



Annual Report

2014 -
2015



RocktotheFuturePhilly.org



PHILOSOPHY

Rock to the Future provides contemporary music education to Philadelphia's underserved youth at no cost to them or their families. Through music, our programs ignite passion and creativity, support academic achievement, and improve 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 with the inclusion of voices previously unheard.

and individualized and collaborative instruction will inspire a passion and energy for continued interest in music. We know that music education is necessary for a well-rounded education and advances success in academics, the workplace, and society. Our innovative program will create a better future for students engaged in Rock to the Future, local neighborhoods, and Philadelphia.

Passion for Performance
We have a passion for live musical performance. By focusing on quality programming and staff, and achieving measurable goals within the Rock to the Future programs, we 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 not successfully operate without them. Our staff and volunteers wholeheartedly support the program's vision and have devoted their lives to the

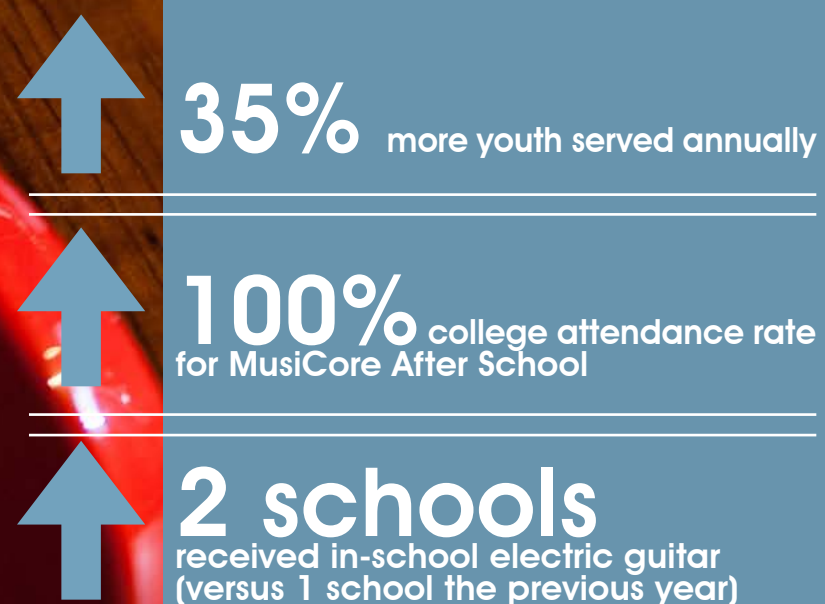
advancement of our students.

Powered by Research
Rock to the Future is not just about rocking out. Decades of research show that music education can positively affect academic and social aspects of life. We collect and analyze data about our students regularly to monitor their progress as well as our own. Using our research in conjunction with outside studies, we are ever improving our approaches and techniques.

Strength in Partnership
We know that connecting with other organizations, businesses, and the community is the path to success. We're constantly searching for new ways to partner and collaborate, which will create additional exposure and opportunities for Rock to the Future as well as help and engage others outside of our program.

VALUES

Students First
At Rock to the Future, our priority is our students. We believe that using contemporary instruments, infused music theory,



Dear friends,

These past five years have been absolutely exhilarating! When starting Rock to the Future, I had no idea the impact that the organization would have in the lives of our participants and community. I knew from personal experience the benefits of music education and that youth would be drawn to learning contemporary music. But Rock to the Future is so much more than just learning music. We help youth gain access to the high schools and colleges of their dreams, discover the ability to imagine and create, and find a place of love and acceptance. We've seen students transform as they return year after year. This year we had four students graduate high school and all four are attending college this fall. One of the graduates started attending Rock to the Future in 8th grade — 2010 — our inaugural year of programming. Over five years she struggled and succeeded in school, home, and life, continuing to attend our MusiCore after-school program throughout it all. This past August we drove her to Penn State York, where she will be studying psychology. At one point she said, "I didn't think this was possible — that I would make it this far." With our support and her determination, she is now a thriving college student who attends leadership conferences to speak on the importance of music education. With the kindness of many people along the way, we have created a first-class organization that continues to grow and transform lives through contemporary music education.



