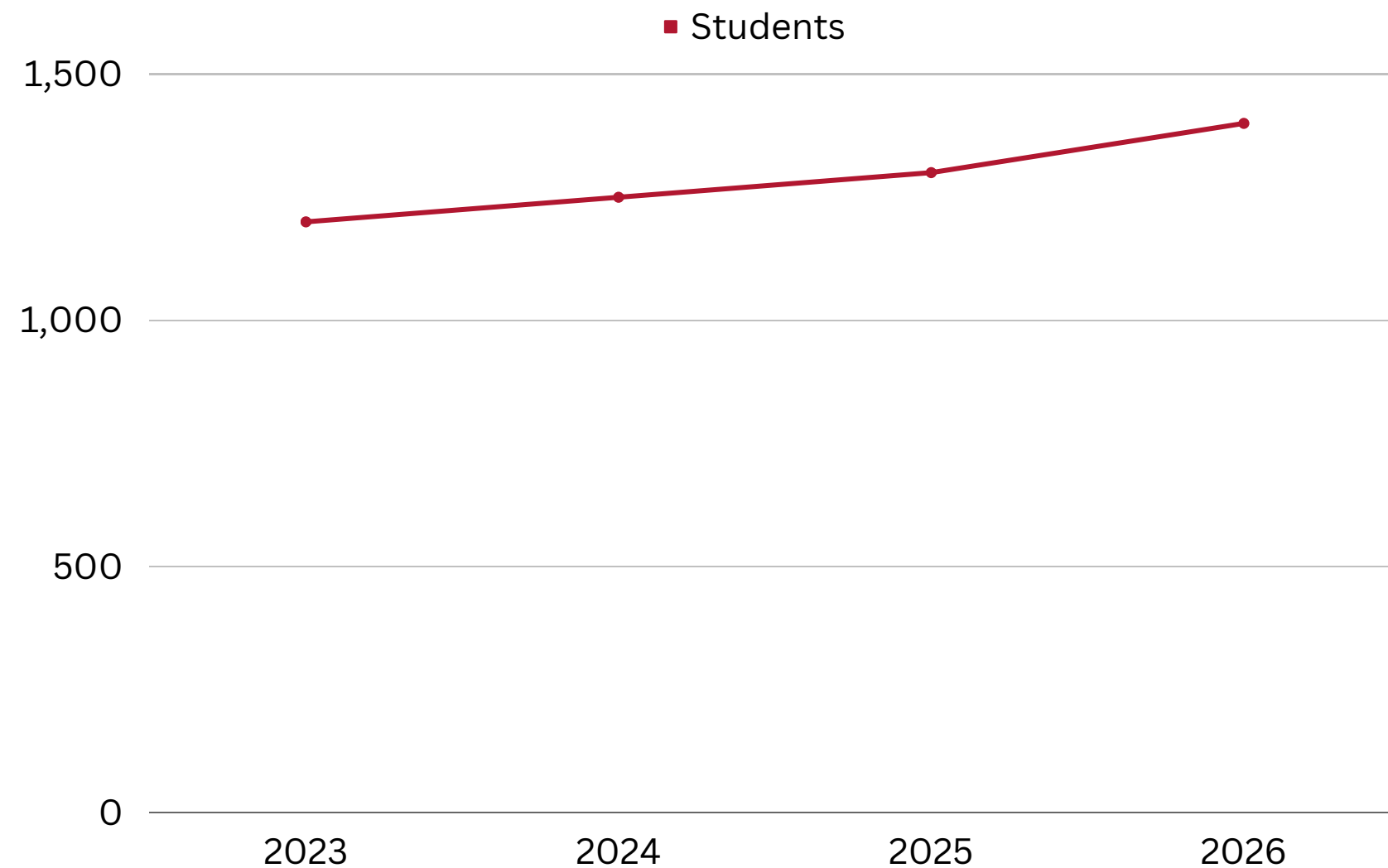
25
Schools

1,200
Students

3
Para Relays

CHAMPIONSHIPS GROWTH

Modest participation growth for this event with a focus on deepening connection to partners and on-water rowing opportunities



LET'S ROW FELLOWSHIP

Deepening Connections to Rowing

Teach physical education professionals from Greater Boston school districts to enhance their connection to rowing through a paid summer fellowship.

