

#PCR10KCHALLENGE

APRIL 1ST THROUGH APRIL 30TH • #PCRProtectsThePlanet



Philadelphia City Rowing works to change lives and help young people reach their full potential by providing academic services, nutrition education, supportive mentoring, and leadership opportunities all within a highly structured athletic program.

What is the #PCR10kChallenge?

On Thursday, April 1st PCR will kick off our 3rd Annual #PCR10kChallenge fundraiser. This year, we are also hoping to raise awareness of environmental injustice.

Please join us as we work together to reach our goal of **500 participants** and rowing (or cycling, running, etc.) **5,000,000 meters**. Every dollar raised will directly support our programs & the success of our student-athletes.

- 1) ACCEPT:** Accept the challenge by erging, rowing, cycling, running, walking, or swimming **10,000 meters**.
- 2) DOCUMENT YOUR 10K:** Take a selfie upon completing your workout **AND/OR** while taking action to protect the environment (picking up trash, recycling, using a reusable water bottle, biking to work, etc.).
- 3) UPLOAD:** Upload your photo to social media, tagging/challenging at least three of your friends or family members. Make sure to tag **#PCR10kChallenge** and **@philadelphiacityrowing!**
- 4) GIVE:** Head to www.paypal.me/PhilCityRow or Venmo (username: @PhilaCityRowing) to support our programs and help us bring this life-changing sport to public school youth throughout the city.

The #PCR10kChallenge is going **GREEN** in 2021!

We will be encouraging participants to not only complete their 10,000 meter workout, but also to take steps to protect the environment after their workout through a number of simple actions. These can be as simple as using a reusable water bottle, taking a shorter shower, or picking up trash around the community.

Our staff, student-athletes, and supporters will provide suggested actions with **tips to protect the planet** using a special 2021 hashtag: **#PCRProtectsThePlanet**.

We hope we can count on your support as we work to share rowing with all young Philadelphians and empower them to reach their greatest potential!