Sometimes it just takes one caring person, one chance, or one opportunity to change the life of a youth forever. We've seen that at Rock to the Future. Music gets them in the door. A friendly, caring, and positive environment keeps them coming back.

Jessica Craft
Founding Executive Director

We LOVE What We Do!



Jessica Craft

Executive Director and Founder

In 2010 Jessica won the \$15,000 Turning Point Prize from Women for Social Innovation and left her prestigious financial services job to start Rock to the Future. Coming from a family that values a good education and relied on school-provided music education, she wanted to give Philadelphia youth the opportunities she had growing up but with a modern twist. Jessica worked on a volunteer basis for the first two years of Rock to the Future until the organization secured additional funding. Jessica has been featured in The New York Times, at the PA Conference for Women, and on iHeartRadio, and was named Featured Woman in Music at the Tau Beta Sigma northeastern conference. Jessica plays drums in numerous local bands.



Josh Craft

Program Director and Cofounder

Joshua Craft is a Philadelphia-based songwriter and music instructor who has been teaching music for more than 10 years. He worked for School of Rock, Farrington's music, Major Music, and privately and studied Music Industry at Drexel University. Through his love of teaching and dedication to Rock to the Future, he dedicated his first two years on a completely volunteer basis. From arranging music for weekly band rehearsals to teaching music theory and songwriting, Josh is always ready to encourage, support, and inspire young creative minds. Josh continues to write and perform music in Philadelphia with his band Conversations (opened for The Beach Boys in 2014) and also as a solo artist.



Katie Feeney

Development Director

After graduating from Penn State University in 2006, Katie completed a two-year term of national community service with AmeriCorps working as a campus and community organizer with NJPIRG's Community Water Watch program. Just prior to Rock to the Future, Katie worked as a policy analyst at Clean Air Council in Philadelphia, where she funded and coordinated projects to implement sound state and federal clean air policies while increasing community awareness via events, media and community outreach. Katie is passionate about music and in her spare time she sings lead vocals in local band You Do You.



Cameron DeWhitt

Assistant Program Director

Cameron DeWhitt is a classically trained pianist, clawhammer banjoist, songwriter, and music educator with a BA in Music Theory and Composition from George Fox University. Cameron teaches music theory, vocals, piano, and guitar lessons at Rock to the Future's MusiCore after-school program and is leading MobileMusic workshops.

Rock to the Future also has teaching artists and part-time staff members as well as more than 20 volunteers who help on a regular basis with music, academics, programming, and committees.



Programs

We believe in the power of music education to inspire and motivate young minds.

For a child living in poverty, the unique opportunity to learn to play a modern “rock” instrument is life changing. Most program participants never imagined picking up an instrument, let alone learning songs from their favorite artists and writing their own music to perform on stage. In addition, by forming bands with other students, they gain confidence and learn to work within a group while engaging in a positive outlet for expressing emotions. These experiences yield positive changes for the youth we serve. Rock to the Future uses music education to improve academics, build self-esteem and motivate youth to stay in school. Our programs range from daily, high-touch programs to annual, low-touch programs, and goals include improved academic grades, reading level, test scores, social behavior, and musical ability. Furthermore, we believe that this type of positive intervention with at-risk youth not only promotes high school graduation but also creates young leaders who will enrich their community.

Rock to the Future provided three direct programs in the 2014 - 2015 program year, for nearly 200 underserved Philadelphia youth. Along with music workshops and music accessibility events, we provided contemporary music education to more than 350 youth in the Philadelphia area.

Youth love contemporary music education and the chance to write and perform their own music.

Rock to the Future is the only program in Philadelphia to offer comprehensive contemporary music education at no cost to participants, while striving to improve academic performance and social skills along with real musical ability. Rock to the Future consistently sees program goals achieved each year.

