

LOVE ROWING

CHANGING LIVES.
TOGETHER.

OUR IMPACT

THE STORY SO FAR



LOVE
DOING
BEING
JOINING
LAUGHING
GROWING
DISCOVERING
ENJOYING
ROWING

INTRODUCTION

Love Rowing is delighted to bring you our first Impact Report, showcasing our work to transform young people's lives through rowing. The report highlights the inspirational work of clubs, schools and community organisations, who have been supported by Love Rowing to bring new people into the sport, allowing them to access the physical and mental benefits that rowing can offer.

WHO WE ARE

Love Rowing is British Rowing's Charitable Foundation and was launched in December 2019. Like many charities, the pandemic significantly reduced our ability to raise funds in 2020 and during the first half of 2021.

In June 2021, we launched The Big Row – our annual fundraiser which raised over £30,000 and we have continued the momentum from there. A trustee led charity, Love Rowing aims to transform lives through the sport, bringing new diverse communities to rowing.

OUR OBJECTIVE & PRIORITIES

1 To transform lives through the benefits that rowing brings

2 To bring more people into the sport, prioritising:



People with disabilities



Children and young people from low socio-economic backgrounds



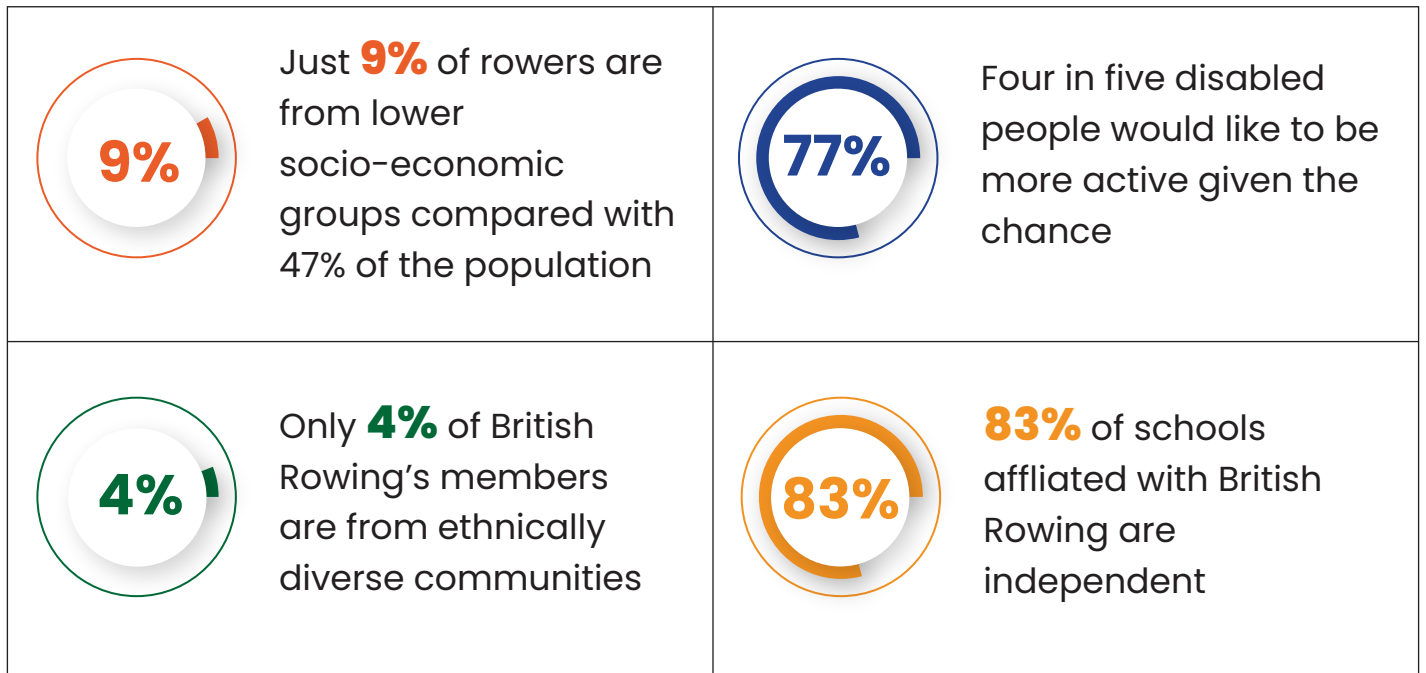
Ethnically diverse communities



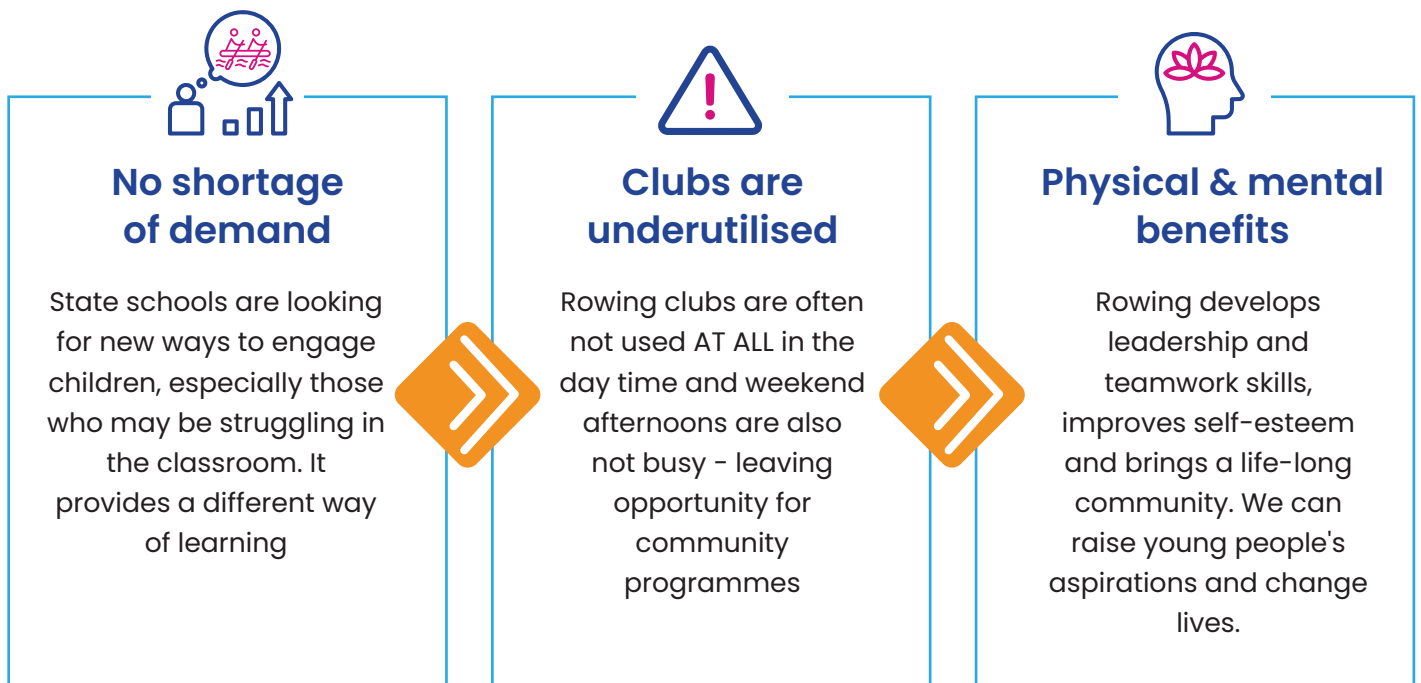
We have the ability to change a person's life through rowing



OUR CHALLENGE



OUR OPPORTUNITY



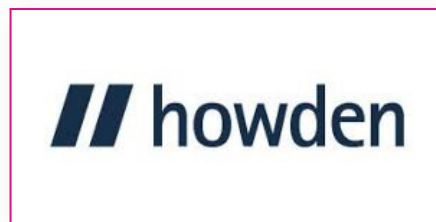
10% of young people who row do better in their exam results



