



GIRLS ROCK

SANTA BARBARA

2018 ANNUAL REPORT



***GIRLS ROCK SB BELIEVES GIRLS
ARE EVERYTHING THEY CHOOSE TO BE.***

Our vision is to provide a safe, diverse and inclusive space to girls through music and arts education, mentorship, and community building. We strive to help shift girl culture to one in which girls collaborate and support each other.

***CREATIVE
BRILLIANT
WORTHY
PASSIONATE***

OUR MISSION

Girls Rock Santa Barbara empowers girls and women through music education, creative expression, and performance; promoting an environment that fosters self-confidence, creativity, and teamwork.



DEAR FRIEND,

It is a privilege to serve as Chair of the Board of Girls Rock Santa Barbara, a nonprofit that has served thousands of girls in our community.

The program teaches girls to be BRAVE and not perfect. We use music, art, and creative expression as the tools to help girls find their inner voice. While Girls Rock Santa Barbara is about music education and collaboration, the program is most importantly about building self-esteem in girls.

OUR COMMITMENT TO THE NEXT GENERATION

Studies have shown that 70% of girls today don't feel good enough. I believe that it is critical that we support and encourage girls to believe in themselves, to be brave, and to embrace their ambition.

Santa Barbara is home to the largest Girls Rock program in the world. We have served over 4,000 girls since 2012. Our policy of, "NO GIRL LEFT BEHIND," drives our commitment to empowering all girls,

regardless of how much they can pay for the program. Historically, more than 50% of the girls in the program receive some level of financial aid. We couldn't do this without private charitable support. Thank you for supporting Girls Rock Santa Barbara and making these transformational programs possible.

- Kerri Murray | Board President, GRSB

WHAT MAKES US ROCK

While music and the creative arts are the vehicle, the core of the Girls Rock SB program is about female empowerment and mentorship, creating an environment in which we support and lift each other up.

WE ARE BUILDING A CULTURE OF SUPPORT

Since 2012, Girls Rock SB has served Santa Barbara and the greater Santa Barbara County community. What started as four weeks of summer day camp has developed and transformed into both a year-round after-school program and nine weeks of summer camp that have served over 4,000 girls.

We value difference and invite all girls into the Girls Rock SB program. We want all participants to feel valued, accepted, and empowered to tap into her deepest creative self. We build equity through music education and mentorship in an inclusive and safe space.

WE BELIEVE IN THE POWER OF MUSIC

We believe in the power of music to transform lives, and we witness the results as our program participants evolve from timid and unsure to bold and confident in the span of just one week. Girls are given the freedom and encouragement to create art without permission, without perfection, and without peer pressure.

Our participants reflect a wide array of ages, diverse socioeconomic and cultural backgrounds, LGBTQIA identities, and more.

YEAR AROUND PROGRAMS

NO EXPERIENCE NECESSARY | ALL INSTRUMENTS & CAMERAS PROVIDED

AFTERSCHOOL PROGRAMS 14 week sessions

ROCK BAND

In our 10 week sessions, campers form bands, write an original song and perform live. Each day kicks off with punk-rock-yogaerobics to get our bodies moving, an inspired rendition of the camp theme song. **For girls ages 7-17**

PHOTO & FILM

Get immersed in the art and craft of digital photography and film making. Utilize the tools necessary to capture great images and refine them through digital imaging. **For Girls ages 10-17.**

MUSIC LESSONS Year Around

PRIVATE MUSIC LESSONS

Girls Rock offers private lessons in Drums, Guitar, Bass, Vocals, Piano, and Ukulele. Both 30-minute and 60-minute lessons are available. **For girls ages 4-18.**

SMALL GROUP MUSIC LESSONS

GRSB's small group offerings currently include: Guitar, Piano, Drums, Bass, Ukulele, Vocal, Pop Acapella Choir, Music Theory, and Family Music. **For girls ages 4-18.**

SUMMER CAMPS 1 week sessions

Sleep Away Camp - June through August

Teen Workshops - June through August

Rock Band- August Only

AMPLIFY SLEEPAWAY CAMP - Creative Tracks

The Amplify experience is one of a kind! Campers choose a specialty to focus on each and every week they are enrolled. Some girls choose different specialties each week they are at camp and some stay with the same area for two or more weeks. Located in Ojai, Ca. For girls ages 10-17.

