

ROCK FOR READING, NFP

Proposed Annual Plan & Budget

2007

Mission Statement

The mission of Rock For Reading is to fight the rising trend of illiteracy. Reading is the cornerstone for a solid education and a basic human right. Our goal is to provide our communities with the tools and incentives that they need to experience the joy of reading. A literate society ensures that our citizens will not only have the foundation to compete in the workplace but as important that they will have the power to dream, create and expand their minds. Rock for Reading accomplishes this mission by:

- Raising awareness, funds and tools through a series of musical concerts and benefits.
- Awarding grants to libraries, schools and education/advocacy organizations that support reading programs
- Building partnerships and strategic alliances to raise funds in support of organizations championing the cause of literacy
- Educating our public to promote activism and direct involvement

Vision Statement

Illiteracy is an erosion of our society. Illiteracy isolates children and adults alike, robbing them of the skills they need to function confidently in all walks of life. Although illiteracy does the most damage on an individual basis, collectively it undermines our society as a whole. Currently, the United States ranks 49th in literacy rates among all United Nations countries.

Across the United States, one in five Americans is considered functionally illiterate. An illiterate adult earns 42% less than a high school graduate.

As alarming as our illiteracy rates are, the fact remains that we are a society that by and large chooses not to read. 5% of the U.S. population reads consistently, 39% of the U.S. population never reads and only 10% of the nation's population uses the local library.

Without reversing this trend, where are we headed? According to the National Endowment for the Arts, people who read for pleasure are more likely to visit museums, go to concerts and sporting events, volunteer and do charity work. Readers are active; non-readers are not and the shift toward the latter is frightening.

Our organization strives to motivate people to want to read more and to provide them with the means so they can. We believe all Americans desire this and deserve nothing less.

Governing Board

- Officers:
 - Rock For Reading officers are elected on an annual basis. Current officers are as follows
 - Alice Peacock, President
 - Hugh Haller, Executive Vice President and Secretary
 - Paul Natkin, Vice President
 - Tony Bowker, Treasurer
- Board of Directors:
 - Rock For Reading Board members serve either one or two year terms and can be re-nominated at the end of each term. Current members are as follows:
 - Susan Balaban (2-yr.)
 - Joe Bogdan (2-yr.)
 - Jennifer Bowker (1-yr.)
 - Tony Bowker (Treasurer)
 - Kassie Davis (1-yr.)
 - Amy Eshleman (2-yr.)
 - Hugh Haller (Exec. Vice President & Secretary)
 - Bill Michlin (2-yr.)
 - Ted Moore (1-yr.)
 - Brad Moore (1-yr.)
 - Paul Natkin (Vice President)
 - Alice Peacock (President)
 - Cyndi Solitro (1-yr.)
 - Ralph Senst (2-yr.)
 - Jim Buske (2-yr.)
 - Stephanie Buske (2-yr.)
- Advisory Board:

In general, the Advisory Board of Rock For Reading has a very conservative mission: to promote Rock For Reading. More specifically, and on an “as available” basis, Rock For Reading Advisory Board members may from time to time be asked to:

- Informally provide senior level advice and recommendations to the Board of Directors and Officers of Rock For Reading.
- Assist recruiting academics, senior business leaders and public sector participants to also become involved.
- Assist with formulating guidelines to be used in the evaluation of incoming Grant Applications for Rock For Reading Funding Grants.
- Support the Executive Director, who will play a significant role in selection of Board of Directors.
- Lend their name to Rock For Reading’s letterhead to be used in conjunction with fundraising efforts.
- Donate a quote supporting Rock For Reading’s efforts.
- Occasionally attend and/or serve as a guest host of a Rock For Reading event

In return, Rock For Reading’s Advisory Board will be kept up to date on all events, happenings, fundraising efforts and Board Member additions through updates from our monthly Board meetings as well as our annual newsletter. Current Advisory Board members include:

- John Cruickshank
- Mary A. Dempsey
- Arne Duncan
- Kurt Elling
- Ella Jenkins
- Jerry Mickelson
- Andrew Morrison
- Mary Laraia
- Rick Telander
- Abe Thompson
- Norm Winer

