

# She Rock She Rock

2015 Annual Report

## MISSION STATEMENT

She Rock She Rock (SR2) is a Minnesota based nonprofit dedicated to empowering girls, women and female-identified folks through the art of music

## VISION STATEMENT

We provide an inclusive environment that values collaboration and diversity, develops leadership skills and fosters self-confidence. Through our music education programs and events, we believe creative expression can evoke social change, challenge gender stereotypes and encourage a climate of support within our community.

## INCLUSION STATEMENT

We value differences and do not discriminate against staff, board members or participants on the basis of age, race, gender expression, economic status, physical ability, developmental ability, musical interest, learning style, religion, or sexual orientation. We celebrate the diversity of gender identity and expression. She Rock She Rock embraces and supports program participants, teachers and staff who identify as female, gender non-conforming, genderqueer and trans



"I am now braver and I believe I can achieve and do what I want. Plus now I can play bass!"  
- GRRR Camper, age 12

### In 2015 we served...

- ★ 171 youth through our Girls Rock n Roll Retreat and Sisters of Sound Initiative programs
- ★ 21 adults in our Ladies Rock Camp program
- ★ And over 175 youth and adults in our Jams and Evening Programming

Over 350 girls and women in our community

## 2015 Programs

### Girls Rock n Roll Retreat

is a five-day music camp for girls ages 8-16. At camp, participants learn an instrument, form a band, write their own songs, take workshops on topics such as how women are portrayed in the media, body image, and activism, create their own band merchandise and perform two live shows. To meet the growing demand for this program, three five-day sessions were offered in 2015 and served over 150 youth.

### Sisters of Sound Initiative

is a summer camp for teen girls ages 14-18 that piloted in the summer of 2015. Over five days, teens will learn about advanced songwriting, recording, and audio production. They form bands, write and record an original song and perform at a CD release show. One session was offered in 2015 and served 22 teens.

### Ladies Rock Camp

is a three-day, weekend music camp offered to women ages 19 and older. At camp, women receive instrument and songwriting instruction, form a band, participate in various workshops covering a wide range of topics, collaboratively write original songs and play a live rock show. One session was offered in 2015 and served 21 women.

### Open Mics & Jams

are held monthly at different venues in the Twin Cities. These events, such as the Punk Jam that was formed in 2015, encourage girls and women of all ages to step up on stage and sing or play an instrument with an all-female house band. We hosted 24 of these events in 2015 with an average of 20-100 audience members per event.

### Evening Programming

is offered year round to all age groups. Our classes focus on instrument instruction, songwriting, performing and collaboration. Some classes that were held in 2015 included, Girls Rock Band, Women Rock n Record, Women's Jamshops, Intro to Songwriting and much more! Over 10 classes were held and served over 100 participants in 2015.

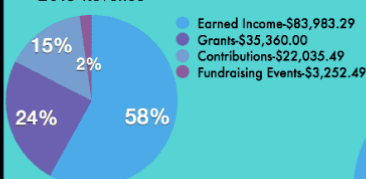
"I loved the 'no sorry' policy. Rewiring my brain to be unapologetic for who I am while taking risks and making mistakes with the 'you rock' to replace it was huge for me. It allowed me to push down the self doubt and move forward... The reinforcement is priceless for women and girls living with shame and confidence issues."  
-LRC Camper

"Thank you so much for this experience! I cannot wait for next summer! I am also looking forward to hopefully working here! Every girl should experience GRRR!"  
-GRRR Camper, age 15



## Financial Summary

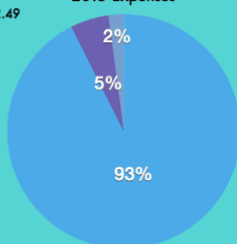
### 2015 Revenue



Total Revenue: \$144,631.27  
Total Expenses: \$132,970.65

- Programming-\$123,086.60
- Administrative-\$7,069.05
- Fundraising-\$2,815.00

### 2015 Expenses



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