

GIRLS ROCK

SANTA BARBARA

2019 IMPACT REPORT



At Girls Rock Santa Barbara, we recognize that gender is a reflection of identity, biology, and expression.

We welcome anyone who self-identifies as a girl or young woman. We aren't in the business of determining anyone's gender. That decision is the right of every individual.

OUR MISSION

GIRLS ROCK SANTA BARBARA EMPOWERS GIRLS, WOMEN, AND GENDER EXPANSIVE YOUTH THROUGH MUSIC EDUCATION, THE CREATIVE ARTS, COMMUNITY AND POSITIVE MENTORSHIP.

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





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 5,000 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 a year-round program that has served over 5,000 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 MUSIC PROGRAMS

- MUSIC ON THE MOVE
- THE LIBRARY PROJECT
- POP-UP “PUBLIC SCHOOL”
- THE RAISE HER VOICE PROJECT
- GRSB TEEN COUNCIL
- SUMMER CAMPS

NO EXPERIENCE NECESSARY
ALL INSTRUMENTS & CAMERAS PROVIDED

MUSIC ON THE MOVE

A ONE-WEEK MUSIC EDUCATION AND EMPOWERMENT PROGRAM

In our Music on the Move Program, Girls Rock Santa Barbara partners with like-minded community organizations to bring one-week mobile music education and empowerment programs to the communities who need them the most.

In one week, campers learn an instrument, form a band, write an original song and perform live to a packed house. In addition, youth participate in daily workshops with subjects like Rapping For Empowerment, Body Image and Identity, and Songwriting. Marginalized youth particularly benefit from the environment fostered at GRSB, which focuses on creating brave spaces, teaching youth to be brave and not perfect, and creating a safe environment for them to take risks and conquer challenges. For girls ages 7-17.

THE LIBRARY PROJECT

CHECK OUT PROGRAM & CLINICS

Girls Rock Santa Barbara is proud to have partnered with the SB Public Library to create California’s first musical instrument library. The Library Project brings equitable access to musical instruments to Santa Barbara County. Acoustic guitars, electric guitars and amps, bass guitars and amps, and ukuleles are all available for check out.

In addition, **GRSB is also hosting two free guitar classes a week for both junior high and high school students. High school students also have the opportunity once a quarter to earn their community service hours by learning upkeep and maintenance on the equipment via our “ Gear Tech Clinics”.**

GR POP-UP “PUBLIC SCHOOL”

Public School is a pop-up Girls Rock workshop series and all-ages music venue. Workshops include Screen Printing, Music Production and Engineering, Photography, Film Making and more. GRSB showcases feature female fronted/gender expansive bands and serve to create a safe space for high school students to enjoy live music.

[MORE YEAR AROUND PROGRAMS NEXT PAGE>](#)

YEAR AROUND PROGRAMS CONTINUED

THE RAISE HER VOICE PROJECT

A MUSIC EDUCATION AND EMPOWERMENT PROGRAM FOR INCARCERATED WOMEN.

The Raise Her Voice Project brings our work inside women's prisons in the United States. In one week, women learn an instrument, form a band, write an original song, and participate in a live performance. In addition, women participate in daily workshops with subjects like Rapping For Empowerment, Body Image and Identity, and Songwriting. Incarcerated women's voices are often silenced.

Our program gives a voice to one of the most vulnerable sectors of our population. The program teaches teamwork, leadership skills and tolerance amongst peers. GRSB takes a healing-centered and trauma informed approach in its curriculum, resulting in brave spaces where woman can take creative risks, be a part of a positive community of women supporting women, and ultimately stand on a stage and speak their truth. The Raise Her Voice Project is part of a larger project that includes making a full length album and documentary.

GR TEEN COUNCIL

YOUTH-LEAD GRSB COMMITTEE

The GR Teen Council is a youth-lead group that puts on GRSB community events, works together on social advocacy and helps to guide our organization and uphold our mission and vision.

