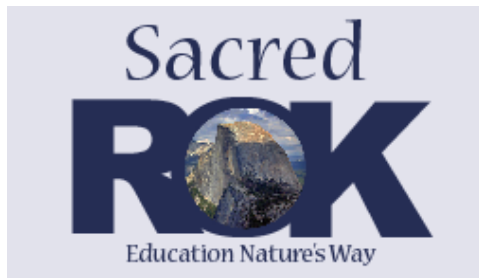


# **Sacred Rok**

## **2011 ANNUAL REPORT**



November 2011



November 2011

We are writing on behalf of the Sacred Rok Board of Directors to share our 2011 Annual Report. This Annual Report covers Sacred Rok's second year of operation. We excited about what we have accomplished and our future plans. We are thankful to our supporters and donors for helping us to make this possible. We are especially grateful to the young people who have allowed us to share Yosemite with them.

Spearheaded by the vision of Executive Director Ron Kauk, the Sacred Rok mission is help young people learn to respect nature and through that, to respect themselves. Ron wants to connect young people to nature and help them learn to value the natural world. Our motto is "Education Nature's Way." Our approach is to slow down and focus on the basics - water, air, breathing, learning to walk again.

We accomplish our mission through day trips and camping trips with youth, as well as educational presentations, our newsletter, and our web site [www.SacredRok.org](http://www.SacredRok.org). Our Annual Report provides an opportunity to share our accomplishments and plans for the future.

**Sacred Rok Board of Directors:**

*Ron Kauk, Executive Director*

*Nancy Goodban, Board Chair*

*Kenji Hakuta, Secretary/Treasurer*

*Brian Cooley*

*Lamar Henderson*

*Lucy Snyder*

# Sacred Rok Annual Report

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## Sacred Rok Accomplishments

The Board of Directors adopted three goals for FY 2011; building organizational capacity, telling the story of Sacred Rok, and programming and activities. We finished our second fiscal year in June 2011, with annual revenue of \$31,487.

In Fiscal Year 2011 through the date of completion of this report, Ron has led nine trips to Yosemite National Park -- three day trips for Planada youth, three day trips and a camping trip for Probation youth, and two camping trips for foster youth. These trips introduce the youth to the natural beauty of Yosemite and provide a safe and supportive outdoor experience. In small group settings, the youth build a relationship with Ron which we are committed to maintaining for the long term. The relationship with an adult mentor and role model allows them the space and opportunity to feel safe in a natural setting. The goal of Sacred Rok is to expose these teens to nature through camping trips and hikes, helping them to learn to respect and value nature and to understand their own role, to empower them to make positive choices in their lives and to help protect and preserve the natural world they are experiencing and learning to value.

We also continued to build organizational capacity. We developed a curriculum which outlines our philosophy, approach, and activities including learning outcomes and objectives as well as a logic model. We continued our monthly newsletter and are compiling these contributions into a book. Executive Director Ron Kauk gave educational presentations including to REI staff at Yosemite National Park as well as to several REI venues in the San Francisco Bay Area. We continue to receive donations via PayPal on our website. Besides the "Midnight Lightning" Sacred Rok t-shirts which we send to anyone who makes a \$50 donation, Ron also offers a signed photo he has taken. We reached out to the outdoor industry and foundations, and were grateful to receive cash or equipment donations from the Clif Bar Family Foundation, The California Endowment, and REI. We were approved to join One Percent for the Planet which allows partnering businesses to designate Sacred Rok to receive a share of their profits. We were approved for funding by the United Way of Merced County to take youth on day trips to Yosemite National Park for FY 2012.

The Board has also identified the value of having an identified site for camping and other activities. We are working with youth who are at or near maturity, and want to provide a safe haven for them to return to at any time. Our vision is a small facility in or near Yosemite, where young people can come at any time once they have graduated from foster care or Probation.



## Camping and Day Trips

In fiscal year 2011 through the completion of the annual report, our nine trips included:

- **Three day trips with Merced County Probation youth who are incarcerated in Iris Garrett Juvenile Justice facility.**

These young men are selected because they are in the long term incarceration programs and as such their behavior can be reviewed over many months prior to the trip. They are selected by the Probation Department on the basis of good behavior, and are accompanied by a Probation Officer. They spend the day hiking in Yosemite Valley, enjoying a nutritious picnic lunch prepared by our camp manager, and challenging themselves through the physical activity and camaraderie.

- **Three day trips with middle and high school youth from Planada.**

Ron led two trips in October and one in November 2010. These trips were funded by the California Endowment with matching funds provided by our Clif Bar Family Foundation grant. These middle and high school youth from Planada experience Yosemite for the first time, including spring water, hiking, and waterfalls. If on a weekend, they may stay late to see Ron present Return to Balance at the Yosemite Visitor Center theater.



