

JULY 1, 2021 —

JUNE 30, 2022

IMPACT REPORT



ROCK TO THE FUTURE

rocktothefuture.org

philadelphia, pennsylvania

Stay Social With Us - @Rock2Future

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I feel like through music, you can do anything - Keven, RTTF Student

Rock to the Future provides student-driven music programs in a safe and supportive environment at no cost for Philadelphia youth.

We achieve social justice and economic empowerment through music, mentoring, and educational support.



Jessica Craft
CEO + Founder

This has been a year of challenges and triumphs.

After operating virtually the prior year, in July 2021 we returned to in-person programming, grateful to provide safe spaces for excited students, and noticed new anxieties developed. **These complex emotional realities alongside an everchanging "new normal"** meant we needed to dig deeper to meet the needs of our students.

We also strengthened core organization initiatives, such as anti-racism, anti-violence, and pathways to professional careers. We met this city's public health and wealth disparity crisis with our version of artistic justice and development.

Thank you to our growing team for always showing up and making the vision a reality. And thank you to every supporter who continues to believe in our mission and work with us towards providing impactful youth development and music education programs for Philly students.

>>

Rock to the Future is one of the most inclusive, socially conscious organizations I have ever worked with. Diversity there, and appreciation of diversity, is so obvious in the organization and in all their activities and program offerings.

PATHWAYS TO PROFESSIONAL CAREERS

We believe in the power of music to build trust and to open young minds to additional support like college and career readiness.

This year we improved our infrastructure to better support pathways to professional careers.

Our Ready for the Future Coordinator is now a full-time position focused on a well-rounded, individualized approach for students at both MusiCore After School Locations. We held college and trade school visitations, career exposure guest speakers, provided scholarship and laptops to graduates, and 100% of graduates are pursuing college or trades.

We also developed a new partnership with Philadelphia Youth Network to provide career exposure and paid skill development opportunities for our students, distributing \$10,000+ to young people.

YOUTH DEVELOPMENT + ANTI-VIOLENCE

We recognize the presence of trauma symptoms and crime and acknowledge the role trauma may play in some of our students' lives.

We incorporate strength based youth development strategies from training into our curriculum to ensure we foster safe and positive peer relationships.

Team members participated in trauma informed and restorative practices training from CORA Good Shepherd, Sunrise of Philadelphia, and Office of Children and Families.

We received funding from the District Attorney's Office and PA Commission on Crime and Delinquency to support anti-violence.

We hired a team member dedicated to restorative needs and student social emotional learning growth.

We co-led and participated in anti-violence initiatives.

We also developed a new partnership with Anti-Violence Partnership of Philadelphia.

“First and foremost, Rock to the Future provides an environment for teens to feel **safe**, and **accepted** and to have the freedom to be themselves. They stand up for **social justice and fairness.**”

—Rezana, Parent of Student

EQUITY, INCLUSION, + ANTI-RACISM

Our Commitment:

Rock to the Future recognizes the deeply entrenched practices, cultural norms, and social structures that perpetuate inequities, and is committed to eliminating those challenges. We uphold diversity, equity, and inclusion at all levels of our organization — knowing it requires sustained commitment, courage, and optimism. We believe authentic community partnership, community representation, and racial equity are absolutely necessary for the success and impact of our programs.

Anti-racism: Students, team members, and board members selected Keva White and VIP Community Services to guide us further in equity, inclusion, and anti-racism. We worked with our stakeholders through surveys and focus groups to identify our strengths, areas for growth, and are taking action. Rock to the Future's Team, Board, and volunteers also completed learning opportunities:

The Race to Social Justice
Raising Awareness in a Multicultural Workplace
Developing Equity Teams
Designing Anti-Racism Action Plans

Inclusion of Young People Voices in our work: This year we onboarded our first alumni student to our Board of Directors! Three RTTF alums are also now team members.

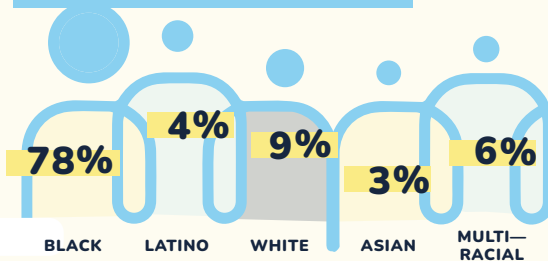
Thank you to The Douty Foundation for funding this opportunity and to Keva White and VIP Community Services for your guidance.





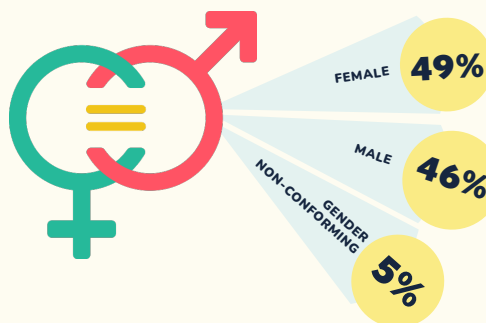
WHO WE SERVED

OUR STUDENT IDENTITIES



99% OF STUDENTS SERVED

were from high need zipcodes based off of income level, crime rate, unemployment rate, and/or adverse childhood experience rates.