ROCK BAND DAY CAMPS

In one week, campers form bands, write an original song and perform live. Each day kicks off with punk-rock-yogaerobics to get our bodies moving, an inspired rendition of the camp theme song "Boom Shaka Laka" and a hilarious yet educational skit by the Famous Rock Camp Skit Time Players. Located in Santa Barbara. **For girls ages 7-17.**

TEEN SUMMER WORKSHOPS - Creative Tracks

These workshops offer a series of one-week workshops in the summer for teens seeking a rigorous in-depth experience in a chosen area of concentration. **For Girls Entering into Grades 6th - 12th**

FAMILY MUSIC 10 week sessions

We recognize that young children learn best from the powerful role models in their lives. Our family music classes show parents and caregivers how to help their children become confident music-makers, just by having fun making music themselves. Bringing families together in a warm, supportive environment -- and creating lasting family and community bonds through music -- is a huge part of Girls Rock SB. **Ages 3 months through 5 years** (co-ed 3 months - 3 years)

OUR NO GIRL LEFT BEHIND POLICY

Our policy of "no girl left behind" drives our commitment to serve all girls, regardless of how much they can pay for the program. Our commitment to offering equitable access to music and arts education is a pillar of our organization. Over and over again, studies show, When we invest in girls - everyone wins.



CREATIVE TRACKS

Over the years Girls Rock has expanded our focus beyond music, encompassing a broader range of creative arts classes. By broadening our scope we hope to be an even more inclusive space to all girls.

Our very low student-to-staff ratios ensure a level of instruction, engagement and mentoring that makes the experience unforgettable.

ROCK BAND

Campers form bands, write original songs, and perform in front of a sold out crowd. Morning sessions consist of group instrument instruction and a workshop. Workshops at camp may include music history, songwriting, zine- and comic-making, screen printing, beat boxing, DIY recording, rapping for empowerment, alternative instruments, and more. ** Afterschool Programs, Summer Day Camp, and Sleep Away Camp*

FILM & PHOTOGRAPHY

Girls learn extensive photography and film making skills. Highlights include filming and directing a music video and learning photo editing skills including Adobe Photo Shop and Final Cut Pro. Each student will have an opportunity to have their piece published online and to start building a professional portfolio.

** Afterschool Programs, Summer Day Camp, and Sleep Away Camp*

JOURNALISM & CREATIVE WRITING

Girls learn basic web reporting, interviewing, editing and news writing techniques. Students spend the day in a classroom environment designed to mirror a professional newsroom, where they brainstorm story ideas, research current affairs and learn how to write news stories. They also spend time interviewing in the field. **Sleep Away Camp Only*

MUSIC PRODUCTION AND ENGINEERING

During the Music Production Track campers learn key music production concepts like songwriting and musical arrangement, in addition to learning how to create/modify sounds and even program drum beats and patterns. The entire process of making digital music is explored here. **Sleep Away Camp Only*

DJ

Campers will learn teamwork skills, problem solving, music theory and even math, all while creatively expressing themselves in fun and exciting ways in an awesome and safe environment. On the final day of camp, the campers will show off their newfound skills in a DJ exposition for their parents and family.

** Sleep Away Camp Only*

CODING

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** Sleep Away Camp Only*

INVEST IN GIRLS ROCK SB

The impact of our programs includes positive relationships between peers and a boost in the confidence and skills of our participants. Some of the life skills learned are teamwork, leadership, and confidence. Peer-to-peer mentorship and collaboration among bandmates builds teamwork and interpersonal skills.

\$50,000

CHANGES LIVES and enables GRSB to create and long-term partnerships with groups who serve girls in crisis.

\$25,000

EMPOWERS 100 GIRLS with financial need to participate in our after school program.

\$10,000

PROVIDES the opportunity for 10 at-risk girls to experience the life changing experience of sleep away camp.

\$5,000

TRANSFORMS the lives of 15 girls by providing them scholarships to summer day camp. Transition House, CASA and Heart4Refugees.

