



She Rock
she rock

2017

ANNUAL
REPORT

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"I just want more people to know this camp is AWESOME and empowering and that it does NOT support stereotypes"- GRRR Camper, Age 10

LETTER FROM DIRECTORS

2017 was quite a year for the world and for She Rock She Rock! We took it up to '11' this year by celebrating 11 years of programming (Girls Rock n Roll Retreat) and serving some truly amazing participants (over 400 of them!) through our camps, classes and performance opportunities.

She Rock She Rock expanded our leadership this year by adding three more folks to our board of directors. We developed an intersectional committee tasked with ensuring we are doing everything we can to be an inclusive, welcoming organization for girls, women, trans and gender nonconforming folks.

We all know there have been some struggles in 2017, and they will continue in 2018 as well. Our Twin Cities music community is mourning the loss of some creative partners who have had to close their doors this year. We are working hard to ensure our organization stays strong and it is thanks to our incredible supporters, participants, alumni, volunteers, and teachers that we can do that.

So, in this annual report, you will see everything that marked 2017 as affirmative, challenging, inspiring and overall empowering for She Rock She Rock. Thank you for helping make that happen.

With Gratitude,
Sam Stahlmann & Jenny Case
Co-Executive Directors

"I can't say enough about the ways that GRRR and just Girls Rock and Roll Camps in general have influenced me positively. Having a space that is so radical, so fun, and yet structured and intentional makes me believe that change is possible. Being able to see a lot of the behind the scenes of camp has helped me professionally by gaining some knowledge of project management." - GRRR Teacher

2017 HIGHLIGHTS

 We served 23 participants at Ladies Rock Camp


 We served 217 participants at Girls Rock n Roll Retreat

 We held four youth classes and three adult classes

 We held three sessions of Beats By Girlz

 We hosted one punk jam and 6 bi-monthly jams

 Overall, we served 439 participants

 We expanded GRRR to four weeks to include a teen week for participants ages 13-18

 We formed the Intersectionality Committee

 We hosted our first annual Rock n Roulette. Five new bands were formed and they helped to raise \$5,400!

 We had 55 volunteers help us with roadie shifts, fundraisers, flyering, designing, parading and more!

 We worked with 61 amazing teachers, coaches and instructors at our various programs

 Over 50 bands were formed, 80 original songs were collaboratively written, and 200 beats were created and produced.

BOARD OF DIRECTORS



Candi Ince, Chair



Shannon McCarville, Chair

"I never thought I would be able to play an instrument- and I tend to give up on myself if I am not "perfect". That wasn't an option at camp, [there was] too much support!!"- LRC Camper



Wendy Johnson, Vice Chair



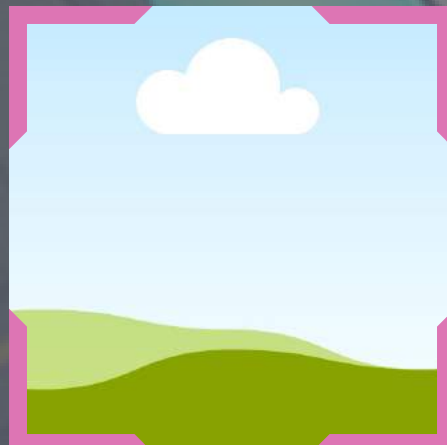
Karla Lindsay, Secretary



Jennifer Evans-Hall, Treasurer



Emily Peck



Wendy Darst

"Teaching at camp has really helped myself gain confidence in positions of leadership and trust my instincts. It's so inspiring to see how much campers can grow throughout the week"- GRRR Teacher

YEAR ROUND STAFF

Jenny Case, Co-Executive Director

Sam Stahlmann, Co-Executive Director

PROGRAM STAFF

Allie Pikala- GRRR & Jam Band
Allison Cress- GRRR
Alyse Emanuel- Jam Band
Amanda Zimmerman- LRC
Andrea Sorum- GRRR
Angie Lynch- GRRR
Ann Gerold Stibal- GRRR
Anna Amick- GRRR
Anna Shehonen- GRRR
Audrey Kereakos- GRRR
Brenda King- LRC
Brenda Shepherd- LRC
Cat Raia- GRRR
Christin Light- Electronic Music Coordinator (BBG)
Christine Hoberg- BBG
Cisco Hayward- BBG
Claire Altendahl- GRRR
Claire Riggins- GRRR
Colleen Cowie- GRRR
Courtney Guenveur- GRRR, LRC & Evening Classes
Daniela Fragale- GRRR

Danielle Cusack- GRRR
Debra G- LRC & GRRR
Emily Peck- GRRR
Emmerlee Sherman- LRC
Evelyn Speers- GRRR
Erin Horvath- GRRR
Grace Baldwin- GRRR
Hailey Jacobsen- LRC, GRRR, Evening Classes & Jam Band
Haley Stalzer- GRRR
Hanna Boleman- GRRR
Jahna Fick- GRRR
Jaime Delzer- GRRR
Jane Halldorson- GRRR
Jess Silk- GRRR
Julia Floberg- GRRR
Kaite Watson- BBG
Kathryn Schumacher- GRRR
Kelli Tubbs- GRRR
Kelly Mason- GRRR
Kelly McKay- GRRR

