

2019

ANNUAL REPORT



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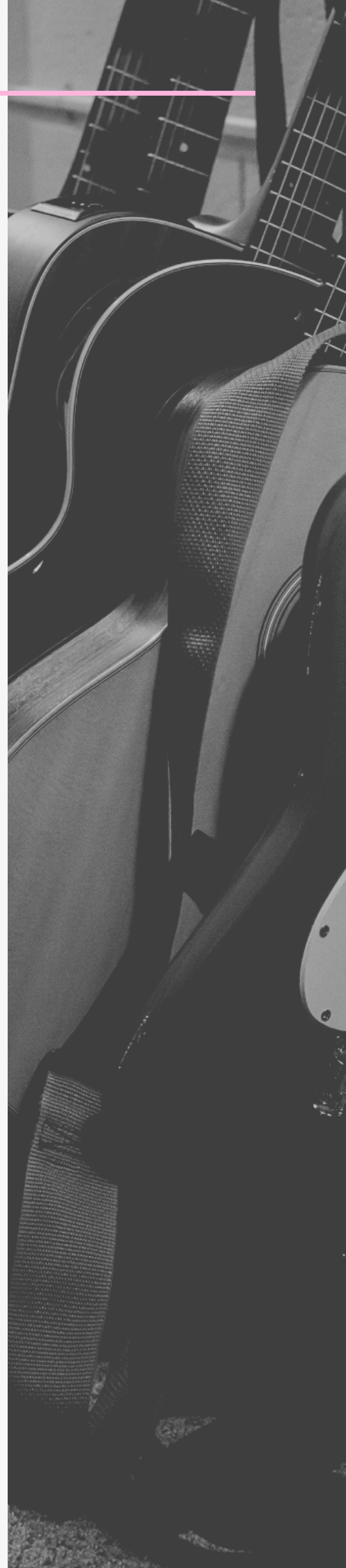
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TEAM MEMBERS

THE AWESOME PEOPLE BEHIND THIS PROJECT



JOANNA BARKER



KRISTA POWER



JESSICA ROCKWOOD



KATE LAHEY



MEGAN MCLAUGHLIN

ABOUT GIRLS ROCK NL



A LITTLE BIT ABOUT GIRLS ROCK NL

Girls Rock NL is a volunteer run non-profit that hosts an annual summer camp for girls and gender non-conforming youth ages 8-16 years old. Girls Rock Camp fosters confidence, leadership, creativity and critical thinking through music. Youth are connected with professional instructors for a week of empowering activities, instrument instruction and rocking out on stage!

CAMP PROGRAMMING

ALL ABOUT OUR 2019 CAMP, SUCCESSES, AND DEVELOPMENT



Founded in 2016, Girls Rock Camp grows in new ways each year. Our 2019 camp ran from July 22-26 and hosted twenty campers at The Lantern. Girls Rock Camp has a twenty one member volunteer staff and year round five member organizing team. Each camper was assigned an instrument: electric guitar, acoustic guitar, drums, bass, or keys. Campers were divided into three bands. Each band wrote and rehearsed an original song throughout the week, which they perform at the final showcase in front of a crowd of over 125 fans! Activities like naming their band, designing a drum skin and jamming encourage collaboration, listening and cooperation. Campers encourage and uplift one another, they embrace differences and work with challenges, they compromise and

build lasting bonds and skills every year. Through the incredible work of our Program Director, Joanna Barker, Girls Rock Camp worked to Indigenize and expand our programming. This included a build your own bundle workshop with Jenelle Duval of First Light and a beading workshop. Campers received daily instrument instruction, rock herstory, jam time, karaoke, a band photoshoot, a zine workshop, and daily concerts by local performers. Through the generous support of local businesses, campers are provided two healthy snacks each day. Every year our programming changes the lives of girls and gender non-conforming youth through empowering strength, courage, creativity and collaboration.

CAMPER TESTIMONIAL

"I APPLIED TO GIRLS ROCK CAMP BECAUSE I THOUGHT IT WOULD BE A REALLY FUN EXPERIENCE, I'D GET TO KNOW A LOT MORE PEOPLE, A LOT ABOUT MUSIC AND I'D LEARN SO MUCH MORE ABOUT HOW TO RESPECT PEOPLE AND GET RESPECTED. NEVER PUT YOURSELF DOWN, KEEP GOING. MY FAVOURITE ACTIVITY WAS DEFINITELY LEARNING HOW TO PLAY THE DRUMS. THAT WAS WICKED!"

"EVERYBODY HERE IS SO NICE AND INSPIRED ME TO DO SO MANY THINGS: MY VOCALS AND TO PLAY AN INSTRUMENT. THE CREATIVITY IS SO REINFORCED."

"I LEARNED THAT YOU CAN'T REALLY DO ANYTHING WRONG IN MUSIC. I GOT A LOT LESS SHY. LAST YEAR I DIDN'T SPEAK ONE WORD UNTIL WEDNESDAY."

"I APPLIED BECAUSE [GIRLS ROCK CAMP] SOUNDED REALLY COOL AND GIRLS DO ROCK! AND I WANTED TO LEARN A FEW INSTRUMENTS. MY FAVOURITE THING WAS DEFINITELY JAMMING OUT WITH MY BAND AND CREATING SONGS WITH THEM."

