

GIRLS ROCK

SANTA BARBARA



IMPACT REPORT

2020



THE MISSION

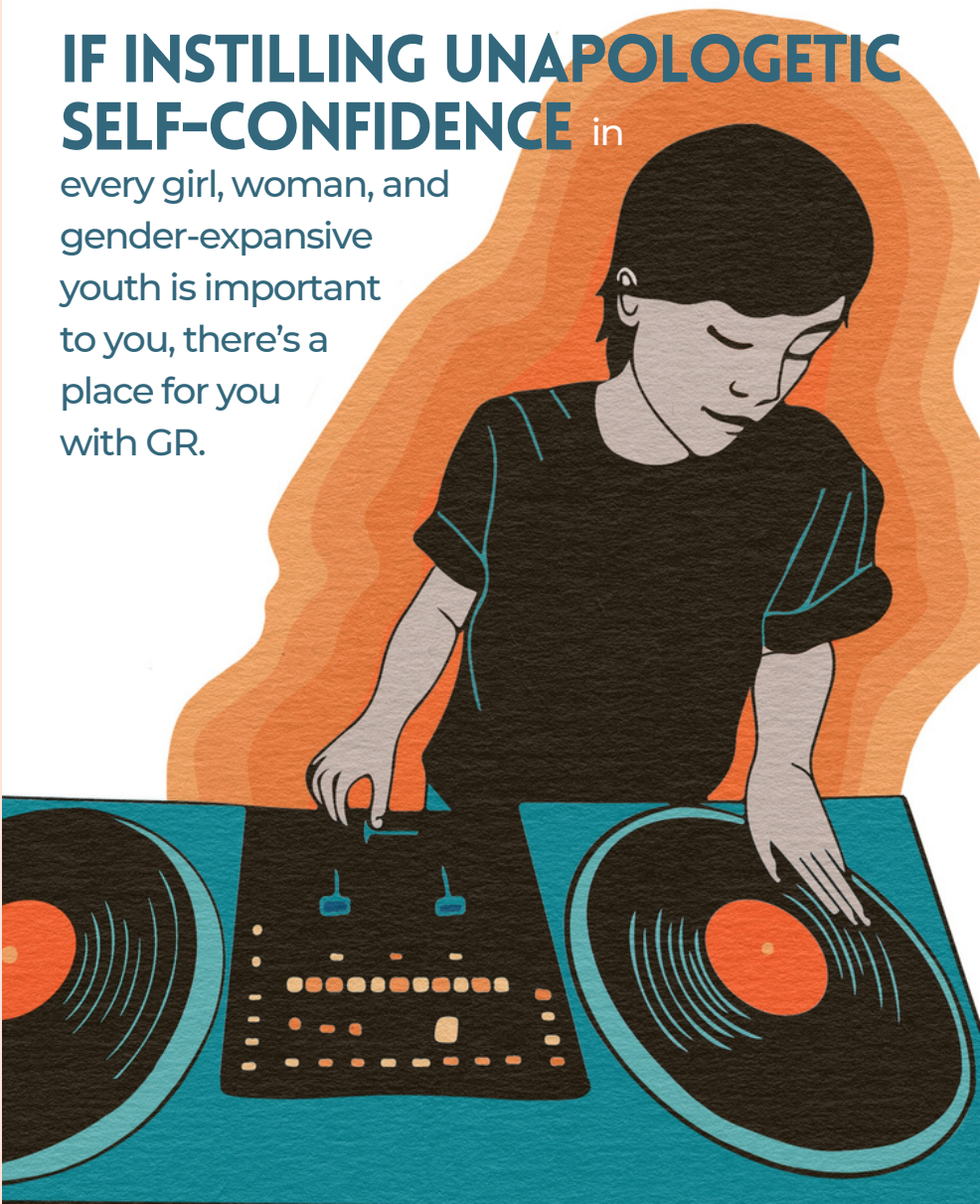
To empower girls, women, and gender-expansive youth through music education, the creative arts, community, and positive mentorship.

