

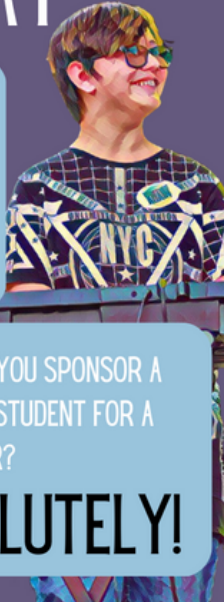


# CENTRE for ARTS & MUSIC



The Rock and Roll Society  
of Edmonton's  
Centre for Arts and Music  
Program

# SPONSOR A CAM ROCK STAR CAMPAIGN



**SPONSOR A CAM ROCK STAR**

**FOR \$2.73/DAY**

CAN YOU GET AN ICED COFFEE DRINK?  
**NOPE.**

CAN YOU GRAB A HOT LATTE?  
**NO WAY.**

CAN YOU BUY A BURGER?  
**NOT EVEN CLOSE.**

CAN YOU SPONSOR A CAM STUDENT FOR A YEAR?  
**YES. ABSOLUTELY!**

**CENTRE for ARTS & MUSIC**

Our CAM Program is offered at NO-COST to participants. But of course, it is not a program without costs! It takes about \$1000 per CAM student, per year to run this unique program. We have around 100 youth participating in our program and could engage even more but currently lack the capacity. Your sponsorship can provide quality music instruction to youth in vulnerable communities. Our CAM Mentors (who are local professional musicians), are extraordinary with the students in the program .

For \$84 per month, or about \$2.73 per day - you can provide a school year's worth of quality music instruction to youth in vulnerable communities.

Our CAM Mentors (who are local professional musicians). are extraordinary with the students in the program .

This donation covers instruction, instruments, instrument loan programs, and performances at CAM concerts.



**SPONSOR A CAM ROCK STAR**

*Only*  
**\$84/MONTH**  
(\$2.73 PER DAY)

**CENTRE for ARTS & MUSIC**



# ABOUT OUR CAM PROGRAM

*"I have noticed a very drastic change in my child because of this program, for the better".*

*"I like how excited (my daughter) is for school and to participate."*

*~Parents of CAM participants*

The Centre for Arts and Music (CAM) Program is a unique, no-cost program, operated by the Rock and Roll Society of Edmonton, focusing on youth in vulnerable communities. Working with schools that local districts identify as “vulnerable”, we reach out to children and youth who may not otherwise have opportunities to participate in the arts. Studies confirm the importance of keeping youth engaged in the critical after-school hours between 3:00 PM to 7:00 PM so our goal is to reach them during this time. We also remove barriers by going to where the youth are – in the schools. As soon as the bell rings to end the school day, students need only to go to the music room down the hall and the CAM Program begins. We also provide a small snack to help with those after-school munchies.

In the CAM Program, youth learn how to write songs, play instruments, sing, and perform together on stage. Many of these students have never held a music instrument or sung publicly before CAM, and to be part of a band that will perform at, at least 2 concerts in the school year in front of hundreds of people is an amazing and inspiring transformation to witness.

Studies show that children who are exposed to the arts do better in school and other areas of life. We see this first -and every day, and we’ve even had local agencies confirm the positive impact the program is having in the lives of these youth. In fact, one agency reported that serious incidents at their centre dropped from several per month to zero, they believe, as a result of student engagement in CAM.

Students and their parents have reported that they look forward to going to school, making new friends, and have more self-confidence.

We are immensely proud to operate our CAM Program, and to mentor a new generation of musicians and music lovers with the work of our amazing instructors. These talented people are professional Edmonton musicians (we call them CAM mentors) and many of them have been with the same youth since the start of the program.

Our CAM bands are all expected to write at least one original song, in addition to performing covers. We are not too humble to say there have been some excellent songs coming out of this program. In fact, we’ve put together a compilation of CAM band music over the years. Listen here:

<https://centreforartsandmusic.bandcamp.com/>





# CAM PROGRAM STATS

The percentage of students who strongly agree or agree with the following statements

**86%**

I have learned to play an instrument or sing.

**100%**

I have learned more about music.

**87%**

I have more confidence in myself.

**87%**

I feel more comfortable performing in front of others.

**95%**

I am proud of something I have accomplished.

**95%**

I have made friends with another student I might not have been friends with.

**94%**

I have developed positive relationships with other adults.

**94%**

I have learned about personal responsibility (

**100%**

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

**95%**

I have learned new things about how to create and perform.

**100%**

I feel safe in the CAM program.

**98%**

I have opportunities to be heard in the CAM program.

**98%**

I feel like I belong in the CAM program.

