

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!



Supporter Impact Report 2019-2020

RocktotheFuture.org

“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

MusiCore: 2

Summer Camp: 1

MobileMusic: 7

20
student concerts
(including virtual concerts!)

10
school and community partners

MusiCore: 2

Summer Camp: 1

MobileMusic: 7



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

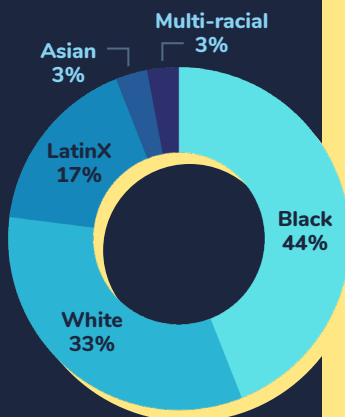
Virtual: 65

Grades:

Elementary School: 30%

Middle School: 43%

High School: 27%



Students come from 40+ schools and 20+ zip codes

ROCK TO THE FUTURE

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

Rock to the Future staff and teaching artists are always growing to serve our students better. Staff receives training in trauma informed practices, differentiated learning, and restorative practices.

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

ROCK TO THE FUTURE

Thank you to our 2019-2020 Funders:

Alfred and Mary Douty Foundation | Allen Hillis 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.**

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.**

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!**

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

