Rock to the Future provides student-driven music programs in a safe and supportive environment at no cost for Philadelphia youth. We prepare the next generation for every stage!

“Rock to the Future is really about empowering, equipping, and allowing students to have the opportunity to become a holistic adult.”

Namarah, Rock to the Future instructor
Programs

Hours of programming provided:

- MusiCore After School: 340 hrs
- MobileMusic: 250 hrs
- Virtual: 162 hrs
- Summer Camp: 70 hrs

Total hours of programs: 822

20 student concerts
10 school and community partners

Instruments

Value of instruments donated: $13,666

Rock to the Future provides all instruments for students.

Thanks to our partners Hungry for Music and Keep Music Alive

“When we’re in a band together, we learn to understand each other.”
Zahir, 7th Grade

Participants

Number of students served: 410

- MusiCore: 83
- MobileMusic: 192
- Summer Camp: 70
- Virtual: 65

Grades:
- Elementary School: 30%
- Middle School: 43%
- High School: 27%

Students come from 40+ schools and 20+ zip codes

Student Success

All our programs operate at no cost for Philadelphia youth

100% of MusiCore graduates have pursued post-secondary education

“This program is so important because it helps you with other life lessons, not just playing an instrument. I think I’ve become more confident in myself.”
Patricia, 6th Grade
Staff and Volunteers

- **Number of volunteer hours**: 815
- **Number of staff training hours**: 155

"It has been wonderful knowing that I’m part of the team that makes sure students know that they’re cared for, that the sky’s the limit, and that we have high expectations for them."

Kaamilah Moore, MusiCore Germantown Site Director

Expense by Program

Expenses by Program:
- MusiCore After School: $269,298
- MobileMusic: $36,226
- Summer Camp: $24,730

100% Board of Director giving

2020-2023 Strategic Plan

This year, we completed our new 3 year strategic plan. Led by Fernando Chang Muy, Rock to the Future staff, volunteers, guardians, participants, and community members drew up a roadmap to guide us through our next chapter.

- **100% Board of Directors participation**
- **Focus on equity and accessibility**
- **Built-in checkpoints to assess our progress and hold ourselves accountable**

Funded by the Robert Wood Johnson Foundation

View our strategic plan: RocktotheFuture.org/StratPlan2020

Thank you to our 2019-2020 Funders:

- Alfred and Mary Douty Foundation | Allen Hilles Fund
- Barra Foundation | Bartol Foundation | Bryn Mawr Trust
- Christian R. and Mary F. Lindback Foundation
- The Christopher Ludwick Foundation | Citizens For The Arts In Pennsylvania
- D’Addario Foundation | City of Philadelphia Department of Human Services
- DiPinto Guitars | Dolfinger-McMahon Foundation
- Eagles Charitable Foundation | East Kensington Neighbors Association (EKNA)
- Emergency Aid of Pennsylvania Foundation | Farber Family Foundation
- Find Your Light Foundation | Founding Footsteps | FS Foundation
- Grace S. and W. Linton Nelson Foundation | Graham Company
- Greenfield Foundation | Hamilton Family Charitable Trust
- Hilda and Preston Davis Foundation | Huston Foundation
- Impact100 | Mill Spring Foundation | MOR Wealth Management
- Patricia Kind Family Foundation | Penn Treaty Special Services District
- Pennsylvania Council on the Arts | Philadelphia Cultural Fund
- The Philadelphia Foundation | Philly Music Fest | PNC Bank
- Rosenlund Family Foundation | School District of Philadelphia
- Sheila Fortune Foundation | The Somers Team
- TD Bank Charitable Foundation | The William M King Foundation
- United Way of Greater Philadelphia & Southern NJ
Hello Rock to the Future family,

In 2010, I left the financial services industry to start Rock to the Future as a volunteer organization with only 13 students after school. Through hard work, support from our community, and generous funders, we are now serving hundreds of youth each year through programs in-school, after, school, during the summer, and online.

Rock to the Future made huge leaps this school year. We won a competitive contract with Philadelphia’s Department of Human Services, developed our third strategic plan with team members, students, volunteers, and board members, and expanded our programs -- including opening our first partner location in West Philly!

While planning for our 10th year anniversary celebrations, the unexpected COVID pandemic put our physical programs on hold. With feedback from our students and families, we launched online programs to keep students connected, creating, and learning, while also planning for our future. Our virtual programs are helping us reach more students, are supporting digital equity, and are teaching vital digital literacy skills.

Over ten years our organization, team, and students have achieved so much more than I could have ever imagined. I can’t wait to see what the next 10 years has in store for us - bring it on!

With Gratitude,
Jessica Craft
CEO and Founder of Rock to the Future

10 Years of Music

Jessica quits finance to pitch Rock to the Future DEC 2009

First student Showcase at World Cafe Live. Student bands have performed at World Cafe Live, Underground Arts, The Fillmore, and more! JUN 2011

First Program: MusiCore After School begins in Kensington, with $15,000 seed funding from Women for Social Innovation SEP 2010

Received $214,000 from Macquarie Group charity golf fundraiser, allowing us to hire staff and expand our programs. SPRING 2012

First Music for All Ball fundraising concert and party. Music for All Balls have featured musicians like Chill Moody, Frances Quinlan, Rogers Stevens, and more. APR 2014

Opened first MobileMusic location FALL 2014

Opened new MusiCore After School location in Germantown, NW Philadelphia FEB 2018

Chosen as Philadelphia Eagles Care partners AUG 2016

Moved all programs to school and partner-based locations SEP 2018

Awards contract from the Department of Human Services SUMMER 2019

FEATURED EVENT

First summer camps - GuitarStars and RockADelphia SUMMER 2013

First summer camp - MusiCore After School begins in Kensington, with $15,000 seed funding from Women for Social Innovation SEP 2010

Feature article in New York Times NOV 2013

Moved all programs to school and partner-based locations SEP 2018

Awarded contract from the Department of Human Services SUMMER 2019

First West Philly MobileMusic Location FEB 2020

New Rock to the Future logo OCT 2018

Impact 100 award winners MAY 2020

10 Years of Music


*Includes volunteer support and in-kind instrument donations