

ANNUAL REPORT

2022 TO 2023



PROUDLY OPERATING THE CENTRE FOR ARTS
AND MUSIC PROGRAM SINCE 2011



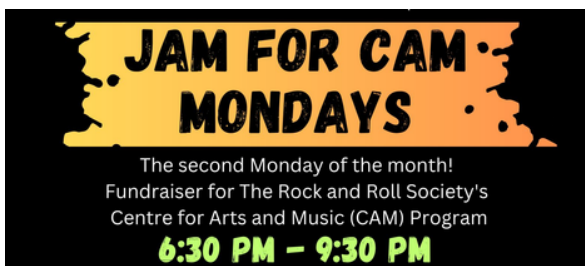
ROCK AND ROLL SOCIETY EVENTS AND COMMUNITY EVENTS IN OUR HONOUR



We started off 2023 by going “Back to our Roots” with an old-school hall party! With the cancellation of Rockfest, we decided to go back to the beginning by offering a more intimate opportunity to listen to great music from The Flyin’ Saucers, and Chillfactor. We were able to bring in some much-needed funds through a silent auction and 50/50 draw.



High Note Bar and Grill held a fundraiser in our honour at their pub. The event featured performances by Party Hog, Odd 1 Out, The Tritones, Straight Up Blues, Bobby Cameron, Rockford Stomp, The House Cats, and our own CAM senior band, Nerv/US!



Newcastle Pub held “Jam for CAM Mondays” over the summer, which provided us the opportunity to sell merchandise, and do 50/50 draws and an electric guitar raffle.



On November 11th, Trixstar chose us as the charity to benefit from a big concert featuring Tom Cochrane, Trooper, Sass Jordan, and our own CAM band, Lucid Dreams. Not only an opportunity for our kids to play to a large crowd, we also held a 50/50 and brought in some funds for the CAM Program.

A MESSAGE FROM THE PRESIDENT, ALLISON KIMZEY



My first year as President of The Rock and Roll Society of Edmonton has been filled with many emotions - disappointment, anxiety, excitement, and pride, as well as lots of work by our Board, staff, and partners who've been brainstorming, planning, meeting, and working on events. Let me explain.

Disappointment – Canceling Rockfest 2023 and not knowing when we would be ready to plan the next Rockfest- or knowing if it will be an option in the future. There are many factors involved in this and we, as a Board, are working through our options and planning the future of our CAM Program - the highest priority for The Rock and Roll Society.

Anxiety & Brainstorming – Rockfest was our biggest fundraising event of the year, however not always providing the bottom line that is needed to keep our CAM Program running and viable. So, we started to brainstorm and plan other ways to diversify our funding. We decided to return “back to our roots” by starting a new series of Old School Hall Parties, community events, connecting with previous VIP supporters, and launching our Sponsor a Rock Star and AMP It Up campaigns.

Excitement – This was a slow build, often second-guessing our plan, but always continuing to move forward. We've seen success and have watched our plans come together and have been able to move forward slowly but steadily. We've put effort into growing awareness of our CAM Program. By talking, sharing and promoting the program, we have watched excitement build in our community which has resulted in adding new donors, partners, and sponsors to our existing group, with the end goal being the same – sustainability and future growth.

Pride & Reward – I have always been proud of our students and enjoy every part of their performances at concerts and community events, however my heart almost burst with pride when I watched our CAM Band “Lucid Dreams” take the stage at the Flair Hanger and perform in-front of a crowd of about 3000 people. Watching them and hearing the audience engage by singing along to the classics and enjoying their original pieces (which the band wrote together in our program) is a reward that fuels me to move forward and continue to grow and develop this amazing one-of-a-kind program by reaching more and more deserving youth.

I would like to conclude by thanking everyone that sees our vision and has decided to join us to keep this program thriving.

Allison Kimzey

BOARD of DIRECTORS 2022-2023

President, Allison Kimzey

Chair, Damien Kutinsky

Secretary, Audrey Morton

Treasurer, Terry Lashyn

Director, Chris Georgy

Director, Deanna Blaquiere

Director, Don Barnes

Director, Kennedy Jenson

Director, Mike Braniff

Director, Sandy Staples

THE PEOPLE WHO MAKE UP THE TEAM AT THE ROCK AND ROLL SOCIETY

OUR VOLUNTEERS

We had **130 volunteers** contribute **638 hours** of their time, talent and energy this past year. They volunteered on the Board and committees, at our events, our first-ever casino, community events, CAM events, and other live music and fundraising events.