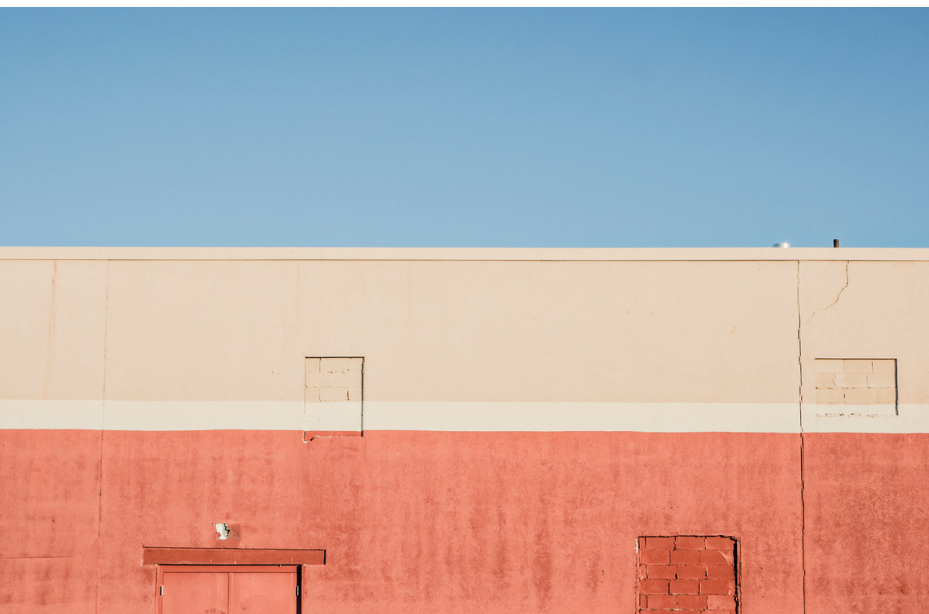
THE VISION

To provide a safe, diverse, and inclusive space to youth. We envision an equitable world that celebrates creativity, embraces authenticity, and values all voices.

IF INSTILLING UNAPOLOGETIC SELF-CONFIDENCE in

every girl, woman, and gender-expansive youth is important to you, there's a place for you with GR.





“MUSIC CHANGED MY LIFE

in the same way that GR changed my life. I was a shell of myself when I went into GR, and when I came out I was stronger, smarter, healthier—mentally and physically—just empowered. I can't imagine my life without GR right now.”

—Lauren, GR
Participant & Syryn
Records Intern

LETTER FROM OUR FOUNDER & EXECUTIVE DIRECTOR

Dear hero,

I hope you and yours have been safe and well in these difficult times. The past year unfolded in a manner none of us could have predicted or prepared for. Especially for families in the GR community who were already struggling to make ends meet, record numbers of them are now experiencing extended unemployment and homelessness. Resilient as today's girls and gender-expansive youth are, this crisis has left even the most privileged of them feeling anxious, hopeless, and alone at unprecedented levels.

Programs like ours uplift our community's most marginalized youth with a like-minded, compassionate family—one that gives them the strength (and skills) to overcome challenges and pursue their potential throughout their lives. We believe in the power of music and the arts to transform lives, and we've continued to witness this every day during the pandemic through virtual programs and events like Bulletin Board, Syryn Records, Amplify Creative Youth Collective, and live social media concerts. Youth are given the freedom and encouragement to LEAD and create art without permission, without perfection, and without peer pressure—and the outcomes speak for themselves.

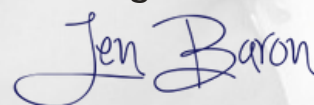
By the end of 2020, 95% of our youth felt

better about themselves, their futures, and their ability to handle whatever may come their way. A further 100% even reported that they developed skills they're confident will help them in their future careers, including technical skills in music, media, and the arts, as well as life skills like respectful collaboration/compromise, professional communication, and time management.

Supporters large and small have been pivotal in helping us build this organization that now consistently serves ~1,000 youth per year (including 2020!), with the majority being tweens and teens. Over the years, GR has become a pillar of support for girls in Santa Barbara and far beyond. Since inception, we've served over 10,000 girls and women, and I know how much you've invested on their behalf.

Thank you for everything you've done to keep GR and our vast community of young artists going during these unprecedented times. We feel stronger than ever with heroes like you continuing to lift us up, even in this unpredictable landscape.

Yours in gratitude and strength,



Jen Baron | Founder & Executive Director

HOW WE SPENT 2020

When COVID-19 hit and it became clear we couldn't safely host our flagship summer camp programs, we had 2 choices. We could hold our breath until the viral storm passed, or we could make a hard pivot and reimagine our programming, allowing us to keep inspiring and connecting our community from afar. Now more than ever, the world can't afford to stop encouraging girls and gender-expansive youth to trust their authentic voices and become brave leaders. We chose to pivot, facilitating online Zoom courses that served 1,200+ grade schoolers **PLUS** creating our first-ever PAID remote internship for 42 talented, passionate high schoolers.

