



Leander Club
2012 Appeal



The Leander 'Heroes Club'

*Become a 'Leander Hero'
and make a difference*

An Unparalleled Record of Achievement for British Rowing

- Founded in 1818 - Leander is the world's most famous and successful rowing club.
- Our history of Olympic success stretches back to 1908 (when Leander won two golds) and includes gold medals at every Olympics since 1984.
- Leander athletes have won more medals at World and Olympic level than any other rowing club in the world.
- Leander's Olympic and World champions include Sir Steve Redgrave, Sir Matthew Pinsent, Andy Holmes, James Cracknell, Tim Foster, Ed Coode, Debbie Flood, Steve Williams, Peter Reed and Mark Hunter.
- In Beijing, Leander athletes (male and female) won 3 Gold, 7 Silver, and 3 Bronze medals and all 15 of our athletes reached the finals.
- The London Olympics represent a once in a lifetime opportunity. Great Britain topped the rowing table in Beijing and expectations are very high for 2012.
- Alongside our Beijing champions, Leander has a new generation of 'rising stars' aiming to make Leander and Great Britain proud in 2012.
- Leander Club is committed to develop its squad of determined young men and women, to help underpin future British success at World and Olympic level .
- Success requires not only the commitment of our rowers but world class coaching, equipment, nutrition, physiotherapy and other back-up necessary to support their endeavours.
- Significant extra funding is required to build a strong contingent of talent for 2012 and beyond in order to achieve our 8 year rolling strategic plan.

*Now you can be a 'Leander Hero'
and help to develop tomorrow's champions.*

- By helping us to invest further in Leander Club's training facilities and in supporting our aspiring and world class athletes to attain their full potential.
- By sharing in a unique journey with our athletes, as they aim for further Olympic and World Championship success.
- By helping to ensure that Leander Club maintains its position as the world's most successful rowing club, helping Great Britain to excel in 2012 and beyond.



*If you are interested in becoming
a Leander Hero and require more
information please contact
Paul Budd the Club's General Manager
manager@leander.co.uk
or on his direct line 01491 636777.*

*If you wish to proceed and make a
donation please download the
Standing Order Mandate [here](#)*

Who will be Leander Club's next Olympians?



Leander Club

Henley-on-Thames RG9 2LP

Tel: +44 (0) 1491 575782 Fax: +44 (0) 1491 410291 www.leander.co.uk email: info@leander.co.uk

“After 10 years at Leander Club I can say I would not have won my 2 Olympic Gold Medals without the support from the incredibly professional set-up at Leander and the attention to detail.”

**Steve Williams MBE – Captain, Leander Club.
Olympic Gold, Athens and Beijing (Men’s Fours).**

“Leander has helped me achieve my Olympic dream by making me truly believe in myself.”

Mark Hunter – Olympic Gold, Beijing (Men's Lightweight Double Sculls).

“Everyone at Leander is motivated to improve and win - and to have some fun doing it! We need your support for the next generation of rowers on their way to being future Olympians.”

Debbie Flood - Olympic Silver, Athens and Beijing (Women’s Quadruple Sculls).

“All my rowing development has come through the support and back-up from Leander. The Club has taken me from a club rower to an Olympic Silver Medallist. Leander has been the driving force behind my progress.”

Rick Egington - Olympic Silver, Beijing (Men’s Eights).

“Without clubs like Leander providing drive and support in the development of athletes like myself, British rowing would not have the foundations to achieve the success we enjoy today.”

Alex Partridge - Olympic Silver, Beijing (Men’s Eights).

“After leaving Cambridge, Leander’s support was instrumental in achieving my silver medal.”

Tom Stallard - Olympic Silver, Beijing (Men’s Eights).

“Leander supported me for the 10 years it took me to win at the Olympics, without the Club’s support I wouldn't have been able to continue rowing for so long, let alone win.”