The teen council meets a minimum of once a month and includes youth from all over the world who are involved in our programs. One representative from the teen council is invited to our board meeting each month to give updates on their current projects and amplify their voices and perspectives within the organization. **The teen council helps youth stay connected to both the Girls Rock SB community and each other throughout the year. We believe that our youth are our greatest leaders.**

SUMMER CAMPS

1 WEEK SESSIONS

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. To view our creative tracks please see them on the next page. **For girls ages 10-17.**

ROCK BAND DAY CAMPS

In one week, campers learn an instrument, form a band, write an original song and perform live to a packed house. In addition, youth participate in daily workshops with subjects like Rapping For Empowerment, Body Image and Identity, and Songwriting. Marginalized youth particularly benefit from the environment fostered at GRSB, which focuses on creating brave spaces, teaching youth to be brave and not perfect, and creating a safe environment for them to take risks and conquer challenges. **For girls ages 7-17.**

Sleep Away Camp - June through August
Teen Workshops - June through August
Rock Band- August Only

ALL OUR PROGRAMS FOLLOW OUR NO GIRL LEFT BEHIND POLICY

Please see page 21 for more information.

FOR MORE INFORMATION AND PROGRAM DATES VISIT www.GirlsRockSB.org



AMPLIFY SLEEP AWAY CAMP

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 GRBSB to create and long-term partnerships with groups who serve girls in crisis.

\$25,000

SPONSORS 45 WOMEN to participate in the "Raise Her Voice" Project.

\$15,000

SPONSORS 45 GIRLS to participate in "Music on the Move"

\$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 via partnerships with Transition House, CASA and Heart4Refugees, C.A.L.M. and Police Activity League and more.

\$2,500

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

\$1,500

ENABLES one foster youth to participate in a week of sleep away camp.

\$500

FACILITATES girls ages 16-18 to learn leadership skills and mentor younger girls as leaders in training.

\$250

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

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. GRBSB encourages potential legacy givers to speak with a financial advisor and a GRBSB 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

5,000

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

487

Number of girls served in 2018

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

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

Kerri Murray | *President*

Marla McNally Phillips | *Vice President*

Nancy O'Connor | *Standing Treasurer*

Deanna Caballero | *Officer*

Stefanie Harrington | *Officer*

Rhea Hayes | *Officer*

Peter Melnick | *Officer*

Kristi Newton | *Officer*

Alexandra Platt | *Officer*

Anais Pellegrini | *Officer*

Minette Riordan | *Officer*

OPERATIONS TEAM

Jen Baron | *Executive Director*

Lanea Pearson | *Program Coordinator*

& *Summer Camp Director*

Diana O'Connell | *Contract CFO*

Kendall Klein | *Graphic Designer*

Kelsey Maloney | *Grant Writer*

ADVISORY BOARD

Elle King

Nina Gordon and Louise Post of Veruca Salt

Mitch Rose

Heather and Bernie Taupin

Mark Hartley

Lee Phillips

Rachel Yamagata

Leisha Hailey, Camila Grey, & Alicia Warrington of Uh Huh Her

Las Cafeteras

Eden XO

Glen Phillips

He's My Brother, She's My Sister

Katie Burden

Norm Block of Sweathead & Papercranes

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 2019 we had teachers from the following countries:

