

# Annual Report

## 2011-2012



Learn. Grow. Rock.

*“Music is a higher revelation than all wisdom and philosophy. Music is the electrical soil in which the spirit lives, thinks and invents.”*  
~ Ludwig van Beethoven

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Website  
[www.RocktotheFuturePhilly.org](http://www.RocktotheFuturePhilly.org)

Facebook  
[www.facebook.com/Rock2Future](http://www.facebook.com/Rock2Future)

Twitter Updates  
[www.twitter.com/Rock2Future](http://www.twitter.com/Rock2Future)

Performance Videos and Press  
[www.youtube.com/Rock2future](http://www.youtube.com/Rock2future)

Original Songs and Recordings  
[RocktotheFuture.bandcamp.com](http://RocktotheFuture.bandcamp.com)

[RocktotheFuturePhilly@gmail.com](mailto:RocktotheFuturePhilly@gmail.com)

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Free Lance Writer

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Music Theory Instructor

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Drum Instructor

Chris Baglivo  
Bass Guitar Instructor

## A Letter from the Founder

*Dear Friends and Supporters,*

*As the Founding Executive Director of Rock to the Future, I am so excited to successfully complete our 2nd Program Year. With the growing need for music education, after school programming, and individualized academic help, it is becoming more evident that our program is vital in Philadelphia.*

*Throughout my own childhood, I was heavily involved in public school music programs, but never understood the depth of how music impacted my own life until I graduated college. Living in Philadelphia for over 9 years, I have the desperation in Philadelphia neighborhoods, and have seen quality education and affordable music education become harder to access. Through my own experiences, I have found that music is life changing and believe that everyone, no matter the income level, should have the opportunity to receive music's transformative benefits. Two years ago I found an opportunity to pursue my passion, and applied for the Turning Point Prize from Women for Social Innovation, which - incredibly enough - I was awarded. When I left my job at a prestigious investment firm to start Rock to the Future, I had no idea how great the impact would be.*

*Over these past two years, Rock to the Future has helped to change the lives of 22 students. I have seen students find an interest in music, a passion that drives them to attend Rock to the Future every single day after school. I have seen students who previously saw academics as a drivel, insignificant chore get excited about increasing their grades and about receiving academic awards. I have seen youth find a safehaven where they can interact without feeling judged; where they can be themselves; where they can feel pride in what they have accomplished. And I have seen the dramatic impact our program has already created.*

*And we've only just begun. With each passing day Rock to the Future is receiving new opportunities and exposure, and a growing list of youth interested in participating. I cannot wait to see what the future will hold for Rock to the Future, but I know that it will be life changing for not only youth, but all of those involved, including myself. Thank you to all who have supported, volunteered, and helped us achieve great success in our first two years.*

*Very Best,*

*Jessica McKay*





# Mission Statement

Rock to the Future provides music education to Philadelphia’s underserved youth at no cost to them or their families. Using music, our program ignites passion and creativity, supports academic achievement, and improves self-esteem. We empower individuals and strengthen communities.

## Vision

- We envision:
- A community where comprehensive music education is readily accessible to those who would otherwise never experience the benefits of music;
  - A community where youth come together through music;
  - A city that is passionate about music and the arts;
  - A 100% high school graduation and post-secondary program attendance rate for youth involved with Rock to the Future;
  - The development of future leaders for Philadelphia;
  - A city more culturally enriched by the inclusion of voices previously unheard.

## Values

**Students First**  
At Rock to the Future, our priority is our students. We believe that using modernized, electric instruments (guitar, bass, drums, keyboard) and individualized and collaborative instruction will create a passion and energy for continued interest in music. We know that music education is necessary for a well-rounded education and is necessary for success in academics, the workplace, and society. By placing students first, our innovative program will create a better future for individuals engaged in Rock to the Future, for local neighborhoods, and for Philadelphia.

**Passion for Performance**  
While we have a passion for live and musical performance, we know that excellent performance within Rock to the Future, focusing on quality programming, staff, and achieving measurable goals, will yield excellent performance in other aspects of life.

**People We’re Proud Of**  
The staff and volunteers at Rock to the Future are the strings and sticks of the organization; we could never operate so successfully without them. The staff and volunteers at Rock to the Future believe in the mission of the program and have sacrificed in their own lives to create positive change through Rock to the Future.

