

Organization Information

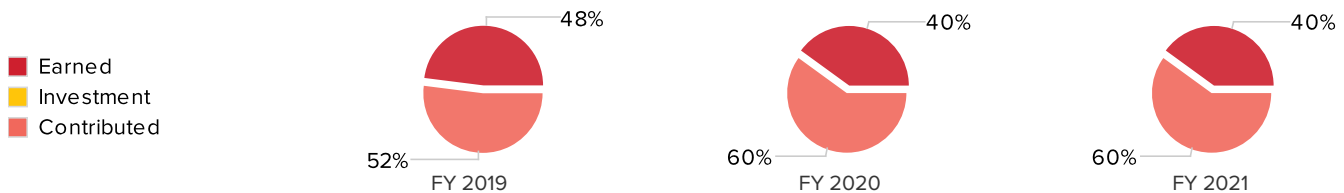
Organization name: **Girls Rock! Des Moines**
 City: Des Moines
 State: IA
 County: Polk
 Federal ID #: 472445868
 Year organization founded: 2013
 Organization type: 501(c)3 nonprofit organization
 Fiscal year end date: 12-31

Applicant is not audited or reviewed by an independent accounting firm.

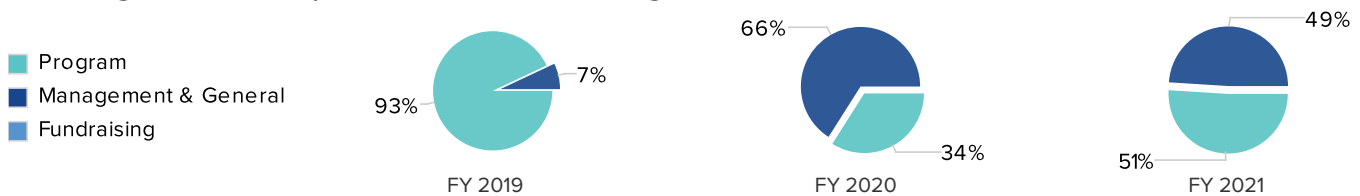
Financial Summary

Unrestricted Activity	FY 2019	FY 2020	% Change	FY 2021	% Change
Unrestricted operating revenue					
Earned program	\$26,740	\$17,323	-35%	\$21,767	26%
Earned non-program	\$541		-100%	\$1,175	n/a
Total earned revenue	\$27,281	\$17,323	-37%	\$22,942	32%
Investment revenue			n/a		n/a
Contributed revenue	\$29,905	\$25,918	-13%	\$34,141	32%
Total unrestricted operating revenue	\$57,186	\$43,241	-24%	\$57,083	32%
Operating expenses					
Program	\$77,019	\$18,861	-76%	\$51,552	173%
Management & general	\$5,576	\$36,677	558%	\$48,735	33%
Fundraising			n/a		n/a
Total operating expenses	\$82,595	\$55,538	-33%	\$100,287	81%
Unrestricted change in net assets - operating	-\$25,409	-\$12,297	52%	-\$43,204	-251%
Unrestricted change in net assets - non-operating		\$6,655	n/a	\$25,155	278%
Unrestricted change in net assets	-\$25,409	-\$5,642	78%	-\$18,049	-220%
Restricted change in net assets	\$20,628	\$5,000	-76%	\$83,641	1,573%
Total change in net assets	-\$4,781	-\$642	87%	\$65,592	10,317%

Unrestricted Operating Revenue by Source



Operating Expenses by Functional Grouping



Balance Sheet

	FY 2019	FY 2020	% Change	FY 2021	% Change
Assets					
Total current assets	\$22,109	\$16,219	-27%	\$54,035	233%
Total long-term/non-current assets			n/a	\$3,062	n/a
Total assets	\$22,109	\$16,219	-27%	\$57,097	252%
Liabilities					
Total current liabilities	\$3,694	\$3,229	-13%	\$3,516	9%
Total long-term/non-current liabilities			n/a		n/a
Total liabilities	\$3,694	\$3,229	-13%	\$3,516	9%
Net assets					
Total net assets	\$18,415	\$12,990	-29%	\$53,581	312%
Total liabilities & net assets	\$22,109	\$16,219	-27%	\$57,097	252%

Mission and Constituency

Mission statement

Since 2013, Girls Rock! Des Moines has been empowering cis-girls, gender-expansive, nonbinary, and trans youth through music education, collaboration, and performance opportunities.