- **Camping trip with Merced County Probation youth.**

The July 2010 camping trip included the Probation youth who came on the June day trip. They camped at Tuolumne Meadows Campground. This was a great opportunity for these young men to experience the wide open spaces of Tuolumne Meadows, at 8,600 feet high above Yosemite Valley, with alpine meadows surrounded by snow capped peaks. Numerous hiking opportunities are available including Lempert Dome which is walking distance from the campground.

- **Two camping trips with foster youth from Merced County Human Services Agency Independent Living Program (ILP).**

In August 2010 and again in August 2011, Ron led a five day, four night camping trip for Merced County foster youth enrolled in ILP. ILP is designed for teenagers in foster care to help prepare them to "age out" of the foster care system at age 18. These foster youth participate in classes and fieldtrips during the school year, as well as work experience in the summer. Prior to returning to school in August, their summer is capped off with a Sacred Rok camping trip at Tuolumne Meadows in Yosemite National Park.

We have taken four camping trips with Merced County ILP youth; a number of the youth have come on multiple trips. Before each camping trip, there is a planning session with the youth at the Main Street Youth Center in Merced. After each trip, there is a reunion at the Main Street Center for the campers to look at pictures and talk to each other and Ron about their experiences.



## Sacred Rok Theory of Change

The Sacred Rok logic model is presented on the following page. It outlines our theory of change, identifying inputs, outputs, and outcomes.

Our inputs, or resources, include Executive Director Ron Kauk, our cook/camp manager, Board members, and volunteers. Our Board is a key resource and is diverse culturally, ethnically, and professionally. Ron has a deep knowledge of nature and Yosemite. Other Board members have strong educational credentials, strong experience with youth programming for foster youth and Probation youth, and administrative know-how. We also have a non-voting advisory Board member in the National Park Service who was formerly Chief Ranger at Yosemite. Together, the Board is able to provide a strong core of knowledge and commitment. We have also been fortunate to partner with the agencies that have sent youth on the trips, who send along adults who know and work with the youth as well as receiving support from the outdoor industry including donations of equipment, supplies, and funds.

Our outputs, or activities, include day trips and overnight camps. Ron also does educational presentations at the Yosemite Visitor Center and at outdoor industry and rock climbing venues. We have a monthly newsletter on our website, and share stories, photos, and videos.

We seek positive outcomes - defined as changes in knowledge, attitude, or behavior - for youth participants.

- Some outcomes are apparent immediately after camp, and can be measured during the reflections at the campfire the last night of camp or else at a debriefing afterwards. These short term outcomes include an increased self-confidence in nature and caring for the environment. Participants learn to sit at peace under a tree or by a river without needing an iPod or cell phone. They are calmer and better able to manage anger, and more able to control their impulses. They are more accepting of other campers and have a feeling of trust in their camp leader. We measure these outcomes by talking to youth and counselors, reflections on the final night of the trip, and debriefing after the trip.
- In the medium term, additional outcomes are expected to be exhibited in the following year. Medium term, youth participants may serve as mentors on return trips or speak about the experience to other youth. Participants will exhibit better impulse control, and decreased stress, anxiety, and depression.
- Longer term, over a three year period, outcomes include respect for nature and themselves, the feeling of being respected and valued by adults, more positive peer and adult relationships, and hopes and goals for the future that lead to more engagement in school or work.

## Sacred Rok Logic Model

Resources (Inputs)	Activities (Outputs)	Short Term Outcomes (post-trip)	Medium Term Outcomes (1 year)	Long Term Outcomes (3 years)
<i>Note: Outcomes are changes in knowledge, attitude, or behavior.</i>				
<ul style="list-style-type: none"> <li>• Ron Kauk</li> <li>• Camp Mgr/Cook</li> <li>• Board members</li> <li>• Non voting advisory Board member</li> <li>• Volunteers</li> <li>• Partnerships -               <ul style="list-style-type: none"> <li>○ HSA</li> <li>○ Probation</li> <li>○ El Centro</li> <li>○ Outdoor Industry</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Day trips with at-risk youth</li> <li>• Overnight trips with at-risk youth</li> <li>• Educational presentations to outdoor industry</li> <li>• Web site</li> <li>• Newsletter</li> <li>• Stories</li> <li>• Photos</li> <li>• Videos</li> </ul>	<ul style="list-style-type: none"> <li>• Understand health, safety in nature</li> <li>• Understand care for environment/ minimize impact</li> <li>• Master camping skills</li> <li>• Increase self confidence in nature</li> <li>• Develop trust in camp leader</li> <li>• Experience sense of peace - able to sit by the river or under a tree</li> <li>• Improved emotional stability - calmer, able to manage anger</li> <li>• Understand and accept differences with other participants</li> </ul>	<ul style="list-style-type: none"> <li>• Return trips</li> <li>• Serve as mentors on follow up trips</li> <li>• Speak to other youth/share experience</li> <li>• Increased impulse control</li> <li>• Reduced stress</li> <li>• Reduced depression</li> <li>• Reduced anxiety</li> <li>• Improved self esteem</li> <li>• Improved self-confidence</li> </ul>	<ul style="list-style-type: none"> <li>• Respect for nature</li> <li>• Respect for self</li> <li>• Feel valued by adults</li> <li>• Positive relationships with peers</li> <li>• Positive relationships with adults</li> <li>• Hope, goals for the future</li> <li>• Engagement in school or work</li> </ul>



