



NEWSLETTER

JULY 2016

What would you do if I asked you to guard a million dollars in cash that was placed in the open and for all to see? Would you be concerned? Perhaps nervous? If you had to leave it with someone who would you choose? What value can we place on a child? I know that for one of my children, as I am sure for you, a million dollars would be of no consequence to protect them or to ensure their happiness. We understand the value of your children and of our communities' children. We know the value of staff who can both protect and help a child flourish. Join us in valuing a generation.

Beverlee Wenzel | Executive Director

MINECRAFT ADVENTURE

A BIG SUCCESS!

The ROCK's first Summer Adventure of 2016 was a very busy week of Minecraft fun. Students had a chance to take on many different challenges throughout the week. Some challenges were on the computer in the world of Minecraft and some challenges were outside playing strategy games. Adventurers also built a Lego city, spent time making craft projects, and went swimming at The Greater Midland Community Center Oasis Pool. Our favorite archery volunteer Jill came and spent an afternoon teaching different skills in archery on Thursday. **Minecraft week was awesome!** We look forward to our upcoming summer adventures!

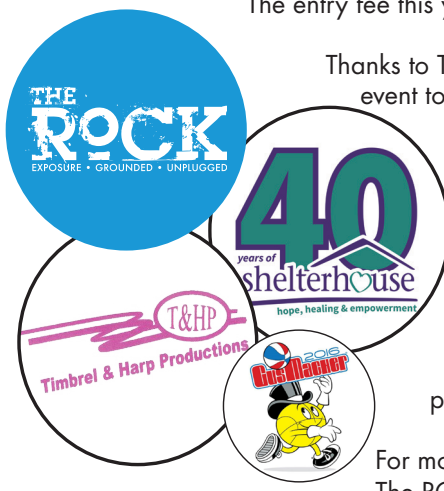
- Wizards Week | July 11-14**
Join us on this magical quest and forge friendships that will last a lifetime.
- Fear Factor Week | July 18-21**
Will you face the challenges we put before you? This week will be messy. By the end of the week we will see which team dominates!
- Pirates vs. Ninjas Week August 1-4**
Ye be a pirate or a sly moving ninja? We will find out. By the end of the week we will see which team is in the lead.
- Zombie Survival Week August 15-18**
The Zombies are back!!! We will be training for an epic battle to save Midland!!! Archery skills, NERF gun battle, and so much more.

Photos from these events can be found on our website!

CALL FOR BANDS!

Do you know a teen band that would like to compete in this year's Battle of the Bands?

Battle of the Bands 2016 will be a TEEN SHOWCASE. This year's battle of the bands will feature teen bands whose members are no younger than 6th grade and no older than 19 years of age. If you or some teens you know fit into this category, The ROCK is taking the first 6 eligible bands that enter as this year's performers who will compete for prizes. Any kind of music can be played however, lyrics MUST be family friendly. The entry fee this year is \$50/per band.



Thanks to Timbrel and Harp Productions for their sound and stage support. The ROCK has been bringing this great event to Midland for the past 13 years. In 2006, Shelterhouse joined The ROCK to make Battle of the Bands a great event for the entire family by providing fun, free family activities. After listening to the community and our own hearts, it was decided that we needed to change up this event in order to more closely fit The ROCK's mission and vision.

Shelterhouse and The ROCK Center for Youth Development have partnered again this year to provide fun family activities on Main Street during the Gus Macker. Come check out the basketball as well as the 24' mobile ROCK climbing wall, face painting, games, inflatable and activities for families starting at noon on Saturday, August 13th! Saturday evening will end with some great music while the bands battle for a 1st place prize of \$250, 2nd place prize of \$150, and a 3rd place prize of \$100. There will also be \$50 prizes for two outstanding artists.

For more information or to enter your band in The Battle of the Bands, contact Ginger at The ROCK: ginger@therock4yd.org or 989-835-2542.

SENSATIONAL SUMMER OF SUN AND SUCCESS

Sign up for these FREE fun experiences!

Our first session, Gamefest!, was a great success! We spent the day playing games and other activities to talk about topics such as teamwork, leadership, communication, and more! There are still TWO chances left this summer to participate in an intentional day of activities designed to be both fun and inspiring:

- July 25—Take Action Midland! Learn about community engagement and volunteerism through fun projects and guest speakers!
- August 22—In Charge! Attention future leaders—experience an exciting day of games and activities on the topic of leadership!

Programs are available to incoming middle and high school students at The Greater Midland Community Center and run from 8:30am—1:00pm. These FREE programs include breakfast and lunch.

Pre-registration form required and can be found on our website. For questions, contact Tyler or Kylie at 989.835.2542, tyler@therock4yd.org, or kylie@therock4yd.org.