- Committees:
 - Finance and Operations:
 - The finance and operations committee is responsible for providing financial and operational oversight for the Board; reviewing current policies as well as recommending new policies to be ratified by the Board. Items for review include:
 - By-laws
 - Mission and Vision Statement
 - Board nominations process and term limits
 - Board Giving Policy
 - Personnel Policies
 - Policy Concerning Conflicts of Interest
 - “Thank You” letter and receipt for Donors
 - Yearly re-up letter for past Donors
 - Website Audit
 - Entitlement Package
 Committee members include:
 - Joe Bogdan, Chair
 - Tony Bowker
 - Hugh Haller
 - Grant Review:
 - The grant review committee is responsible for reviewing all grant applications submitted to Rock For Reading and making recommendations to the Board for approval. Additionally, the committee schedules site visits to potential grant recipients and establishes guidelines for applicants, which the Board must approve. Committee members include:
 - Ted Moore, Chair
 - Cyndi Solitro
 - Jennifer Bowker
 - Joe Bogdan
 - Alice Peacock
 - Marketing and Planning:
 - The marketing and planning committee is responsible for communication and public relations opportunities for R4R events, grants received and distributed and other major announcements. Additionally, the committee is responsible for oversight and planning of all R4R events. Committee members include:
 - Cyndi Solitro, Paul Natkin – Co-Chairs
 - Jennifer Bowker
 - Kassie Davis
 - Amy Eshleman
 - Brad Moore

Affiliations

- Civic:
 - Chicago Public Library – official tie-in with Book Festival Month. Included in over \$100,000 of print media for 2006.
- Advertising:
 - Chicago Tribune and RedEye – exclusive print media sponsor for Rock For Reading events. Media buy equivalent to two full pages in Tribune city and suburban papers and RedEye
 - WXRT 93.1 FM – exclusive radio sponsor for the Rock For Reading signature concert(s). Minimum of 35 on air promos plus web presence.
- Corporate Sponsors:
 - LaSalle Bank (3 yr.) - \$25,000 title sponsorship year one; increases in year two and three to be negotiated

- Lincoln Park Athletic Club (3 yr.) - \$10,000 official sponsorship year 1; \$11,000 year two; \$12,500 year three.
- Gatorade (1 yr.) - \$10,000 official sponsorship.
- Fisher Nuts (1 yr.) - \$5,000 supporting sponsorship through WXRT.
- Operational:
 - JAM Productions – provides venue promoter and production services for signature concert on a non-exclusive basis.
 - Trungale, Egan & Associates – provides marketing and brand management tools pro bono.
 - Dave Muhr Design – provides all maintenance and updating for website pro bono.
 - Kintera, Inc. – provides online server database for website, including ecommerce store, donation and contact forms and ecommunications.
- Professional:
 - Legal:
 - Mark Barinholtz – provides legal oversight for all local, state and federal regulations
 - Accounting:
 - Harvey Gordon & Associates – provides tax annual tax accounting and yearly audit.
 - Consulting:
 - Marianne Philbin – provides general not-for-profit consulting in areas of legal compliance, governance standards, fundraising, etc.

Operations

- Marketing:
 - Main Brochure – Serves as Rock For Reading’s primary introduction to potential funders, corporate sponsors, artists, media and other interested parties. This brochure can be modified to include any and all of the following:
 - Introductory Letter
 - PowerPoint Slide Presentation
 - Signature Concert Entitlement Proposal
 - Signature Concert Terms and Conditions
 - Sample Event Invitations
 - Rock For Reading Sticker
 - Rock For Reading Business Card
 - Website – Serves as our primary portal to the general public including email signup, online store, event, sponsor and organizational history and online grant application process.
 - Database – All Rock For Reading contacts, donors and volunteers are maintained in our online server database, which is maintained by Jim Buske, Scholarship Administrator for the U. of Wisconsin, Madison.
 - Communications – Will continue to work with See3 to developing our ecommunications and multimedia capabilities. Our online newsletter is processed once a year both online and as a mailer.
 - Literacy Reception – Currently planning a public reception at the Chicago Library’s downtown location for April. Potential tie-in with The Chicago Community Trust and The Rochelle Lee Fund.
- Public Relations – Exploring potential relationship with the Carol Fox Agency or equivalent to assist with publicizing our events and general efforts on a pro bono basis.
- Fundraising:
 - Founders Circle Pledge Drive:
 - The Founders Circle Pledge Drive mails out once a year in November. This pledge drive is used primarily to generate capital for general operating expenses.
 - Public & Corporate Grants:
 - Rock For Reading was approved for a 2006 MOD grant from The Chicago Community Trust for \$10,000, a \$20,000 grant from The Forum Group and a \$5,000 grant from The LaSalle Bank. Jim Buske, Scholarship Administrator for the U. of Wisconsin, Madison, assists the Executive Director in the writing and submission of all grants.
 - Signature Concert:
 - R4R’s signature concert is tentatively scheduled for October to coincide with Book Festival sponsored by the Chicago Public Library. Will explore potential of working with a co-promoter and more closely with WXRT to help with event planning.

