

SHE ROCK SHE ROCK

2016 Annual Report



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WELCOME LETTER

In this annual report, you'll find highlights, stories, and figures that share She Rock's journey in 2016. We celebrated 10 years of Girls Rock n Roll Retreat and were able to serve so many new folks through expanded camps, classes and performance opportunities. Every year, we see new developments and adventures at SR2 that come from the time, sweat, tears and energy that our program staff, board of directors and volunteers work towards.

We took some major steps in 2016 towards organizational sustainability by hiring us on as full time employees, hosting multiple fundraiser events and expanding programming. We are happy to present the successes we made this year.

With Gratitude,

Sam Stahlmann, Program Director

Jenny Case, Executive Director

"I now love myself more, I feel like I have more musical talent, and I am more confident"

- GRRR Camper, Age 11



2016 HIGHLIGHTS

In January, we hired on Jenny & Sam as employees.

In February, we hosted our first annual Rock n Bowl at the Bryant Lake Bowl.

Over \$6,000 was raised.

In September, we began piloting Beats By Girlz, an electronic music and production program for youth.

In October, we hosted a 10 Year Anniversary Concert.

Over \$10,000 was raised.

We expanded Ladies Rock Camp to serve 27 participants.

We expanded Girls Rock n Roll Retreat and served 190 participants.

We held our second Sisters of Sound Initiative and served 19 participants.

We held 8 rounds of evening classes for Youth.

We held 7 rounds of evening classes for Adults.

We had 49 volunteers help us with roadie shifts, tabling at events, making rad flyers and helping with fundraisers.

We hired on 50 teachers at our various programs.

In total we served over 319 participants.

"[At Ladies Rock Camp], I learned that I am enough. Not sure what could be more important than knowing that."

- LRC Camper

WHO WE ARE

PROGRAM STAFF

YEAR ROUND STAFF



Hailey Jacobsen - Project Assistant



Brenda King - Production Manager



Sam Stahlmann - Program Director



Stacy Canino - Camp Coordinator



Jenny Case - Executive Director



Christin Light - Electronic Music Coordinator

BOARD OF DIRECTORS



Lisa Whitney - Chair



Candi Ince - Secretary



Karla Lindsay - Board Member



Shannon McCarville - Co-Chair



Jenny Case - Ex-Officio

"Overall, teaching at GRRR was an inspiring and empowering experience. I am amazed by what the campers accomplished in just a week and feel lucky to have had the opportunity to both teach and learn from such a talented, intelligent group of campers. One of my favorite moments was the thank-you's after lunch on Friday. It was amazing to hear the impact that this camp has on the campers; from knowing that because of camp they feel more confident about their body image to hearing that a young girl now wants to be a women's rights lawyer because of GRRR."

- GRRR Teacher

"The thing that impacted me the most about teaching at GRRR was the sense of community that extended from the campers to the staff. When I arrived at camp every morning I always felt safe and accepted, something that many of the campers have expressed as well. I came away from camp feeling inspired by the campers' progress and empowered by their unapologetic confidence."

- GRRR Teacher

PROGRAMS

GIRLS ROCK N ROLL RETREAT

Girls Rock n Roll Retreat is a five-day music camp for youth ages 8-16. At camp, participants learn an instrument, form a band, write their own songs, take workshops on topics such as how women are portrayed in the media, body image, and activism, create their own band merchandise and perform two live shows.

This year we had three weeks of camp- two weeks at the Laura Jeffrey Academy in St. Paul and one week at Main Street School of Performing Arts in Hopkins. We served 190 participants and 44 staff members.

60% of campers were NEW students

95% of campers reported an increase in self-confidence

88% of campers reported they'd continue to playing music because of GRRR

94% of students reported their instrument ability increased

88% of campers reported their songwriting ability increased

LADIES ROCK CAMP

Ladies Rock Camp is a three-day, weekend music camp offered to women, nonbinary and trans folks ages 19 and older. At camp, participants received instrument and songwriting instruction, form a band, participate in various workshops about covering wide range of topics, collaboratively write original songs and play a live rock show.

This year we had one weekend of camp held at the Laura Jeffrey Academy in St. Paul. We served 27 participants and 16 staff members.

"I feel like this was a life changing experience... I feel like I learned so much. The biggest takeaway for me personally was that I am not too old to ROCK and I don't have to give up on my passion for music. AND there are other amazing women who feel the same way!!"

- LRC CAMPER

SISTERS OF SOUND INITIATIVE

Sisters of Sound Initiative is a summer camp for teen girls, gender nonbinary and trans youth, ages 14-18. Over five days in August, teens learned about advanced songwriting, recording, and audio production. They formed bands, and wrote and recorded an original song. Their CD release show took place at the Depot Coffeehouse in Hopkins. We served 19 participants and 8 staff members.

58% of campers identified as LGBTQIA

100% of campers left camp feeling they had a basic understanding of Audio Engineering & Recording

95% reported that their confidence and ability in their instrument improved

85% reported that their songwriting ability improved

70% reported an increase in their self-confidence and self-esteem



"I became more confident in myself, I learned when to take care of myself and also help others, I learned how to be more open to different styles of singing"

- SOSI Camper

"[Camp was] The most welcoming, empowering and accepting environment I've ever been in"

- SOSI Camper

EVENING CLASSES

Evening Classes were held at the Lake Harriet House of Music. They focused on instrument instruction, songwriting, performing and collaboration and served participants of all ages. This year we had 67 participants in the 14 classes that were held! Some of the classes included:

Mother/Daughter Rock Band

90's Jamshops

Ladies of the 80's Jamshop

Ukuladies

Riot GRRRL Revolution

OPEN MICS AND JAMS

This year we held 11 different open mics and jams! The events encourage folks of all ages to step on stage and sing or play an instrument with our house bands. This year we hosted...