Ben Hunt-Davis – Olympic Gold, Sydney (Men’s Eights).

“Leander provided the facilities, coaching and training environment to take me from a club rower to fulfil my dream and become an international rower and Olympian.”

**Ian Lawson – Leander Club Vice Captain - GB Olympic Team,
Athens (Single Sculls). Winner, Diamond Sculls Henley 2008.**

“I joined Leander as a raw novice 5 years ago. The Club has been a like a second family to me. It has provided me with all the support and backing I needed to achieve my goals. I have won 4 Henley medals in successive years in 4 different boat classes.”

Nick Clark - Henley Royal Regatta medallist and Under-23 GB International.

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Leander Club's Rowing Strategy ~ a message from Ivor Lloyd, Director of Rowing

Background

Leander Club is indelibly linked with high performance rowing and our activities have been carefully planned around the successive Olympic cycles since the early 1990s. Our Strategic Plan, looking forward across two Olympic cycles (eight years), is updated every four years to ensure we can meet our core objectives:

- promoting and maintaining the highest levels of proficiency on the water.
- ensuring continued success at Henley Royal Regatta and the National Championships.
- as a minimum, maintaining current levels of Leander representation at international level.

We need to continue to develop a steady flow of Elite high performance rowers for Great Britain teams, capable of winning medals at Olympic and World Championship regattas. In doing so, we will continue the development of our men's and women's open and lightweight categories, giving priority to Olympic boat classes.

Where are we now?

Leander Club provided 15 male and female athletes for the GB team in Beijing, where all of them made their finals and 13 won Olympic medals (including three gold). The number of Leander Club athletes in British teams at all levels, other than the Junior (under 18) category is at its highest-ever level and our success in developing new talent has also been demonstrated by our impressive results at Henley Royal Regatta this year.

Leander Club is one of five accredited GB High Performance Centres and is a key part of the Olympic pathway through to the GB team for 2012. Over the past nine Olympics, Leander Club has been the largest single source of new talent (and medallists) for the GB team and we are well-placed to continue with this task.

Planning for the future

Leander Club's Strategic Plan is designed to ensure that we build on our significant past successes and that our system continues to improve. We need to take into account the lessons learned from the four years since the Athens Olympics (and the very positive effect this learning has had on the results in Beijing), as well as the recent changes to the GB international rowing system, including the opening of the Caversham training centre and the re-introduction of the European Championships. Finally, we must be mindful of the particular opportunities (and challenges) arising from the next Olympics being on home territory.

Key requirements for funding

Our Strategic Plan for the next eight years highlights several key areas where increased investment is needed if we are to maximise our results for 2012 and beyond. These include further professionalising our coaching and support teams (including physiotherapy, massage and nutrition), the ongoing development of a world class infrastructure (gym, boats and other equipment) and the regular, intensive training camps that are a necessary part of a top-class rowing programme. Our talented and committed athletes need and deserve the best available.

However, maintaining and extending Leander Club's pre-eminent position and delivering the required results will demand additional resources, significantly beyond those currently available. Therefore, we are mounting this Appeal to support our rowing during what promises to be the most exciting and potentially successful period in Leander Club's 190-year history.

I trust that you, like us, are proud of Leander Club's remarkable achievements and will wish to see us continue to excel, at domestic and world level. I do hope that you will become a 'Leander Hero', as you will make a real difference.

We thank you in anticipation of your support.



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Join the Leander 'Heroes Club' and Make a Difference

Leander Heroes ~ The Purpose

Leander Club is the world's most famous and successful rowing club. At the 2008 Beijing Olympics, 13 of the Club's athletes won medals (including three gold) and over the past nine Olympics Leander has been the largest single source of new talent (and medallists) for the GB team. The London Olympics provide a once in a lifetime opportunity for British rowing and Leander Club is determined to continue to play its part in preparing the next generation of champions, for 2012 and beyond.

