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The ROCK Team

Curt Yagi Executive Director

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Roderick, High School Participant

"The ROCKers are amazing. Each Saturday morning, they melt my heart with their smiles and their words of wisdom. I am proud to be part of an organization that involves the community in the growth of our future leaders. Goooooo ROCK!!!"

- April, Volunteer



SPRING 2008

Inspiration

ROCK Keeps on Rolling

Curt Yagi, Executive Director



ROCK Basketball Skill Drills 2008

Spring is always an exciting time of the year for ROCK. With the end of the school year around the corner, summer programs are quickly approaching. This means that we are that much closer to swimming, whitewater rafting, camping, backpacking, cooking, hiking and all the usual summer time activities. Because ROCK is still a small organization, I am able to personally participate in many of these activities and am looking forward to my tenth consecutive summer camp adventure.

What is also significant about this time of year is that ROCK's Board of Directors and staff can start thinking about all of the great things in store for next year. ROCK has big plans. Because we have had such a successful program over the past 13+ years, we are in a position to begin researching other neighborhoods/cities for potential expansion. We've had too many success stories not to share our model with others who desperately need quality programs. We are excited about the opportunity ROCK has to further establish itself as a leader in youth development programming.

As expected, expansion leads to an increase in the budget. If you currently donate to ROCK, we greatly appreciate it and want you to know that we strive to make your dollars go a long way. If you are not a current donor, we hope you will consider making a contribution so that ROCK will continue to flourish and enrich the lives of hundreds of youth every year.

ROCK's Mission & 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.

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