We lift up the unique voices of youth through creative expression. We believe every rocker should have a chance to celebrate their identity, strength, creativity, and connect to the world through music education, collaboration, and performance. We encourage them to explore their agency, develop creative habits, and discover what inspires them. At GR!DSM, everyone gets to share their unique voice with the world - because every voice deserves to be heard, and no song unsung.

Mission demographics

This organization's mission is rooted in an explicitly identified ethnic, cultural or other demographic voice.

Racial/ethnic group	White (non-Hispanic);Hispanic/Latino(a);Black;Asian;Middle-Eastern;Indigenous;Additional Group (please state)
Additional group (please state)	Any marginalized group or individual
Gender	Female;Genderqueer/gender non-conforming;Transgender
Additional group (please state)	
Sexual orientation	
Additional group (please state)	
Age group	Under 18;18-64;Additional Age Grouping (please state)
Additional group (please state)	We primarily serve ages 18 & under.
Disability	Yes
Additional characteristics	About 25% of our membership consists of youth with varying abilities and neurodivergencies. Our work is a direct attempt to amplify voices that have otherwise been told to be silent. Music, art, and creative expression are our tools in building a loud, celebratory, and formidable movement. We do not use these tools by accident; we use them because music and creative expression are accessible, community-based, collaborative, and political. In order for our movement to be effective it must be physically, financially, and linguistically accessible. We strive to make sure all those who wish to do this work have what they need to thrive.

If the fields above are blank, this organization does not serve that demographic specifically.

Audience

The organization seeks to primarily serve a specific audience.

Racial/ethnic group	White (non-Hispanic);;Black;Hispanic/Latino(a);Asian;Middle-Eastern;Indigenous
Additional group (please state)	Any marginalized individual, group, or community
Gender	Female;Genderqueer/gender non-conforming;Male;Transgender
Additional group (please state)	
Sexual orientation	
Additional group (please state)	
Age group	Under 18;18-64;65+
Additional group (please state)	
Disability	Not Applicable
Additional characteristics	
Additional group (please state)	We do not have any data pertaining to audience members in this regard.

Community type served	Urban
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If the fields above are blank, this organization does not serve that demographic specifically.

Revenue Details

Operating Revenue

Earned - Program	FY 2019	FY 2020	% Change	FY 2021	% Change
Subscriptions			n/a		n/a
Membership fees - organizations			n/a		n/a
Membership fees - individuals	\$26,275	\$16,554	-37%	\$17,525	6%
Education revenue		\$75	n/a	\$375	400%
Publication sales			n/a		n/a
Ticket sales & admissions	\$465	\$694	49%	\$1,635	136%
Gallery sales			n/a		n/a
Contracted services & touring fees			n/a	\$2,232	n/a
Royalty & reproduction revenue			n/a		n/a
Earned - program not listed above			n/a		n/a
Total earned - program	\$26,740	\$17,323	-35%	\$21,767	26%

Earned - Non-program					
Rental revenue			n/a		n/a
Attendee revenue not listed above	\$541		n/a	\$1,175	n/a
Earned non-program not listed above			n/a		n/a
Total earned - non-program	\$541		-100%	\$1,175	n/a
Total earned revenue	\$27,281	\$17,323	-37%	\$22,942	32%

Contributed	FY 2019	FY 2020	% Change	FY 2021	% Change
Trustee & board	\$9,001	\$3,337	-63%	\$3,006	-10%
Individual	\$20,737	\$8,763	-58%	\$12,191	39%
Corporate	\$3,500	\$5,000	43%	\$0	-100%
Foundation	\$11,000	\$11,000	0%	\$44,285	303%
City government	\$0	\$0	n/a	\$0	n/a
County government	\$0	\$0	n/a	\$0	n/a
State government	\$0	\$0	n/a	\$53,300	n/a
Federal government	\$0	\$0	n/a	\$0	n/a
Tribal contributions	\$0	\$0	n/a	\$0	n/a
In-kind operating contributions	\$0	\$0	n/a	\$0	n/a
Parent organization support	\$0	\$0	n/a	\$0	n/a
Special fundraising events	\$6,295	\$2,818	-47%		-100%
Contributions not listed above	\$0	\$0	n/a	\$0	n/a
Net assets released from restriction	\$0	\$0	n/a	\$0	n/a
Total contributed revenue	\$50,533	\$30,918	-39%	\$112,782	265%
Operating investment revenue	\$0	\$0	n/a	\$0	n/a
Total operating revenue	\$77,814	\$48,241	-38%	\$135,724	181%
Total operating revenue less in-kind	\$77,814	\$48,241	-38%	\$135,724	181%

