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The ROCK Team

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“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



Roderick, High School Participant



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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Growing up with ROCK

ROCK has touched my life in so many aspects that it is hard to completely fathom. Many positive childhood experiences (especially those during the summer camps) were a direct result of my connection with ROCK. When I came back to volunteer during my high school years, a child about the age of seven unconsciously helped me realize my true academic passion: forestry and hydrologic sciences. This was the summer of 2003 where our camp canoeing experience was cut short by a local dam removal. This child asked me why, and in my mind I could only imagine possible reasons: Drought? Bacteria? Fisheries? Archeological evidence?

Now that I am about to graduate from college and move on to graduate school, these reasons still wander through my mind every now and then. Especially in an age where our natural resources are being recognized more than ever before for its vital importance, we need to educate the mass population about conservation and sustainability. Starting

Hilda Kwan, former ROCK participant

Five simple ways you can help ROCK

1. Volunteer your time at ROCK's summer camp
2. Host a ROCK happy hour
3. Introduce a friend to ROCK
4. Attend a ROCK event
5. Make a financial donation

Hilda Kwan grew up as a participant in ROCK's programs and is a graduating senior at Humboldt State University studying Forest Hydrology. She is currently applying to graduate school to pursue a higher degree in Hydrologic Sciences. Despite the financially-challenging college life, Hilda made a significant monetary contribution to ROCK, the first past participant to make a donation to the organization. We are proud to have seen Hilda mature into such an extraordinary adult and know she will always be a part of the ROCK family.



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