4

**Summer
Fellowships**

400

**Hours of
Learning**

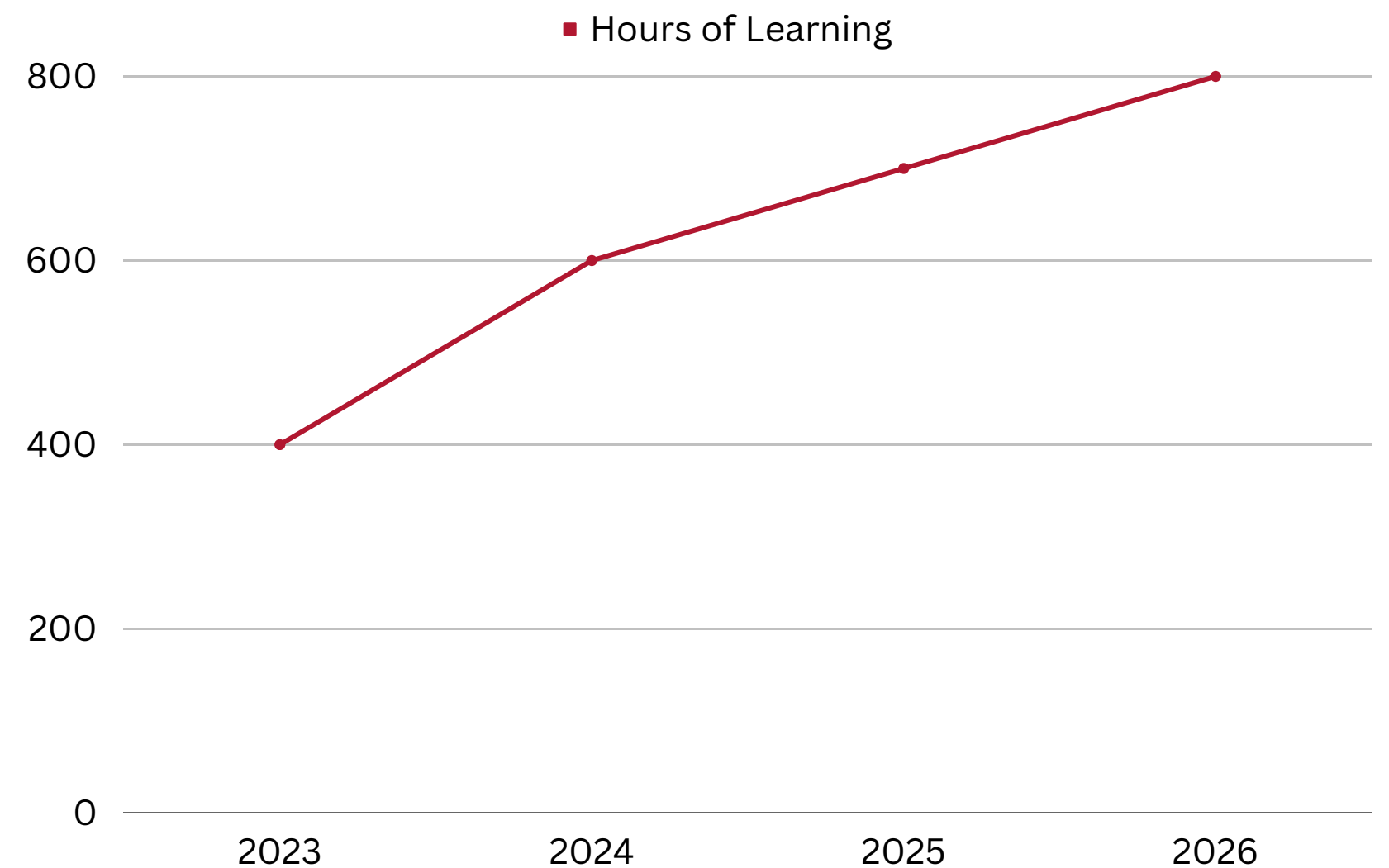
