



590 Leland Avenue San Francisco, CA 94134

FALL 2007

Inspiration



Happy Birthday to ROCK

I love my job! How often does one get to work with great kids throughout the year teaching life lessons while experiencing fun activities? Ever since starting off as a volunteer in 1998, I have enjoyed spending time with ROCK's participants in various settings including classrooms, basketball gyms and camp grounds. I have experienced so many life changing (not only for the kids, but for myself as well) activities with the kids such as backcountry backpacking, whitewater rafting and helping with homework. As ROCK celebrates its 13th Anniversary, I can't help but reflect on the progress the organization has made over the past 13 years.

What started off as a small organization serving elementary school children with sports/fitness and learning enrichment activities, ROCK has blossomed into a well known nonprofit in San Francisco providing year-round opportunities for hundreds of children and youth. Still with only three full-time staff members, ROCK is able to efficiently provide some of the best programs in San Francisco on a limited, yet growing budget. I am proud to say that just this summer, we held the following programs:



Curt Yagi, Executive Director

- A three-day, overnight summer camp for 80 elementary school participants, high school interns and adult volunteers (including some of ROCK's past participants).
- Five weeks of cooking enjoyment for 30 middle school participants.
- Two separate overnight whitewater rafting/camping trips for 40 middle/high school participants.
- An eight-day, intense backcountry backpacking trip for five high school girls.
- Eight weeks of sports camp for 35 elementary school participants.

As ROCK enters its 14th year of service in Visitacion Valley, I am excited about the future of the organization. With the right Staff, Board of Directors and a strategic plan in place, ROCK is in a position to dramatically expand over the next several years. Expect big things to come!

ROCK's Mission and Programs

Real Options for City Kids (ROCK) was founded in 1994 in response to the needs within San Francisco's low-income neighborhoods for enhanced public education and positive after-school activities. ROCK's mission 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. ROCK aims to promote the positive development and long-term success of the youth that it serves through a combination of in-school and after school learning enrichment, sports and fitness, leadership training, outdoor adventure and community service opportunities. ROCK's programs are designed to serve girls and boys, ages 6-17, who live in or attend school in San Francisco's Visitacion Valley. To learn more, feel free to visit www.rocksf.org.

Elementary School Sleepover Camp



Pool fun at camp



"Working for ROCK this summer gave me more self confidence in myself and taught me responsibility"
- Zuber, age 15



Former volunteer Monique volunteering at camp

A ROCK'n Summer!



Teodora Idefonzo-Olmo, Middle/High School Program Director

What did our youth do over the summer? Our middle school participants enjoyed five weeks of cooking various dishes, created a youth cook book and in the end put their skills to the test and competed in our first ever Iron Chef Competition. It was a successful summer full of delicious food and great fun, but fun didn't stop there! Our youth celebrated their summer by going on our exciting white water rafting trip. For many of our youth it was their first time leaving home, camping and white water rafting. Imagine five boats filled with eager youth ready to face the rapids of South Fork of the American River. They all conquered the rapids and have gone home with great confidence in themselves.

Mariah Garcia, a junior at Mills High School, received a scholarship from the Summer Search Foundation and completed a three-week backpacking trip with Outward Bound in North Carolina. For the first time, Mariah got on a plane and traveled across the country! She trekked through part of the Appalachian Trail as well as canoed and rock climbed. Mariah came home with great self-confidence and the feeling of accomplishment. We are so PROUD of her!

In August, five of our high school youth: Cindy Chan, Leona Cheng, Troyana Coleman, Amanda Taber and Alyssa Rivera dominated California's Trinity Alps with the leadership of Big City Mountaineers (BCM).

Surrounded by beautiful scenery, dragon flies and great company, our girls learned how to live in the outdoors for 8 days. Carrying fifty pound backpacks and climbing over 7,000 feet was a great achievement.

Each day was full of surprises and triumphs. They are the first female group to complete the trail!

I am proud to provide our participants with many life changing experiences that will help them grow up to be mature young leaders in our community. Franklin D. Roosevelt said it best, "We cannot always build the future for our youth, but we can build our youth for the future".

THE ROCK TEAM

Curt Yagi, Executive Director
 Teodora Idefonzo-Olmo, Middle/High School Program Director
 Sarah Schwartz, Elementary School Program Director
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High School Whitewater Rafting Trip



Summer Escape visits the SF Baking Institute

Success on the Green

Wylie Peterson, Volunteer, Board Member & Tournament Director



Rolling, manicured golf links and Visitation Valley youth. The two don't often pop into the same thought. However, this past August 19th, the Fifth Annual ROCK Open was held at the Presidio Golf Course and the two flowed together seamlessly. For the fifth year in a row, golfers and many friends of ROCK came out to raise money and awareness for the programs that ROCK provides to the youth of Visitation Valley.

When the tournament was first conceived, it was meant as a way to get some friends together for a fun afternoon of golf, raise some money and introduce a few new people ROCK. In its fifth year, the ROCK Open did all of that and more. The over 70 people who came out to play were treated to a spectacular (and rare) sunny August afternoon at the Presidio. This year's emcee, Mitch Jurichich of Hooked on Golf kept everyone entertained (as well as managing the best auction and raffle program we've ever seen... "bag of nothing" for \$450 anyone?) Several of the youth who have participated in ROCK's programs through the years were on hand as volunteers, keeping everything running smoothly and truly demonstrating what ROCK is all about. And, of course, we raised some money...over \$25,000 this year (our most successful event to date).

The Fifth Annual ROCK Open was a success on many levels, but only because of the work and generosity that many people demonstrated to make it happen. Special thanks go out to the host committee that went above and beyond to recruit players and donors and of course to our generous sponsors including Morgan Stanley, Deutsche Bank, UBS, Shook, Hardy & Bacon, LLP and many others. The ROCK Open continues to draw friends together for a great afternoon of recreation, raise awareness about the good that ROCK is doing in the community and raise money for ROCK's programs. I think we're all looking forward to building on this year's successes to make sure the 6th Annual ROCK Open does all this and more once again.

ROCK on TV

Once again, ROCK has managed to make it on national TV. Be sure to catch us (or at least TIVO us) on the Hallmark Channel on Monday, October 22nd at 7am.

Welcome to ROCK

ROCK is proud to introduce Sarah Schwartz, its newest member of the ROCK team. Sarah serves as ROCK's full-time Elementary School Program Director and already has made a positive impact with the kids. We look forward to her continued growth within the organization.



Sarah Schwartz, Elementary School Program Director



Wylie helping to set up for the 5th Annual ROCK Open



Backpacking at Trinity Alps