

## **Jubilation Foundation & Rock and Roll Camp for Girls Organization Grant Proposal**

**Mission:** *The Jubilation Foundation helps organizations with an exceptional talent for helping young people feel fully alive through rhythm -- as expressed in music and movement. Values: Community, connection, joy*

### **Section I: Summary**

**Legal name of your organization:** Rock 'n' Roll Camp for Girls

**Executive Director:** Kristi Balzer

**Contact info:** [REDACTED]

**E-mail:** [REDACTED]

**Physical mailing address:**

[REDACTED]

[REDACTED]

**Phone:** [REDACTED]

**Website:** www.girlsrockcamp.org

**Mission Statement:** Rock 'n' Roll Camp for Girls mission is to empower and amplify the voices of gender marginalized youth through music creation and performance. Serving women, girls, transgender (regardless of identity), and gender non-conforming folk, we build self-esteem and confidence through instrument instruction, band formation, original song writing and live performance. Our program cultivates leadership opportunities, creates a community where we raise each other up, and empowers our campers to recognize, understand, and respond to social injustice.

**Geographic area served:** Current programming serves youth in the immediate Portland, Oregon, (tri-county Multnomah, Washington, Clackamas), area, with some campers coming from the wider state of Oregon and out-of-state. Our proposed Roaming Rock Camp intends to expand programming in order serve a more broad geography with potential for greater distance in other areas of the state once piloted and creating revenue.

**Is your organization a tax-exempt 501(c)(3)?** Yes.

*If so, what is your EIN?* [REDACTED]

**Type of grant requested (i.e., general operating support, special program, project):**

Special Program/Project for Organization

**Amount of request:** \$10,000

## **Section II: Narrative**

**Organization background:** Established in 2001, Rock ‘n’ Roll Camp for Girls (RNRC4G) founder Misty McElroy saw a need for girls to have a safe space for creative self-expression where a community of peers could gather and share their musical interests. Now a global phenomenon, RNRC4G serves those who self-identify as cis-female, transgender (regardless of identity), and gender non-conforming or non-binary, and endeavors to reach the widest variety of participants possible. Throughout our 17-year history we have contributed to the vital Portland music scene by connecting older and younger female musicians through mentorship and inspiring music practice and appreciation in thousands of girls’ lives.

**Goals:** Our goals center around inclusivity, expansion and accessibility. After 15 years, RNRC4G is well-known throughout Portland as an organization that is supportive and inclusive of underserved communities. The goal of Roaming Rock Camp (RRC) will be to reach out into those communities that we are unable to serve with our summer camp program either because of economic or geographic factors. An after-school program targeting schools on the perimeter of the tri-county area can address the need for more robust music and arts programming, which is shown to have a positive impact on academic performance. Additionally, we hope to improve equity and inclusion by directly working with the communities to hire instructors and mentors from the community, effectively demonstrating our commitment to investing locally while increasing program buy-in.

**Current programs:** We provide two main programs: RNRC4G’s youth Summer Camp (ages 8-17) and Ladies Rock Camp, a weekend retreat for adult women/ gender expansive people.

**Board/Governance:** Rock ‘n’ Roll Camp for Girls is governed by an eleven-member Board of Directors. The Board provides fiduciary and operational oversight, as well as major donor development and fundraising. Members serve two years terms for a possible total of three terms. The Board of Directors is led by an Executive Committee who serve a one year term.

**Specific proposal:** Build a mobile band practice and performance space to facilitate a traveling after-school music program, Roaming Rock Camp, to reach the underserved.

**Goals and objectives:** Roaming Rock Camp (RRC) will be a traveling music education after school program for girls, ages 8-17, which brings the mission of Rock Camp to middle schools in the underserved and rural communities of greater Portland. The key component to the RRC program is a 1988 Itasca motorhome, named “Rosetta,” donated in 2016. Named after Sister Rosetta Tharpe, a black woman who is known as a founder of rock ‘n’ roll, the project seeks to promote diversity and inclusion. With the motorhome renovated to accommodate instruments and gear, an educational and performance space can “pop-up” anywhere. It will bring the power of music creation and performance to public spaces where

there is a disparity in access to enrichment programming due to and economic and geographic barriers.