MEMBERSHIP

The Rock and Roll Society of Edmonton has 81 current members

81

STAFF

We have several hard-working staff and contractors including: Lori Scott, Administrative and Volunteer Coordinator Amanda Sokol, Marketing and Communications Coordinator Curtis Ross, CAM Program Manager Kayla Enns, CAM Program Coordinator Christan Maslyk, CAM Instructor Jenni Roberts, CAM Instructor Emma Frazier, CAM Instructor Xavier Svekla, CAM Junior Instructor

CENTRE for
ARTS &
MUSIC



CAM PROGRAM

ANNUAL REPORT

SEPTEMBER 2022 TO

AUGUST 2023





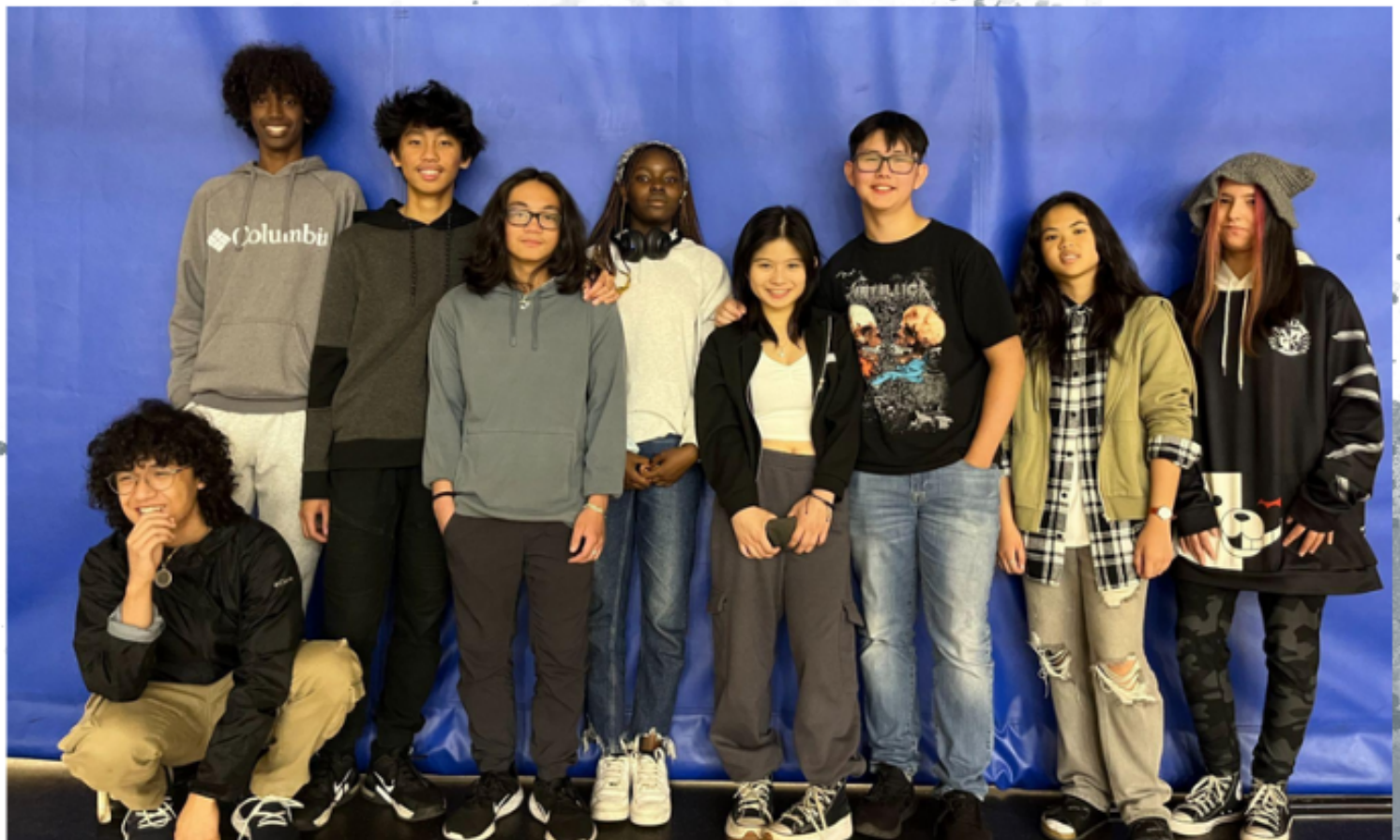
CAM PROGRAM

With the pandemic now in the rearview mirror, this school year was the busiest in CAM history! The program expanded to include thirteen classes per week taught in seven schools with a total of **133 individual students participating this year**. To support all these eager new musicians, the program employed the talents of four instructors (mentors), one junior mentor, and one volunteer mentor.

Our senior classes included students from:

- St. Joseph High School
- Victoria School of the Arts
- Grant MacEwan University
- Archbishop MacDonald High School

The ages of students participating in these classes ranged from 11 to 20. The students had many chances throughout the year to show off their talents including the CAM winter and spring concerts, school talent shows, fundraisers, recording sessions, and throughout the many social media posts they starred in this year.