Kiara Kiene- GRRR
Kourtney Ryan- GRRR
Lauren Schaeffer- GRRR
Leigh Underwood- LRC & GRRR
Liz Ziegler- GRRR
Lynn O'Brien- GRRR
Margo Breivik- LRC
Mariah Crabb- GRRR
Mary Stone- LRC
May Shea- BBG
Mikayla Perrault- GRRR
Natalie Fideler- GRRR
Rachel Lamberty- GRRR
Sami Bennett- GRRR
Sasha Mercedes- LRC & GRRR
Shannon Maroney- GRRR
Shawna Lee- BBG
Stacy Canino- LRC & GRRR
Stephanie Dawson- GRRR
Stephanie Murck- GRRR

"[The teachers were encouraging] because they told me that I should be able to decide who I wanted to be and I felt safe to share my feelings"- GRRR Camper, Age 9

PROGRAMS

Girls Rock n Roll Retreat is a five-day music camp for youth ages 8-18. 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 four weeks of camp- two weeks at the Laura Jeffrey Academy in St. Paul and two weeks at PiM Arts High School in Eden Prairie.

36 bands were formed and 60 original songs were collaboratively written

97% of campers reported an increase in self-confidence

96% of campers reported that their instrument ability improved

91% reported their songwriting ability increased
80% reported that they would continue playing music because of GRRR

Ladies Rock Camp is a three-day, weekend music camp offered to adults ages 19 and older. At camp, participants receive 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 Lake Harriet House of Music in Minneapolis.

4 bands were formed and 7 original songs were collaboratively written

85% of campers reported an increase in self-confidence

92% of campers reported that their instrument ability improved

Evening Classes were held at the Lake Harriet House of Music. They focus on instrument instruction, songwriting, performing and collaboration and served participants of all ages. This year we had 27 participants in the 6 classes, including SOSI Recording Class & Ladies of the 80's, that were held!

"I became more confident and more positive and I learned to be open minded and not shut down ideas"- GRRR Camper, Age 14

PROGRAMS

Beats By Girlz continued on as our newest program that is primarily hosted at Slam Academy in Northeast Minneapolis. Participants of all ages had the opportunity to create, record and produce their own beats within Ableton Live. We hosted three class series, two student showcases, two workshops and participated in multiple pop-up events, including classes at the Franklin Library, to serve well over 35 participants!

Over 200 beats were created, recorded and produced!
75% of participants reported an increase in self-confidence
100% of participants reported an increase in their songwriting ability
100% of participants reported that their knowledge in beat making and production improved

Open Mics & Jams had seven events this year. We held six Open Mic & Jams at the Depot Coffee House and one Punk Jam at the Seward Cafe!! These events encourages folks of all ages to step on stage and sing or play an instrument with our house bands. They also include an open mic portion where local bands and musicians perform their original songs. Our jams had a total of 141 participants!

“The programs have been indispensable for my daughter emotionally, mentally, physically, financially, and spiritually. She finds every emotion within her music. She works hard mentally to stay focused and create new material on her own. Her spirit is calmed when she plays her instrument. I am so thankful to She Rock She Rock, the instructors, the donors and supporters, because without these events and instructors my daughter would not have a passion for music nor a way to nourish her passion for music. Thank you all for all that you do!” - Camper Parent

"My main goal was to step out of my comfort zone, give up the fear of "making a fool of myself in front of others" and cross "playing an instrument" off my bucket list. I didn't step outside my comfort zone... I leapt off a cliff." - LRC Camper

2017 DONORS

Wendy Laine \$1,000+ Karla Lindsay
Warren and Lisa Sampson Unity Church
Niki & Hannah Myers Sam & Sylvia Kaplan
Kris Warholm & Barb Maxfield Steven Redding

Tracy Glenz \$500+
Candi Ince Daniel & Therese Copeland
Jan Hepola Mary Ann & Gary Schokmiller
Roxxy Hall & Jennifer Evans-Hall

Sarah Sederstrom \$250+
Roy & Gillian Myers

Anita Flowe \$100+ Nancy Williams
Carol Gusenius Cindy Smith
Cassie Scarlett Carolyn Corey
Katherine Riggins Kristin Schweizer
Stephanie McGuire Mark and Patty McKay
Jeanne Morales Dale Robinson
Jill & Richard Stever-Zeitlin Donna Lawton
Krissandra Anfinson Erin Shadwick
Jane Rine Netha Johnson
Jennifer Bouchard Stacy Canino
Laura Dodge Tara Grimmer
Mary Stone