BULLETIN BOARD ONLINE COURSES

TEACH AN
ONLINE
CLASS

During this time where kids are home from school for the next three weeks Girls Rock wanted to invite instructors worldwide to share their passion and to teach!

Art
photography
Music lessons
cooking
Voice lessons
AND MORE!!

CLICK HERE

Rapidly launched online music and arts classes in spring 2020 in response to school/facility shut-downs

Open to all students in **4TH-12TH** grade

All donations (class fees) went directly to instructors, giving our vast network of instructors substantial income when many of them had suddenly lost their jobs

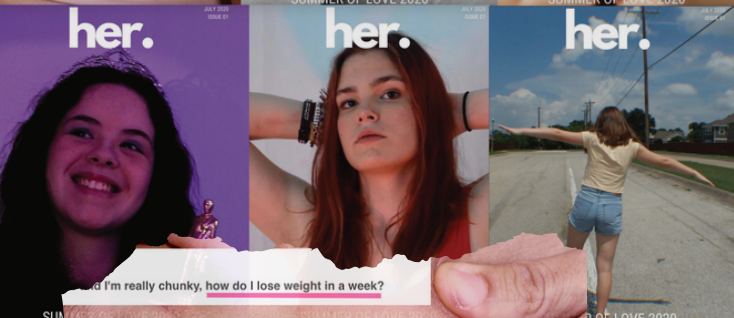
Employed over **50** instructors with an average of **\$55** per hour

Over **100** live, Zoom-facilitated virtual co-ed classes in subjects like Intro to Guitar, Advanced Songwriting, and many more

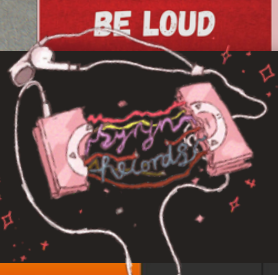
Directly served over **1,200** 1,200 youth of all genders, identities, income levels, etc...no student was turned away due to inability to pay



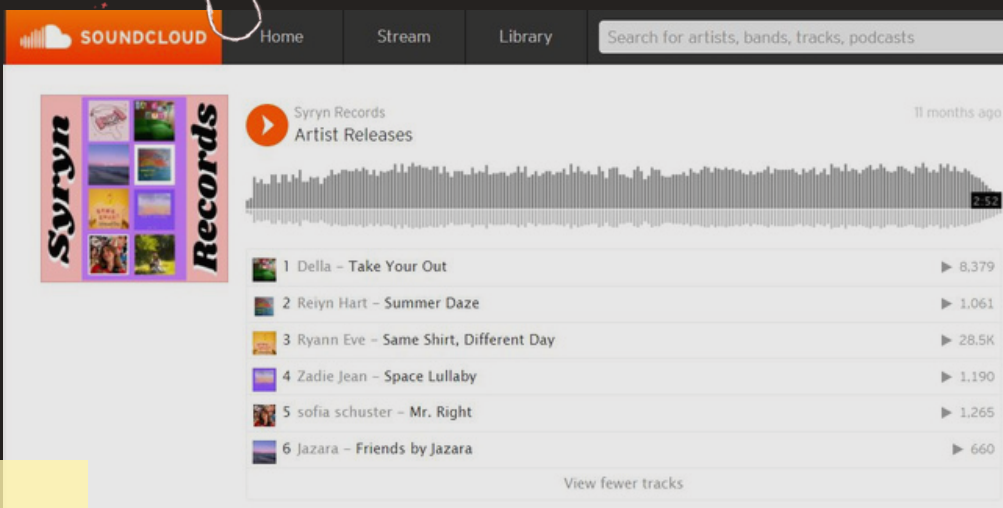
Studied music production and recording, journalism, photography, and more alongside the experts who've been there... **ELLE KING, SHIRLEY MANSON,** Zella Day, Divinity Roxx, Lauren Mayberry, Patty Schemel, **NIK WEST,** Malynnda Hale, Emily Haines, Jenna Andrews, Yumi Sakugawa, Ella Richie DeMaria, and dozens more



42 teens around the **WORLD** created a totally youth-run record label (Syrn Records) to launch the music careers of **7** teen recording artists—check out the site our interns created from scratch at **SYRYNRECORDS.COM**



Paid every intern **\$500** each for their hard work throughout the 7-week summer internship at a time when they and their families needed it most



Aesthetic: Photos

COLOR SCHEME SUGGESTION:

PHOTOS THAT FIT THEME WELL

7 debut singles (plus their music videos, cover art, and press releases!) on platforms like Spotify, over **1,000** photos, 7 podcast eps, over **10** celeb interviews in publications like Audiofemme, near-daily performances and workshops via Instagram Live, and carefully measured social media marketing to promote it all

SYRYN RECORDS TEEN INTERNSHIP

SYRYN RECORDS

CONT.



