

KITCHENER WATERLOO ROWING CLUB

Community Partnership & Engagement:

Key partnerships for the **Kitchener Waterloo Rowing Club** include the Heart and Stroke Foundation, Grand River Rocks and the Waterloo Region Public and Catholic Boards of Education.

For about 10 years, KWRC teamed up with the Heart and Stroke Foundation to offer a Row for Heart learn-to-row program. This 9-week program started in June and ran through to mid-August, wrapping up with a fun regatta at Laurel Creek. During the program, crews gathered pledges to support the work of the Heart and Stroke Foundation. Registration fees were paid to KWRC to cover the costs to provide coxies, coaching and Regatta Day expenses.

Starting in 2012, we have partnered with Grand River Rocks to offer summer camps to youth aged 11 to 16. In the mornings, campers learn to row, experiencing a mix of sweep and sculling. At noon, a bus service arrives to take the campers to Grand River Rocks, where they spend the rest of the day rock climbing. Each camp is proving to be popular. We filled the two camps offered this past summer, with 44 campers participating. Grand River Rocks has already had summer inquiries for 2015 and we have three camps planned.

For a number of years, we have reached out to the local school boards to offer rowing, most commonly as part of their physical education classes. The rowing is offered in the mornings, before school, for one week. In the past two years, one of our high schools has started a rowing club with roughly 6 members.

BARRIE ROWING CLUB

Community Partnership & Engagement:

The **Barrie Rowing Club** continues to cultivate partnerships with the Barrie Trojan Swim Club, Barrie Sport Alliance, Sojourn Outdoor Store, South Simcoe Dufferin Track & Field Club and the Barrie Dragon Boat Club.

Each year in late May the Trojan Swim Club holds their annual banquet and awards lunch in the community centre attached to the rowing club. We were approached 5 years ago to offer an activity for the kids the afternoon before the banquet. Using our recreational quads, and recreational doubles, our coaches and volunteers take kids for a quick and dirty 15 min on land, 15 min on water intro to rowing. As kids get out of the boat, we hand them or their parents an information sheet about the Jr. Scullers youth program. Each year over 50% of that program has kids coming from the Trojans swim club.

About two years ago, a group of passionate coaches and sport administrators in Barrie and the Simcoe County got together and formed the Barrie Sport Alliance. Members of the Alliance work together, sharing knowledge and resources, as well as supporting each other when approaching local or regional levels of government on sport growth initiatives.

Three years ago we started working with Sojourn Outdoor Store to offer Stand Up Paddle boarding. This was publicized to our members as a great alternate water sport to strengthen their core for rowing. It also allowed us to expose SUP enthusiasts to rowing and what our club has to offer.

For many years the South Simcoe Dufferin Track & Field Club has been invited to share our facilities during the winter as a warm place for athletes and coaches to congregate before and after practice. They also use our indoor training facility for stretching and de-briefing post workout.

Over the last 3 winter seasons, the Barrie Rowing Club has greatly expanded its off season offerings and has put more money and energy into developing off season programs and setting up our club for winter training. We bought thick rubber floor mats and more ergs. With more capacity we have been able to open the club up to our local Dragon Boat Teams to train in the off season and become "Winter training" members.

In addition to the partnerships above, the BRC also opens its doors each winter to allow Environmental Action Barrie access to utilities and a warm area to setup their fundraising canteen during the annual ice fishing festival. Our facility partners are the Barrie Canoe and Kayak Club, Rotary of Barrie, Rotary of Simcoe County and Barrie City Tourism Office.

ARGONAUT ROWING CLUB

Community Partnership & Engagement:

The **Argonaut Rowing Club (ARC)** has several key partnerships that help the Club achieve its strategic goals. Each partnership is unique with its own set of challenges.

Here is a list of current ARC's partners:

1. Branksome Hall (BH)

For over 30 years Branksome Hall has been a fixture at the ARC. The relationship has evolved over time, with BH originally sharing boats with the ARC. Now with a new agreement in place all BH athletes are ARC members, and BH has designated space in the ARC boathouse for their equipment.