**Powered by Research**  
Rock to the Future is not just about “rocking out”, there are decades of research that proves music education can positively affect academic and social aspects of life. Our program uses past research, along with our own measurable outcomes to add to current studies, to continue providing substantial evidence that music education is a vital piece of a well-rounded, successful education.

**Strength in Partnership**  
We know that connecting with other organizations, businesses, and the community is the path to success. Our staff and outreach committees are constantly searching for new ways to partner and collaborate, which creates additional exposure and opportunity for Rock to the Future while potentially helping and engaging others outside of our program.

2011-2012 Board of Directors



Left to Right: Samee Kirk, Helen Bradley, Meg Boyd, Jessica Mckay, Brian Sullivan

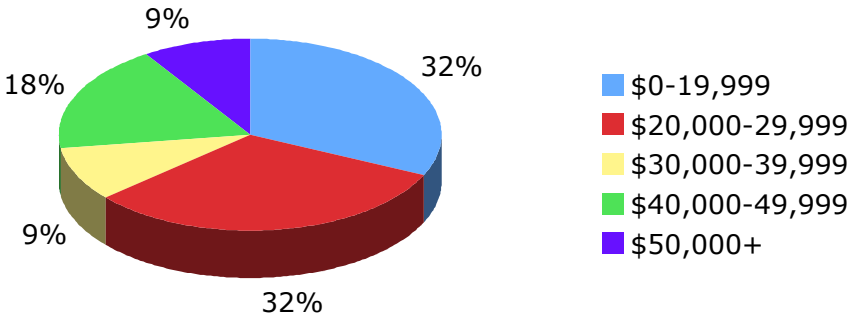
# Our Priority is Our Students

During the 2011-2012 program year, Rock to the Future served 22 students. Rock to the Future specifically targets low-income neighborhoods and at-risk youth. The neighborhoods surrounding Rock to the Future have a median income of as low as \$20,000 and a 50% high school drop out rate. Many public schools are removing music programs, and private instruction can cost \$250+ a month. Rock to the Future is filling the music education gap for lower-income youth.



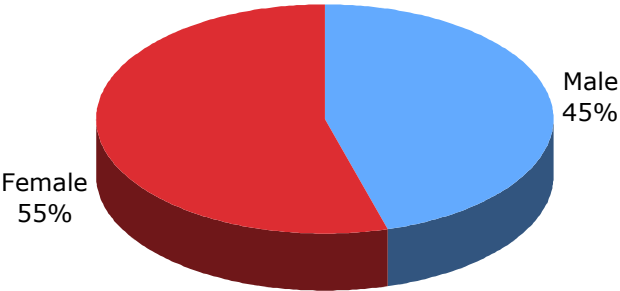
- Requirements for enrollment:
- Students must reside in Philadelphia
  - Students must be lower-income and/or at-risk
  - Students must be between the ages 9-14 to enroll (and may remain until High School graduation)

Income Bracket

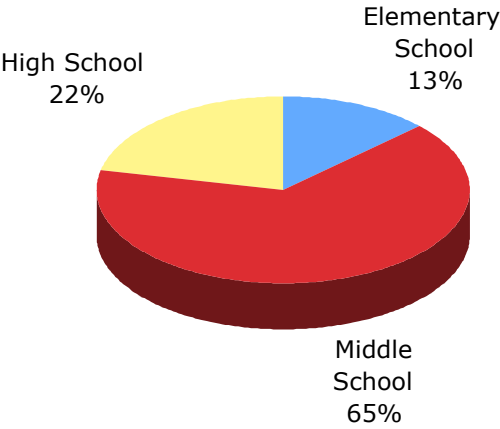


- The average income is \$32,600
- Most households have multiple children and/or extended family members
- 100% of families receive free or reduced lunch

Gender Breakdown



Grade Breakdown



- Additional Demographics:
- 32% of students come from single parent households
  - 32% of students are non-white



# The Big Question: Why?

## Statistics and Quotes

*Students of lower socioeconomic status who took music lessons in grades 8-12 increased their math scores significantly as compared to non-music students. But just as important, reading, history, geography and even social skills soared by 40%. ~ Gardiner, Fox, Jeffrey and Knowles,*