6 CREATIVE TRACKS

Record Label Management • Recording Artist • Photography • Journalism • Podcasting • Social Media

WHAT THE INTERNS HAVE TO SAY

“I leave for college in less than 2 weeks, and this internship was the perfect send-off.”

“I just can't believe my fellow interns and I did all of this in 7 freaking weeks! Amazing, showstopping, astounding. All of us work together so well, and **I LOVE EVERYONE.**”

“I love how everything is centered around the **INTERNS' CREATIVE CHOICES.** This is a space where everyone can express themselves and our mentors are always there to help and make our projects be the best they can be.”



“When I applied for this internship, I didn't know what I was getting into... GR gave me this amazing opportunity but also a creative outlet and an amazing community of people. Everyone in my track is so kind and loving, I couldn't ask for a better group to work with. This internship made me feel like all of my accomplishments were valid, plus it helped me network and build professional relationships and friendships **I'LL CHERISH FOREVER.** I also gained so much experience and got to talk to so many people from different places and walks of life. It gave a whole new meaning to the word **INTERSECTIONALITY.** Thank you so much for helping me make the best of this summer.”

“Our Zoom sessions really feel like comfortable spaces of community, inspiration, and self-expression, **JUST LIKE IN-PERSON** GR programs.”

SYRYN RECORDS CONT.

SURVEY SAYS...

100% of interns felt safe to authentically express themselves while still supporting each other

100% of interns felt like their choices made a difference



97% of interns already felt like they belonged within days of the remote internship's launch

98% of interns learned they can do things they didn't think they were capable of before the internship and now feel confident in their ability to make a difference

92% of interns are leaving this program with more pride in both their race and gender

95% of interns feel better not only about themselves but also about their future, and that they're now more capable of handling whatever comes their way

100% of interns came out of this program feeling like they could better appreciate opinions that were different from their own

HOW 2020 CHANGED US

This internship was so life-changing, we expanded it into a year-round program: the Syryn Records internship, where dozens of teens spend at least one semester receiving professional experience and uplifting mentorship while running their own record label. While we couldn't be together at camp last year, we stumbled on this amazing way to engage our most advanced youth—even those living across the globe.

2020 BY THE NUMBERS

\$21,000 in stipends given to 42 high school interns around the world

~1,300 youth served through hands-on virtual programs

100,000 fans reached around the world thanks to our partners & their platforms (e.g., Spotify, Sound-Cloud, Audiofemme, GRL MAG)

100+ online music & art courses

60+ instructors & staff worldwide provided with a source of income in a shut-down world

100+ special guest mentors, like RECORDING ARTISTS, music managers, PRODUCERS & many more

ethnicities served...**43%** white; **26%** Latinx; **20%** Black; **9%** Asian; **2%** other

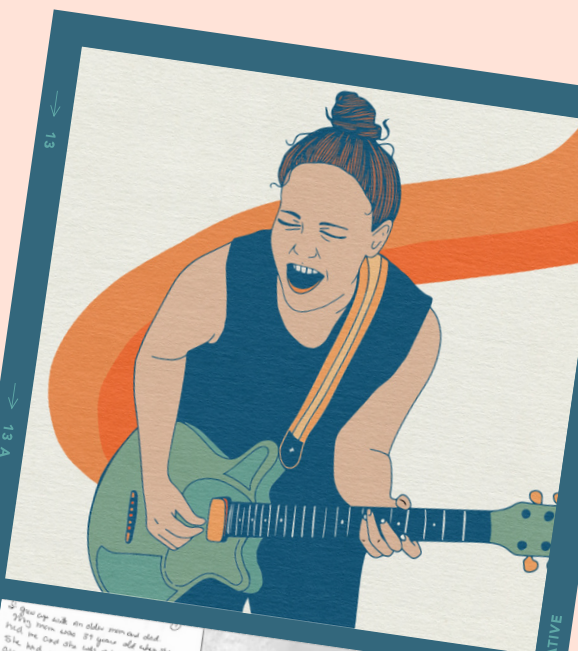
preferred pronouns served...
88% she/her/hers, **5%** they/them/theirs, **7%** both she/her/hers & they/them/theirs

