

ANNUAL REPORT

ROCK WHAT *you* GOT[®] FUND



FISCAL YEAR

2023

Purpose & People

About & Mission

Founded in October 2022, the [Rock What You Got Fund](#) is a 501c3 nonprofit that activates social change around the continued gendered challenges in society.

By combining education and entertainment, change is created using live events and through studio production projects. Programs include **training & mentorship, giving community space**, and **outreach**.

Staff

Buffie Blesi (she/her)
Chief Inspiration Officer

Kim Bauer (she/her)
Vice President of Production

Katy Pence (she/her)
Creative Director

Carolyn Pool (she/her)
Event & Curation Specialist

Shelby Domagala (she/her)
Marketing & Sponsorship
Coordinator

Board Members

Board Chair
Buffie Blesi (she/her)

Board Member
Jearlyn Steele (she/her)
Twin Cities PBS

Board Member
Miss Shannan Paul (she/her)

Board Member
Marcy McHenry (she/her)

Board Member
Patty Krieger (she/her)

\$2,448 Volunteer Social Return

Number of Volunteers: 34 | Number of Volunteer Hours: 77

Estimated national value of each volunteer hour: \$31.80 per hour

Source: Independent Sector April 19, 2023

MN Association of Volunteer Administration

Training & Mentorship

SEE IT, LEARN IT, BE IT

The problem: Women, non-binary, and BIPOC people are underrepresented in the production industry.

The solution: **Student Training** - Enhance student networking and experience by partnering with local schools. Our program launched in 2023 with three students from Century College and one student from Richfield High School.

Educator Training - In collaboration with the Minneapolis Regional Chamber, our Educator Externship trained teachers to narrow gaps for underrepresented students in media/production. Student success is supported by providing educators with improved resources.



It was refreshing to work alongside a driven and talented team of professional women. They made me feel optimistic about my role and the future of the media production field.

- Student Spring/Summer 23



\$17,000 Given | Production Services

- **'Intersection & Connection'** digital campaign for the TEDxMinneapolis annual speaker event to spread local ideas.
- **Slavic Experience** bonus production for cultural promo videos.
- **Samuel's Kitchen** produced a confidence cooking show in partnership with The Arc Minnesota to promote and protect human rights of people with development disabilities.

Community Space

WE ARE STRONGER TOGETHER

The problem: A lack of unity between organized groups limits Minnesota's ability to move the needle for gender equity.

The solution: The Rock What You Got Fund donates Rockstoria Studios™ space for community groups to gather and connect. This effort fosters collaboration and maximizes collective impact.



\$6,180 Given | Community Space

- Minneapolis Regional Chamber (Executive Women's Council Event)
- MN Independent Venue Alliance (Team Collaboration)
- National Association of Women in Business (Women Entrepreneur Event)
- TEDxMinneapolis (Team Collaboration)
- Xena Therapies | Firefly Sisterhood (World Menopause Day Event)

Outreach

I DIDN'T KNOW THAT WAS A THING...

- The problem:** An array of gender gap challenges live within the shadows of society.
- The solution:** Shine light on gender gap challenges through the *'We're Gonna Talk About It'* podcast and the Pay Gap Comedy Series.

Live Outreach The Pay Gap Comedy Series showcased at The Market at Malcolm Yards in Minneapolis. With a fully female talent lineup, the audience engaged in educational trivia to increase awareness on topics pertaining to Women's History Month. See impact specs on next page.

Digital Outreach With 23 episodes and 1700+ downloads, the *'We're Gonna Talk About It'* Podcast educated listeners on gender gap topics such as: The Pink Tax, Women in TV & Film, Women in Sports, Supreme Court & Body Laws, Mental Health, and Body Image.



Pay Gap Comedy Impact

550

EST. TOTAL EVENT ATTENDEES
SOLD OUT SHOWS
FROM GEN Z TO BABY BOOMER

SPOTLIGHTED:

15 FEMALE | LGBTQ | BIPOC
TWIN CITIES TALENT

9 WOMEN-OWNED
LGBTQ | BIPOC
BUSINESSES

4

MENTIONS IN MINNESOTA
PR/MEDIA

MPLS.ST.PAUL MAGAZINE,
MN DAILY, KSTP, & DISPATCH

6

VOLUNTEERS

20 TOTAL SERVICE HOURS

SOCIAL RETURN: \$636

Estimated national value of each volunteer hour: \$31.80

*Source: Independent Sector April 19, 2023: MN
Association of Volunteer Administration*

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EVENT SPONSORS

KNOCK INC
CHOICE BANK
SLALOM

SECURIAN FINANCIAL
NORTHEAST BANK
MPLS.ST.PAUL MAGAZINE

“

"This organization is lifting up underestimated folks in the entertainment industry! Every time they put an event together it is centering joy, and important issues that impact us all."

-Khadijah Cooper, Performer

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Leveraging Stage & Story to Drive Gender Equity

ROCK WHAT *you* GOT® FUND



2327 Wycliff, Suite 340 | St. Paul, MN 55114
612-351-8180 | hello@rockwhatyougotlive.com
rockwhatyougotlive.com/communityimpact