\$2,500

COVERS THE COST of all the equipment needed for a Girls Rock band camp.

\$1,000

ENABLES foster youth to participate in Sleepaway camp.

\$500

FACILITATES girls ages 16-17 to learn leadership skills and mentor younger girls as counselors in training.

\$250

COVERS THE COST of five female fronted bands to perform for the girls at summer camp.

\$100

MAKES IT POSSIBLE for four girls to attend one of our many weekend workshops.

LEAVE A LEGACY

There are many ways to leave a legacy, and for those who would like their legacy to include a long-term gift to Girls Rock Santa Barbara, there are many options to consider. GRSB encourages potential legacy givers to speak with a financial advisor and a GRSB representative to determine which legacy giving options can most effectively meet the donor's goals and Girls Rock SB's needs.

GIVE NOW

Make an investment today in tomorrow's future leaders. Every gift makes a difference and will directly benefit youth in our local community.

GIVE MONTHLY

Even better, become a sustaining investor in Girls Rock Santa Barbara by signing up for a monthly recurring gift.

GIVE A SCHOLARSHIP

Empower girls who would not otherwise be able to participate to experience the life-changing benefits of our programs.



You can make a donation online at www.GirlsRockSB.org

OUR YEAR IN NUMBERS

We are committed to always raising the bar and our numbers reflect just this. Raising the bar to us means making the Girls Rock Program as equitable as possible for our families. It means making sure our programs are inclusive safe spaces, spaces that reflect our organizational commitment to and celebration of diversity, making sure that every action we take is thoughtfully considered through the view of our mission, and ultimately offering a high quality program to our community.

\$500,000

OVER \$500,000 IN SCHOLARSHIP AID GIVEN SINCE INCEPTION

\$150,000

In 2018 distributed over 150k in scholarship aid for girls to attend our programs

4,000

487

Number of girls served in 2018

OVER 4,000 GIRLS HAVE PARTICIPATED IN GIRLS ROCK SINCE IN 2012

59%

GRSB participants who identify as girls of color

47%

Received some form of need-based financial aid

40

Female-fronted professional bands performed live at our summer camps

89%

Girls had a first time experience with an instrument in GRSB

5,000

Over 5,000 photos were taken by girls in our program in 2018

125

We have trained over 125 women in 16 different countries.

OVER 8

Different languages spoken by campers in our sleep away programs in 2018

15

Girls from Syria who we provided scholarships to attend Girls Rock SleepAway Camp

DID YOU KNOW?

We partner with local schools and community organizations to identify participants who are most in need. Our programs are particularly impactful for those who feel underrepresented and marginalized as they are in a supportive and inclusive environment.

Girls Rock partners with:

- Transition House
- Syrian Community Network
- Police Activity League
- Child Abuse Listening Mediation (CALM)
- Foster Youth Services
- Pacific Pride



WHY I LOVE GIRLS ROCK SB

WHAT A WONDERFUL GIFT FOR MY DAUGHTER

"My daughter just played me the song she wrote last week at girls rock. It made me cry it was so beautiful. This camp and these counselors opened a door to her creativity that was closed. What a wonderful gift. I highly recommend this camp for girls who need a moment in a nurturing environment to unleash their creative potential." - Norah

I WAS BLOWN AWAY BY THE SLEEPAWAY CAMP

"Danielle went last summer and it was so amazing. From the lush setting, to the private dorms... this is so empowering for young ladies!" - Antoinette

MY ONCE SHY GIRL WAS EMPOWERED AND CONFIDENT

"My daughter attended last year. It was her first time ever being away. She was so scared but excited. I could not ask for a better camp for my daughter to attend. The staff was amazing. My once shy girl was empowered and confident. I cannot thank Girls Rock SB enough for what they did for my daughter. - Vernise

GIRLS ROCK IS A LIFE CHANGING EXPERIENCE

"Girls Rock SB is a life changing experience for young women in Santa Barbara and my 9 year old daughter specifically. It has inspired her musical aspirations, enhanced her creativity, bonded her with new friends, and opened a new world of expression." - Alan