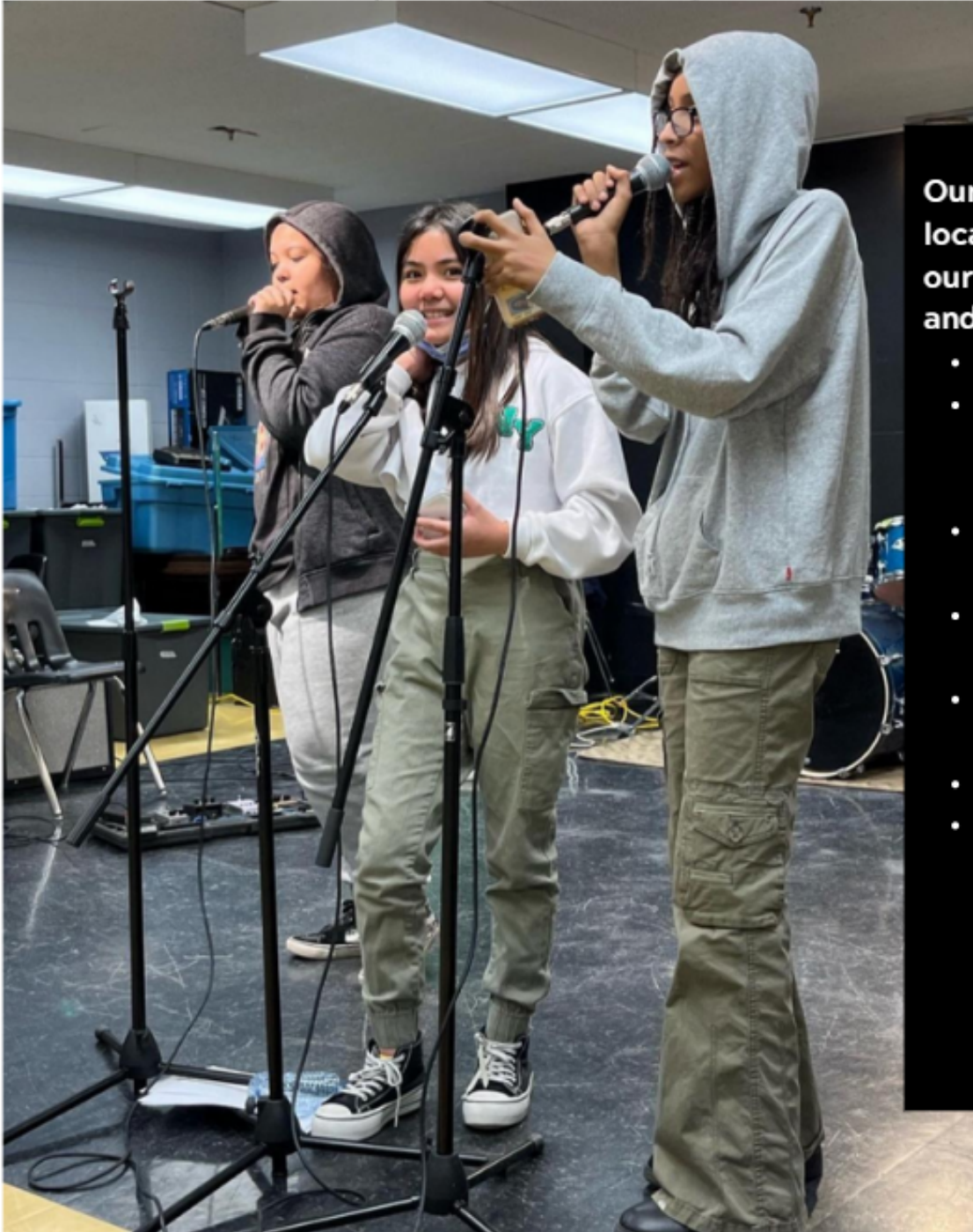


Rock Division photoshoot





CAM PROGRAM



Our classes ran at seven locations which included our long-term partners and some new schools.

- St. Cecilia Junior High
- St. Alphonsus Elementary and Junior High
- Cardinal Collins Westmount
- St Francis of Assisi Elementary
- Yellowhead Youth Centre
- St. Mark Junior High
- CASA House in Sherwood Park (a live-in program for teens who need support with significant mental health and/or addiction challenges).

Ray, Sharmae, and Buru of The Ones practice their harmonies.





CAM PROGRAM

BY THE NUMBERS

2183

Total student
classroom visits

13

Average # classes
provided per week

35

Number of weeks

27

Original songs
written

7

Original songs
recorded

136

Cover songs
learned

391

Total classes
taught



Anaiyah and Celeste of Baby Teeth at Cardinal Collins Westmount.





CAM PROGRAM

NOTABLE HIGHLIGHTS OF THE SCHOOL YEAR

- Two new schools were added to the CAM program this school year - St. Mark Junior High in October and CASA House in March. Both of these schools have had tremendous engagement and very dedicated students!
- CAM groups Rock Division and Nerv/us performed a concert for the Alberta School Councils Conference at the Delta Hotel South on April 22.
- Our senior alumni band Nerv/us performed as part of the CAM Fundraiser at the Highnote Bar and Grill on April 2 and held their own alongside much older and experienced bands!
- An amazing selection of the recordings of current and previous CAM band's original songs can be found at: <https://centreforartsandmusic.bandcamp.com/album/cams-greatest-hits> We are also currently in the process of creating a CAM Spotify account as well.