**81%**

I like the music choices in the CAM program

**100%**

I like the instructors for the CAM program.

**83%**

I spend enough time in the CAM program as I would like



# CAM STUDENTS SAY...

## Testimonials from student surveys

Playing the drums and keyboard, as well as participating in open houses and talent shows at my school.

Being able to perform in front of crowds and further helped me and my band to become more independent and getting our own shows to perform.

Quite literally everything. When I started I had zero self confidence, and complete stage fright. However, I continued and eventually became a mentor and thrived for exactly what was done for me so much time ago. I got to Share music and make some of my own.

I get to play the instruments I want to play.

### WHAT KIND OF OPPORTUNITIES HAVE YOU HAD IN THE CAM PROGRAM THAT YOU WOULD NOT HAVE OTHERWISE HAD?

I would not have been able to perform in front of others as much as I do.

Learn to play a proper keyboard and drums. Also performing in front of my school.

I have been introduced to an entirely new type of music and given insight on writing my own music.

I had the opportunity to learn new things and perform in front of people.

The opportunity to make friends in a musical environment.

Performing in front of actual audiences



# TEACHERS SAY...

## Information from teacher surveys

NOTE: These are results from prior to the pandemic, due to school closures

### WHAT ARE SOME OPPORTUNITIES THE CAM STUDENTS HAD THAT THEY MIGHT NOT HAVE HAD OTHERWISE IF NOT FOR THE PROGRAM?

(One student) was involved in the press conference for the Rock and Roll Society as well had the opportunity to perform at concerts

I have been to the CAM concerts and seen the students perform in front of family and friends. They have found a sense of belonging, they are proud of their ability and perhaps most importantly it has given them a reason to feel good about themselves for their gifts.

The expertise of Curtis Ross helps students learn and helps us with purchasing suitable equipment for our program.; An opportunity to receive quality musical instruction.

Many of my students would have been unable to take lessons for an instrument or for vocals because of financial reasons and because of the CAM program these students have experienced this and thrived. They were thrilled and so proud to perform as part of a band at their very own rock concert. They still talk about it! This opportunity has certainly opened up many of my students to some new talents and adventures that they would not have otherwise tapped into.

(My student) is very hesitant to try anything new. This provided a risk free environment for him to try to succeed.



# TEACHERS SAY...

## Information from teacher surveys

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### WHAT DO YOU LIKE BEST ABOUT THE CAM PROGRAM?

It reaches students who are often on the “fringes” of school culture, who may not have a positive sense of belonging.

True musicians in every sense of the word providing instruction and industry knowledge to students.

Very flexible and accommodating musical instruction, as well as, opportunities to perform in public forums.

Gave students a chance to perform as a group in front of an audience. This helped with building confidence.

Flexibility of instructors to work with a wide variety of students and be able to cater to their needs. The instructors are very flexible with the students and tailor lessons to student interests.

Everything about the program is great.

Excellent results and positive contributions to our school and community.

CAM provides opportunities most of our students wouldn't normally have

Extra-curricular activities help the children develop their confidence and appears to boost their confidence greatly.



# ABOUT US

The Rock and Roll Society of Edmonton is a group of passionate music lovers dedicated to the preservation and promotion of the rock and pop music that we grew up with and the contemporary rock music we love today.

The purpose of the Rock and Roll Society of Edmonton is twofold:

1. To honour the founders' goals of engaging local and national professional musicians and bringing live music to people in Edmonton and surrounding areas through music-centered social events.
2. To nurture a child's love of music and performing through our Centre for Arts and Music (CAM) Program.

We love rock music. We love the classic rock that influenced history, transformed a culture, and forever changed our societal landscape and we also love the new rock sounds of today – there's some really great music out there right now, which will be tomorrow's classics! We've been sharing our love of rock music since 2009 when we held our first hall party featuring live music. That first event grew into Edmonton's Rockfest – which began in 2011 and continues to this day. We're also committed to creating that one-of-a-kind feeling of an old-school hall party and host various smaller events throughout the year.

## Our Mission

The Rock and Roll Society of Edmonton runs the CAM (Centre for Arts & Music) Program, which provides opportunities for youth in vulnerable communities to access music programs. This is supported by organizing local music events that build memories, fundraising, and community outreach.

## Our Vision

A healthy, vibrant community, through music.

## Rock and Roll Society of Edmonton's Core Values

- Community
- Engaging youth through music
- Music yields positive change
- Youth voice
- The path to take the stage!







[www.edrocks.ca](http://www.edrocks.ca)

To learn more about our organization, to make a donation, or to inquire about partnerships and sponsorships, please contact

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*Thank you for your support!*

