



590 Leland Avenue San Francisco, CA 94134

FALL 2004

Special 10 Year Anniversary Edition

# Inspiration



## Ten Years and Counting... Growing up Together

Heidi Kilgore, Program Advisor

By far the most rewarding part of my 8 years at ROCK has been, well, the fact that I've been here, in this community, with these children for 8 years, that's over 1/4 of my lifetime and about 3/4 of most of theirs! It's been a privilege and a blessing to watch so many children grow up in the ROCK family and at ROCK's programs. I love being able to say, "Wow, you're 15 years old now, I remember when you first came to ROCK back in second grade!" I know for myself, I keep coming to ROCK because this longevity, this consistency, makes our community like one, big 350 person family!

I believe that's what keeps the children coming back year after year, beginning with Skill Drills on Saturdays in 1st grade and graduating to SALT and after-school programs in the Youth Center in 6th grade. As these young adults then begin high school, a time of independence and the desire to move away from childhood activities, so many of them do just the opposite when it comes to their involvement with ROCK. They see us around the community and as what they can do to stay involved with ROCK, to continue to belong to a family where they feel welcomed, known, valued and loved.

As I write this today, a ROCK 10th grader sits at the table beside me diligently addressing envelopes during her last week of summer vacation. We first met Lauren 7 years ago at our after-school program when she was 7 years old. Today she came by the ROCK office, when there was a million other things she could be doing, because, as she says, "I miss everyone at ROCK and you guys are really cool to just hang out with, and I'd rather be here helping you than sitting at home watching TV all day."

It has been a wonderful, life-changing experience to watch what I estimate to be close to 1000 kids, grow up over the last 8 years at ROCK. I am confident that with the help of our amazingly generous friends and supporters, ROCK will have the privilege of watching 1000 more children grow up over the next 10 years, and 1,000 more, and 1,000 more and...

ROCK was established in September of 1994 and is proud to have built a solid foundation in the lives of Visitacion Valley youth. In celebration of our accomplishment, ROCK will be hosting two major events over the next couple of months (more information to come).

- "Cirque du Funk", Friday, October 22nd at The Mezzanine in San Francisco. A fundraising event at one of San Francisco's premier nightclubs featuring live circus acts, live funk music and a silent auction. 21+ and open to the public.
- "ROCK's 10-Year Anniversary Celebration", Sunday, November 14th at the Firehouse room in Ft. Mason. An evening of appetizers, reflection and guest speakers featuring local business superstar Chip Conley and hosted by David Louie from ABC7 News. All ages and by invitation only.

If you would like to help with either event, please contact Curt Yagi, Executive Director at 415-333-4001 or [curt@rocksf.org](mailto:curt@rocksf.org).

**ROCK TURNS 10 YEARS OLD**

"I'm not sure who gets more out of ROCK--the kids or the volunteers. If they have a fraction of the fun that I do, then we're doing our job!" - Liz, Volunteer



"I like ROCK because there are a lot of fun leaders that I can play with." - Folole, age 10



"I like to play soccer and have fun." - Mikose, age 7



ROCK Camp, Summer 2000

## Volunteers & Advisors

Alex Butkus	Dana Rhodes	Frances Macatangay	Kathy Kvale	Nancy Rayburn	Tiffany Caso
Alissa Brown-Skiles	Danny Morrall	Golden State	Kathy Shurtz	Nina Macatangay	Tom Skapars
Anni Brown-Skiles	Dave Daniel	Warriors Community	Katie Hwang	On Your Feet Project	Tony Medowar
Arjuna Sayyed	Dave Katz	Relations	Kurt Kilgore	Oracle	Traci Rainaldi
Aurora Esplana	Dave Kyle	Heidi Kilgore	La Teisha Quinn	Paul Kwon	Visitacion Valley
Bay Area Scores	Dave O'Mara	Hellen Li	Ladan Shamsku	Pete Blum	Beacon Center
Bill Rivette	Debbie Mesaros	Hilda Kwan	Lauren Lee	Rachel Gonzalez	Visitacion Valley
Carolyn Starrett	Diane Delara	Hope Dela Vega	Lee Swomley	Rhea de la Cruz	Elementary School
Carrie Thompson	Dina Wong	Ingrid Fraunfelder	Liz Daly	Rheana Rodrigo	Visitacion Valley
Cheryl Manion	Duke Chen	Jamie Stark	Lizzie Bowles	SF Rec and Parks	Latchkey Program
Chris Ginieccki	Edneka Lewis	Jennifer Chang	Luke Proskine	Department	Yamini Koshy
Chrissy Donnelly	El Dorado	Jennifer Melnick	Lyle Ross	Shawn Davis	Zulima Ndongo
Christina	Elementary School	Kaitlen Murphy	Maggie Burke	Shawn Smith	Abeso
Christopher Chang	Elena Gumina	Kalakina Lewis	Mateo Branch	Simone Fraser	
Curt Yagi	Ely Christina Galang	Kara Cissell	Melissa Hugo	Siodin Kho	
Cyndi Johnson	Ely Rocio Galang	Kate Babkirk	Monique Garrett	Stacy Gould	
Dan Greenblatt	Eric Jardine	Kathy Butkus	Mumtaz Yusuf	Suzanne Jaedicke	



Soccer Skill Drills



## A Life with ROCK

Lauren Lee, Former Participant

Early Saturday morning, a young child wakes up and gets dressed. For what you ask? No, its not for watching TV on the couch for hours. It's to go to a special place to make new friends and have a great time while learning to be a better person at heart. This special place is called R.O.C.K. I have been going to R.O.C.K for the last 7 years of my life and it has been one of the greatest experiences of my life. Before I started to attend R.O.C.K, I was a very shy little girl who just moved to a new school. I knew no one and I never walked up to people to try to make friends because I was too scared that they wouldn't like me. So when I heard about this program I thought that it would be a great place to meet people. At first I thought that no one would notice or even care if I was there. But, to my surprise, R.O.C.K was full of loving and caring people that took time out of their busy lives just to hang out with kids that really need it. And when I found that out I thought that wow, some people really do care, and to me that is what really counted.