Non-operating Revenue	FY 2019	FY 2020	% Change	FY 2021	% Change
Other non-operating		\$6,655	n/a	\$6,655	0%
Total non-operating revenue		\$6,655	n/a	\$31,655	376%

Total revenue	\$77,814	\$54,896	-29%	\$167,379	205%
Total unrestricted revenue	\$57,186	\$49,896	-13%	\$83,738	68%
Total unrestricted revenue less unrestricted in-kind	\$57,186	\$49,896	-13%	\$63,738	28%
Total revenue less in-kind	\$77,814	\$54,896	-29%	\$142,379	159%

Revenue Narrative

FY 2019	In 2019 we ran three targeted fundraisers: 100 Businesses That Rock; March Towards Revolution; and our in-person fundraiser.
FY 2020	GRDSM's realized financial losses were at a 38% decrease in revenue between '19 & '20; this equates to a 75% loss in participation from 128 to 32 members in our program or about \$29,574 annually. The majority of our revenue at the time came from camp fees.
FY 2021	<p>We have a dedicated group of about 100 volunteers annually; this number has been consistent throughout our nearly ten years as an organization.</p> <p>In-kind donations through community partners and local businesses leveraged over \$25K in support; primary contributions came from discounted rental rates at local venues, instrument stores, accounting services, and the marketing agency we work with.</p> <p>The Volunteer & In-Kind support we have received has enabled us to increase programming, without increasing spending.</p> <p>Earned Revenue reflects camp fees, membership fees, ticket sales, revenue from classes, and merchandise sales. Contributed Revenue rose dramatically and primarily came from grants.</p> <p>Board membership dropped, causing a drop in Board specific donations.</p> <p>The decline in Corporate contributions was attributed to financial uncertainties amongst entities who had previously donated to our program, in the wake of the Covid 19 pandemic.</p>

Expense Details

	FY 2019	FY 2020	% Change	FY 2021	% Change
Personnel expenses - Operating					
W2 employee salaries, benefits, payroll taxes	\$32,029	\$33,931	6%	\$42,148	24%
Independent contractors	\$16,057	\$9,025	-44%	\$17,010	88%
Professional fees	\$1,904	\$0	-100%	\$0	n/a
Total personnel expenses - Operating	\$49,990	\$42,956	-14%	\$59,158	38%
Non-personnel expenses - Operating					
Occupancy costs	\$1,850	\$0	-100%	\$3,502	n/a
Non-personnel expenses not listed above	\$30,755	\$12,582	-59%	\$37,627	199%
Total non-personnel expenses - Operating	\$32,605	\$12,582	-61%	\$41,129	227%
Total operating expenses	\$82,595	\$55,538	-33%	\$100,287	81%
Non-operating personnel expenses			n/a		n/a
Non-operating non-personnel expenses			n/a	\$1,500	n/a
Total non-operating expenses			n/a	\$1,500	n/a
Total expenses	\$82,595	\$55,538	-33%	\$101,787	83%
Total expenses less in-kind	\$82,595	\$55,538	-33%	\$101,787	83%
Change in net assets	-\$4,781	-\$642	87%	\$65,592	10,317%

Expense Narrative

FY 2019	GRDSM has had great success recruiting long-term volunteers, community partners, and in-kind donations to keep operational costs down. Our in-person fundraiser was held at a space that was donated in-kind for our use, thus we had no expense to put on this event.
FY 2020	Covid led to a corresponding decrease in programming offered, and general expenses due to demand dropping 75% in the wake of the pandemic.
FY 2021	We experienced a tremendous amount of financial growth between our '20 & '21 programming years, beyond even covid recovery considerations. This financial growth primarily came from grants, allowing for an increase in programming. The increase in programming expanded spending while simultaneously opening new channels for revenue, year-round. We did not have any fundraising expenses in '21 because we were not able to host our in person fundraising event.

Expense Ratios

	FY 2019	FY 2020	% Change	FY 2021	% Change
Three Months of Operating Cash	\$20,649	\$13,884	-33%	\$25,072	81%
Full Cost	\$89,478	\$60,166	-33%	\$108,644	81%

Three Months of Operating Cash is the amount of cash or other reserves the organization would need to have on hand to operate for 90 days without any additional earned or contributed revenue.