WHAT WE DO

- 1 We provide grants to rowing clubs and schools with inclusive community rowing projects
- 2 We raise funds to create tailored community rowing projects that fit our mission to increase access to the sport for those would benefit most.
- 3 We link up projects, schools and clubs to share advice, best practice and equipment.

OUR PARTNERS & SUPPORTERS



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HOW WE HELP



Love Rowing funds 48 projects across the UK, impacting over 5000 people

2021-2022 - 20 projects

2022 - 2023 - 28 projects

<p>26</p> <p>Youth/School</p>	<p>18</p> <p>Adaptive/Mixed Ability</p>	<p>4</p> <p>Community</p>
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£174,000
 fundraised since April 2021

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Our projects across the UK



OUR PROJECTS – YOUTH



EAST ANGLIA
YOUTH ROWING



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- ▶ Love Rowing works in partnership with East Anglia Youth Rowing (EAYR) delivering an outreach programme to schools in areas of rural deprivation.
- ▶ Love Rowing and EAYR have recently launched the No River No Row programme, taking indoor rowing to rural areas in 2023.
- ▶ EAYR started in late 2021 with 30 year 9 students at North Cambridge Academy participating in sessions twice a week – indoor rowing and on the water.
- ▶ It has now grown to over 130 students and 5 schools. A successful summer camp was also piloted in August 2022. with a plan to run another summer camp in 2023 for 4 weeks.