MY DAUGHTERS GAINED SELF CONFIDENCE

"My daughters have really enjoyed the girls rock program. They have gained self confidence, learned how to play instruments and sing. Most importantly, they have had a lot of fun!" - John

A CREATIVE, NURTURING COMMUNITY

“Rock music, journalism and photography are the specific milieu of GirlsRock, but really, GirlsRock offers something broader - a creative, nurturing community, at a time in life when girls most need it.” - Peter Melnick

IMAGINE A WONDERFUL CREATIVE LAND

“Imagine a wonderful creative land where you could COMPLETELY be yourself, choose from any number of exciting artistic choices AND get to collaborate and hang out with tons of girls/women who want the same things as you? That fantastic place is GIRLS ROCK SB.”
- Marla McNally Phillips

BOARD OF DIRECTORS

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Lianne Towbes
Au Revoir Simone
Tommie Vaughn

AROUND THE GLOBE

Girls Rock Santa Barbara is the largest program of its kind in the world. In 2013 we started the Volunteer Exchange Program where we bring program directors, executive directors and program staff from other Girls Rock Programs worldwide to train with us in our “teach the teacher” model. We have successfully trained over 125 women in 16 different countries.

MUSIC TEACHERS THAT ROCK

In 2018 we had teachers from the following countries:

Iceland	Peru
United States	Mexico
United Kingdom	Italy
Brazil	Bosnia
Ireland	

FINANCIAL HIGHLIGHTS

	2018	2017
REVENUE		
Contributions	\$212,477	\$67,828
Grants	\$130,800	\$146,531
Total Contributed Revenue	\$343,277	\$214,359
Earned Program Revenue	\$410,296	\$233,687
Scholarships Given	(\$150,766)	(\$130,548)
Net Earned Program Revenue	\$259,530	\$103,139
TOTAL REVENUE	\$602,807	\$317,498
EXPENSES		
Program	\$317,230	\$194,263
Administration	\$43,136	\$56,130
Development	\$56,846	\$25,910
TOTAL EXPENSES	\$417,212	\$276,303
NET INCOME	\$185,595	\$41,195
ASSETS		
Cash	\$201,269	\$53,861
Accounts Receivable	\$23,292	–
Other Current Assets	\$3,324	–
TOTAL ASSETS	\$227,885	\$53,861
LIABILITIES		
Accrued Expenses	–	\$12,991
NET ASSETS		
Temporarily Restricted	\$22,500	\$28,500
Unrestricted	\$205,385	\$12,370
TOTAL LIABILITIES & NET ASSETS	\$227,885	\$53,861

NO GIRL LEFT BEHIND

IN 2018 WE PROVIDED OVER \$150,000 IN FINANCIAL AID

Our policy of “no girl left behind” drives our commitment to serve all girls, regardless of how much they can pay for the program. Our commitment to offering equitable access to music and arts education is a pillar of our organization. Over and over again, studies show when we invest in girls - everyone wins.

THANK YOU TO OUR GENEROUS DONORS

A-Frame Surf Shop
Alan Kozlowski
Alan Moelleken
Allison Spinelli
ALO Tour
Alysia Hendricks
Alyson and Mady Aliano
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Sky Dive Santa Barbara
Sloane Reali
Sophia Schuster
Source Yoga
Stacy Pulice
Stanley Tomchin
Sue Young

Summers Case
Susan Boyle
Susan Maturio
Susan Neufeldt
Suzanne Perkins
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Taylor Guitars
Teecino
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The Girls Rock Camp Foundation
The Hazen Family Foundation
The List Foundation
The Montecito Journal
Towbes Foundation for the
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Tu Pham and Side Project
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UCSB CAB
Urban Developments
Veronica Moreno
Vivian Solodkin
Wanderlust Festival
Whitney J. Bruce
Wild Cat
William Swan
Williams-Corbett Foundation
Yoga Jones
Yoga Soup

BECOME A MONTHLY INVESTOR

Our monthly giving program helps ensure that every girl knows that she has someone in her corner who believes in her strengths and abilities.



***GET LOUD
MAKE NOISE!***

(805) 699-5247
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ROCK**
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