Full Cost (Expenses + One Month of Savings + Loan Repayments) as conceived by the Nonprofit Finance Fund, expands the definition of expenses to include "hidden costs" such as depreciation on fixed assets, debt repayments, and one month's worth of expenses as a surplus to act as a cushion or contribute to savings, such as for a future rainy day or a strategic opportunity. Though covering the full costs of doing business every year is aspirational for most organizations, doing so ensures longer-term sustainability and vibrancy.

Fundraising Activity

	FY 2019	FY 2020	% Change	FY 2021	% Change
Contributions -- operating <i>(Includes unrestricted & restricted)</i>	\$50,533	\$30,918	-39%	\$112,782	265%
Fundraising expenses -- operating			n/a		n/a
Total operating expenses	\$82,595	\$55,538	-33%	\$100,287	81%

Fundraising Activity

This organization has not provided data to populate this section.

**Fundraising
Expense
Percentages**

- As a % of total expenses
- As a % of total contributions



Fundraising Activity

	FY 2019			FY 2020			FY 2021		
	Contributions	Number of contributors	Average contribution	Contributions	Number of contributors	Average contribution	Contributions	Number of contributors	Average contribution
Trustee & Board	\$9,001	8	\$1,125	\$3,337	7	\$477	\$3,006	7	\$429
Individual	\$20,737	80	\$259	\$8,763	45	\$195	\$12,191	62	\$197
Corporate	\$3,500	3	\$1,167	\$5,000	1	\$5,000	\$0		n/a
Foundation	\$11,000	2	\$5,500	\$11,000	3	\$3,667	\$44,285	5	\$8,857
Government <i>(Includes tribal contributions)</i>		0	n/a		0	n/a	\$53,300	1	\$53,300
Total	\$44,238	93	\$476	\$28,100	56	\$502	\$112,782	75	\$1,504
Number of Board Members		8			7			10	
% of board members who contribute		100%			100%			70%	

Marketing Activity

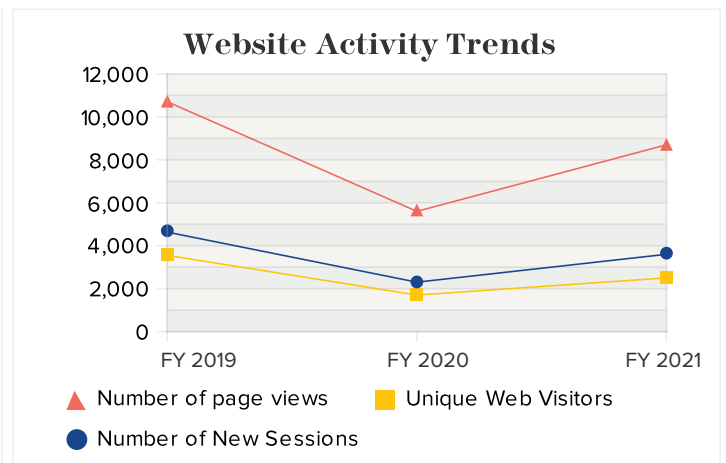
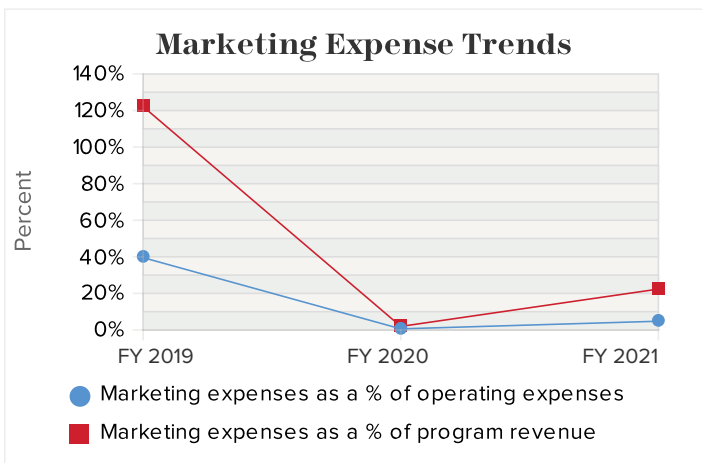
	FY 2019	FY 2020	% Change	FY 2021	% Change
Total program revenue	\$26,740	\$17,323	-35%	\$21,767	26%
Total marketing expenses	\$32,659	\$335	-99%	\$4,868	1,353%
Total operating expenses	\$82,595	\$55,538	-33%	\$100,287	81%

Marketing Activity

	FY 2019	FY 2020	% Change	FY 2021	% Change
Marketing expenses as a % of program revenue	122%	2%	-98%	22%	1,056%
Marketing expenses as a % of operating expenses	40%	1%	-98%	5%	705%

Marketing expenses as a % of program revenue is calculated by dividing total marketing expenses by program revenue. The higher the percentage, the more you are spending on marketing to generate program revenue.