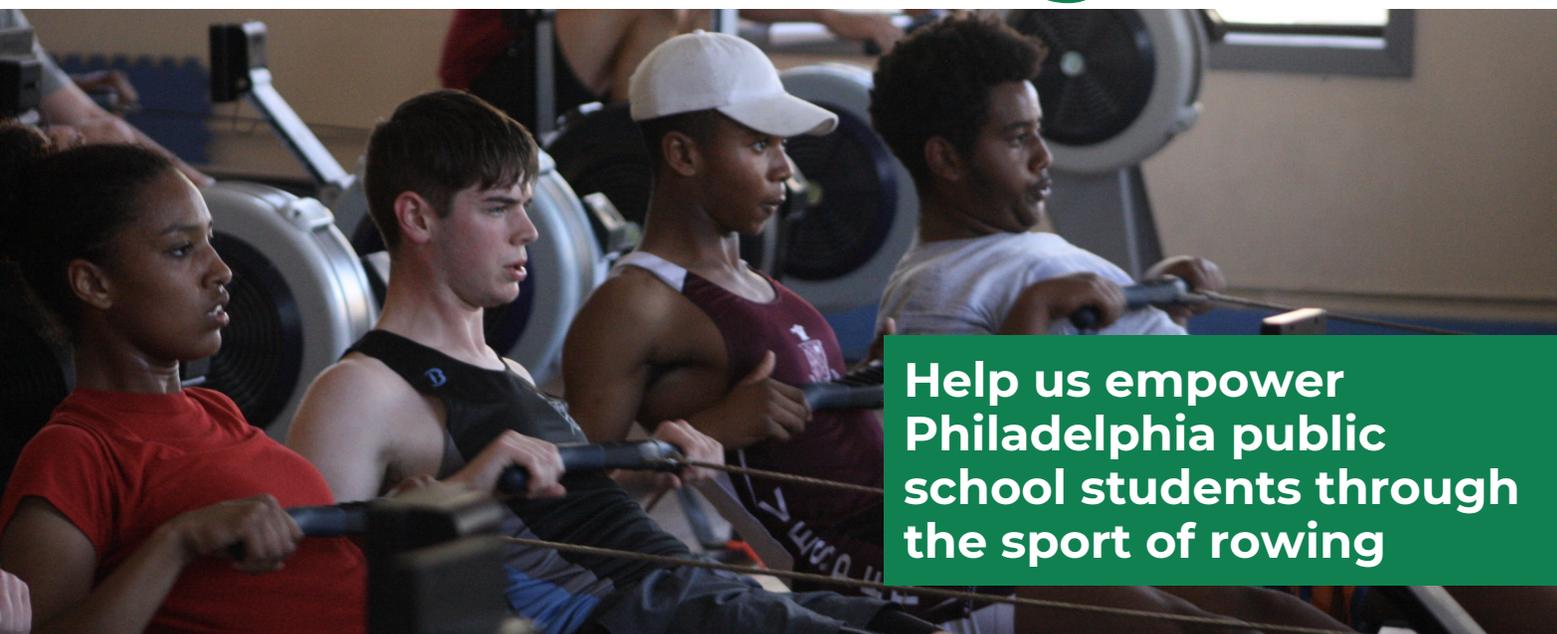
SOCIAL MEDIA

Instagram | @PhiladelphiaCityRowing

Facebook | @PhiladelphiaCityRowing

Twitter | @RowPCR

#PCR10kChallenge



Help us empower Philadelphia public school students through the sport of rowing

APRIL 1 ST THROUGH APRIL 30TH

10,000 METERS or 6.2 MILES

FREQUENTLY ASKED QUESTIONS

What is Philadelphia City Rowing?

PCR is more than just a rowing program – we are a high dosage, high support, youth development organization that seeks to empower our students both on and off the water. Public school students in Philadelphia have historically been excluded from the broader river community, the sport of rowing, and the benefits it provides in terms of personal development, social capital, upward mobility, and connections to high achieving supporters. PCR's programs work to break down the physical, financial, and systemic barriers of entry into the sport of rowing and mitigate some of the negative social and economic determinants of health faced by PSD students. We believe that by providing positive youth development experiences and rewarding out-of-school time activities, we can positively change the long-term trajectory of students and help them live full, healthy, and successful lives.

We offer three distinct programs each of which provides healthy snacks, team uniforms, swimming instruction, and public transportation tokens to eliminate the financial burden of participation on families and to ensure students have everything they need to succeed. Programs include:

- High-Dosage High School Racing Team
- Recreational Middle School Program
- Experiential Summer Learn-to-Row Camps



OUR SOCIAL MEDIA:



@philadelphiacityrowing



@philadelphiacityrowing



@rowpcr



Learn more about our programs at <https://www.philadelphiacityrowing.org/programs>

#PCR10kChallenge FAQ's

What services do you provide outside of just rowing?

In addition to our rowing programs, we provide the following support services for all our student-athletes:

- Community service and civic engagement opportunities
- Mentoring
- Nutrition education & healthy habits
- Grit, goals, and gratitude training
- College and career counseling
- Academic support, subject-specific tutoring, and SAT prep
- Swimming and water safety instruction
- Environmental education

Do I have to donate if I take the challenge?

All of PCR's programs and services are offered to our participants at no cost, except the commitment of their time and effort. This means that 100% of our programs are funded through private donations from local foundations and individuals like you.

That being said, you do not have to donate in order to participate in the challenge. Simply by posting in support of the #PCR10kChallenge, you're already raising awareness for our programs and our student-athletes. Making a donation, however, will help drive our mission forward and bring our life-changing programs to students throughout Philadelphia who have previously been excluded from rowing and the benefits it provides. **So, participating AND donating is ideal.**

How do I donate?

To make a donation online please go to: <https://www.paypal.me/PhilCityRow>

You can also donate through Venmo (@PhilaCityRowing) or mail a check made out to Philadelphia City Rowing to 450 Plymouth Road, Suite 305, Plymouth Meeting, PA 19462. Please put 10k Challenge in the memo line with your check or Venmo donation so we know to attribute your gift to this campaign!

Tell me more about PCR...

For 10 years PCR has positively impacted the academic achievement, health outcomes, and social-emotional development of our participants. We are committed to fighting for equal opportunities for our student-athletes at both the local and national level. Our long-term vision and goals are as follows:

1. Reach the students who need us most.
2. Serve more students without compromising our values or impact.
3. Fill the gaps between what the Philadelphia School District is able to provide and what students need to thrive today and for the rest of their lives.
4. Provide our student-athletes with an equally positive and transformative high school sport experience as their peers in wealthier districts and other major US cities.
5. Advocate for the changes needed to redress inequities in our community and our sport that affect our student-athletes, and help rowing become a welcoming, empowering, and inclusive sport for people of color, LGBTQ individuals, and others who have historically been excluded.

Some highlights from the 2019-2020 School Year include:

- Reached 260 students from 40 different public schools.
- PCR student-athletes regularly outperformed the district population in SAT scores, GPA, on-time graduation, and college acceptance.
- To date, 100% of PCR students have graduated on-time (compared to just 69% of students across the district) and with a plan to further their education or professional training.
- 97% of students would recommend PCR's program to a friend.
- 82% of students increased their self-regulation and ability to persist through life's challenges.
- 80% of students increased their self-confidence AND their social skills.
- 76% of students increased their academic self-efficacy.