2017 DONORS

\$50+

Lisa Whitney

Eric Hall

Kevin Maroney

Liz Stahlmann

Paula Mikl

Beverly Nelmark

Dana Fladeboe

Dave Ince

Jenna Bluhm

Lorri Vickerman

Melissa Chelberg

Anita Flowe

Anna Amick

Burr Baldwin

Chun Wang

Shannon McCarville

Stephanie & Steve Paquin

Michelle Haukos

Cynthia Martin

Dj Bocchetti

Gay Grymes

Heidi Gusenius

Holly Weiss

Jennifer Volkman

Karen McGee

Kristina Braaten

Leslie Ludwig (Von Husen)

Mike Giralico

Rita Spencer

Roger Peters

Sarah Thompson

Sue & Virgil Peterson

Timothy Kraack

Wendy Darst

Wendy Johnson

\$25+

Deborah Heltzer

Cheryl Reiners

Hailey Jacobsen

Connie & Jim Pikala

Cat Stuntebeck

Lynn Gavron

Matthew Weerts

Kelly Schostag

Alexandrea Kouame

Pat F

Eily Poyas

Elizabeth Asphodel

Jean Ryan

Jeff Lavenhar

Jennifer & Michael Williams

Joel Allard

John Cooperider

Judith Webster

Kelly Gilpatrick

Kelly Kemp

"I think everyone should experience this awesome camp!" - GRRR Camper, Age 12

2017 DONORS

\$25+ cont.

Breanna Tyrrel
Emmerlee Sherman
Jeff Johnson
Jim Vo
Julie Carvel
Mark Wendel
Megan Keyser
Michelle LeRoy Hatheway
Ryan Rantanen
Amy Schmitt
Ann Pibal
Jennifer Williams

Larry Norris
Mark Mershon
Mark Weaver
Michelle Kimpton
Shawne Osborne
Steph Weiland
Tami Oliver
Barbara Collins
Brandon Murphy
Brenda Shepherd
Derek Reise
Diana Ohmann

Brenna Zeimet
Michael DallaValle
Anna Kucera
C Syvertson Hagestuen
Erin Bryan
Linda Holt
Robin Lundahl
Scott Murphy
Sherry Mentel
Ashley Vong
Laura Miller
Valerie Evans
Calvin Stalvig
David Aquilina
Kelly McKay
Erin Shadwick
Kourtney Ryan
Natalie Walstein
Rachel Martínez
Shannon Luckert

\$1+

Allison Breininger
Annette Johnson
Jen Hanlon Ash
Karen Dove
Melissa Frye
Roberta Lindemann
Laura & Tony Johnson
Britt duMonceaux
Tina Marisam
Heather Zenzen
Teresa Firkins
Amy Hofer
Doug Frazey
Jim Hasnik
Nancy Flynn
Darla Kashian
Cara & Ryan Houle
Allison Schumacher
Jason Zarn

Penny Thompson-Burke
Betsy Walts
Terri Jackson
Stephanie Simione
Anthony Brickman
Stacey Davis
Mary Dolan
Jill Numrich
Emily Murphy
Kristin Manion
Jody Parr
Kent Mortimer
Thea Reilkoff
Mark Draper
Molly Wieland
Ann Nusbaum
Amy and Steven Clay
Tina Zelinka
Nicole Billings
Shaun Strohmer
Kate Wasylik

"I learned the roles of leadership in teamwork, I learned to accept all ideas better than I did in the past, and I learned more about activism and how to get involved" - GRRR Camper, Age 16

2017 DONORS

Grant Support

Metropolitan Regional Arts Council
LaCrosse Community Foundation
Richardson Family Fund
Morgan Stanley Foundation

Local Business & Corporate Support

BTIG, LLC
All Ways Creative, LLC
Pizza Luce
Frank & Andrea
Guitar Center
First Avenue
The Mill NE
MN Lynx
Tangletown Gardens
Deckstar Management
Shakti Skin
MN Landscape Arboretum
Landmark Theater
Red Cow
Surly
MN Orchestra
Smitten Kitten
O'Gara's

Mobile Entertainment
Illusion Theater
St Paul Saints
Workhorse Coffee
Lands End Pasty Company
Khazana
A Bag Lady
Courtyard Minneapolis Downtown
Antiquified
MN Roller Girls
Bibleot
Brave New Workshop
Savage Umbrella Theater Co.
Flip Phone
Alex McLaughlin Yoga
Jawaahir Dance Company
Dairy Queen, Karmelkorn, Orange
Julius- Rosedale Mall,
MN Music Cafe

FINANCIALS

Fundraising Events

5%

Donations

15%

Grants

18%

INCOME

Earned Revenue

63%

Fundraising

5%

Admin

8%

EXPENSES

Programming

87%

"My greatest takeaway was just to try, that it doesn't matter how good you are, just try; and my inspiration/motivation level to continue in music was improved" - LRC Camper