*Students taking courses in music performance and music appreciation scored higher in the SAT than students with no arts participation. ~ The College Entrance Examination Board*

*Students who were exposed to music-based lessons scored a full 100% higher on fractions tests than those who learned in the conventional manner. ~ Neurological Research, March 15, 1999*

*Students of lower socioeconomic status gain as much or more from arts instruction than those of higher socioeconomic status. ~ James Catterall et al., 1999*

*Teens who do not participate in after school programs are nearly three times more likely to skip classes or use marijuana or other drugs; they are also more likely to drink alcohol, smoke cigarettes and engage in sexual activity. ~YMCA of the USA, March 2001*

*I think music in itself is healing. It's an explosive expression of humanity. It's something we are all touched by. No matter what culture we're from, everyone loves music. ~ Billy Joel*

*Music can change the world because it can change people. ~ Bono, U2*

Rock to the Future impacts academics and social skills by engaging students with music. The benefits of music education are astounding. Music education has been proven to increase academic performance, including standardized test scores, cognitive development, focus, memorization, linguistic skills, high school graduation, and college attendance. In addition, there are numerous social aspects of learning to play an instrument in a band. As Rock to the Future students progress through their music education, they gain confidence and learn to work within a team. Lastly, music can be relaxing or stimulating for the students, and can provide a positive outlet for teenage emotions.



Rock to the Future has three measurable program goals: academic, music, and social. **During the 2011-2012 program year, Rock to the Future met all three program goals.**



# LEARN. A Lasting Impact

Academically, Rock to the Future students are expected to maintain a B average in school by year end or show significant improvement. Rock to the Future provides academic assistance each day afterschool prior to working on music. Volunteer tutors not only ensure all students complete their homework, but also that the students understand the foundations of the academic material, especially for those who fall behind during regular class time.

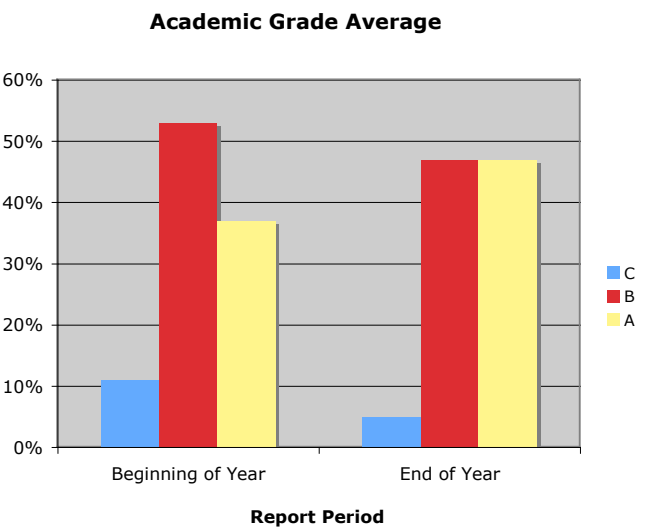
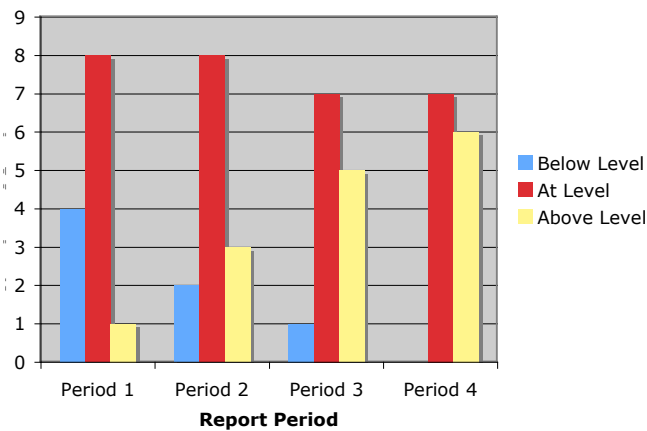
Rock to the Future endeavors to make learning fun and interesting for students. This is accomplished by providing core-skill and exploratory workshops. The core-skill workshops include test-taking techniques, reading comprehension, and presentation skills. The exploratory ones include science experiments, the physics of flight, poetry analysis, and diversity.

As music education increases focus, memorization, and discipline, and tutors provide individualized educational assistance on a regular basis, Rock to the Future is creating positive change in student academics. Rock to the Future tracks student report cards and standardized testing to ensure academic success.