## Future Plans

We have a busy year coming up. We are compiling our newsletters into a book. We are continuing to explore how best to build capacity in our small nonprofit.

We have a number of youth activities planned. Ron is taking the incarcerated Merced County Probation youth on 12 day trips this fiscal year. For the past three years, the Probation youth have been young men, but the Probation Department would like to provide this opportunity to young women as well. We are working with Probation to identify the young women who can be led on a day trip by our camp manager and chief operating officer, Katie Lambert.

We are also participating in a National Park Service project to develop and maintain trails for rock-climbing; Ron will lead eight volunteer groups of youth on weekends to help with the trail-building. A United Way grant will support four day trips to Yosemite for Merced youth from the Boys and Girls Club. A North Face Explore Fund grant will support mentor-building activities among youth who have participated in previous trips.

Finally, the Sacred Rok Board maintains its vision for an identified site for camping and other activities, a small facility on one or more acres in or near Yosemite, where young people can come at any time once they have graduated from foster care or Probation. Over the years, we want to continue to build ongoing relationships with and among the young people we serve.



## Supporters

We owe special thanks to our supporters, without whom our efforts would not be possible.

### Individual Donors

Monir Ahmed	Ann Krcik
Christophe Aurine	Stephen Lansdowne
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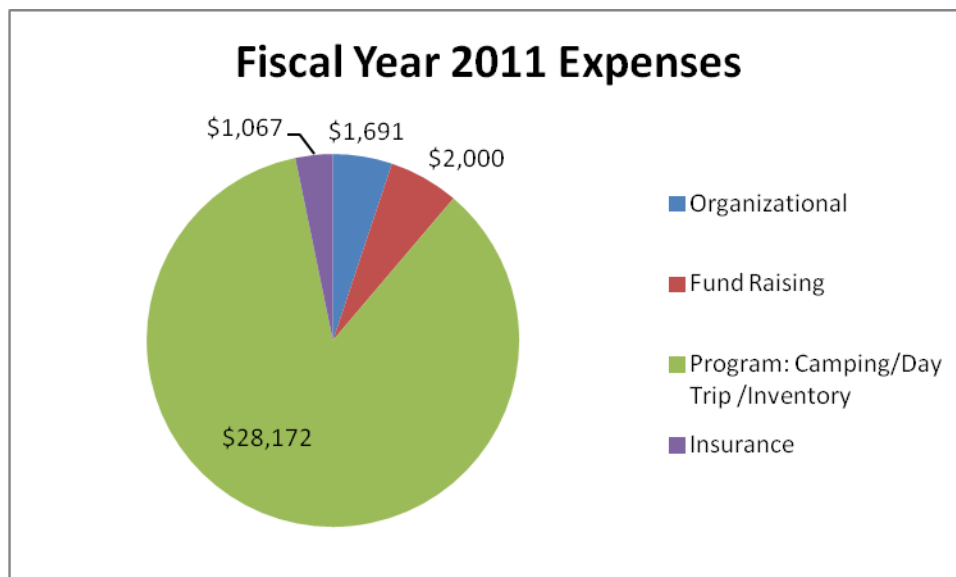
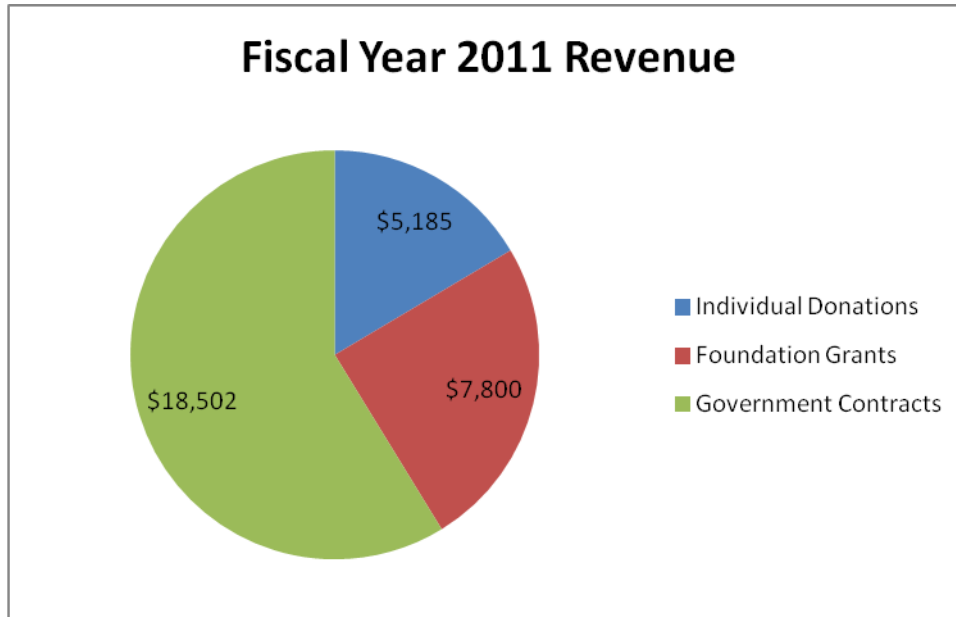
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North Face  
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Saratoga Tree Service  
Sierra Designs  
The California Endowment  
United Way Merced  
Yosemite Conservancy/National Park Service