Marketing expenses as a % of operating expenses is calculated by dividing total marketing expenses by total operating expenses. It is a helpful ratio to use to determine how much your organization is spending on marketing relative to the other expenses of the organization.



Website Activity

	FY 2019	FY 2020	% Change	FY 2021	% Change
Website page views	10,707	5,600	-48%	8,700	55%
Website sessions/visits	4,633	2,300	-50%	3,600	57%
Website unique visitors	3,550	1,700	-52%	2,500	47%

Social Media Activity

Unique followers/fans	FY 2019	FY 2020	% Change	FY 2021	% Change
Facebook	500	1,800	260%	2,400	33%
Twitter			n/a		n/a
YouTube			n/a		n/a
Instagram	300	750	150%	1,500	100%
Vimeo			n/a		n/a
TikTok			n/a	72	n/a
Snapchat			n/a		n/a
Other social media			n/a		n/a

Other social media platform description

FY 2019 n/a

FY 2020 n/a

Other social media platform description

FY 2021 n/a

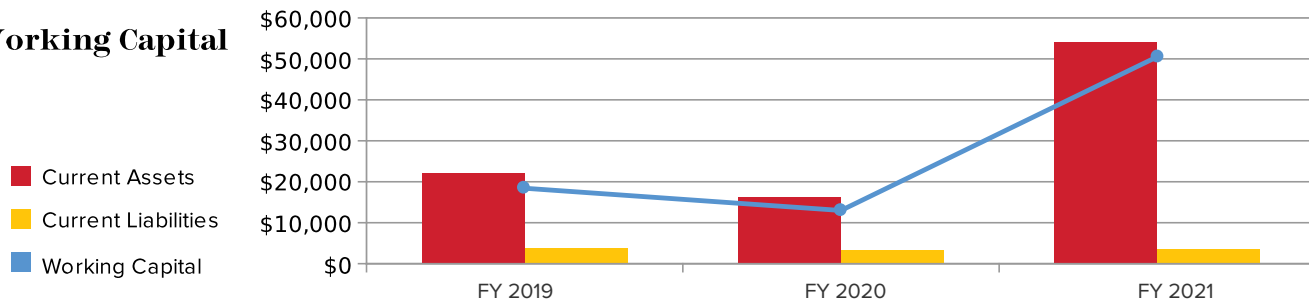
Balance Sheet

Assets	FY 2019	FY 2020	% Change	FY 2021	% Change
Current assets					
Cash and cash equivalents	\$20,609	\$14,469	-30%	\$54,035	273%
Receivables	\$1,500	\$1,750	17%		-100%
Investments - current			n/a		n/a
Prepaid expenses & other			n/a		n/a
Total current assets	\$22,109	\$16,219	-27%	\$54,035	233%
Long-term/non-current assets					
Investments - non current			n/a	\$3,062	n/a
Fixed assets (net of accumulated depreciation)			n/a		n/a
Non-current assets not listed above			n/a		n/a
Total long-term/non-current assets			n/a	\$3,062	n/a
Total assets	\$22,109	\$16,219	-27%	\$57,097	252%
Liabilities & Net Assets					
Current liabilities					
Accounts payable and accrued expenses	\$3,694	\$3,229	-13%	\$3,516	9%
Deferred revenue			n/a		n/a
Loans - current			n/a		n/a
Additional current liabilities not listed above			n/a		n/a
Total current liabilities	\$3,694	\$3,229	-13%	\$3,516	9%
Long-term/non-current liabilities					
Long-term/non-current loans			n/a		n/a
Additional long-term/non-current liabilities not listed above			n/a		n/a
Total long-term/non-current liabilities			n/a		n/a
Total liabilities	\$3,694	\$3,229	-13%	\$3,516	9%
Total net assets	\$18,415	\$12,990	-29%	\$53,581	312%
Total liabilities & net assets	\$22,109	\$16,219	-27%	\$57,097	252%