MusiCore (est. 2010)

After-school program
Monday - Friday 3 - 6pm

Rock to the Future’s longest-running and most comprehensive program is the MusiCore after-school program, which serves 35 low-income Philadelphia youth with comprehensive music education and individualized academic support. Philadelphia students grades 6-12 receive a

Summer Camp (est. 2013)

Week-long summer programs
Monday - Friday 9am - 4pm

Rock to the Future’s summer camps host 30 youths each week. GuitarStars serves ages 7-12 and teaches guitar and bass. Rock*A*Delphia serves ages 13-17 and teaches guitar, bass, drums, and piano. Students learn music theory basics, collaborate in a band with peers of differing

MobileMusic (est. 2014)

Electric guitar instrumental elective
Weekly group lesson in-school

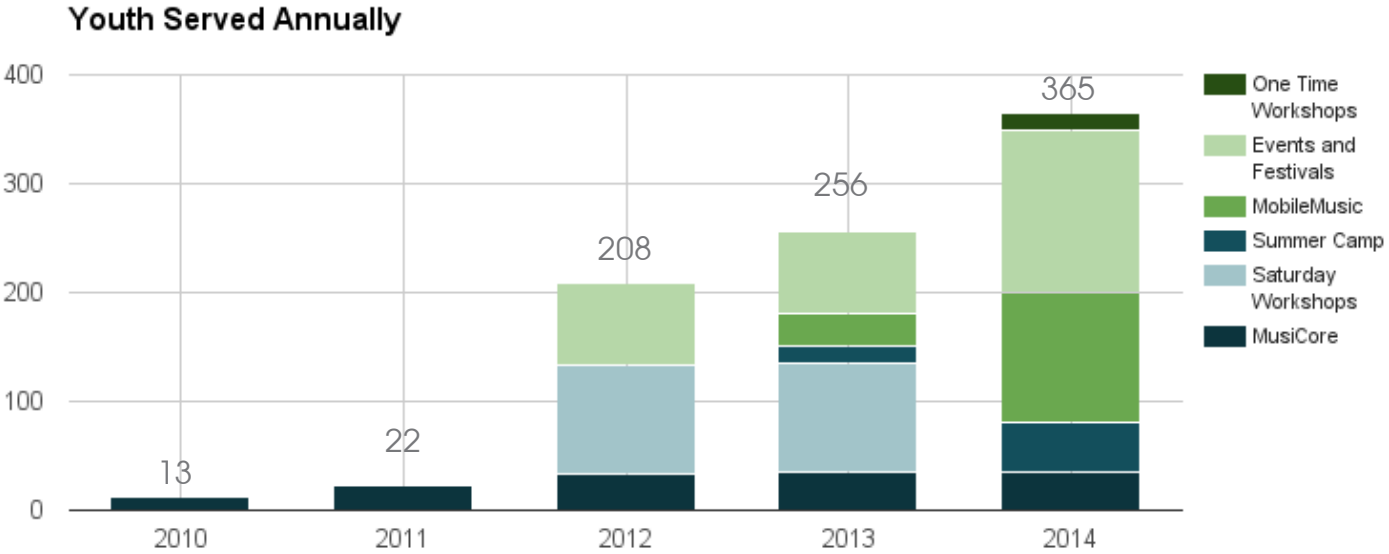
In 2014 Rock to the Future launched in-school electric guitar classes for Philadelphia schools that have had their music programs reduced. Current partnerships are with Conwell Middle School and Hackett Elementary School, both located in Kensington/Fishtown. MobileMusic workshops

“Over five years, we’ve grown from serving 13 youth to more than 300 annually ... and our programs continue to be free for underserved youth.”

private music lesson, band practice, music theory or business class, vocal ensemble, and artist spotlight weekly, as well as individual homework help daily. Students are expected to maintain or work toward a B grade average and attend Rock to the Future three days (minimum for high school) or five days (middle school) a week. Students also receive college application assistance as well as live performance and recording opportunities.

backgrounds to write original music, and perform live at the end of the week for the community. This is the only Rock to the Future program area where youth outside of our general requirements may pay a fee to attend. The fee helps defray the costs of offering scholarships for students who could not otherwise afford this opportunity.

have the goal of providing youth with a creative outlet during their school day, an opportunity to build positive social skills, concentration, and focus. The skills learned in Rock to the Future’s MobileMusic classes are expected to be transferred into other classes and social life. MobileMusic workshops are also offered at no cost to other partner organizations that work with underserved Philadelphia youth.



