



590 Leland Avenue
San Francisco, CA 94134

Inspirations



OCTOBER 2003

Back to Camp, Back to ROCK Programs By Heidi Kilgore

This August, ROCK and I took our 5th trip to one our very favorite places, ROCK Summer Camp!! I would estimate that over the past 5 years, with the help of over 150 volunteers, ROCK Camp has served over 300 campers, who have jumped off the diving board 900 times, enjoyed over 500 s'mores, sang 75 campfire songs, acted in 60 skits, played 30 team-building games, taken 25 creek walks, and given or received over 300 hugs during tearful goodbyes! I realized this year at camp, that these are the types of statistics that I like to take and the kind of numbers I like to crunch. This past year, as the Executive Director at ROCK, I have been stretched and have learned a great deal about raising funds and managing a non-profit organization. I also learned a great deal about myself, my passions, and my talents. Those passions and talents have always been for direct work with children, volunteers, program creation and program delivery. After discussing this realization with several volunteers and the ROCK Board of Directors, I am excited to announce that long-

time volunteer and Board Member, Curt Yagi, was hired this fall as ROCK's new Executive Director!

I am even more excited to return to a more program focused role! I look forward to the start of a new school year, the opening of our new Middle School/High School youth center, and new program opportunities like working in the community garden and a youth-created mural. Most of all, I am excited about continuing the relationships we've had with so many Visitacion Valley children for the past 7 years and creating new ways to nurture their healthy development and lifetime success. ROCK was incorporated 9 years ago this fall, and as we celebrate 9 years of investing in the lives of San Francisco children, we want to extend our most sincere and heartfelt "Thank You" to all of YOU, our volunteers, donors, supporters, and friends who have made ROCK what it is today. We look forward to celebrating many more ROCK birthdays with all of you, for many years to come.



"I always feel safe at ROCK camp."
-Lillian, age 8

"ROCK summer camp is a great opportunity to connect with the kids on a much more substantial level. I think a real bond develops between everyone during the weekend. The extra time you have with the kids, combined with all the fun camp activities that surround you make it the ideal environment for interacting with the kids and the other volunteers." -Lyle Ross, Volunteer



"Camp makes me feel good because I get to play with my friends and make new ones."
-Justin, age 9



SUMMER/FALL 2003

FINANCIAL INVESTORS

Legends (\$10,000 & above)	Chimmy and Cassy Lee*
Team-Up for Youth	Debi Memmolo*
San Francisco Foundation	Derric & Susan DesMarteau
	Developmental Studies Center*
Champions (\$1,000 & above)	Diane Chow*
Alex Butkus*	Doug Bartl*
Chimmy Lee*	Dwight and Betty Haley
Keren Nelson (Gap Money for time & Gap gift match programs)	Elizabeth Callard
Kilgore Family	Eric Hansen
Gap Foundation	George J. Debrunner
	Ian Botterill
	Jacob and Angela Walden
	Jen Hayashi*
Superstars (\$500 & above)	Jennifer Melnick*
Bechtel*	Jeremy Kean*
Christy Zeri	Jeremy Kean*
Matt Miller	Jessica and *
Mountain Camp II	Johanna Webster
San Francisco Federal Credit Union	Julie Maldonado
Scott Whipple	Kathleen & Rene Vignos*
	Kathy Kvale
Winners (\$250 & above)	Kathy Longaker*
Carrie Thompson (Gap Money for time program)	Kathy Shurtz
Hardee & Judy Kilgore	Kathy Shurtz and three friends*
Joseph Rainaldi	Laura M. Anderson (Gap Inc. Giving Campaign)
Julie and Andy Russell	Mary Kay Rivette
Nikki Sandars (gift match through American Express)	Maxine Caton*
Trish and Brad Piatt	Michele Park*
	Nikki Sandars*
	Nissa Hansen
Sponsors (\$249 & below)	Ohnnury Temple United Methodist Church
Artis Sheninan*	Peggy Rivette
Barry and Raleigh Seliger	Phylis Yagi*
Bob and Merril Fei	Phyllis and Donald Shepard
Bruce Swan*	

ROCKers helping ROCKers at Summer Camp



Ping Li	Syida Long
Ray Guevarra*	T.C. Mechen*
Richard and Karin Lewis	Traci Rainaldi
Ron Peluso	Van Huynh and Vincent Chiu
Russell and Dena Gumina	Wayne*
Scott and Vicky Leslie	Yamini Koshy
Seth Krubiner	Zhou Yu*
Simone Fraser*	
Stephanie Foote*	