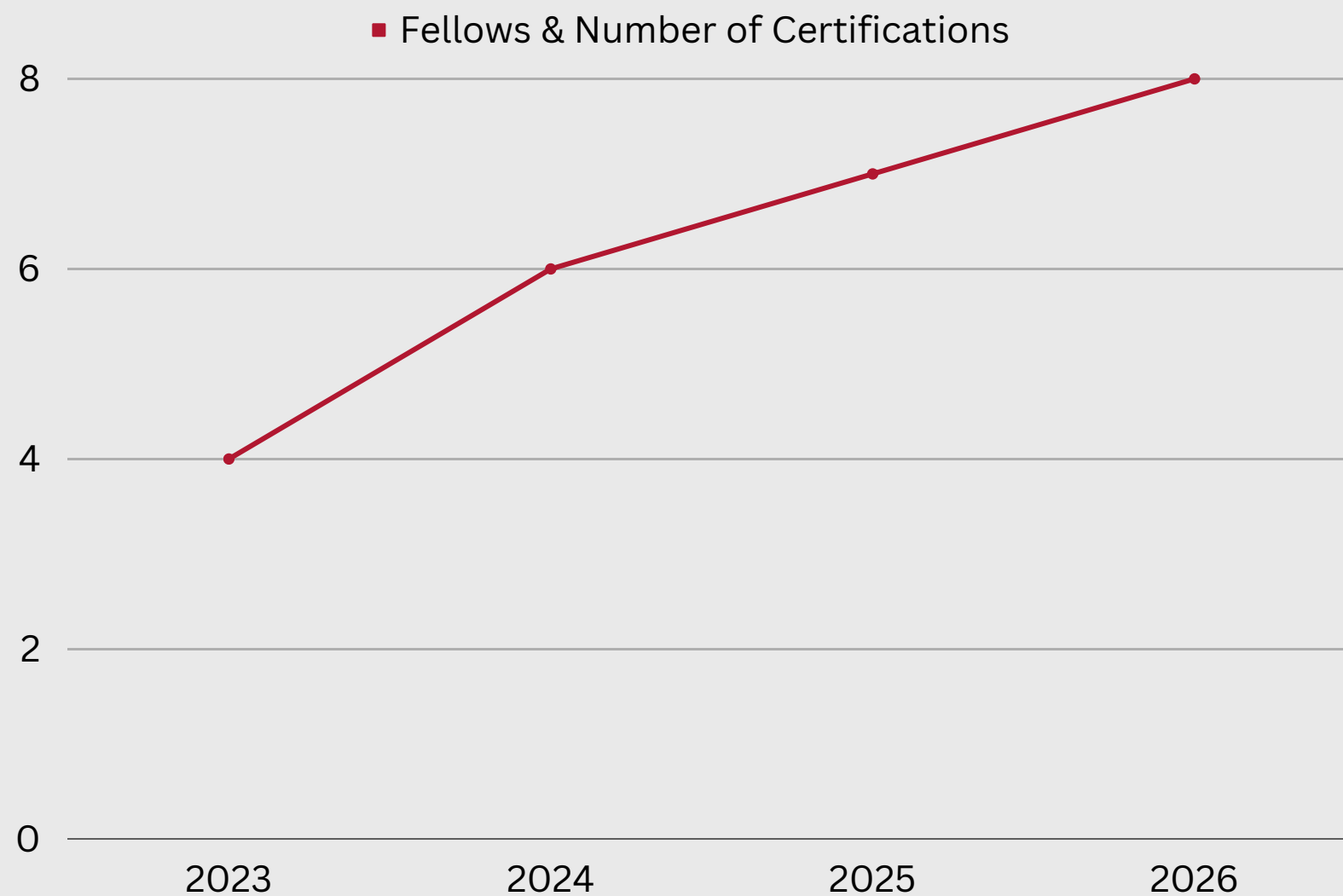
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**USRowing Level
1 Certifications**



