

USING MUSIC AS A VEHICLE FOR PERSONAL GROWTH AND POSITIVE CHANGE



Annual Report 2019

GR**R**

2019 ANNUAL REPORT

Girls Rock! Rochester, Inc. is dedicated to using music creation and performance as tools for cultivating self confidence in girls and trans youth. We foster creativity while building a supportive community of peers and mentors; as well as develop life and leadership skills to effect positive social change.

DRIVING PRINCIPLES

- We believe that music is a powerful vehicle for personal growth and positive change
- We value constructive approaches to fighting sexism
- We promote collaboration and community above competition and isolation
- We recognize the importance of diversity in all forms
- We provide a safe and accessible environment for personal and creative exploration
- We encourage all voices and stories to be shared and heard

Staff

Jess Hasler Southwell *Executive Director*
Amanda Rampe *Gear Manager*
Kaci Smith *Program Director*

Board of Directors

Jane Bryant <i>University of Rochester</i>	Lore McSpadden <i>Positive Force Movement</i>
Dina Giovanelli <i>Monroe Community College</i>	Maggie Rex <i>SUNY UB & SUNY Geneseo</i>
Zora Gussow <i>Everdeen Holler</i>	Noral Rubel <i>University of Rochester</i>
Vicki Hartman <i>Student</i>	Eileen Ryan <i>University of Rochester Medical Center</i>
Hawa Ibrahim <i>Center for Youth</i>	

Volunteers

Amanda Ashley	Tahnee Glover	Valerie Hollenbeck-	Joseph Paladino
Jovana Babovic	Dan Gocek	Loyet	Katie Preston Morey
Elaina Beadle	Erika Gordon	Devin Hull	Kylie Reiber
Jason Bocko	Amanda Gripe	Hawa Ibrahim	Monika Reifenstein
James Dietz	Rita Groetz	Angel Jimerson	Shelly Rosenberg
Kevin Dunn	Zora Gussow	Bennie Johnston	Katherine Rucker
Tracy Eckstrand	Mary Harriman	Alyssa Lombardi	Eileen Ryan
Jen Fowler	Danielle Hazekamp	Gary Long	Brenn Whiting
John Gaspar	Marlene Heuer	Scarlett Markham	Amy Wilkinson
Sarah Gerin	Sara Hickman-Times	Lore McSpadden	

GR!R programming is designed to help girls and LGBTQ+ youth find their voices and develop life and leadership skills to effect positive social change. We are dedicated to using music creation and performance as tools for cultivating self-confidence.

I'm so pleased to have joined the Girls Rock! Rochester team as they close out the eighth camp season. I had never experienced rock camp until my first week as Executive Director this summer. Having the opportunity to observe the campers, volunteers, and families and friends during camp and at showcase was a truly transformative experience.

While GR!R uses music as a vehicle for cultivating self-confidence and life and leadership skills, creativity and collaboration really resonate with me personally. I am not a musician (although I get that question all the time now that I'm working with GR!R) but I have a deep appreciation for every form of creative expression.

After meeting with the board and staff I felt called to the work and I'm so grateful for the opportunity to serve this organization and our community.

If you've had the opportunity to meet Kaci Smith or Amanda Rampe, you likely know how talented and passionate they are about music and Girls Rock! Kaci, our Program Director is one of the most organized and dedicated people I've met and she works tirelessly to create new and engaging ways to serve our community of rockers. Amanda, our Gear Director possesses an incredible gift for organizing our massive collection of gear. Amanda can organize, move, assemble, and mic any kind of gear you can imagine. At a recent showcase she was juggling a djembe, a cajon, and a hammered dulcimer in the line up along with more traditional rock band equipment. This team really rocks!

In only a few months at GR!R, I've been moved by the huge number of volunteers that support our organization. Talented community artists, former campers, camper families, and a volunteer board of directors provide necessary support to us not just during the camp season, but year round.

You all have my deepest appreciation!

GR!R is also fortunate to have a handful of donors and event sponsors that we can call on when we need a little extra support. These businesses are passionate about our mission and the work we're doing in the Greater Rochester community and we look forward to their continued support.