SALT Goes to Yosemite

## ROCK's Board of Directors

Chris Ginieccki	Lyle Ross
Dina Wong	Pete Blum
Kathy Shurtz	Rick Lewis
Luke Proskine	Wylie Peterson



ROCK Camp, Summer 2004

## A Defining Moment

Justin R. Johnson, Program Director

My name is Justin R. Johnson and since the beginning of August, I have officially been a part of R.O.C.K. as the elementary school program director. Although I have been working closely with Heidi Kilgore and Curt Yagi in this transition, I had not really experienced what R.O.C.K was until a few weeks ago when we had an "Endless Summer Luau" celebration here at the R.O.C.K. office. It was indeed on this day that I truly experienced what R.O.C.K. was about.

and other such activities and games that were led by our High School helpers and volunteers. As the kids walked into the office, there was a sign-in table covered with purple fadeless paper and two neon sign-in sheets. That's it!

Our High School helpers were at the table to greet each and every one of the ROCKers and their family members as they came in. At one point, I happened to look over and there was a bubbly little girl writing on the fadeless paper and not the sign-in sheet, which was right above. I asked her is she had gotten the chance to sign-in and with a big smile, she nodded yes. She put her blue marker down and hurried off to be with her friends. I glanced down to see what she wrote and in kid print she wrote, "Aloha, welcome to our Ohana, (Family)!" It was at this moment that I knew that I had just become a part of something very special. That was it! It's a feeling that embraces you as you entered the room. The entire afternoon was a beautiful sight. There were kids simply enjoying themselves, their friends and their R.O.C.K. Family. Love was definitely in the room.

It is really amazing to be a part of this experience. I am honored to be involved with this organization and I look forward to making an impact!

"There is nothing more beautiful than the laughter of a child."  
-J.R.J.

In keeping with the theme of a "Luau", there were plenty of things for the kids to do. There was Hawaiian food, Hawaiian music, Lilo & Stitch ( the movie for the kids to watch ), face-painting, lei-making

## Happy 10th Anniversary ROCK

*I remember first experiencing ROCK in 1998 as a first-time volunteer terrified of being liked by the children. I think it took me all of about 5 minutes to feel really comfortable with the program and I have been hooked ever since. Ten years is a significant number in the world of nonprofits and I am proud to be a part of such a successful program. When I reflect and try to understand why ROCK works, I always think of the wonderful people who have been involved over the years. It is truly the family mentality that drives ROCK forward and keeps children coming back. I want to thank everyone who in some way has touched ROCK and know that you are a significant part of our family.*

Curt Yagi, Executive Director

## Financial Investors

<b>Legends (\$10,000 &amp; above)</b> Cleo Foundation Juniper Networks Team Up for Youth Walter S. Johnson Foundation Yahoo	<b>Superstars (\$500 &amp; above)</b> Andrew Tate Joan Soncini John & Mary Peterson Mark Walsh SF Federal Credit Union	<b>Sponsors (Up to \$250)</b> *AMC *American Youth Soccer Organization Andy Dykstra Anita Presser Arthur Steedman Benjamin Brown Bill Rivette Boring-Johndrow-Leveroni-Vreeburg, Inc. Insurance Services Boyd Mannion Brian Axe Brian Cleugh Broc & Arlene Krause Cheryl Mannion Chimmy Lee Chris Ginieccki Dan Morrall Dan Waters David Fuss	Dean & Meralee Fredenburgh Dennis & Gloria Gillard Dina Wong Elaine Schilling Eric Shuler Frank Kim **Gap Foundation Genentech *Hollywood Video Ingrid Peterson James & Agnes Dickow Janet Shurtz Janus Jeff Moeller Jennifer Brit Jennifer Elias Jim Deslaurier John Brandeis John Tocora Josef Cuneo K & D Matthies Family Foundation Ken Higaki	Kenny Wong Kevin O'Brien Kirk Peterson Lee Swomley Levi Strauss Foundation Lyle Ross Mary Kay Rivette Mateo Burtch Melvin & Claire Blum Melvin & Claire Blum Michael Barclay Michael Scully Mike Muljat Nissa Hansen Noboru Noriye Peggy Rivette Peter & Janine Fraser Peter Garcia-Meza Phyllis Shepard Ramsey Gregg Rich Ginieccki *San Francisco Giants Scott & Vicki Leslie	Scott Jones Sean McCluskey Siodin Kho Syida Long Tiffany Caso Tim Shalk Todd McCormack Tom Skapars Victor Wong Walter Plyler Wylie Peterson
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\*Indicates in-kind donations

\*\*Indicates both monetary and in-kind donations