



ROCK Fact Sheet

ROCK Overview

Real Options for City Kids, or ROCK for short, is a nonprofit youth development organization located in the heart of San Francisco's Visitacion Valley neighborhood. ROCK offers sports and fitness, community service, learning enrichment, leadership training and outdoor adventure programs for girls and boys ages 6 – 17 that live or attend school in Visitacion Valley. With only four full-time staff and hundreds of volunteers, ROCK serves over 350 kids all year during the school day, after school, on weekends and over the summer. The mission of ROCK is to nurture the healthy development of children by listening attentively to their needs and by providing opportunities to those who might not otherwise have access.

Organizational Information

About: ROCK is a 501(c)(3) nonprofit

Date Established: September 1994

Location: 590 Leland Ave, San Francisco, CA 94134

Contact: Curt Yagi, Executive Director - curt@rocksf.org, (415) 333-4001, www.rocksf.org

EIN #: 94-3212617

Financial Information

Fiscal Year: September 1st through August 31st.

2009-10 Budget: \$615,000

Sources of Funding: ROCK's financial success and sustainability can be attributed to its diversification of funding sources as follows: 53% Government, 33% - Private Foundations, 11% - Corporations, 11% - Individuals and 1% - Interest, fee for service.

A sample of ROCK's major sources of funding (\$20,000 and greater) include the following:

- Department of Children, Youth & Families - \$290,000
- Evelyn & Walter Haas, Jr. Fund - \$55,000
- GGS Foundation - \$30,000

Sustainability

One of the most distinguishing differences between ROCK and other similar organizations is its ability to take a strategic approach to the organization's financial health and long-term sustainability. While many nonprofits survive on a year to year basis, ROCK runs itself like a business in a competitive environment. The organization is proud of its diverse funding portfolio which has enabled it to operate in a healthy financial environment despite tough economic times. With many staff members, board members and volunteers with corporate world experience, ROCK is able to utilize its experience and implement core business strategies such as creating a long-term strategic plan and developing key partnerships with various entities including corporations, nonprofits and individuals.

Recent Press/Awards

August 27, 2009 – Golden State Warriors Unveil ROCK Learning & Reading Center

June 4, 2009 – ROCK interview on KGO 810 Radio

March 27, 2009 – ROCK Featured on SF Live TV

January 25, 2009 – ROCK Featured on CBS Bay Sunday

November 17, 2008 – ROCK Wins First-Ever Rosenberg Awards for Excellence in Service

July 26, 2008 – ROCK Featured on KRON4's Bay Area Backroads

October 22, 2007 – "Glass Trees and City Kids Sleepover", Hallmark Channel

May 13, 2007 – "Interview with ROCK's Executive Director Curt Yagi", Star 101.3 and KNEW 960AM radio

May 2007 – "Go for Good", Headline News

May 2, 2007 – Teodora Ildefonso-Olmo, Program Director for ROCK, receives Summer Search Leadership Award

November 7, 2006 – ROCK Executive Director Curt Yagi named YNPN Executive Director of the Year