2. Humberside Collegiate Institute (HCI)

Over the past several decades, ARC has worked with HCI to promote rowing and encourage students at HCI to learn to row at ARC. Through this, the Junior Development Program at ARC was established and an additional extracurricular activity has been provided to HCI students. This Program sees about 24 students each winter from HCI, training the students for the on water season. This has been beneficial to ARC as it helps us to recruit junior athletes who stay on with us through the Summer sprint season.

3. West End Beaches Stakeholder Association (WEBSA)

Comprising of Toronto West End water sport clubs and organizations, WEBSA works together to protect and maintain the flat water area that we share. It is also a communication group to keep each club and organization apprised of what the other is doing to ensure safe conduct on the water.

4. Western Beaches Waterfront Advisory Committee (WBWAC)

A sub-committee of WEBSA, this official advisory committee to the City of Toronto, Parks, Forestry and Recreation Department, meets quarterly to review permit applications for the Western Beaches Watercourse constructed in 2006 for the IDBF (Dragon Boat) Club Crew Championships. WBWAC recommends to the City whether to approve permit applications.

5. Right to Play

Established by chance, Right to Play and ARC developed a communications partnership that brings both of our communities together through social media. When Right to Play Founder, President & CEO Johann Olav Koss was challenged to raise funds for Right to Play by rowing the Mississippi River he needed to learn how to row, so he reached out to ARC for assistance. ARC was happy to assist the Olympian and only asked if Johann would be comfortable if we were to post on our social media pages pictures and videos of Johann learning the sport of rowing. Johann and Right to Play were happy to participate and in turn would retweet, repost, and even promote ARC through their social media outlets. ARC would also promote Johann's fundraising challenge the Mississippi Million. This partnership has helped to increase the social media outreach of both organizations.

6. ROWONTARIO for the ARC Pararowing Centre of Excellence (PRCE)

In its 3rd year, ROWONTARIO and ARC have shared a great working relationship through the PRCE. Forged together through RCA's call to action to promote and establish Pararowing Centres across Canada, ROWONTARIO and ARC were likely partners. ARC provides the home and equipment for para-athletes, while ROWONTARIO provides funds for coaching, promotion, as well as administrative support. Working together, we provide a great amount of resources for para-athletes to learn and be trained in the sport of rowing.

STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS (SWOT) AND RETURN ON INVESTMENT ANALYSIS

Community Partnership & Engagement:

KITCHENER WATERLOO ROWING CLUB

Heart and Stroke Foundation - Row for Heart program				
Strengths	Weaknesses	Opportunities	Threats	Return on Investment
- a way to help support a worthwhile cause and introduce people to rowing - fun regatta at the end gave participants a goal to work toward in addition to the fundraising - highly profitable when enrollment is full / near capacity	- possibly a saturated market 240 participants in its heyday 23 participants when last held - HSF raised tens of thousands annually, while participants did not become club members and the program often ran at a loss	- need to make it a win / win for both organizations - HSF communications to participants were revised to include messaging to continue rowing - shifted venue to Guelph Rowing Club for regatta day ... use of Guelph facilities significantly reduced our regatta day set up costs and gave an extra boost to participants	- several worthwhile causes to devote fundraising time to - competing demands on people's time ... kids in sports, summer vacations	not as hoped ... for too many years, the program focus was purely on fundraising and not on member growth

STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS (SWOT) AND RETURN ON INVESTMENT ANALYSIS

Community Partnership & Engagement:

KITCHENER WATERLOO ROWING CLUB – Additional Partnerships

Trillium Coaching Grant – partnership with Cambridge Rowing Club				
Strengths	Weaknesses	Opportunities	Threats	Return on Investment
- provided an opportunity for increased coaching consistency - funded coaching across the two clubs	- aggressive targets - challenge to balance both club's needs ... 'too busy for one person, but not busy enough for two'	combined funding allowed us to afford / attract a higher caliber of coach	economy experienced a down-turn that affected our ability to meet membership targets outlined in the grant	- funding window has closed - goals to increase memberships to a level that would self-fund a coach were not met