Who We Serve

Rock to the Future believes that all youth, no matter their socioeconomic status, should have access to the benefits of music education, cultural experiences, and creative expression through the arts.

MusiCore

- Grades 6-12
- 23 different Elementary, Middle, and High Schools; District, Charter, Independent, Cyber
- 85% of families earned less than \$30,000 — many with multiple adults and children in the household.
- 65% Caucasian, 21% African-American, 5% Hispanic, 3% Middle Eastern, 3% Native American, and 3% Asian
- 62% female; 38% male
- 100% of students attended on scholarship

Summer Camp

- GuitarStars (ages 7 - 12), Rock*A*Delphia (ages 13 - 17)
- 54% of families earned less than \$30,000 — many with multiple adults and children in the household
- 54% African-American, 11% Caucasian, 11% Hispanic, 11% Asian, 8% multi-diverse, 5% Native American
- 90% of students attended on scholarship

MobileMusic

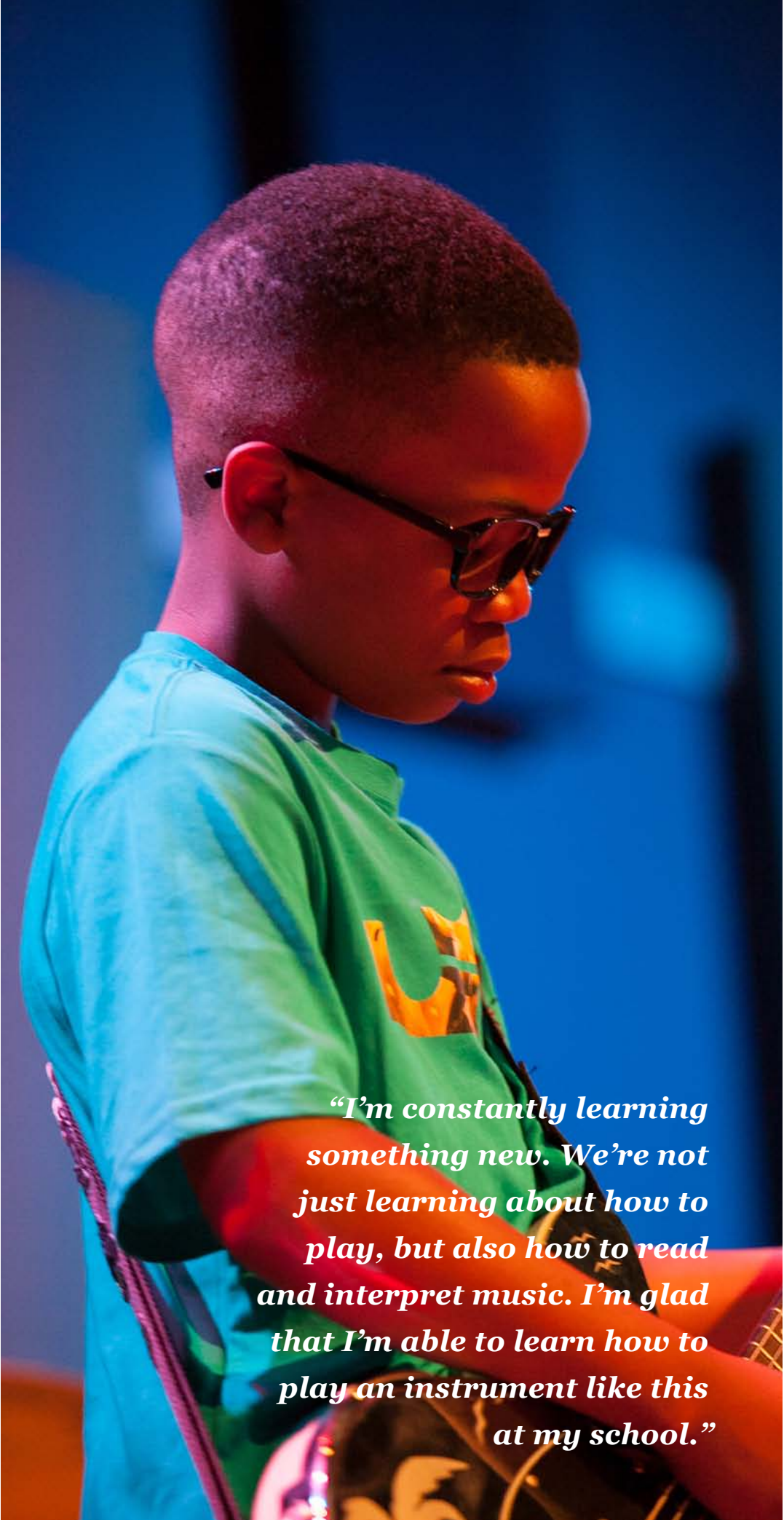
Hackett Elementary School

- Grade 4 - 2 classes of 20 students
- North Philadelphia - Fishtown

Conwell Middle Magnet

- Grades 7 & 8 - 2 classes of 30 students
- North Philadelphia - Kensington

Programs were provided at no cost to schools.



“I’m constantly learning something new. We’re not just learning about how to play, but also how to read and interpret music. I’m glad that I’m able to learn how to play an instrument like this at my school.”

MusiCore Successes 2014-2015

Rock to the Future's MusiCore program is our most comprehensive with academic, music, and social goals. Students receive weekly and daily individualized help with music and academics, as well as social support.

Academic

- 12% of students failing math at the beginning of the year brought their grades up to a B or higher
- 18% improved their grade overall in math
- 9% of students failing English at the beginning of the year brought their grades up to C or higher
- Student body average of B or higher in all core subjects
- For Philadelphia district students who take the Gates exam, all students are reading at or above grade level by high school
- 100% high school graduation rate and post-secondary education attendance (4 students in 2014-2015)

Social

- 100% of students completed survey
- 94% improved ability to follow directions and ability to create and reach goals
- 90% of students felt they were better at making friends and working with others
- 88% improved ability to think creatively
- 85% improved decision-making skills and self-confidence

Music

- 100% of students excited about opportunity to play an instrument