During the 2011-2012 program year students have shown significant academic increase:

- 10% increase in students who hold "A" grade average
- 47% of students on Honor Roll, 16% on Distinguished Honor Roll (straight A's)
- One student still holding "C" average has seen extreme personal hardship during the academic year and has received the "Most Improvement" award from his school
- Multiple students received "Most Improved" awards from their schools

Reading Level  
Middle and Elementary School Students



In addition to an overall increase in academic performance, our students have shown a dramatic increase in reading and comprehension. According to the Gates exam:

**-All middle and elementary school students are now reading at (54%) or above (46%) grade level, compared to 31% reading at below grade level at year start**





*"I was pleasantly surprised to see Ethan, who was once uncomfortable making eye contact with people he knew, being 100% confident playing the drums in front of thousands of strangers. He looked and felt like a real life rock star!"*  
 - Richard Neal, MS  
 Behavior Special Consultant

## GROW. Creating a Safehaven

Most teens struggle with communication, self-confidence, and individuality. Rock to the Future students attend workshops for positive body image, anti-gossip, anti-bullying, and stage presence. They also collaborate on a weekly basis to write original music and learn team building skills during band practices. These types of workshops help build self-confidence, increase collaborative ability, and encourage acceptance of diversity and new ideas. Rock to the Future students learn how to resolve conflict without violence and how to effectively communicate with their peers. Semi-annual surveys ask the students to self-report on 10 social factors. The surveys also provide an opportunity for students to present their thoughts on the program and how Rock to the Future can better help them to succeed.

### The 2011-2012 Year End Survey Results show:

- 100% ability to set goals
- 95% motivation
- 91% self-confidence
- 91% discipline
- 91% ability to complete homework
- 91% ability to make friends
- 82% get along with peers
- 82% focus
- 82% ability to achieve goals
- 72% conflict resolution skills

**100% OF STUDENTS WANT TO RETURN NEXT PROGRAM YEAR!**

## ROCK. Music is FUN

Rock to the Future students receive a weekly private instrument lesson, attend a weekly music theory class, have an hour long band practice to work on original and cover music, and perform a minimum of two times during the program year.

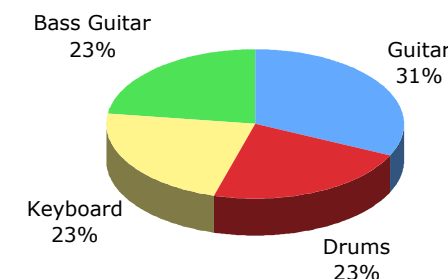
### During the 2011-2012 Program Year:

- 100% of students reported a positive experience learning music
- 100% of students passed their year end instrumental benchmark
- 100% of student bands learned at least 4 cover songs and wrote at least 3 original songs

Students also have the opportunity to work with Curtis Institute, local and national musicians, music volunteers, and attend fun musical workshops.

Rock to the Future had 5 student bands during the 2011-2012 program year. Students recorded their original music at Drexel University Recording Studios and at Headroom Studios. Listen to their original music at [RocktotheFuture.Bandcamp.com](http://RocktotheFuture.Bandcamp.com).

**Students by Instrument**



*"Music is, and always will be, a huge part of my life. I can now create and perform my own music, something I never dreamed could happen. Rock to the Future is a gift that I couldn't be more grateful for!"* - Cheyenne, 13

### 2011-2012 Performances

#### September 2011

Clark Past Festival

#### October 2011

Rock to the Future Open House

#### November 2011

Rittenhouse Square Tree Lighting Ceremony  
 Keller Williams Center City Grand Opening

#### December 2011

Holiday Concert at Rock to the Future  
 WXPB Kids Corner (On-Air)