Iceland

United States

United Kingdom

Brazil

Ireland

Peru

Mexico

Italy

Bosnia

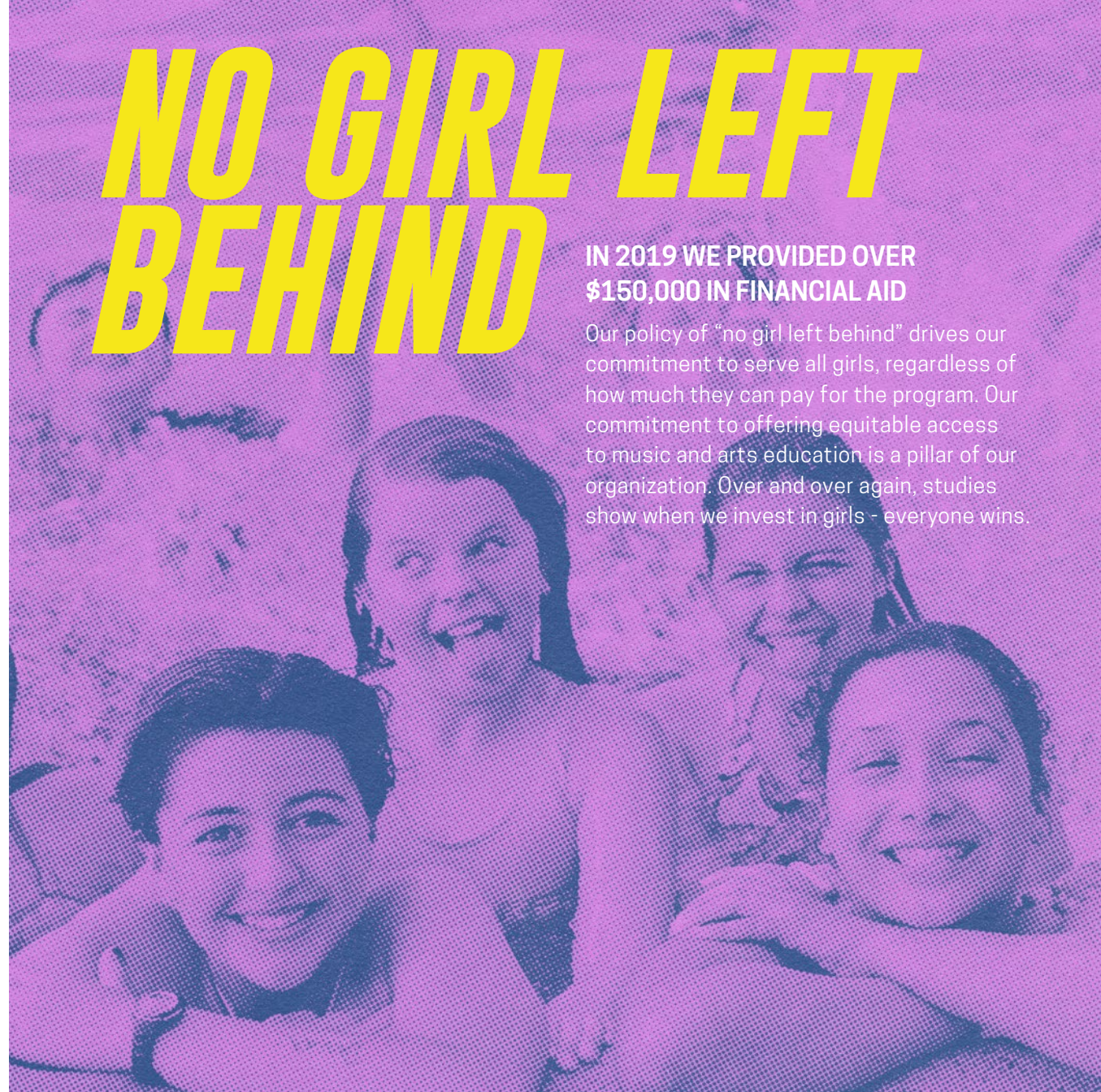
FINANCIAL HIGHLIGHTS

	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 2019 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
Amy Callahan
Amy Mayfield
Amy Thomas
Andrew Goldstone
Andrew Leeds
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Katrina Rogers
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Kim Equinoa
Kristi Newton
Kurt Koenig
Kyle Brace
Lance Cornwall
Laura Mihalka

Laurel A Podsen
Leo Buscaglia Foundation
Lianne Towbes
Lifting Lives Foundation
Linda Perkins
Lindsey Skutch
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Loretta Smargon
Los Arroyos
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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
Swell Clubs
Tamie and David Posnick
Taylor Guitars
Teeccino
The Gibson Foundation
The Girls Rock Camp Foundation
The Hazen Family Foundation
The List Foundation
The Montecito Journal
Towbes Foundation for the
Performing Arts
Tu Pham and Side Project
UCSB Arts and Lectures
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!***

www.GirlsRockSB.org

(805) 699-5247

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[@GirlsRockSantaBarbara](https://www.instagram.com/GirlsRockSantaBarbara)

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