- 100% of students performed during the student showcases
- 97% of students performed and passed their year-end challenge piece



Events & Press

Events, student performances, and press are essential for organization growth, exposure, and fundraising. Rock to the Future participates in dozens of events each year.

Student Performances

Student performances and showcases provide youth with an opportunity to perform their own original music as well as cover songs. Our students work hard and their performances are a rewarding experience. With the exception of the MusiCore showcase at World Cafe Live — which is a paid ticketed event (although tickets are provided to families in need so they may attend) — all student performances are free and open to the public. The student house band — our only program area that requires an audition and additional weekly practice commitment — provides Rock to the Future with additional opportunities for exposure. The house band performs regularly at corporate, community, and partner events.

Events

Rock to the Future participates in numerous events during the year to raise funds and gain exposure for our program. The Music for All Ball — our largest fundraising event — is a formal, gala-style event and has sold out for the past two years. Rock to the Future provides an instrument zoo and make-your-own-shaker station at numerous community festivals and events during the year.

Press

Rock to the Future has never paid for advertisements or press. Through networking, press plans, and social media, Rock to the Future has received numerous earned press opportunities during the 2014-2015 year.

This year, Rock to the Future:

- Performed for more than 2,000 people through six student showcases and 11 house band performances
- Partnered with WXPB for the second year of providing youth programming at XPoNential Music Festival
- Partnered with Young Involved Philadelphia to hold Creative Solutions — a discussion on the troubles within the school district and a showcase of nonprofits that provide youth with enrichment opportunities
- Netted four times the amount of funds at the 2nd Annual Music for All Ball (versus previous year)
- Received local and national press opportunities

Performances

- Fleisher ARTspiration, June 2015
- Hackett MobileMusic Showcase, June 2015
- Conwell MobileMusic Showcase, June 2015
- MusiCore Year End Showcase @ World Cafe Live, May 2015
- Trenton Ave Arts Festival, May 2015
- Music for All Ball, April 2015
- South Street Night Market, April 2015
- Please Touch Museum MLK Day, January 2015