FELLOWSHIP GROWTH

Double the size of the Fellowship Program for more P.E. teachers and youth mentors to experience on-water rowing and its benefits





LET'S ROW SCHOLARSHIPS

Breaking Down Barriers to Our Sport

Foster deeper connection to the sport of rowing through scholarships to Let's Row participants, which include financial aid, transportation, snacks, and more.

70+
Scholarships

\$35,000
In Financial Aid

98%

agree or strongly agree
that they feel welcomed
at CRI

93%

agree or strongly agree
that being challenged at
CRI helped them grow

95%

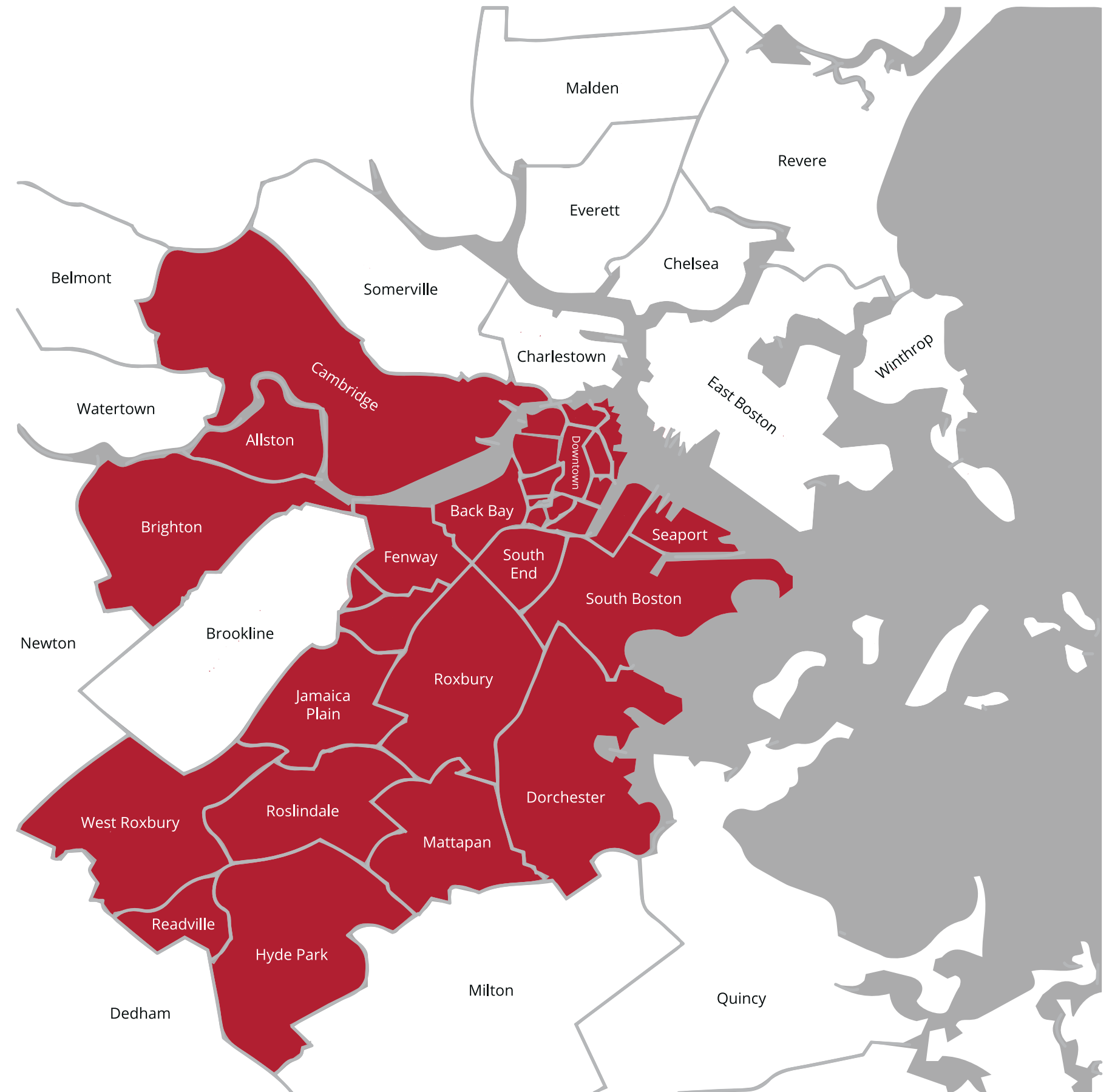
agree or strongly
agree that they were
provided the tools
and opportunity to
improve