SWEET OPPORTUNITIES

- >> Recorded song "Philly Thing" with **Kevin Bacon + Bacon Brothers** + producer **Joe Nicolo** in partnership with **SixDegrees.org & Minor Street Studios**.
- >> **SJC** and **Vans** sponsored a workshop with professional drummer **Clue**. **SJC** made us a custom drumset and **Vans** gave our students new sneakers!

WE GAVE OUR STUDENTS

INSTRUMENTS VALUED AT
65 \$8,000

2500
ATTENDEES ENJOYED
FREE COMMUNITY PERFORMANCES

OUR PROGRAMS LOCATIONS

Kensington High School
Roosevelt Elementary School
Anti-Drug + Alcohol Crusaders
Wissahickon Charter Awbury
Wissahickon Charter Fernhill
Sunrise at SLAMS
Hackett Elementary
As I Plant the Seed
St. Laurentius
Crossroads Academy
Juvenile Justice Center

New partnerships with **Juvenile Justice Center**, **As I Plant the Seed** and **Anti-Drug and Alcohol Crusaders** provide critical youth development opportunities for teens in high crime neighborhoods.

With the gun violence at all time high in the city of Philadelphia all help is needed, and "The Rock," which the residents call it, came in with no hesitation to provide programming. All this good work with no cost. You just don't find that type of commitment nowadays. Residents can't wait until programming day to work on new music they are exploring with. **Rock to the Future** came through for our children.

—Ronald Fuller
Juvenile Justice Center

517

students participated in our music and educational programs.

71

MUSICORE AFTER SCHOOL STUDENTS

380

MOBILEMUSIC STUDENTS

31

SUMMER PROGRAM STUDENTS

35

VIRTUAL STUDENTS



STUDENTS REPRESENT 55+ SCHOOLS

ELEMENTARY SCHOOL 7%

MIDDLE SCHOOL 79%

HIGH SCHOOL 14%

Dozens of original songs were created!

This is not a fairytale, this time, the hope you have won't prevail. I can't believe you'd hurt me and now my heart pays the fee. Now I'm coming back to reality, it was never just you and me. I'm locking up these memories and I'm throwing away the key.

SINFUL GOODBYE | student lyrics



PREPARING OUR STUDENTS FOR THE FUTURE

100%!

of MusiCore graduates are pursuing college or trade school!

WE RAISED **\$10,000** FOR OUR HIGHER EDUCATION FUND AND WERE ABLE TO GIFT GRADUATING SENIORS A **6** MONETARY SCHOLARSHIP AND A LAPTOP TO FACILITATE POST-GRAD SUCCESS.

“Rock to the Future gave me the **confidence** I didn't know I needed that led to me being more **creative** in school and in my at home life. My main goal for my life and community is to grow.”

—2022 Graduate

Special thank you to The Katz Family, the Justamere Foundation, and our supporters for making this fund possible.

76%

MusiCore After School students self-reported **improvements** in one or more social-emotional skills including **grit, sense of belonging, self-efficacy, self-management, and self-worth!**

SOCIAL EMOTIONAL LEARNING GROWTH

Platinum Transparency 2022

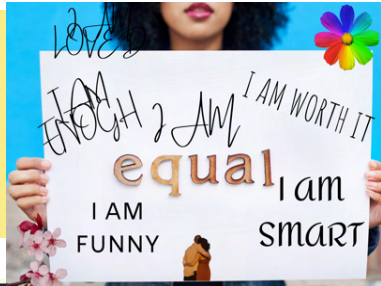
Candid.

See our full financials on our GuideStar profile!

FINANCIAL HIGHLIGHTS

- >> **Music for All Ball raised \$76,000** with support from MOR Wealth Management, Justamere Foundation, Farber Family Foundation, NEXA EAM, Pariveda Solutions, The Katz Family, Circle Thrift, EisnerAmper, Ceisler Media & Issue Advocacy, Brolik, Founding Footsteps, and Russo Music, and emcee Will Toms and featured performer Georgie Bonds.
- >> **Year End Appeal raised \$46,000 plus a \$25,000 match**
- >> **We received \$51,372 in in-kind support** from Hungry for Music Keep Music Alive, and Reverb Gives for instrument donations, Founding Footsteps for trolley for students performance and college visitations, Ballard Spahr for legal services, and The School District of Philadelphia for meals, and other supporters.

STUDENT ART SPOTLIGHT



NAHEIM PERFORMING AT MUSIC FOR ALL BALL

THANK YOU TO OUR DONORS + VOLUNTEERS

On behalf of the entire Rock to the Future family, we extend our sincere gratitude to our team members, board members, and all of our supporters for making 2021 — 2022 an unforgettable year. **Special gratitude to our institutional supporters including:**

Alfred & Mary Douty Foundation • Allen Hilles Fund • Arbor Foundation • Bartol Foundation • Children's Hospital of Philadelphia • Christian & Mary Lindback Foundation • Connelly Foundation
D'Addario Foundation Dolfinger McMahon Foundation • Eagles Charitable Foundation • Farber Family Foundation • Find Your Light Foundation • Grace S. & W. Linton Nelson Foundation
Hamilton Family Charitable Trust • Henrietta Tower Wurts Memorial • Hilda and Preston Davis Foundation • Huston Foundation • Keep Music Alive • Mill Spring Foundation
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The William M. King Foundation • United Way • Youthadelphia