North Highland @ Please Touch Museum, December 2014

MusiCore Winter Showcase, December 2014

Creative Solutions @ Morgan Lewis, November 2014

Barnes Foundation, November 2014

Rally for Rock @ Franklin Square, September 2014

Morris Arboretum, August 2014

GuitarStars Showcase, August 2014

AwesomeFest! @ The Oval, July 2014 (winner of Battle of the Bands)

Rock*A*Delphia Showcase, July 2014



Press

Lily McAndrew wins Crown of the Continent Scholarship from D'Addario Foundation, May 2015

Jessica Craft: Featured Woman in Music Tau Beta Sigma Northeast Conference, March 2015

Rock to the Future, Nonprofit of the Week, iHeartRadio, February 2015

Founding Executive Director Jessica Craft on iHeartRadio, December 2014

Drumming Up Holiday Spirit, Star News, December 2014

Students Hit all the Right Notes in Electric Guitar Class, Philadelphia Tribune, December 2014

Jessica Craft: Local Leader at PA Conference for Women, October 2014

Events

- Clark Park Festival, June 2015
- Trenton Ave Arts Festival, May 2015
- 2nd Annual Music for All Ball, April 2015
- Creative Solutions: State of Young Involved Philadelphia, November 2014
- Clark Park Festival, September 2014
- 2nd Annual Rally for Rock, Fall Music Festival, September 2014
- Morris Arboretum, August 2014
- XPoNential Festival Kids Corner, July 2014

Hall of Fame

Rock to the Future recognizes inductees annually at our Music for All Ball for the contributions and support that they have given to the organization.

2014-2015 Inductees

Arts and Business Council
Drexel University's MAD Dragon Records
Rey Santiago: Youth Mentor

2013-2014 Inductees

Women for Social Innovation
Delaware Investments
Curtis Institute of Music

WEB PRESENCE

Facebook	1,137	+37%	LinkedIn	68	+55%
Twitter	1,127	+22%	YouTube Subscribers	77	+45%
Instagram	325	+91%	YouTube Views	2,108	-65%
Newsletter	2,000	+44%	Website Visitors (Avg Monthly)	6,000	-25%

% increase since 2013-2014 program year



Board of Directors

Rock to the Future has a diverse Board of Directors specializing in a variety of fields including development, marketing/PR, finance and accounting, legal, and youth development.

Board of Directors

Theresa Malandra
Board Chair
Broad Street Ministry

Francesca Gunning
Secretary/PR Committee Chair
Tierney Agency

Carol Banford
Treasurer/Finance Committee Chair
CPA

Brian Sullivan
Legal Committee Chair
Morgan Lewis

Sarah Cho
Fundraising/Events Committee Chair
Temple University

Helen Bradley
University of Pennsylvania

William Mecaughey
Financial Consultant

Jeffrey Barg
Pennsylvania Horticultural Society

John Tigh
North Highland

Rich Neal
Youth Behavioral Therapist

Jeff Buchakjian
EisnerAmper

Advisory Board

Robert Drake
Producer of WXPB 88.5FM Kids
Corner and Radio Host

Ellen Farber
Farber Family Foundation

Finances & Fundraising

In October 2012 Rock to the Future was selected as the charity recipient for the Delaware Investments & Macquarie Group Annual Golf Classic and received a one-time, unrestricted major gift of \$214,565. This was at the end of Rock to the Future's second program year. Prior to this award, the organization was primarily volunteer-operated and served only 22 youth.

This major income source allowed Rock to the Future to expand programming and hire staff. With the help from a volunteer from the Arts and Business Council, Rock to the Future developed a three-year strategic plan to use these funds to sustain and expand its mission, while continuing to raise additional funds from a variety of new donors.

