

PHILADELPHIA CITY ROWING

#PCR10KCHALLENGE

MARCH 1ST THROUGH MARCH 31ST



Philadelphia City Rowing creates a unique, comprehensive, and free after-school enrichment experience for young people in the School District of Philadelphia by offering a mix of competitive rowing, academic mentorship, and wellness education. With an emphasis on reaching underserved communities, we strive to create an inclusive environment that helps all young people unlock their true potential and explore the possibilities of their future.

What is the #PCR10kChallenge?

On **Friday, March 1st**, PCR will kick off our **6th Annual #PCR10kChallenge** fundraiser. Please join us as we work together to reach our goal of rowing (or cycling, running, etc.) a collective **1,000,000 meters** and raising **\$25,000**.

Every dollar raised will directly support the success of PCR's summer programming & our student-athletes.

HOW TO COMPLETE THE #PCR10KCHALLENGE:

- 1) ACCEPT ✓** Accept the challenge by erging, rowing, cycling, running, hiking, walking, skiing, or swimming **10,000 meters**.
- 2) DOCUMENT YOUR 10K ✓** Take a selfie, photo, or video upon completing your workout.
- 3) UPLOAD ✓** Upload your photo to social media, tagging/challenging at least three of your friends. Make sure to tag **#PCR10kChallenge** and **@philadelphiacityrowing!**
- 4) GIVE (IF YOU CAN) ✓** Go to **www.paypal.me/PhilCityRow** or **Venmo** (username: PhilaCityRowing) to support our program and help us bring this life-changing sport to public school youth throughout the city.



CONNECT WITH PCR!

Instagram | @PhiladelphiaCityRowing
Facebook | @PhiladelphiaCityRowing
LinkedIn | Philadelphia-City-Rowing
TikTok & X | @RowPCR

The 2024 #PCR10kChallenge is raising funds to elevate and expand our

SUMMER PROGRAMMING



Your donation will help PCR do the following:



UPDATE OUR ROWING EQUIPMENT

PCR's FREE summer learn-to-row camps introduce more than 150 young people to rowing and the Schuylkill River each year. Many of our rowing shells and safety launches have aged beyond repair and must be replaced. Your support will help PCR purchase a new safety launch to put even more young people on the water this summer.

PURCHASE HEAVYWEIGHT HULLS FOR OUR HIGH SCHOOL MEN

As PCR continues to grow, many of our rowers are limited by the size of our equipment. We want to give these rowers the opportunity to show their strength and speed by providing them with boats that maximize their hard work and race performance. Your support will help us purchase a heavyweight 2x and 4x, allowing these athletes to shine.



HIRE MORE OF OUR VARSITY ATHLETES AS CAMP COUNSELORS

Members of our high school team work in paid positions as junior coaches, mentoring younger athletes and expanding their work experience and leadership skills. Your support will help us formalize and expand this program, offering paid summer work to 15 student-athletes.

PROVIDE MORE RACING OPPORTUNITIES FOR OUR HIGH SCHOOL ATHLETES

Last year, we piloted a highly intense summer racing program to help our most dedicated athletes gain the skills and experience they need to stand out to college coaches. Your support will help us attend travel to more competitive regattas and help our youth stand out to recruiters.



INCREASE THE NUMBER OF ROWERS PARTICIPATING IN ALL PROGRAMS

In addition to safe rowing equipment and a quality coaching staff, there are a number of other expenses that must be considered as our programs expand. These include costs associated with providing healthy snacks, SEPTA tokens, enrichment activities, uniforms, and more.