Many of our Development squad have already represented GB in younger age groups and have already produced exceptional results at Henley Royal Regatta and the National Championships. Inevitably, significant investment in coaching, equipment and training facilities is needed to help them to become medal contenders by 2012.

They deserve the best available and, by becoming a Leander Hero, you can make a real difference and help to create tomorrow's champions.

Leander Heroes ~ The Commitment

We are asking you to support us through to 2012 by making four annual donations. A four year commitment not only helps us to plan our programmes with greater certainty but clearly links our supporters with the exciting and demanding journey our athletes will be making between now and 2012. This journey, taking in three World Rowing Championships in the intervening years, will demand the highest levels of commitment and determination on their part.

To join the Leander 'Heroes Club', we ask you to make an annual donation at one of the following levels:

Gold **£5,000 (and over) p.a.**

Silver **£2,500 - £4,999 p.a.**

Bronze **£1,000 - £2,499 p.a.**

Benefactor **£100 - £999 p.a.**

Please use the Appeal Standing Order form and pre-paid envelope to make your donation.

Leander Heroes ~ The Recognition

Although Leander Heroes will be focused on 'making a difference' for our athletes, we do wish to recognise their support and each Hero will receive a certificate, signed by one of our Olympians. The names of each Hero will be displayed on a permanent board at the Club, which will be arranged by category of donation (Gold, Silver, Bronze or Benefactor) although specific sums will not be shown. Naturally, donors may elect to be described as 'Anonymous'.

Over the next four years, we will ensure that all Heroes have regular first-hand opportunities to learn how their support is making a difference and an annual Heroes Reception will be held. Additional events will be devised for all categories of donor and the particular generosity of Gold, Silver and Bronze level donors will be further recognised; for example, Gold donors will be offered the opportunity to name one of the Club's fleet of racing boats through to 2012.

In 2012, all Heroes will be invited to a Heroes event before the Olympics, as well as to a major celebration in the autumn that year. The spectator arrangements for the 2012 London Olympic Regatta have yet to be confirmed, but we will endeavour to ensure that all Heroes can enjoy the event to the full. Our initial plans include providing Gold and Silver donors with a fully-escorted day at the Regatta, followed by a special evening of dining and entertainment.



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A Message from the President and the Chairman

Olympic success comes about as the result of years of dedication, hard work and preparation, and even before our athletes set off for Beijing, Leander was already working on its programme for the next eight years. A key part of the Club's role and its crucial contribution to British rowing is to identify future medal-winning talent and to give aspiring athletes the support they need, including first-class training facilities and world-class coaching. Such a programme takes an enormous amount of effort and investment, for which the Club relies heavily on its members and supporters.

Leander's Heroes aren't just those who line up on the start at an Olympic Regatta, they are all those who help to get them there.

Sir George Cox - President



Since the late 1960s, when Leander Club set out to develop a new generation of young rowers, our success has rested on our ability to identify and nurture fresh talent, up through the domestic ranks to international selection and success. In doing so, Leander Club is proud to have played its part in the extraordinary resurgence of British rowing, now one of our foremost Olympic sports.

2008 has seen that success taken to new levels, when Leander athletes excelled in Beijing, at Henley Royal Regatta and in the National Championships. Alongside our existing Olympians, a new Leander generation is emerging as serious contenders to make Great Britain proud, on home waters in 2012 and beyond.

Please become a Leander Hero to help them seize this once in a lifetime opportunity.

Nick Aitchison - Chairman



Hero and Leander

In Greek mythology, a pair of lovers. Hero, virgin priestess of Aphrodite, at Sestos on the Hellespont, fell in love at a festival with Leander on the opposite shore at Abydos. He used to swim to her at night, guided by the light, but during a storm the flame blew out and he was drowned. Seeing his body, Hero threw herself into the sea.

Their love story was portrayed by English poet and dramatist Christopher Marlowe in his poem 'Hero and Leander' (1598).



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