#### February 2012

World Cafe Live

#### Marh 2012

76ers Game vs Atlanta Hawks

#### April 2012

Shadfest

#### June 2012

End of Year Showcase at World Cafe Live  
 Clark Park Festival



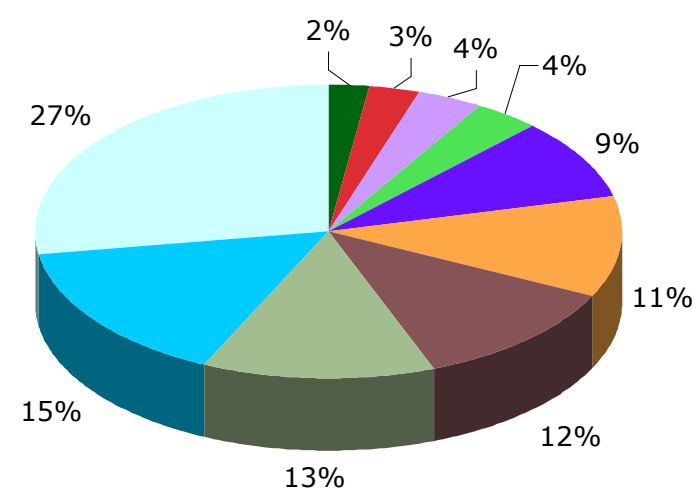
# 2011-2012 Income and Expenditures



During the 2011-2012 program year, Rock to the Future successfully met fundraising goals. The previous (inaugural) year, and a portion of the most recently completed program year, a majority of staff worked on a volunteer basis and/or for minimal pay as we continue to achieve sustainability. Our staff fully believes in the mission and future of the program and a majority of funds raised are used for direct program expenses. During the 2011-2012 year, There was a 100% increase in student enrollment (from 11 to 22), which led to an increase in instructor wages, instrumental purchases, and other direct program expenses. Programmatic efficiency remained strong at 86%, indicative of continued prudent management of expenses in the General/Administrative and Fundraising areas.

## 2011-2012 Expenditures

\$841.54	Other Operations Expenses
\$1130.94	Other Facilities Costs
\$1,462.00	Insurance
\$1,487.75	Instrument Expenses
\$3,575.00	Music and Operations Assistants Wages
\$4,421.06	Other Direct Program Expenses
\$4,903.00	Assistant Director Wages
\$5,047.00	Instructor Wages
\$6,300.00	Rent
\$11,081.50	Director Wages
\$40,249.79	TOTAL EXPENDITURES



# 2012-2013 Program Initiatives

Rock to the Future will be significantly expanding our programming for the 2012-2013 program year. With the recent support of Delaware Investments and the Macquarie Group, Rock to the Future will be able to substantially increase programming for the 2012-2013 program year.

## Increased Program Capacity

Rock to the Future is excited to announce that during the 2012-2013 program year our afterschool program capacity will increase to up to 33 students! That means that our program will be able to help even more disadvantaged youth thanks to our generous funders.

## Free Saturday Workshops

Rock to the Future will begin holding free Saturday workshop series that will be open to the community. Our workshops will be geared to youth under age of 9 and families with children of any age. Music is stimulating, motivating, and a fun way to bring families together. Music education for young children can facilitate brain development, encourages self-discipline, improves problem solving and emotion communication abilities, and develops a musical ear. We want to encourage a love for music amongst Philadelphians of all ages, focusing on youth and those who have never had to opportunity to learn or enjoy music. Our new Saturday workshop series will include fun, exciting workshops suitable for all levels of musicianship.

## Summer Programs

Rock to the Future will announce the start of Summer programs by January 2013. The Summer programs will provide youth with a “crash course” on instrumental performance, collaboration, and songwriting. Each week will cater to a different age group and will feature electric instruments: guitar, bass, drums, and piano. The Summer programs will introduce and create a passion for music as well expand creativity, increase self-esteem, and promote collaboration.

*“Before this program I was the shy girl- the one who never spoke and nobody ever talked to. Now all that has changed! I’ve met so many cool people, and now I love to perform! Rock to the Future has made the shy me go away forever!”*  
- Sophia, 13





# With Gratitude

## Diamond Level

Farber Family Foundation

Andrea Anania and James Stewart

The Spruce Foundation

Bruce Wrigley (In-Kind)

## Platinum Level

Penn Treaty Special Services

Mill Spring Foundation

Henrietta Tower Wurts Memorial Fund

## Gold Level

Union Benevolent Association

D'Addario Foundation

Aaron's Sales and Leasing

## Silver Level

Atacan Group

Patrick and Debbie McKay

Colleen Vernistky

Robert Bodamer

RJ Russell

Jesse Rinyu

Marjorie Snelling

Carmen Avelo (In-Kind)