As I look ahead, I'm excited to bring my background in project management, organizational development and leadership to the GR!R team. Our efforts are focused around increasing donor and sponsor engagement, tapping into new sources of grant funding, offering additional programming, and reinforcing GR!R as a key activist organization serving the young people of Rochester.

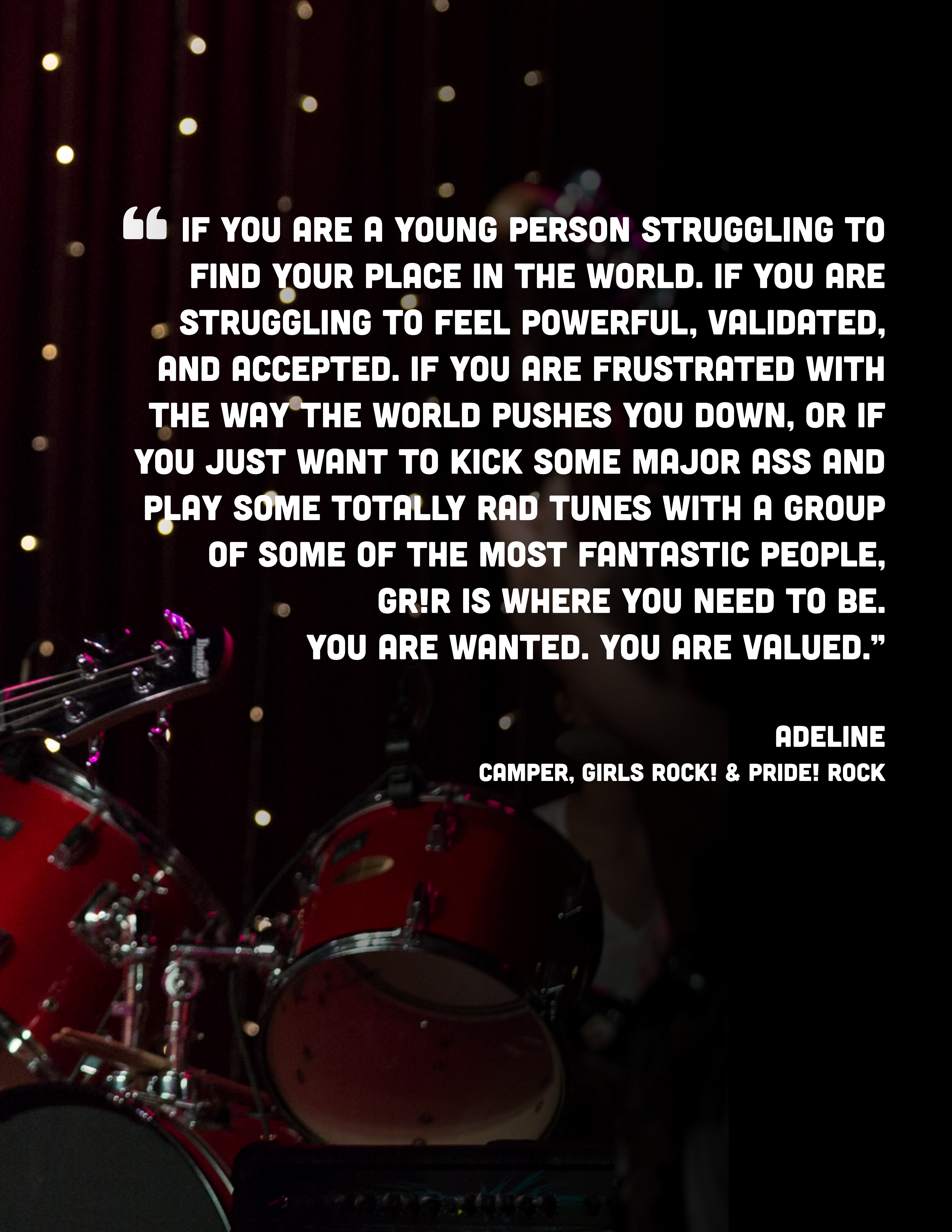
I feel so fortunate to be a part of this organization and welcome any questions, comments, or suggestions you may have. Please consider my door (inbox) always open at jess@girlsrockrochester.org.