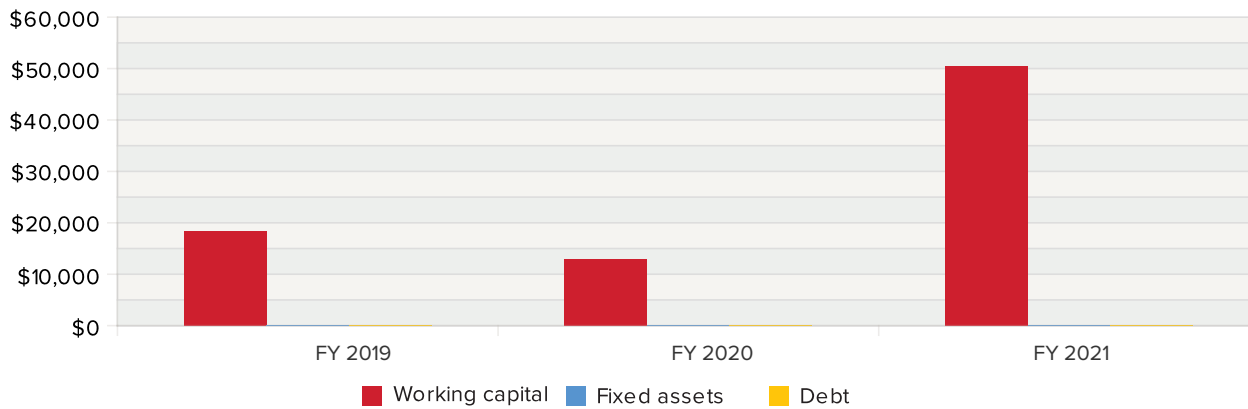
Balance Sheet Narrative

FY 2019	Liabilities primarily include payroll expenses.
FY 2020	Our total liabilities reflect mainly payroll.
FY 2021	Total liabilities represents our one, full-time, paid staff.

Working Capital



Components of Net Assets



Workforce

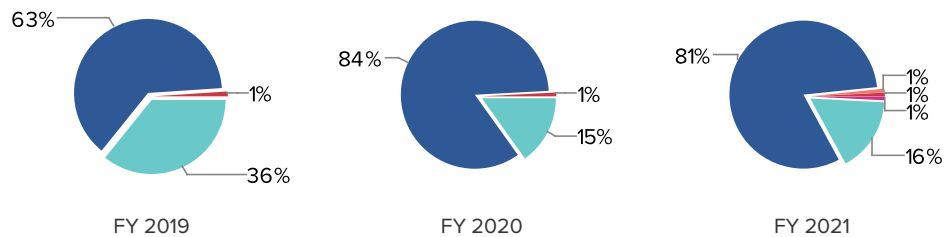
Number of People	FY 2019	FY 2020	% Change	FY 2021	% Change
Employees: Full-time permanent	1	1	0%	1	0%
Employees: Part-time permanent			n/a	1	n/a
Volunteers	60	100	67%	100	0%
Independent contractors	34	18	-47%	20	11%
Interns and apprentices			n/a	1	n/a
Total positions	95	119	25%	123	3%

Visual & Performing Artists

	FY 2019	FY 2020	% Change	FY 2021	% Change
Number of visual & performing artists	75	75	0%	80	7%
Payments to artists & performers	\$49,990	\$9,000	-82%	\$59,158	557%

Employees by Type

- Full-time Permanent Employees
- Full-time Temporary Employees
- Part-time Permanent Employees
- Part-time Temporary Employees
- Volunteers
- Independent Contractors
- Interns & Apprentices



A display value of 0% signifies a value of less than 0.5%

Covid-19 Impact

	FY 2019	FY 2020	FY 2021
Due to COVID-19 crisis restrictions on in-person gatherings and/or stay-at-home orders mandated by government health guidelines, how was staffing affected at your organization:			
Number of employees laid off		0	0
Number of employees furloughed		0	0
Of those furloughed or laid off employees, how many (if any) have been brought back?		0	0