Of the \$214,565 grant, Rock to the Future used \$97,748 during the 2012-13 program year, \$87,880 during the 2013-14 program year, and reserves during the most recently completed 2014-2015 year. As anticipated, Rock to the Future's Statement of Activities for the year ended June 30, 2015 reflects

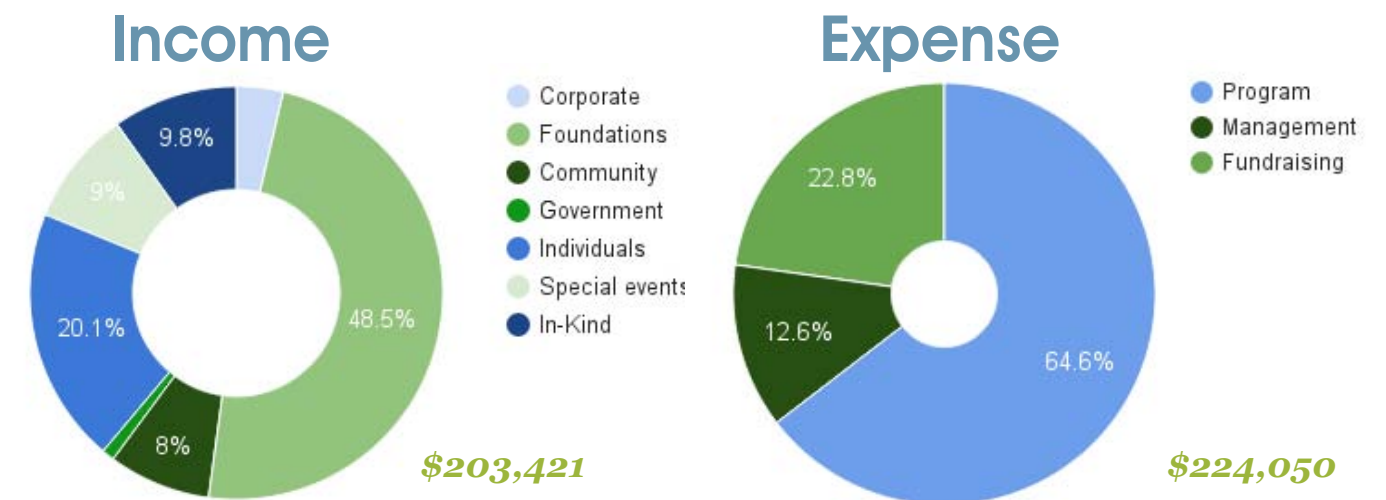


Rock to the Future has increased contributed revenue by eight times since our inaugural year — and youth served by 28 times.

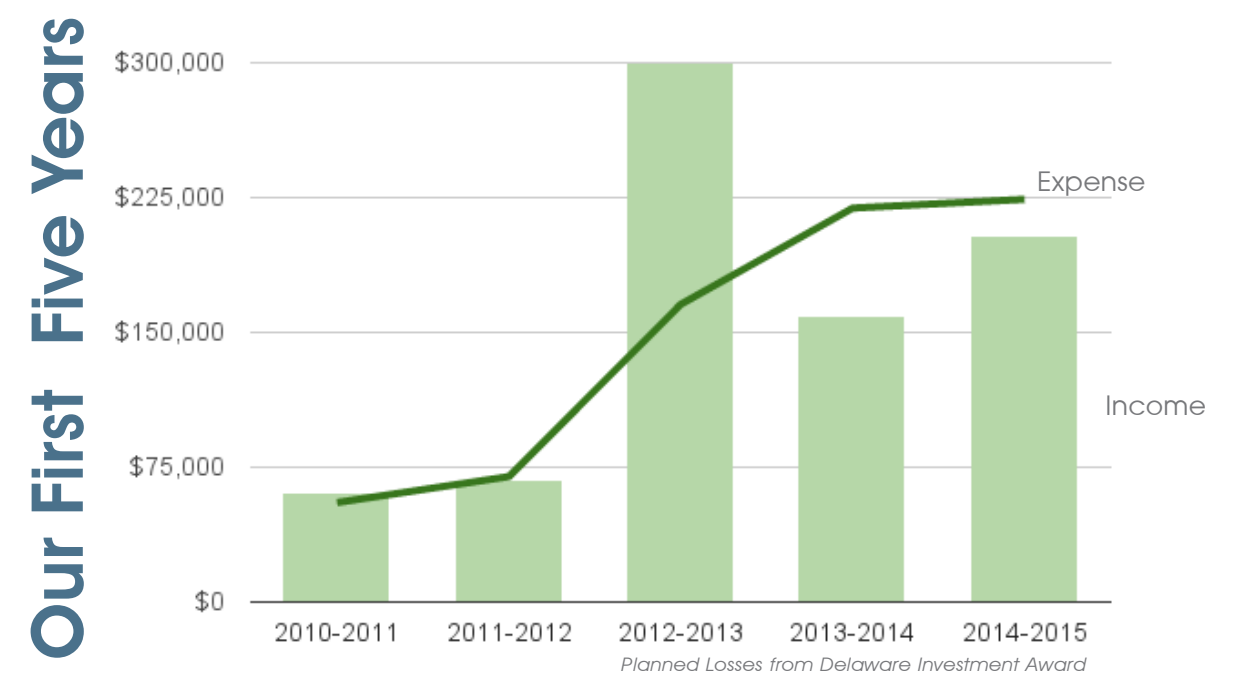
a decrease of \$20,629 in 2015 annual income versus that of the previous fiscal year. As discussed above, Rock to the Future planned for this decline as new sources of funding have been and continue to be developed.