94%

agree or strongly
agree that they feel
a sense of
accomplishment from
rowing at CRI



LET'S ROW COVERAGE AREA



MEET OUR TEAM



ALEX LYNN

Manager of Youth
Recreation Programs



JAVIER SUAREZ

Manager of Middle
School Programs



NEVON PORTER

Youth Athlete Support &
Retention Coordinator



NONNA GIUNTA

Director of Programs



THERESA WELSH

Director of Youth Development



MEET "SAM"

Sam attends 7th grade in the Boston Public Schools. He comes from a low-income household and relies on public transportation to get to activities. Sam hasn't had an interest in water sports before, but enjoys being outdoors.

Feb

Let's Row School Visit

CRI coaches visit Sam's P.E. class as part of a four week curriculum with fun relay races.

Apr

Let's Row Championships

Sam and his classmates compete for 1st place in the nation's largest annual indoor rowing regatta.

May

Let's Row Field Trip

Sam tries his first on-water row at CRI's boathouse—he wants to pursue his budding passion.

SAM'S CRI JOURNEY



Jun

Learn to Row

Following up on his invite from the Championships, Sam rows under a Let's Row Scholarship.

Sep

Fall Crew League

Sam continues to build skills and relationships.

Oct

Competitive Rowing

Sam, fondly remembering the challenge of racing from his experience at the Championships, brings his family to the local regattas Head of the Q and Head Of The Charles to cheer on CRI! He returns to practice inspired for more.





OUTCOMES

R

Relationships - "Sam" will...

- Develop skills and team building with peers under certified CRI coaches
- Make new friends from all backgrounds & experiences

C

Community - "Sam" will...

- Be a part of a community that embraces inclusion
- Be welcomed in a diverse and equitable community

H

Health - "Sam" will...

- Become physically active through values of learning and growth
- Enjoy emotional and mental benefits rowing brings

FINANCIALS	2023	2024	2025	2026
Let's Row Program	\$290,000	\$313,200	\$338,256	\$365,316
Let's Row Championships	\$75,000	\$81,000	\$87,480	\$94,478
Let's Row Scholarships	\$35,000	\$50,000	\$65,000	\$80,000
Let's Row Fellowship	\$25,000	\$39,000	\$53,000	\$67,000
Equipment	\$7,500	\$8,000	\$8,500	\$9,000
Fueling Station	\$60,000	\$75,000	\$80,000	\$85,000
Transportation	\$45,000	\$75,000	\$100,000	\$125,000
TOTAL	\$537,500	\$641,200	\$732,236	\$825,794

Sam gains access to new opportunities through the sport of rowing.

The sport of rowing gains much more with Sam on the water.

Help us connect and support the "Sam's" of Greater Boston and give them the chance to grow through rowing.