Best,



Jess Hasler
Executive Director





**“ IF YOU ARE A YOUNG PERSON STRUGGLING TO
FIND YOUR PLACE IN THE WORLD. IF YOU ARE
STRUGGLING TO FEEL POWERFUL, VALIDATED,
AND ACCEPTED. IF YOU ARE FRUSTRATED WITH
THE WAY THE WORLD PUSHES YOU DOWN, OR IF
YOU JUST WANT TO KICK SOME MAJOR ASS AND
PLAY SOME TOTALLY RAD TUNES WITH A GROUP
OF SOME OF THE MOST FANTASTIC PEOPLE,
GR!R IS WHERE YOU NEED TO BE.
YOU ARE WANTED. YOU ARE VALUED.”**

**ADELINE
CAMPER, GIRLS ROCK! & PRIDE! ROCK**

**We're lucky to reside in
one of the most supportive
communities out there.
*Thank you, Rochester.***



Girls Rock and Pride Rock camps are possible because of our network of female, trans, and gender non-binary volunteers who donate both time and talent to support and inspire campers.

Our volunteers are better representatives for our campers to continue our value of acceptance.

GR!R is fortunate to receive support from a number of local business sponsors and community foundations who share our values and prioritize social justice, diversity, and creative exploration.

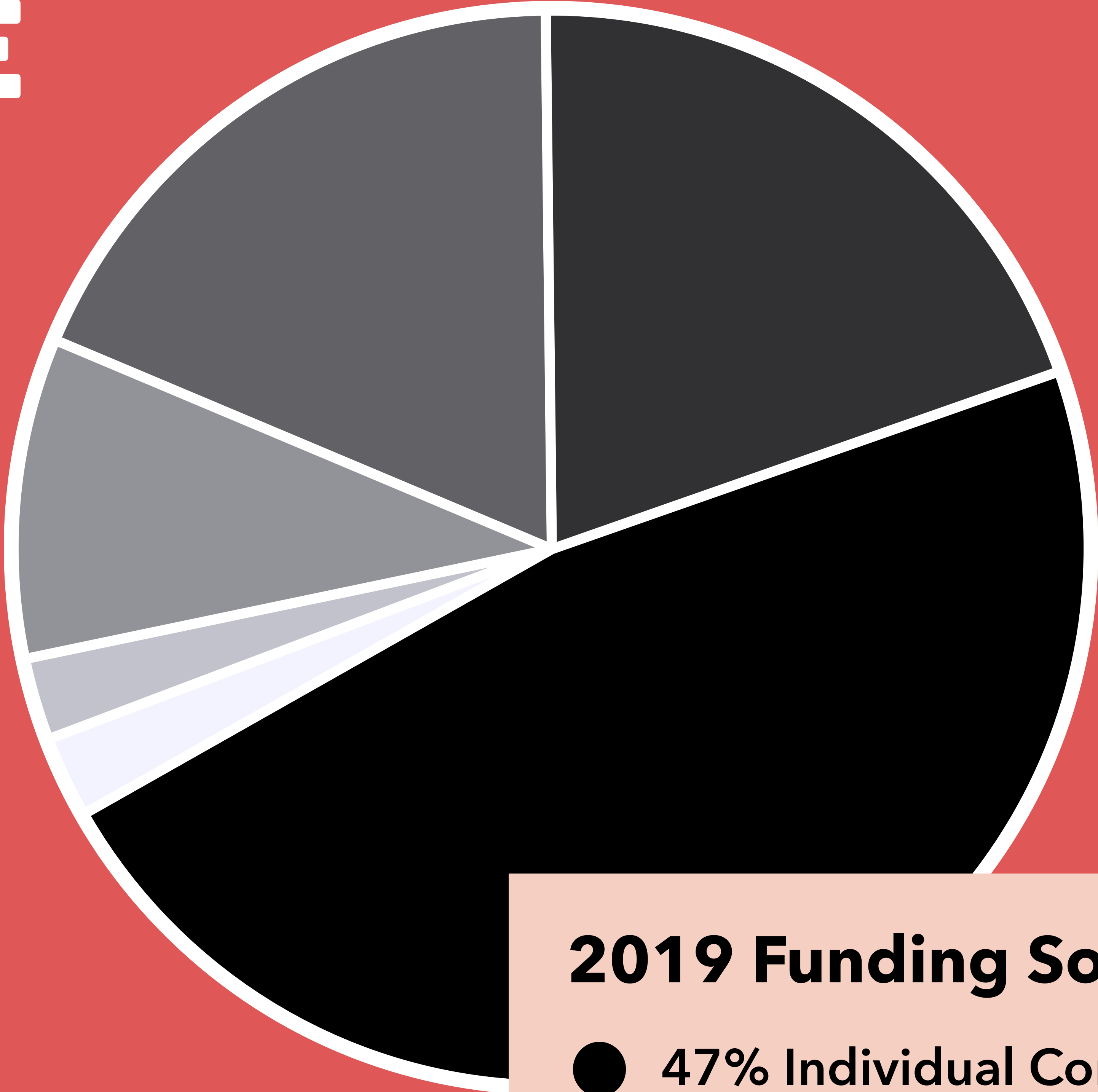
Special thanks to these organizations and individuals for their continued support:

Acorn Rose
Adventure Audio
Amanda Ashley
Bernunzio's
Bodymind Float Center
Chat Pot's
Christina Smith, LMT
Dorje Adornments
Excellus BCBS

EMDR
Gel Salon
Green Zebra Catering
Gretchen Arnold
Headwater Food Hub
Hedonist
J.J. Pelechaty
Julia Nunes (Liz Waller & Paul Nunes)
Kaelyn Rich
L.E. Heining Engineering
Lauren and the Good Souls
LGBT Giving Circle at the Rochester Area
Community
Foundation
Little Theatre
Lucky Lotus
Luna Soulchild
Marshall Street Bar & Grill
Misfit Doughnuts
PLUS 1 / Chvrches
Positive Force Movement
Rafe Martin
Root Catering
Silverback Ink Corp
Strong Museum
The Red Fern
Voula Maria LLC
YogaVibe

2019 INCOME

- \$6,150
Grant Funding
- \$1,586
Business/Coporate Giving
- \$11,812
Fundraising Events
- \$30,048
Individual Contributions
- \$1,564
Sustaining Donors
- \$12,555
Tuition



2019 Funding Sources

- 47% Individual Contributions
- 20% Tuition
- 19% Fundraising Events
- 10% Grant Funding
- 2% Business / Corporate Giving
- 2% Sustaining Donors

GRANT FUNDING

- LGBT Giving Circle at the Rochester Area Community Foundation
- Plus1/Chvrches
- Excellus Blue Cross Blue Shield

INDIVIDUAL AND BUSINESS DONATIONS, \$1000+:

- Dorje Adornments

We serve girls and LGBTQ+ youth in the Greater Rochester area. Among participants in all our programming, an array of cultural and socio-economic backgrounds are represented. Last year we were able to provide \$6,700 in financial aid to Girls Rock! and Pride! Rock campers.



- 55% Full Pay
- 34% Full Scholarship
- 11% Partial Scholarship

In July of 2019, PLUS1/Chvrches awarded Girls Rock! Rochester with an unrestricted grant of \$5,344 as part of PLUS1's \$1 Per Ticket Program.

Photo By Andy Witchger



My child has been blessed to be a scholarship camper two years in a row now. He looks SO incredibly forward to this camp. For a week in my son's life, his burdens seem lifted, we don't have to worry that he will be ostracized or judged for being himself, have his feelings hurt or be unable to chill out if he gets overwhelmed. I can relax for once because I know that he is TRULY among a loving, caring FAMILY that accepts him the way he is without caveats or judgments. He kept up with all the campers last year and I think its helped tremendously. We live in a small town where many people have small minds. We spend many days in the principles office because our son is bullied, called names and harassed on the daily EVEN THOUGH he grew up with these kids and has never lived elsewhere or gone to another school. I think this camp may have saved his life last year. He was really struggling and his heart just LIFTED after the first day. Please don't ever underestimate the tremendous impact that you all have on these kids. Thank you all so much!

With Love, Pride! Rock Camp Parent



Photos By: Devin Hull, Erica Jae, Rebecca Werkmeister

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