57% of youth served were BIPOC

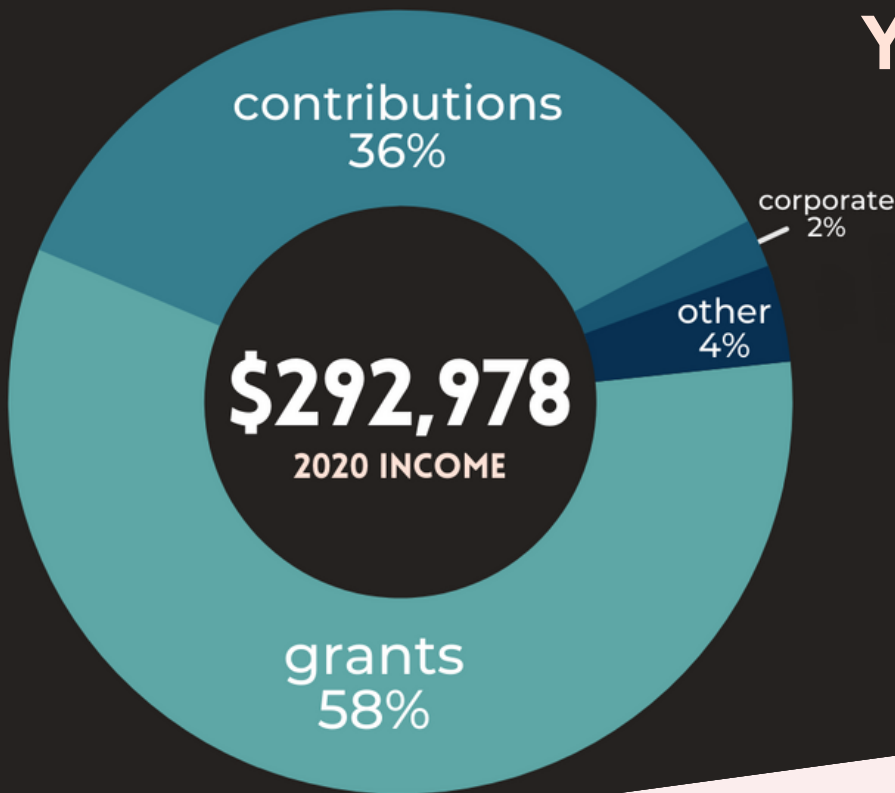
67% of youth served were from low-income households

10,000 youth and women served since org inception

\$1,000,000+ given in scholarships & subsidized programming since org inception



YOUR INVESTMENT IN A SNAPSHOT



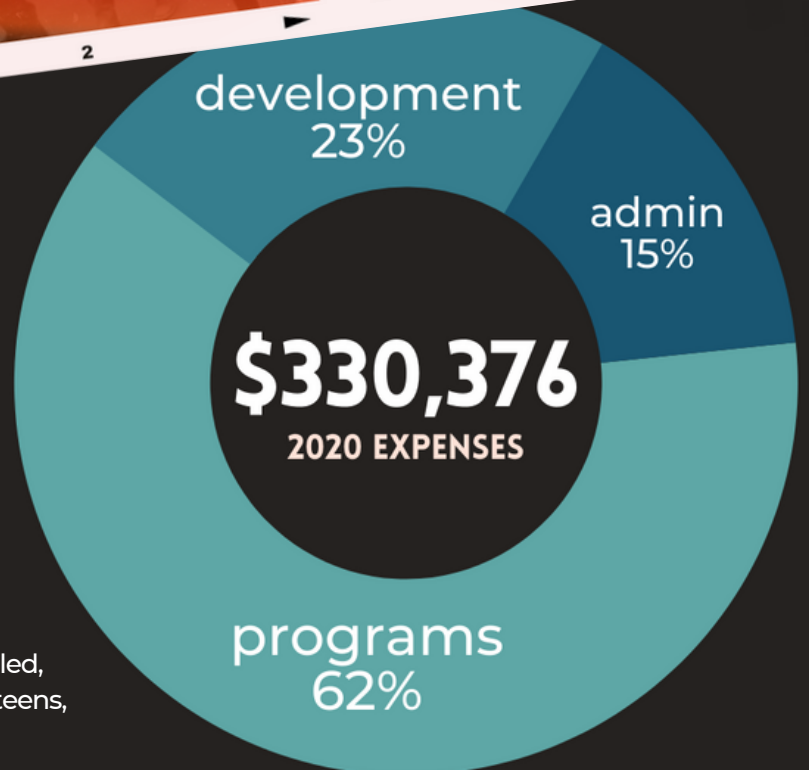
“My daughters are stronger, more compassionate, more aware, and more intelligent humans as a result of [their time] in GRSB programs. Of course, they're better musicians as well, but the impact of GRSB goes far beyond music...”