## Financials

In the fiscal year that ended June 30, 2011, Sacred Rok received \$31,487 in revenue and had \$32,930 in expenses, for a net loss of \$1,443. Revenues lagged expenses because we had camping trips that were not reimbursed until the following year. The pie charts below show our revenue sources and our costs. Our primary cost is the camping and day trips. We also purchased inventory this year. We have very small fixed costs including web site hosting and insurance.

The Profit and Loss Statement and Balance Sheet are shown on the following pages.



# Sacred Rok Fiscal Year-End Profit and Loss Statement FY 2011

	<u>Amount</u>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
<b>Restricted</b>	
Government Grants	\$18,502.00
Foundation Grants	\$7,800.00
Total Restricted	<b>\$26,302.00</b>
<b>Unrestricted</b>	
Individual Donations	5,185.00
Total Unrestricted	<b>\$5,185.00</b>
<b>Total Income</b>	<b>\$31,487.00</b>
<b>Expense</b>	
<b>Organizational Costs</b>	
Membership Fees	\$50.00
Professional Fees/Graphic Design	\$900.00
Insurance	\$1,067.00
Printing & Reproduction	\$495.61
Miscellaneous Administrative Costs	\$245.51
Fund Raising	\$2,000.00
<b>Total Organizational Costs</b>	<b>\$4,758.12</b>
<b>Camping and Day Trip/Program Costs</b>	
Merced County Human Services Agency	\$15,379.71
Merced County Probation Department	\$7,873.37
Planada	\$1,292.95
Planada	\$3,625.54
<b>Total Camping and Day Trip/Program Costs</b>	<b>\$28,171.57</b>
<b>Total Expense</b>	<b>\$32,929.69</b>
Net Ordinary Income	\$31,487.00
<b>Net Income</b>	<b><u><u>-\$1,442.69</u></u></b>

# Sacred Rok Fiscal Year-End Balance Sheet FY 2011

	<u>July 1, 2011</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	\$18,866.63
Accounts Receivable	\$0.00
Inventory	\$5,277.00
Supplies	\$0.00
Prepaid Insurance	\$100.00
<b>Total Current Assets</b>	<b>\$24,243.63</b>
<b>Other Assets</b>	<u><b>\$0.00</b></u>
<b>TOTAL ASSETS</b>	<u><u><b>\$24,243.63</b></u></u>
 <b>LIABILITIES</b>	
<b>Current Liabilities</b>	
Accounts Payable	\$0.00
Fees Payable	\$0.00
Insurance	\$0.00
Unearned Revenue	\$0.00
<b>Total Current Liabilities</b>	<b>\$0.00</b>
<b>Long Term Liabilities</b>	<b>\$0.00</b>
<b>Total Liabilities</b>	<u><b>\$0.00</b></u>
<b>TOTAL LIABILITIES</b>	<u><u><b>\$0.00</b></u></u>