The youngest CAM band, Crystal Cove.





CAM PROGRAM

NOTABLE HIGHLIGHTS OF THE SCHOOL YEAR

● With special thanks to mentor Kayla, our social media presence has been much more prominent this year including the creation of a CAM TikTok account. The students have had a blast making content with us and we can be found on Instagram ([edrocksociety](#)) and Tiktok ([@edrocks_cam](#))

● The Grade 6 CAM band Crystal Cove performed two songs at the St. Francis of Assisi Talent Show on June 15.

● The YYC band Wahkohtowin had an end of year performance for their entire facility on June 6 and performed four songs.

● Our Junior Mentor program successfully continued on this year with our alumni student Xavier remaining a valuable member of the teaching team.

● We added a new mentor this year - musician Emma Frazier joined us in October and taught classes weekly at CASA House, St. Mark, and St. Cecilia

● Nerv/us band member Hannah assisted us throughout the year as a volunteer mentor



Sadie and Hannah from Nerv/us working hard!





CAM PROGRAM

10 CAM BANDS GAVE A TOTAL OF 6 LIVE PERFORMANCES

**ROCK
DIVISION**

**NOT QUITE
HUMAN**

THE ONES

**BABY
TEETH**

LAB RATS

**UNFOCUSED
FOULS**

**FRESH
START
BAND**

WAKHOHTOWIN

NERV/US

**HOUSE
SQUARED**



A whole new crew - Not Quite Human from St. Mark.





CAM PROGRAM

Student Survey Highlights

100% **92%** **96%** **94%** **96%**

I have had an opportunity to do something I wouldn't have otherwise done.

I have learned new things about the music industry.

I feel safe in the CAM program.

I have learned about personal responsibility.

I like the instructors for the CAM program.