Since receiving this funding in October 2012, Rock to the Future has increased individual and major donors by 545% (\$34,496), foundation/corporate/community support by 315% (\$94,402), and special event income by 507% (\$15,297).

Rock to the Future has aggressive fundraising strategies and goals. With secured multi-year funding, continued interest, and new opportunities, Rock to the Future will continue to supplant and supplement the funds received in 2012. For a copy of Rock to the Future's annual financial review — completed by Snyder Daitz & Co — please contact Jessica@RocktotheFuturePhilly.org.



Total Liabilities and Net Assets 2014-2015: \$69,851



Rock to the Future
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215-302-9633

THANK YOU TO OUR SUPPORTERS!

CORPORATIONS & SMALL BUSINESSES

Barring Eyewear
Chef Barbie Marshall
ChocAmo Cookie Cups
DiPinto Guitars
Fireball Printing
Jacob's Management Group
Hayden Real Estate
Morgan Lewis
MOR Wealth Management
North Highland
Port Richmond Savings Bank
Rushie Law
SB1 Federal Credit Union
Tierney Agency
The Somers Team / REMAX
Verizon Corporation
Yards Brewing Company

In Memoriam:

Ian S. Haney Memorial Scholarship Fund
(for Rock*A*Delphia Summer Camp)

The Mark Webb GuitarStars Scholarship
Fund (for GuitarStars Summer Camp)

FOUNDATIONS

The Alfred and Mary Douty Foundation
Arbonne Charitable Foundation
The Barra Foundation Directors Grant
Program
Children Can Shape the Future
The Claneil Foundation
D'Addario Foundation
Delaware Investments / Macquarie
Group
Dolfinger-McMahon Foundation
Duffine Family Foundation
Emergency Aid of Pennsylvania
Foundation
Farber Family Foundation
Hamilton Family Foundation
Hungry for Music Foundation
The Leon P. Goldberg Physics Fund
The McLean Contributionship
Mill Spring Foundation
The Nelson Foundation
PA Council on the Arts
The Patricia Kind Family Foundation
Penn Treaty Special Services District
Philadelphia Cultural Fund
Rosenlund Family Foundation
The Seybert Foundation
The Sheila Fortune Foundation
The Philadelphia Foundation
Subaru of America Foundation

COMMUNITY PARTNERS

Arts & Business Council of Greater
Philadelphia
Brolik
Circle Thrift
Crown of the Continent
Curtis Institute of Music
East Kensington Neighbors Association
Fishtown Neighbors Association
Greater Philadelphia Cultural Alliance
MAD Dragon Records at Drexel
University
New Kensington Community
Development Corporation (NKCDC)
Philadelphia READS
The Philly POPS
The Philadelphia Phillies, Flyers, Eagles
and 76ers
The School District of Philadelphia
Sustainable 19125 & 19134
Thomas Jefferson Medical Hospital - The
Arrhythmias A Capella Student Group
University of Pennsylvania
Tri State Indie
Women for Social Innovation
World Cafe Live
WXPN 88.5
Young Involved Philadelphia (YIP)