YOUR STUDENT WILL:

- Gain valuable skills in ROCK Youth Development programs
- Make friends and have a blast!
- Receive giveaways at each program. Those who attend all three get a bonus prize!



EVENTS

Check out what we have planned!

Feel free to tear off this section of our newsletter to help keep yourself informed of all of our upcoming events. We hope to see your teen there!



THE ROCK'S EDGE
WHO: 6th-12th Grade
WHERE: GMCC
WHEN: Monday –Thursday
July 11-14 Wizards Week
July 18-21 Fear Factor Week
August 1-4 Pirates vs. Ninjas Week
August 15-18 Zombie Survival Week
Time: 8:00 AM-6:00 PM
Price: \$65/Week
(Breakfast, lunch and snacks included)



SUMMER EXCURSIONS
WHO: 6th-12th Grade
WHEN:
JULY 15
Bay City Tall Ships \$30
AUG 19
Sanford Beach \$20
For more information on these summer activities, see backside.



SENSATIONAL SUMMER OF SUN AND SUCCESS
WHO: 6th-12th Grade
WHERE: GMCC
WHEN:
JULY 25- Take Action Midland!
AUGUST 22- In Charge!
Time: 8:30 AM- 1:00 PM
Price: FREE
(Breakfast and lunch included)



POOL PARTIES
WHO: 6th-12th Grade
WHERE: Plymouth Pool
WHEN: Wednesdays
July 13, July 20, July 27
Time: 8-10 PM | Price: FREE
Swim with friends, eat hotdogs and make a huge splash!

WAYS TO HELP

We encourage you to participate in these ongoing fundraisers.

While you are utilizing The ROCK programs, please keep in mind that great programs like these require your support. We understand that not everyone is able to donate financially, so we found some ways you can help just by going about your everyday life. Please check out these programs we have utilized and see if it is something you could implement.

SCRIP: Scrip is gift certificates from national and local retailers. Pick up a Scrip order form from a ROCK staff or download an order form on our website to place an order.

AMAZONSMILE.COM:

If you shop at Amazon.com, switch over to AmazonSmile, choose "Reaching our Community Kids" as your charity and AmazonSmile will donate a percentage of your total to The ROCK!

KROGER REWARDS: If you shop at Kroger, pick up a rewards card and pick "Reaching Our Community Kids" as your charity. The ROCK receives a percentage of what you buy.

DONATE

We can't do it without your financial support.

When you make a donation, The Herbert H. and Grace A. Dow Foundation will match it 2 to 1 so your donation will go three times as far. Your gift will make a lasting impact, we promise you. On behalf of the teens we serve, thank you so much for your help. Please visit our website to donate.
www.therock4yd.org

GET INVOLVED

Volunteers are critical to The ROCK.

We welcome volunteers with a wide range of skills and interests and we have opportunities for both adult volunteers and youth volunteers. If you want to volunteer your time and talent where you can make a difference in the community, visit our website under "Give" and fill out an application, or email kylie@therock4yd.org.

CONFERENCE ON VOLUNTEERING & SERVICE

Points of Light convened ServiceUnites in Detroit and The ROCK was there!

Kylie Anderson (ROCK Exposure Program Manager & Volunteer Coordinator) and Bev Wenzel (ROCK Executive Director) attended this four day conference offering speakers, workshops, immersion trips, training sessions, exhibitors, and networking opportunities in the realm of service and volunteering. There was a plethora of learning tracks, including capacity building, education opportunities, next generation leaders, sustainable community development, and volunteer engagement.

To maximize the experience for The ROCK, Kylie and Bev went their separate ways during the day to pursue different topics of learning. Kylie's favorite session looked at two nonprofit organizations working to empower, equip, and uplift urban youth in Metro Detroit, which provided ideas in engaging youth as well as reaching community members to volunteer and mentor. Bev's favorite session was a panel of accomplished leaders who spoke on the importance of strong leadership in the nonprofit world and provided insightful perspectives to create purposeful, forward movement.

Both Kylie and Bev attended and were particularly inspired by the "Sunday Supper" — a look at a grassroots youth gardening movement to help build Brightmoor, a neighborhood on Detroit's northwest that has experienced blight, drug trafficking, and other hardships. The garden has grown into a movement and empowers youth of the neighborhood by keeping them in school, engaging them in community outreach, and teaching them life skills. The image to the right is of an abandoned elementary school in the neighborhood, repurposed as a mural of inspiration.

The conference, provided in part by the Michigan Nonprofit Association, was a refreshing look at the power of volunteerism and service. Both Kylie and Bev are excited to share and implement new ideas gained from the experience.