Workspace Details

	FY 2019	FY 2020	FY 2021
Workspace 1			
Street address	3635 East 43rd Court	3635 East 43rd Court	3635 E 43rd Ct
City	Des Moines	Des Moines	Des Moines
State	IA	IA	IA
Zipcode	50317	50317	50317
Status (own/rent/donated)	Donated in-kind	Donated in-kind	Donated in-kind
Square footage	2,000	2,000	2,000
Use (administration, program delivery, both)	Administrative	Administrative	Administrative
	FY 2019	FY 2020	FY 2021
Workspace 2			
Street address	4801 Franklin Ave, Des Moines, IA 50310	4801 Franklin Ave	2310 Stanton Ave
City	Des Moines	Des Moines	Des Moines
State	IA	IA	IA
Zipcode	50310	50310	50321
Status (own/rent/donated)	Donated in-kind	Donated in-kind	Donated in-kind
Square footage	1,200	1,000	2,000
Use (administration, program delivery, both)	Programmatic	Programmatic	Administrative
	FY 2019	FY 2020	FY 2021
Workspace 3			
Street address			900 Mulberry St
City			Des Moines
State			IA
Zipcode			50309
Status (own/rent/donated)			Rent
Square footage			10,000
Use (administration, program delivery, both)			Programmatic
	FY 2019	FY 2020	FY 2021
Workspace 4			
Street address			4801 Franklin Ave
City			Des Moines
State			IA
Zipcode			50310
Status (own/rent/donated)			Donated in-kind
Square footage			1,000
Use (administration, program delivery, both)			Both

Attendance

	FY 2019	FY 2020	% Change	FY 2021	% Change
Total attendance					
Paid	300	275	-8%	575	109%
Free	300	150	-50%	5,150	3,333%
Total	600	425	-29%	5,725	1,247%
In-person attendance					
Paid	300	75	-75%	550	633%
Free	300	100	-67%	5,000	4,900%
Total	600	175	-71%	5,550	3,071%
Digital attendance					
Paid		200	n/a	25	-88%
Free		50	n/a	150	200%
Total		250	n/a	175	-30%
In-person attendees 18 and under	250	150	-40%	300	100%
Programs in schools	FY 2019	FY 2020	% Change	FY 2021	% Change
Children served in schools	20	0	-100%		n/a
Hours of instruction	1	0	-100%		n/a

Memberships & Subscriptions

Membership					
	FY 2019	FY 2020	% Change	FY 2021	% Change
Membership fees -- individuals	\$26,275	\$16,554	-37%	\$17,525	6%
Membership fees -- organizations			n/a		n/a

	FY 2019		FY 2020		FY 2021	
	# Members	Renewal Rate	# Members	Renewal Rate	# Members	Renewal Rate
Members -- individuals	82	39%	57	42%	34	76%
Members -- organizations					0	0%

	FY 2019		FY 2020		FY 2021	
	Low	High	Low	High	Low	High
Individual membership package prices	\$1	\$600	\$1	\$600	\$1	\$750
Individual membership ticket/admission prices					\$1	\$25
Organization membership package prices						
Organization membership ticket/admission prices					\$1	\$750

Subscriptions					
	FY 2019	FY 2020	% Change	FY 2021	% Change
Subscription revenue			n/a		n/a

	FY 2019		FY 2020		FY 2021	
	# Subscribers	Renewal Rate	# Subscribers	Renewal Rate	# Subscribers	Renewal Rate
Subscribers					28	32%

	FY 2019		FY 2020		FY 2021	
	Low	High	Low	High	Low	High
Subscription package prices						
Subscription ticket/admission prices						

Program Activity

In-person activity	FY 2019		FY 2020		FY 2021	
	Distinct offerings	# of times offered	Distinct offerings	# of times offered	Distinct offerings	# of times offered
Productions (self-produced)			1	1	3	3
Productions (presented)	6	6			1	1
Classes/assemblies/other programs in schools						
Classes/workshops (outside of schools)	8	80	6	6	13	130
Field trips/school visits						
Guided tours						
Lectures						
Permanent exhibitions						
Temporary exhibitions						
Traveling exhibitions (hosted)						
Films screened						
Festivals/conferences	0		0		0	
Readings/workshops (developing works)						
Community programs (not included above)	2	2			3	3
Additional programs not listed above	0	0	6	6	8	8

NOTE: Data entered prior to 2021 combines information about physical and digital programs. It has been included in the physical program lines.