* Indicates in-kind donations

VOLUNTEERS & ADVISORS

Adair Newhall	Curt Yagi	Jennifer Liddell	LaTeisha Quinn	The Smith Family
Adeline Faffiti	Dan Perkell	Jennifer Melnick	Lauren Lee	Tracy Pettingill
Alex Butkus	Daniella Reitchstetter	Jeremy Keenan	Lyle Ross	Yamini Koshy
Amy Sheridan	Danny Morrall	Jessica Jones	Mary Jane Otto	
Ann Esplana	Debbie Mesaros	Jessie Taisey-Petrie	Michael Droessler	ROCK's Board of Directors
Arjuna Sayyed	Delphine Huang	Jim Andrew	Michele Park	Chris Ginieczki
Aurora Esplana	Elizabeth Daly	Joe Gorin	Monique Garrett	Danny Morrall
Ben Wise	Ellie Nelson	Kate Bradbury	Morton Li	Dina Wong
Bliss Dake	Eric Hansen	Kathy Kvale	Niko Pappas	Kathy Shurtz
Bob Vaughn	Greg Matter	Kelvin Johnson	Pablo	Lyle Ross
Carrie Thompson	Hilda Kwan	Ken Kurtzig	Ping Li	Mike Davis
Chimmy Lee	Hope Dela Vega	Keren Nelson	Rebecca Dake	Nathaniel Cleveland
Chris Ginieczki	Jazminn Fisher	Kevin Petrie	Rob Warren	Pete Blum
Collen O' Brien	Jen Miller	Kurt Kilgore	Roxanne	

SALT's 2003 Summer Camp



My Journey to ROCK By Curt Yagi - Executive Director

So there I was, flat on my back on the soccer field with a sharp pain shooting through my knee. Just a few moments earlier, things could not have been any better; lots of friends, a great career and excellent health. Then, in less than a second, my life changed. I soon discovered that I had completely blown out my knee and would be out of commission for several months. From that moment on, I knew everything would be different. During the course of my rehabilitation, I was forced to take some time off from work (and of course from the soccer field) and confine myself, for the most part, to my apartment. Needless to say, I spent a lot of time thinking. I began to discover that although my career and life had seemed to be going well, something was missing. Eventually, I started creating a 5-year plan and determined that by the end of the 5 years, I would be working full-time in a career in the nonprofit or education field. The year was 1998.

After 5 years of volunteering at Skill Drills, summer camp and after-school soccer, as well as serving on the Board of Directors, I am honored to finally make the jump into the nonprofit world as Executive Director of ROCK. I am ready to uphold ROCK's commitment to the Visitacion Valley community and excited at all of the future programs and opportunities for the organization.

Curt Yagi

ROCK's Mission and Programs

Real Options for City Kids (ROCK) was founded in 1994 to respond to the needs within San Francisco's low-income neighborhoods for enhanced public education and positive after-school activities. 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. ROCK's mission translates into action through school-based and after-school learning enrichment programs combined with sports and fitness, leadership training, and summer camp programs for children, ages 7 - 14, in San Francisco's Visitacion Valley.

New Office Update

Last month's New Office/Youth Center WISH LIST campaign was such a great success and has helped us make significant progress in the development of our new home in Visitacion Valley. Thanks to everyone who supported this effort! Stay tuned for details regarding our grand opening. We are still in need of computers, printers (high-speed, double-sided, ability to collate would be great), pots, pans, utensils, a Shop Vac, and Costco gift certificates.

Goodbye Lisa!!

After a wonderful year of excellent programs and exciting ROCK adventures ROCK says goodbye to Elementary School Program Director, Lisa Seliger. Lisa was so inspired by her work at ROCK that she applied to get her Masters Degree in Social Work. Lisa was accepted at Columbia University and began taking classes this fall. We are so thankful for Lisa and all the time, talent, love and energy she gave to ROCK this year. We'll Miss You Lisa!!



Join ROCK's 2003 Campaign!

- | | |
|--|---|
| <input type="checkbox"/> Enclosed is my gift of \$50 to become a ROCK Fall Sponsor | <input type="checkbox"/> Enclosed is my gift of \$500 to become a ROCK Fall Superstar |
| <input type="checkbox"/> Enclosed is my gift of \$100 to become a ROCK Fall Gold Sponsor | <input type="checkbox"/> Enclosed is my gift of \$1,000 to become a ROCK Fall Champion |
| <input type="checkbox"/> Enclosed is my gift of \$250 to become a ROCK Fall Winner | <input type="checkbox"/> Enclosed is my gift of \$_____ to support ROCK during this Fall season |

- Yes, I wish to pledge \$_____ to ROCK.
- Monthly Quarterly Annually Please send me a reminder

Name (as you wish it to appear in ROCK's future promotions):

Address

Phone

- I (we) would like more information on: Becoming a ROCK volunteer The ROCK board of directors and board project teams

Please make your gift payable to Real Options for City Kids or donate to ROCK by credit card online at www.networkforgood.org!
All gifts are fully tax deductible.
590 Leland Avenue ♦ San Francisco, CA 94134 ♦ 415.333.4001 fax 415.333.4031

NOTE!!!
ROCK has a new address!