Minor Sports Affiliation – with City of Kitchener and City of Waterloo				
Strengths	Weaknesses	Opportunities	Threats	Return on Investment
- provides exposure to other sports organizations in the community - source of grant funding - an objective resource available to the board	competition for rowing to stand out among other sports organizations	- increased visibility for the club - city representatives attend board meetings and follow minutes - networking opportunity	none	- positive support and resource available to the club - social media support through Twitter and Facebook

Grand River Rocks - Rock 'n' Row summer camps				
Strengths	Weaknesses	Opportunities	Threats	Return on Investment
• camps are popular ... filled each session in 2014; starting to see returning campers (44 campers in 2014 with 5 of them returning from previous years) • traffic at Grand River Rocks captures interest ... know about and enjoy rock climbing; hadn't heard of rowing locally • rowing for a full day is too much ... splitting the day works well	• weather and water conditions can be tricky ... need to be flexible	• in 2014, realized each camper is a potential promoter of the club ... gave each camper a KWRC t-shirt • promote rowing programs to campers / parents • explore holding a family day at end of each camp to show skills	• Grand River Rocks is free to partner with anyone ... or to walk away	• not turning into new youth rowers • fills a financial need

Corporate / Team building days				
Strengths	Weaknesses	Opportunities	Threats	Return on Investment
• profitable • supports focus on wellness / balance in organizations	• limited ability to approach companies / organizations directly • not all employees may be able to row ... need to provide something for those who have health restrictions • need to be mindful of number of employees to properly support the event • need KWRC staff / volunteers to coordinate ... often during business hours	• increase awareness of rowing in the community • connect with wellness promoters / corporate event planners to consider rowing in their efforts • use successful corporate experience to draw in others (e.g. feedback used as reference) • an alternative to a staff picnic concept	• organizational 'down time' ... close shop to run a session • limited window to offer this as an option due to rowing season and staff vacation season aligning	• have held only one corporate day ... successful financially, positive feedback received

South Simcoe Dufferin Track Club				
Strengths	Weaknesses	Opportunities	Threats	Return on Investment
Year over year new people realize Barrie has a rowing club	Very little communication with athletes and coaches	Engaging the athletes and coaches in x-training opportunities	City will limit access to building by non lease holders	TBD

West end Beaches Stakeholder Association (WEBSA) & Western Beaches Waterfront Advisory Cttee (WBWAC)				
Strengths	Weaknesses	Opportunities	Threats	Return on Investment
- Unites the Clubs and Organizations that call the West end beaches home - Good communication amongst all affiliates, and great support in enforcing waterway rules - Actively corresponds with the City to promote flatwater sport and protection and improvement of our waterway	- Possible conflicting priorities - Not communicating regularly	- Joint fundraising for waterway conservation and improvement - Banding together against any City Plan that would interfere with affiliate activities on the water - Promoting each other - Providing access to members to try other sports.	- Losing relationship with school teacher rep - Students going elsewhere to row - Not being able to provide proper coaching or supervision; safety issue - Not having parents fully understand rowing and its rigid commitment requirements	- This has been one of the best partnerships as we have been able to recruit and grow some great young athletes who have been identified as prominent Junior athletes - Parents are also more involved and have volunteered to attend regattas and help out at the Club

Right to Play – ARC Partnership				
Strengths	Weaknesses	Opportunities	Threats	Return on Investment
- Increases outreach to different communities - Alignment of sport as a way to stay healthy but also make an impact in a community - Minimal to no cost involved in partaking in communication activities - Good relationship amongst Executive on how we promote each other	Losing sight of the purpose of communication partnership	- Possible joint fundraising on future shared priorities - Continue to utilize social media to promote each other's activities - Increase outreach to different communities	One partner not holding up their end of the bargain ie) not tweeting or reposting enough	Minimal investment, but a great way to increase outreach for the ARC and to be aligned with a positive organization