Program Activity

Digital activity	FY 2019			FY 2020			FY 2021		
	Distinct offerings	# times digitally offered	On-demand	Distinct offerings	# times digitally offered	On-demand	Distinct offerings	# times digitally offered	On-demand
Productions (self-produced)				2	2		1	4	
Productions (presented)									
Classes/assemblies/other programs in schools									
Classes/workshops (outside of schools)				6	20		9	54	54
Field trips/school visits									
Guided tours									
Lectures									
Permanent exhibitions									
Temporary exhibitions									
Traveling exhibitions (hosted)									
Films screened									
Broadcast productions							1	9	9
Festivals/conferences									
Readings/workshops (developing works)									
Community programs (not included above)									
Additional programs not listed above				6	6				

NOTE: Data entered prior to 2021 combines information about physical and digital programs. It has been included in the physical program lines.

Digital activity financials	FY 2019		FY 2020		FY 2021	
	Total	Associated with digital program delivery	Total	Associated with digital program delivery	Total	Associated with digital program delivery
Earned revenue	\$27,281		\$17,323	\$17,323	\$22,942	\$375
Contributed revenue	\$50,533		\$30,918	\$16,500	\$112,782	\$5,000
Operating expense	\$82,595		\$55,538	\$18,730	\$100,287	\$5,000

Program Activity

	FY 2019	FY 2020	% Change	FY 2021	% Change
Fiscally sponsored projects			n/a		n/a
Amount distributed to fiscally sponsored projects			n/a		n/a
Residencies			n/a		n/a
Scholarships awarded	20	23	15%	15	-35%
Amount awarded in scholarships	\$5,200	\$13,680	163%	\$7,450	-46%
Other grants awarded	2		-100%		n/a
Amount awarded in grants	\$11,000		-100%		n/a
Public art installations			n/a		n/a
Works commissioned			n/a		n/a
Films produced			n/a		n/a
World premieres			n/a		n/a
National premieres			n/a		n/a
Local/regional premieres	2	3	50%	2	-33%
Published works (physical)			n/a		n/a
Published works (digital)			n/a	1	n/a
Private lessons (in-person)	820		-100%	385	n/a
Private lessons (digital)			n/a		n/a
Competitions			n/a		n/a
Open rehearsals	2		-100%		n/a

NOTE: Data entered prior to 2021 combines information about physical and digital programs. It has been included in the physical program lines.

Program Activity Narrative

FY 2019	<p>2019 was our best-attended camp, prior to 2022. We began hosting open mics periodically from September - April. We hosted two pop-up workshops. We brought back our overnight, songwriters retreat. 2019 was the first year we utilized our recording studio to teach Audio Engineering at both Summer Camps and to record original songs from camps.</p>
FY 2020	<p>The impact on the continuity of our programming affected multiple facets of our organization. Between the disinterest in attending a virtual camp, the lowering of camp costs to accommodate people's financial strains, and the inability to hold our typical fundraiser, we saw the following impact.</p> <p>We were unable to hire the planned Technology Director, and thus our plan to expand services, programming, and monetize our new in 2019 recording studio, also was a loss; we estimate this loss ~\$41,600 annually, based on 2022 monies generated through recording projects.</p> <p>Our main fundraising season begins in March and we experienced a loss of about \$10,000 based on previous averages.</p> <p>We lost out on about \$5,000 in ticket sales, merchandise sales, and donations from our showcase events and various year-round programmed events.</p> <p>We had to cancel the international Girls Rock Camp Alliance conference, which was to be hosted in Des Moines.</p>
FY 2021	<p>We offered over 125 hours of programming to GRDSM members & the Greater Des Moines community. These hours of programming comprised 14 programmed events.</p> <p>All programming is offered on a sliding scale rate in order to give access to everyone regardless of one's ability to pay. In our nearly ten years as an organization, no one has been turned away from our camps or programming.</p> <p>In addition to programmed events, we partner with local organizations and festivals to provide performance opportunities for youth. In '21 we offered about 10 performance opportunities, outside of our monthly open mics.</p> <p>We provide a variety of resources to the community including our "Instrument Library"; professional development opportunities in the music industry, including music business, audio engineering, and creative writing; mentoring & peer support; and youth volunteering through the Silver Chords, after-school program.</p>

Pricing Activity

	FY 2019		FY 2020		FY 2021	
	Low	High	Low	High	Low	High
Tickets/admissions	\$1	\$25	\$1	\$25	\$1	\$25
Subscription package						
Individual membership package	\$1	\$600	\$1	\$600	\$1	\$750
Organizational membership package						
Subscription ticket/admissions						
Individual membership ticket/admissions					\$1	\$25
Organizational membership ticket/admissions					\$1	\$750