- Tie-Ins:
 - Shamrock Shuffle: Will reevaluate participation in this event for 2007.
- Elvis Is Alive 5K & Other Neighborhood Festivals
 - Will evaluate participation on a case by case basis.
- Private Fundraisers:
 - 1-2 private fundraisers tentatively scheduled for 2007.
- Public Fundraisers:
 - Printers Row Book Fair – Will participate again in Book Fair and book collection during the fair.
- Read-a-thon:
 - Schedule for January 2007 in the Wilmette School District utilizing Kintera's Friends Asking Friends proprietary online server software.
- Family Book Night:
 - Working with the Pearson Foundation and to continue a series of interactive family nights targeting pre-school children.
- Ecommerce:
 - Items for Sale include Rock For Reading t-shirts, posters and wristbands.
- Professional Development Director:
 - We are exploring the possibility of hiring a half time development/Executive Director in the first half of 2007.
- Grant Process:
 - Rock For Reading completed its first year of grants in 2006. Grant applications are accessed through our website and can be processed either online or by hard copy. The deadline for grants is December 31st although we accept grants throughout the year on a rolling quarterly basis. We accept grant applications from organizations with operating budgets not exceeding \$325,000 (twice R4R's projected operating budget - 2007). Each successful grantee is required to complete an assessment of their progress and each grantee must reapply on an ongoing basis.
- Strategic Planning:
 - Board Meetings:
 - Rock For Reading Board meetings are held every six weeks. Attendance is required by all Board members. Board members are required to complete an annual self-assessment.
 - Annual Board Meeting:
 - Rock For Reading holds its annual Board meeting in December of each year. At this annual meeting, current Board members 1) elect officers and directors for the following year, 2) approve the annual plan and budget, and 3) nominate new Advisory Board members for consideration.
 - Yearly Operations Calendar:
 - Rock For Reading monitors the day-to-day operations of its financial and operational structures through the Finance and Operations Committee, by way of a written Operations Calendar.

- Financial Planning:
 - **2007 Operating Budget (fiscal year ends 12/31)**

	<u>2007</u>	<u>2006</u>	<u>2005</u>
Income			
Sponsorships	\$99,500	\$ 79,850	\$ 51,000
Event Revenue	93,000	31,217	22,897
Contributions	56,000	25,973	22,004
Merchandise Revenue	0	41	390
Total Income:	248,500	137,081	96,291
Expenses			
Advertising & Promotion	\$ 17,500	\$ 11,600	\$ 45
Depreciation	500	688	115
Event Expenses	10,000	3,931	6,350
Grants	170,150	56,350	483
Insurance	1,000	980	980
Professional	31,800	2,285	2,300
Meeting Expense	1,000	267	266
Office Supplies	2,550	652	25
Postage and Printing	8,500	8,021	2,403
Travel	1,000	385	16
Website	4,500	6,356	2,450
Total Expenses:	\$248,500	\$ 91,515	\$ 18,155

Documentation (available upon request)

- 501 c (3) Letter
- By-Laws
- 2006 P&L and Balance Sheet
- 2006 Form 990
- 2006 Audit (completed in February)
- BOD Insurance
- Operations Calendar
- Kintera Contract
- Sample Public Grant Proposal
- Sample Entitlement Package
- Sample Funding Request Letters
- Artist Proposal