IMPACT

- ▶ Schools found that rowing engages students who have not been involved in other sports or club at the school; for many it is the first time that they have regularly committed to an activity.
- ▶ It is helping students overcome fears and build confidence and pride in their achievements.



BY JUNE 2023 EAYR WILL HAVE

- ▶ Introduced 300 students to the sport and rowing regularly
- ▶ Arranged school participation in the Queen's College Cambridge Ergo Competition in 2023 including a tour round the college to help break down barriers to aspiration
- ▶ Trained 6 members of school staff as assistant coaches
- ▶ Established a learn-to-coach scheme for students at Cambridge University who wish help support
- ▶ Created a learn-to-swim scheme for non-swimming students

“

The students are really, really enjoying the experience ... you can see their sense of accomplishment as they are progressing It has also helped build resilience; for two of the girls just doing their first session in a rowing tub (skiff) has helped them conquer their fear of water.

-Izzy, PE Teacher, North Cambridge Academy

”



“

The programme is so fantastic. I never would have thought that rowing would be possible for my daughter if it hadn't been offered by the school. It just seemed like an elite sport for other people.

-Henna, Parent of participating student

”



OUR PROJECTS – COMMUNITY



#iBelong, a new initiative to increase diversity at The Lea Rowing Club

Love Rowing funded 25 people in #iBelong to help adults from diverse ethnic communities to progress from beginner level to full club membership.

IMPACT

- ▶ Members have commented positively on the increase in diversity at the Club
- ▶ We are seen as a Club that provides opportunities for all
- ▶ Indoor rowing classes provided an opportunity for those lacking in swimming to be part of the Club and get fit
- ▶ We have more ethnically diverse coaches in the club

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People from our background don't really row so there were many occasions where others walking along the canal saw us and took out their phones to capture a group of Black people rowing. They were probably in disbelief!

-Shalarm Creary, #iBelong Learn to Row participant

”



“

I'm now a part of Lea's Novice Club and loving every moment! I would never have considered the sport without #iBelong and it's shocking how much it's changed my life in such a short space of time. Being able to get out on the river every week is such a form of escapism which makes me feel more motivated to stay fit. And being part of a team where you all have the same goal (rowing better and faster) has provided such a lovely social space... Thank you Love Rowing!!!

-Jamila Sinclair, Novice Squad Lea Rowing Club

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OUR PROJECTS – ADAPTIVE



- ▶ Love Rowing funds monthly community adaptive rowing sessions held at City of Oxford Rowing Club, in partnership with The Silverlinings Charity – a charity for people who have suffered with a brain injury.
- ▶ The initiative provides an opportunity for people with a disability to 'have a go' in a non-threatening and friendly environment. After just one session of indoor rowing the group tried on-water rowing and were amazed that they could get into that 'really skinny boat' (as described by a participant!)
- ▶ Athletes from the GB Rowing Team including Esme Booth, Giedre Rakauskaite and Ellen Buttrick attended the sessions to share rowing tips and this really inspired the group

“

I had a wonderful time. All so well organised and the coach was superb. I especially loved being back on that stretch of river. It's where I rowed as a student long before my injury! Being a part of these sessions gave me the confidence to get back on the water following my injury. I am so pleased I did it!

–Simon, Silverlinings Charity member

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It was so incredible and an opportunity the Silverliners have never had before. It has had such a huge impact on some of the Silverliners. Everyone was so thrilled to be able to get in the boat – they all thought it was impossible or that they would fall in!

A huge thank you to Love Rowing for this opportunity which makes such a difference.

-Dr Sherrie Baehr, Founder, The Silverlinings Charity

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OUR PROJECTS – STATE SCHOOL & INDEPENDENT SCHOOL PARTNERSHIP



The Hyndburn Academy
The best in everyone™
Part of United Learning



Hyndburn Academy, Rishton, Blackburn

Love Rowing is supporting Hyndburn Academy to start an indoor and on-water rowing programme in the school.

Hyndburn Academy has a canal running through the grounds which presents an extremely exciting opportunity to integrate rowing into the school day and offer rowing to nearby schools within the academy. This programme will give **thousands of children** the opportunity to learn to row, benefitting from all the skills the sport will teach them.