84% **88%** **88%** **92%** **92%**

I have learned to play an instrument or sing.

I have learned more about music.

I am proud of something I have accomplished.

I have developed positive relationships with other adults.

I am given choices in the CAM program

How could the CAM program be improved?

Classes & performing

- More classes, more instruments
- Field trips
- More concerts
- More shows
- More time and song choices, having solos

Great - just how it is

- Not much in my opinion, its great as is.
- Is perfect
- Don't need to
- It's perfect

All about the food

- More snacks
- Better snacks, please thanks
- Food
- More food!!
- More food/better food
- Better snacks (e.g. timbits, you should give us more timbits)





CAM PROGRAM

Student Survey Highlights

What kind of opportunities have you had in the CAM program that you would not have otherwise had?

- Going to concerts is one of them
- Make plans with people to host events
- Recording, playing instruments, being in a concert, singing in public
- Concerts and performing
- Play electric guitar
- Fan girls ;)
- I got to play the keyboard
- I wouldn't be performing in concerts if I wasn't in CAM.
- Learning with others
- Perform in front of a crowd
- Learn to drum/sing better
- Play music in a band
- Performing in front of others & the opportunity to learn instruments.
- Make original songs

What is your favorite thing about the CAM program?

- Music
- Everything
- The instructors
- Performing
- The people
- Snacks, drums
- I learned bass
- Learning music and making the music
- The people, I get to meet and the teachers!
- When they bring timbits
- My band mates
- Learning more about music & spending time with others
- Performing in front of people





CAM PROGRAM

Parent Survey Highlights

Because of the CAM program, my child(ren):

100%



- Has learned to play an instrument or sing
- Is proud of themselves.
- Is excited to go to school on the day(s) the program is running.
- Has shown more responsibility (practicing, taking care of instrument, meeting deadlines etc.).
- Has developed positive relationships with other adults.

88%



- Has new friends.
- Has had an opportunity to do something they wouldn't have otherwise done.

Please tell us what you like about the CAM Program

- My child became more confident
- How excited she is for school and to participate
- It has inspired my son to try things beyond drums – bass guitar and singing!
- I have noticed a very drastic change in my child because of this program, for the better
- The opportunities to perform and the mentorship





CAM SUMMER PROGRAM

26 Total number of summer students

9 Number of new CAM students

6 Number of schools represented (approximately)

4 Number of CAM Instructors

34 Total number of summer classes taught

157 Total number of class hours



ROCK AND ROLL SOCIETY SUPPORTERS AND FUNDERS

We are grateful for the financial support of these GRANTORS



AGLC
Alberta Gaming &
Liquor Commission



.....

We are grateful for the financial support of these SPONSORS



.....

We are grateful for the financial support of these DONORS

\$5000+

Horley Investments
Camrock Asset Management

\$1001 - \$4999

TNB Enterprises
Propipe
Jacqueline Moir
Rotary Club, Edmonton Gateway
Triostar
Hand in Hand Technologies
Greg Wallace

\$500 TO \$1000

- Collin Bruce Mortgage Team
- 95.7 CRUZ FM
- Insight Psychological
- Finders Keepers
- Wayne Construction Ltd.
- Melanie Kidder
- Tofield Electric
- Stingray, Little Miracles Trust Fund

\$100 TO \$499

- Pat & Christopher Mis
- Rachel Englund
- Bob Matfin
- Ray & Linda Geleta
- Alan & Elizabeth Bevan
- C-FER Technologies

UP TO \$99

- Jude Vos
- Erica Lunde
- Lynda Malarsky
- Dianne Luntz
- Daniel Booy
- Judith Hudson
- Amanda Sokol

ROCK AND ROLL SOCIETY SUPPORTERS AND FUNDERS

Our PARTNERS



We are grateful for these GIFTS-IN-KIND DONATIONS



- BOARD OF DIRECTORS, ROCK AND ROLL SOCIETY OF EDMONTON
- NICOLA GAVINS
- LINDA WAGNER
- SCRATCH GRAFIX
- PETALS ON THE TRAIL
- LUI CHI
- LYNN CHAPMAN
- SANDIE'S SUNSET GOURMET
- RICHARD FROEHLER
- HAZELDEAN BAKERY
- AMANDA SOKOL
- DAN CARRIER
- KAYLA SHANTI MUSIC
- SANDY STAPLES
- SANDRA JOHNSON
- ROBYN SHEWCHUK
- NATASHA MELNYK
- LORI WOODHOUSE
- DEBBIE SCHOLLMAYER
- JAMIE PRUDEN
- NANCY CURTIS