By bringing Rosetta and Roaming Rock Camp directly to our participants, we aim to serve 40-60 girls in the first year, targeting schools at a significant distance from the city center that have a high percentage of economically disadvantaged youth. We have identified three middle schools, in each of the three counties, that are strong candidates to pilot this program. RRC will be a 10-week program conducted after school twice a week, with service to two locations. Equipped to accommodate 20 students at each location, RRC will serve 40 students per session, 80 for the full school year. RRC programming will mirror our successful summer camp program. During weeks 1 – 4 campers will receive instrument instruction and “check out” an instrument for home practice. Weeks 5 – 10 will feature band formation, songwriting workshops, band practice, and the presentation of their original song in a live performance, video presentation or some other artistic expression. Additionally, workshops like self-defense, image & identity, stereotyping in the media, zine-making, and other self-esteem building themes will be offered.

**Timeline:** With an expected pilot in Fall of 2019, running concurrently with school semesters, the following will need to be completed prior to the pilot: full renovation of the RV and purchase and installation of gear/equipment in early 2019, collaboration with schools for the pilot program in Spring 2019; then hiring/training and securing advertising/sponsors by Summer 2019. We have already partnered with Portland State University’s Center for Public Interest Design. Professor Todd Ferry and his students are currently working on the motorhome design to create a fully functioning practice, performance, and recording space that can transport two staff members and necessary gear.

**Budget:** Total project budget is \$50,000. The funds requested from the Jubilation Foundation represent a portion of the funds needed for the full fabrication of Rosetta, whose total fabrication costs are between \$25,000 - \$30,000.

**Other Sources of funding:** In addition to the other grant funding requested we are seeking corporate sponsorships and developing an income generating companion program which will also utilize Rosetta. The entire back end of the RV will be reserved for corporate sponsor logos, which, renewed annually, could produce \$10-\$20,000 for RRC. TeamRock will be a one-day, team-building program aimed at corporate executives. This program is intended to provide sustainable income to support RRC, and is estimated to earn between \$12-\$20,000 annually.

**Quantity and types of population served:** Growing RNRC4G to reach beyond the Portland Metro area, RRC can serve 80 students annually who are unable due to economic or geographic circumstances to attend our summer camp program. Three types of groups will benefit from Roaming Rock Camp: 1.) Target areas include Outer East Portland with a 23% poverty rate,

Forest Grove School District with a 58% free or reduced lunch rate, Colton, Oregon, 40 miles from downtown Portland. 2.) Summer Camp alumni will be recruited to assist with instrument instruction and workshops, thereby benefiting from the leadership and community building experience of RRC. 3.) Paid instructors will come directly from the local community to ensure community trust and provide mentors that are representative of the schools population.

**How this fits with the Jubilation Foundation mission:** Like the mission of Jubilation, we foster community, connection, and foot-stomping performances. Our empowering programs cultivate youth leadership, encourage the pursuit of positive social change, and contribute to vitality of our communities. Through promoting artistic expression, we strive to steer campers away from the dangers of low self-esteem, such as depression and addiction. Working with children under 18, RNRC4G cultivates leadership with ongoing skill-building and workshops that foster collaboration and life skills. Especially through a mobile program like RRC, we can use creativity and community to break barriers related to gender, race and class. Working toward synchrony and inclusion, we serve those who self-identify non-normatively; therefore we endeavor to reach the widest variety of participants possible, linking creating diverse groups by offering safe spaces and building community. We support experts musicians working with beginners/non-experts to create relationships and a ripple effect. Our alums not only return as campers but then as mentors and volunteers, continuing the cycle of mentoring.

**Outcomes and impact you hope for, and how you will measure success:** Success will be measured in three ways. First, did campers show improvement in their ability to play their instrument, can those novice musicians successfully play a simple chord or tune? Secondly, does the band produce an end product in some way so that the whole group can praise their participation? Lastly, do the campers express a desire to return to camp and feel they discovered something about themselves during the program?

**Please describe any activities/ approaches you employ to encourage compassion/helping behaviors among your participants/students:** We provide a safe space for creative self-expression where participants learn an instrument, form a band, write an original song and perform live. Through band formation and group songwriting, such collaboration creates compassion, caring, and community. Workshops are designed to foster community-thinking, empowerment, and kindness. Critical to the success of RRC will be the involvement of community mentors whom the students identify with, as well as those collaborating empathetically to ensure that the program is meeting the unique needs of each school.