

# R.O.C.K. Fact Sheet



## R.O.C.K. Overview

Real Options for City Kids, or R.O.C.K. for short, is a nonprofit youth development organization located in the heart of San Francisco's Visitacion Valley neighborhood. R.O.C.K. 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. R.O.C.K. serves over 500 kids throughout the year during the school day, after school, on weekends and over the summer. The mission of R.O.C.K. 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

Date Established: September 1994

Location: 590 Leland Ave, San Francisco, CA 94134

Contact: Curt Yagi, Executive Director - [curt@rocksf.org](mailto:curt@rocksf.org), (415) 333-4001, [www.rocksf.org](http://www.rocksf.org)

EIN #: 94-3212617 - R.O.C.K. is a 501(c)(3) nonprofit

## Financial Information

Fiscal Year: September 1<sup>st</sup> through August 31<sup>st</sup>.

2014-15 Budget: \$1,354,213

Sources of Funding: R.O.C.K.'s financial success and sustainability can be attributed to its diversification of funding sources as follows: 60% Public Support, 20% - Private Foundations, 10% - Events, 10% - Donations

A sample of R.O.C.K.'s major sources of funding (\$20,000 and greater) include the following:

- Department of Children, Youth & Families - \$250,000
- Bill Bowes Foundation - \$100,000
- StubHub - \$25,000

## Sustainability

One of the most distinguishing differences between R.O.C.K. 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, R.O.C.K. 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, R.O.C.K. 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

November 11, 2014 – R.O.C.K. Featured on KCBS

July 27, 2014 – R.O.C.K. Featured on CW's Bay Area Focus

April 28, 2014 – R.O.C.K. Featured on KALW

May 1, 2013 – StubHub names R.O.C.K. a Rising Star

April 21, 2013 - R.O.C.K. Featured on SF Live TV

September 27, 2013 - R.O.C.K. Featured on KGO Radio

January 20, 2012 – Golden State Warriors present R.O.C.K. Executive Director with Unsung Hero Award

September, 30, 2011 – R.O.C.K. Executive Director Interviewed in San Francisco Business Times

April 24, 2011 – R.O.C.K. Featured on CW Bay Area's Bay Area Focus

June 21, 2010 – Al Roker and The Today Show on NBC Surprises R.O.C.K.

January 18, 2010 – R.O.C.K. Featured on NBC Bay Area

January 25, 2009 – R.O.C.K. Featured on CBS Bay Sunday

November 17, 2008 – R.O.C.K. Wins First-Ever Rosenberg Awards for Excellence in Service

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

November 7, 2006 – R.O.C.K. Executive Director Curt Yagi named YNPN Executive Director of the Year