ROCK AND ROLL SOCIETY FINANCIALS

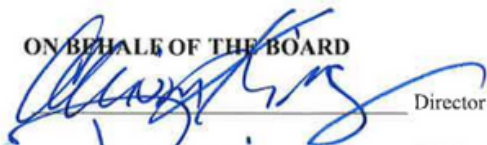
THE ROCK AND ROLL SOCIETY OF EDMONTON

Statement of Financial Position


As at December 31, 2022

	2022	2021
ASSETS		
CURRENT		
Cash and term deposits	\$ 65,555	\$ 185,704
Accounts receivable	900	1,761
T-shirt inventory	17,667	19,570
Goods and services tax recoverable	-	362
Prepaid expenses	2,003	612
	<u>86,125</u>	<u>208,009</u>
EQUIPMENT	<u>13,633</u>	<u>17,291</u>
	<u>\$ 99,758</u>	<u>\$ 225,300</u>
LIABILITIES		
CURRENT		
Accounts payable and accrued liabilities	\$ 3,320	\$ 490
Goods and services tax payable	239	-
	<u>3,559</u>	<u>490</u>
LONG TERM DEBT	<u>40,000</u>	<u>60,000</u>
	<u>43,559</u>	<u>60,490</u>
NET ASSETS	<u>56,199</u>	<u>164,810</u>
	<u>\$ 99,758</u>	<u>\$ 225,300</u>

ON BEHALF OF THE BOARD



Director



Director

ROCK AND ROLL SOCIETY FINANCIALS

THE ROCK AND ROLL SOCIETY OF EDMONTON
Statement of Revenues and Expenditures
For the Year Ended December 31, 2022

	2022	2021
REVENUES		
Donations and sponsorships	\$ 23,201	\$ 66,466
Fundraising events	17,348	26,910
Donations in kind	10,000	29,346
Grants	9,700	28,500
Merchandise and contracted services	4,115	3,736
	<u>64,364</u>	<u>154,958</u>
COST OF SALES		
Band and sound fees	13,067	1,455
Venue costs	2,593	-
Music equipment	1,455	-
Food and drink costs	882	-
	<u>17,997</u>	<u>1,455</u>
GROSS PROFIT	<u>46,367</u>	<u>153,503</u>
EXPENSES		
Contracted services, wages and benefits	109,588	49,509
Advertising	7,781	15,617
Rentals	7,700	8,750
Occupancy	6,999	6,999
Professional fees	5,538	4,388
Office and other	5,469	2,714
Utilities	4,252	3,730
Depreciation	3,658	2,055
Repairs and maintenance	2,151	3,429
Insurance	1,842	2,919
	<u>154,978</u>	<u>100,110</u>
(DEFICIENCY) EXCESS OF REVENUES OVER EXPENSES	<u>\$ (108,611)</u>	<u>\$ 53,393</u>

THE ROCK AND ROLL SOCIETY OF EDMONTON
Statement of Changes in Net Assets
For the Year Ended December 31, 2022

	2022	2021
NET ASSETS - BEGINNING OF YEAR	\$ 164,810	\$ 111,417
DEFICIENCY OF REVENUES OVER EXPENSES	(108,611)	53,393
NET ASSETS - END OF YEAR	\$ 56,199	\$ 164,810



With a focus on youth in vulnerable communities, our Centre for Arts and Music (CAM) Program reaches out to children who may otherwise have few opportunities to participate in the arts. We reach them during that critical time after the bell rings, right in their school. Youth learn how to write songs, play instruments and perform together on stage. In the process, they earn self-esteem, respect for themselves and others, and much needed self-confidence. Studies show that youth who are exposed to the arts do better in school and other areas of life. We see this firsthand every day, and local agencies confirm the positive impact the program is having in the lives of these children. In fact, one agency advised that serious incidents at their centre dropped from several per month to zero as a result of student engagement in CAM.

We've been proudly operating this program has since 2011.