6 Open Jams/Mic at the Depot Coffee House

1 Punk Jam at Claddagh Coffee that featured Tony Peachka as the Guest Band

4 Open Mics at the Coffeeshop NE

BEATS BY GIRLZ

Beats By Girlz is a new program for this year! We piloted it as a four-hour weekend workshop program, hosted at Slam Academy in Northeast Minneapolis. Participants ages 8-13 had the opportunity to experiment with and learn Ableton Live, the industry standard in recording and production software. We served 13 participants in the fall and plan to expand classes in 2017 to serve 50 participants.

FINANCES

PLATINUM RECORD DONORS

Cynthia Martin

Sarah Sederstrom

Matthew Dornquast

Kris Warholm

The Myers Family

Mary Ann & Gary Schokmiller

GRANTORS

Metropolitan Regional Arts Council

Minnesota State Arts Board

LaCrosse Family Foundation

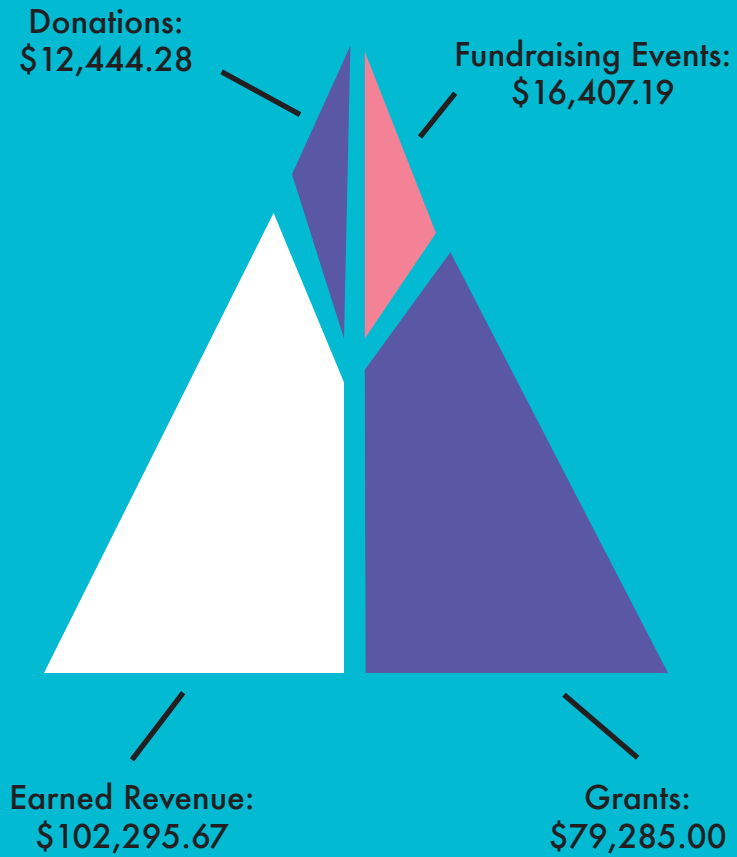
Minneapolis Foundation

National Philanthropic

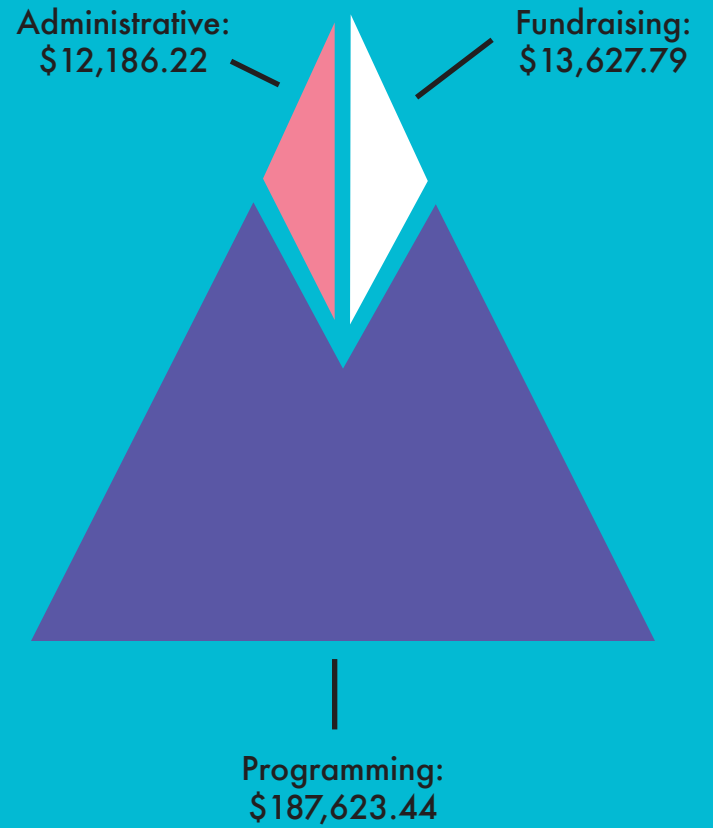
Best Buy Foundation

Girls Rock Camp Foundation

INCOME



EXPENSES



"I believe this is a place where she belongs, and she could ONLY benefit from participating! I am still speechless and overjoyed that was, is and can continue to be part of something so much bigger than her world."

- GRRR Parent

"GRRR, as well as SRSR in general, is the best thing that ever happened to me!"

-GRRR Camper, age 15

"I learned how to express my voice in other ways, I learn how to play drums and I sang with another person! I made more friends, I learned about stereotypes and I learned how to love myself!"

- GRRR Camper, Age 9



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