—Kellie Butkiewicz, 3-time GR Parent



“Our interns accomplished in **7 WEEKS** what many adults take years and years to do. I hope they realize the extent of it.”

—Elle Naef, Social Media Instructor



1. 2020 loss covered by reserves accumulated in 2019.
2. In-person programs like summer camps were cancelled, replaced with an online paid internship program for teens, with the majority of costs incurred July–August 2020.

GIRLS
LEADERSHIP

137 PRODUCTIONS

CLEARLIGHT
MASTERING

ABLETON

TECHNE

PEOPLE'S SELF-
HELP HOUSING

SANTA YNEZ BAND OF
CHUMASH INDIANS

AMAZON

AUDIOFEMME

RED LIGHT
MANAGEMENT

PACIFIC PRIDE FOUNDATION

AMERICAN CAMP ASSOCIATION

SANTA BARBARA UNIFIED
SCHOOL DISTRICT

TWENTYSEVEN
MUSIC PUBLISHING

PARTNERS

KEY SUPPORTERS

Adam Brezine • Anne Towbes •

Best Buy Foundation • California Arts Council • Carrie Towbes • Cindy

Christensen • Colette Schabram & Amazon • Denise Mueller • Devyn

Duex & CAPTRUST Community Foundation • Emma Bridges • Erin

Ward • Girls Rock Camp Foundation • Hazen Family Foundation •

Johnson Ohana Foundation • Kristin Kirby • Love Lee Foundation •

Marla McNally & Lee Phillips • Melanie & Howard Abrams • Morgan

Stanley Community Affairs • Myriah Johnson • Nancy O'Connor •

Orange County Community Foundation • Reverb • Rotary Club of

Montecito • Santa Barbara Bowl Foundation • Santa Barbara

Foundation • Tu Pham • UCSB Community Volunteer Foundation

JOIN OUR FIGHT

TO MAKE SURE ALL GIRLS & GENDER-EXPANSIVE YOUTH KNOW THEY'RE ENOUGH

2020 was kind to no one, including GRSB. The pandemic forced us to cancel our summer camps, but the earned income from those registration fees typically cover 1/3 of our entire annual budget. Despite being able to run a limited (and very COVID-safe) version of Amplify in 2021, we are still very much in recovery mode from the last ~16 months.

Yet, now more than ever, we know youth need organizations like GRSB to encourage them to create, lead, and communicate as their **AUTHENTIC SELVES**. We must keep lifting each other up in order to create an equitable world that values all voices, even when we're down, even when we're scared. If you agree, there's many ways for you to get involved in big ways and small.

1 DONATE

This was the hardest year for us financially, by far, but we dug deep and pivoted everything to keep engaging our youth in innovative ways from home—and at no cost to our participants and their families, most of whom are also struggling. Help us celebrate our 10th year by giving at GIRLSROCKSB.ORG/DONATE or sending a check to our address below. Only you—our neighbors, our biggest fans—can make sure we have the support to weather this storm going into next year.

3 SHARE & CONNECT

For 10 years, we've been blowing up your social media feeds because we want the world to see what's possible when we lift each other up and focus on being **BRAVE**, not perfect. The lifelong relationships, the honest artwork, the fearless performances. If you believe in the work we're doing, the work that's allowed us to serve over 10,000 youth and counting, follow us on Facebook ([@GIRLSROCKSB](https://www.facebook.com/GIRLSROCKSB)) and Instagram ([@GIRLSROCKSB](https://www.instagram.com/GIRLSROCKSB)). Bring your friends.



2 VOLUNTEER

We're always happy to welcome talented team members from all backgrounds, whether you're a passionate freshman eager to join our School Circles or a local musician interested in teaching next summer. Bonus points if you're bringing some relevant experience with you (e.g., in music, the arts, education, even technology), but there's a place for everyone at GRSB. A love of empowering and encouraging our limitless girls and gender-expansive youth is the only hard requirement.



GIRLSROCKSB.ORG • 100 MIRAMAR AVE., SANTA BARBARA, CA 93108 • 805-699-5247 • GIRLSROCKSB@GMAIL.COM

GRSB is a registered non-profit organization • Tax ID: 46-0687975 • All donations are tax deductible