The Partnership – Grant, knowledge sharing, donated equipment

- ▶ We helped form a partnership with a local independent rowing school – King's School Chester
- ▶ King's School Chester donated boats to the school and advice on setting up a rowing school
- ▶ They will provide coaching expertise and will host Hyndburn students at their school for day trips
- ▶ Another independent school – Radley College – donated 5 rowing machines to the project



“

Most of the students do not venture outside of Rishton/Blackburn, so this project could literally open another world to them, which in turn will inspire them to push themselves, understanding there is a whole world out there for them. This has the opportunity to transform the lives of the children in the school and wider community.

-Nic Palmer, Head, Hyndburn Academy

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ADAPTIVE EQUIPMENT & MIXED ABILITY ROWING



Love Rowing gave Coalporters ARC in Southampton a grant which was used to

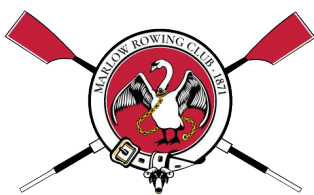
purchase para/adaptive floats and back supports. This equipment made a huge difference to the club helping to remove barriers to participation, allowing adaptive sculling.



Love Rowing are funding a mixed ability rowing programme at Ross Rowing Club.

This programme mixes people of differing abilities in two recreational rowing sessions including one social session each week to improve their health and foster inclusion.

Individuals benefit from physical and mental health gains, the club improves their diversity and inclusion and increases their membership.



Love Rowing funded a new PR1 seat for Marlow RC which is in use by the club's PR1 scullers as pictured.



LOOKING AHEAD

Our goals for 2023–2024

10,000

To impact 10,000 people across the year to add to our longer term goal of bringing 40,000 people into the sport by 2026

30

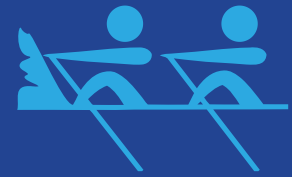
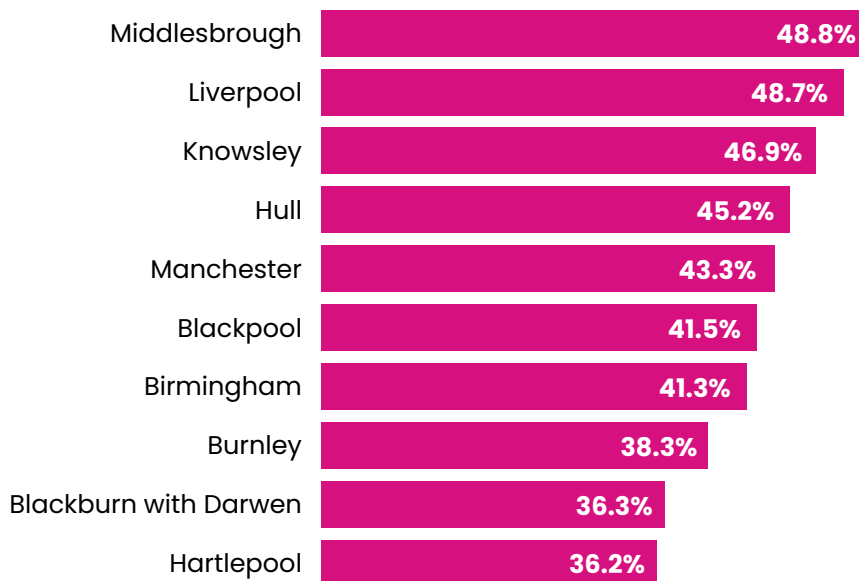
To launch and enable 30 new projects across the next 12 months, bringing in underrepresented communities

2

To forge long term partnerships with 2 national disability charities to launch more adaptive initiatives across different areas of the UK

Most deprived areas in England

Proportion of neighbourhood classed as highly deprived



Bring mixed ability rowing to more rowing clubs across the UK

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Love Rowing's support and the connections we've made have been life changing for the us and the school, so thank you so much. We are so excited to start our rowing journey in 2023!

–Victoria Rush, Project Lead, Hyndburn Academy Blackburn

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HOW YOU CAN HELP

1 Individual Donations



Each donation can make a huge difference. Please visit www.loverowing.org where you can make a donation to support our projects

2 Corporate Partnerships



We offer tailored partnerships which can include:

- ▶ Staff volunteering opportunities
- ▶ Projects in your local area, close to your offices
- ▶ Social value
- ▶ Impact reports regularly to show the difference your donation has made

3 Independent School Partnerships



We are building partnerships with a number of rowing schools. This could mean:

- ▶ Donating equipment and expertise to local state schools and youth groups
- ▶ Your school fundraising for Love Rowing projects
- ▶ Setting up your own partnership with a state school in the local area
- ▶ Love Rowing becoming a charity partner of the school



If you are interested in a partnership or have questions, please contact the team

info@loverowing.org



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