SUMMER SPLASHTACULAR

The ROCK, along with Midland Parks & Recreation and The Community Alliance for Youth Success holds 3 pool parties in July.

When it's hot, there isn't any type of party that is better than a teen pool party. Think about it... party games, a cool swimming pool, good food, great dance music, friends and a whole bunch of fun. Join us on Wednesday, July 13, 20, and 27 from 8:00 to 10:00pm at The Plymouth Pool in Midland. There is no cost for this event which is brought to you by The ROCK C4YD, Midland Parks and Recreation and The Community Alliance for Youth Success. Bring your friends and enjoy a great evening in the pool!! For more information contact Lacey at 835-2542.

TCC HOLDS FUNDRAISER TO BENEFIT THE ROCK

Family fun day to feature backpack giveaway!

The Cellular Connection (TCC) Verizon Wireless of Midland will hold a Family Fun Day fundraiser to benefit the teens of The ROCK Center for Youth Development on Saturday, August 6, from 1-4 pm.

The event will include a Poker Run led by the Eagle Riders Motorcycle Group, music, free food, a silent auction, The ROCK's 24' mobile rock climbing wall, face painting, a bounce house and much more! Free backpacks will also be given away throughout the day. Bikers who are interested in the Poker Run can sign in between 10 am-12 pm the morning of August 6. Last biker in at 4 pm.

Michele Granlund of TCC said she chose to do this fundraiser for The ROCK because "The ROCK is an organization that not only provides the kids in the area with great opportunities, they put forth the time and effort to help other businesses in the community to do good as well. The ROCK has helped us for the last couple of years by stuffing the backpacks that we provide to area youth as part of our Culture of Good Annual Backpack Giveaway and therefore seemed an obvious choice of groups to partner with. By giving back to The ROCK, we are helping them to continue their good work for the children of the community."

This is the second year of this great partnership with The Cellular Connection. Last year the event raised over \$2,700.00 for The ROCK. If you cannot make the event on August 6, TCC is taking donations for The ROCK at each of their locations. Visit them at 1120 S. Saginaw Rd. or 6221 N. Jefferson Ave., Midland.



TYLER'S JOKE OF THE MONTH

Q: What did the baby corn ask the mommy corn?

A: "Where's popcorn?"

FUNDRAISING

WATCH FOR THE ROCK'S SUMMER MAILING coming to your mailbox soon.

Did your student enjoy The ROCK's Grounded Program during the 2015-2016 school year? Or do you have a student who will be using the Grounded Program at Northeast MS, Jefferson MS or The ROCK Underground at GMCC in the upcoming school year? This program can only exist with your financial support. Quality after-school programs like The ROCK's require a great deal of individual and community investment. When you receive your envelope from The ROCK in a week or two, please open it and see how you can help today!

THANK YOU!

A big thank you to one of our very own Exposure Coaches, Erik Szyperski! As owner of PJ's Pizzeria in Pinconning, he threw a lunch party for the entire 8th grade at Pinconning Middle School for the second year in a row! Students were able to walk over to PJ's Pizzeria, hang out with friends, and enjoy free pizza donated by PJ's! The students earned the reward by completing the Drive Program held by the ROCK C4YD. Thank you Erik and PJ's Pizzeria!



TCC FUNDRAISER

WHO: Persons of all ages
WHERE: 6221 N Jefferson Ave, Midland, MI
WHEN: **August 6, 2016**
Time: 1- 4 PM
Price: FREE

For more information on this fundraiser, see article above.



FAMILY FUN STREET

WHO: Persons of all ages
WHERE: Main Street, Midland
WHEN: **August 13, 2016**
Time: Noon- 9 PM
Price: FREE

Join The ROCK and Shelterhouse for an afternoon of family fun during the Gus Macker basketball tournament.



CAMPING TRIP

WHO: 6th-12th Grade
WHERE: Lazy Turtle Ranch, Sanford
WHEN: **Aug 23-25, 2016**
Drop-off 8:30 AM TUE.
Pick-up 5:30 PM THU.
Price: \$130

Put down the electronics and enjoy some quality outdoor time!



ROCK WALL!

The ROCK's 24 foot portable ROCK wall is out of storage for the season and ready to be rented! The ROCK climbing wall is great for a wide range of events.

Non Profit Rate \$150.00/ Hour
For Profit Rate \$200.00/ Hour

If you have interest in renting our ROCK wall for an event call our office at 989.835.2542

STAFF CONNECTIONS

Please tear off and save this section.

Team leads have their phones on them at all times during the program and check emails frequently.

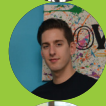
Feel free to contact them with any questions or concerns, or just to let them know you are on your way.



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