"I LEARNED HOW TO WORK TOGETHER WITH A BAND AND HOW TO LISTEN TO EVERYONES IDEAS AND COOPERATE."

"THE WORD THAT I WOULD DESCRIBE FOR THIS CAMP IS UNIQUE. THIS IS A GIRLS CAMP AND ITS THE ONLY ONE IN NEWFOUNDLAND AND THAT'S WHAT I LIKE ABOUT IT."

"I THINK THAT I'VE DEFINITELY BECOME FUNNIER AND EASIER TO TALK TO PEOPLE."

OUR COMMITMENT TO INCLUSIVITY

We are passionate about building a camp where all girls and gender non-conforming youth feel valued, heard and empowered! We hold ourselves accountable to taking on the responsibility of continually learning, growing and educating ourselves around the needs of our volunteers, campers and their families through ongoing expert training, consultation and partnerships. We believe in continually striving to build a camp and a community that is inclusive and accessible. We hold an ongoing commitment to actualizing our values and challenging our limitations. We hold ourselves accountable to each other, to community, and to marginalized girls and gender non-conforming youth.

We believe in action! Here are some steps we've taken in 2019 to enact our values:

- We partnered with First Light to offer cultural humility training to board members and volunteers;
- We partnered with the Autism Society to offer neurodiversity training for board members and staff members working with youth on the autism spectrum;
- We offered the Mary MacDonald Travel Bursary in memory of our beloved Mary MacDonald. Through this bursary and the generosity of the National Arts Centre, two youth from Labrador attended camp;
- One day mini camp for all applicants;
- We continue to offer our camp on a sliding scale.

OUR GOALS AND OBJECTIVES

Our goal is to empower campers to rock out in all aspects of their lives! Our camp encourages confidence, creativity, independence and inclusivity through unique music based programming led by professional musicians, artists and educators.

We operate on a sliding-scale admission rate, meaning each camper may participate without financial obstacle.



VOLUNTEER COMMUNITY

WHERE ADULTS ROCK OUT TOO



Girls Rock Camp has a twenty one member volunteer staff and year round five member organizing team. This year, we developed our volunteer support by updating our volunteer handbook, offering an intensive day long training session and advanced volunteer support and coordination, including two new training: cultural humility training from First Light and working with youth on the autism spectrum from the Autism Society (ASNL).

Many of our committed team of volunteer staff have worked with us since 2016.

**ADVANCED TRAINING.
EXPERT COORDINATION.
COMMUNITY SUPPORT.**

**OUR TEAM CONSISTS OF
MUSICIANS, ARTISTS AND
EDUCATORS WHO
EMPOWER, ENCOURAGE AND
CHALLENGE.**



FUNDRAISING

STREAMS OF SUPPORT

GRANTS

CITY OF ST. JOHN'S + ARTSNL

\$ 10,000

FUNDRAISING EVENTS + MERCH

\$ 1,500

DONATIONS

\$ 3,000

SPONSORSHIPS

\$ 2,000

GRAND TOTAL

\$ 16,500

PARTNERSHIPS

GIRLS ROCK CAMP IS A COMMUNITY LABOUR OF LOVE



Girls Rock Camp has seen a huge outpouring of support from our local arts community. Our camp is made possible because of local businesses donating equipment and snacks, Newfoundland bands like The Once and Tim Baker donating attendees to our fundraising concerts, and community organizations like First Light and ASNL who partnered with us to offer advanced training to our staff and volunteers.

WE HAVE LASTING PARTNERSHIPS WITH LOCAL ORGANIZATIONS AND BUSINESSES WHO MAKE OUR CAMP POSSIBLE.

PARTNERSHIPS

- Long & McQuade
- O'Briens
- Rocket Bakery
- Tim Baker
- Matt Wright
- Keith Power
- City of St. John's
- Lawnya Vawnya
- Murray Gardens
- Fixed Coffee & Baking
- Georgetown Bakery
- George Town Cafe
- Poyo
- St. John's International Women's Film Festival
- City of St. John's
- The Lantern
- Eastern Edge
- The Hungry Heart Cafe
- St. John's Womxn in Music
- ArtsNL
- Bonnie Lundrigan

SPOTLIGHT: LONG & MCQUADE

Local music store, Long and McQuade has supported Girls Rock Camp since day one. A huge part of our camps success is offering safe, quality gear in unique sizes that fit 8-16 year olds. We require over fifteen instruments (including four full drum kits!), eight amplifiers, four PA systems and numerous chords, cables, microphones, guitar pedals, straps and tuners. As a national leader in music equipment rental and sales, the annual support we receive from Long & McQuade is fundamental to our success.



SUSTAINABILITY + GROWTH

After the incredible success of our first Girls Rock Camp in 2016, we have instituted an application process. In 2019, our acceptance rate was 100%. This year we expanded our one day mini camp in partnerships with Key Assets for youth in their programs who were unable to attend our week long camp. We see a huge need in our province for our programming from the feedback we receive from campers, their families and local organizations who work with youth. We are actively seeking the financial support necessary to expand our camp and year round programming.

We see huge potential for growth. Girls Rock is a global community with camps located around the world. We work closely with experienced camps in Chicago, California and Toronto. We see potential growth through the experience of other camps who are able to offer multiple weeks of camp and year round staff and programming.



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