

ANNUAL REPORT

2021 TO 2022



PROUDLY OPERATING THE CENTRE FOR ARTS AND MUSIC PROGRAM
SINCE 2011





A MESSAGE FROM THE PRESIDENT

It is surreal to think this is my last report as the President and a board member of the RRSE. I am incredibly proud of the organization we have built together. The foundation is strong for the RRSE to continue to thrive into the future. I would like to begin with the reason I have remained so passionate about volunteering with the Rock and Roll Society for the last decade, the CAM updates:

This past year was the return to our first regular school year in a couple of years. The number of students served were back to pre-pandemic levels, and we have added some new classes and additional instructors. We hired one of our CAM Alumni as a junior mentor.

Another one of our alumni is volunteering with us weekly. Two of our students are now attending the Grant McEwan Music program. CAM alumni bands, Nerv/us and Buspass are now setting up their own gigs. It's all very exciting! Our organization also got approached by the City of Edmonton to have a CAM band play at one of the "Movies on The Square" events that was showing a music themed movie. This was significant because it shows we are getting recognized within the city as a quality out of school time program. The CAM program

is no longer one of the new kids on the block in the out of school time world. A huge highlight of this past year was our first live CAM concert in a couple of years. We invited bands from all of our sites to participate at a spring concert at the Sherbrooke hall. Live performances are an important part of our curriculum. They give the students a goal to work towards, and build on skills we focus on in class. We were very happy to be able to add this important event back to the CAM program. Thank you to everyone who attended that concert to cheer on our students! Our summer camp students also performed at Rock Fest again this past year. It is a memory they will have for their lifetime.

The CAM program is always our main focus. As such we are continuously fundraising, creating new relationships with sponsors and spreading the word about the organization. This past year we once again worked with the Pure Casino Yellowhead on a couple of shows where a portion of the proceeds were donated to the RRSE. We also attended a couple of local guitar shows where we promoted our 50/50 draws and sold merchandise. Lastly, we would like to thank K97 for their continued support and for facilitating a relationship between the Rock and Roll Society and the Collin Bruce Mortgage Team. The Collin Bruce Mortgage Team is now one of our sponsors and has helped us with covering costs for snacks for the CAM program as well as producing our spring concert.

I would like to take this opportunity to introduce you all to our newest team member, Amanda Sokol. Amanda is working for us part time in Marketing and Communications. She has been with us for only about 2 months. She joined us at a very busy time and has done a wonderful job so far at telling our story, elevating our social media platforms and even submitting a grant on a short timeline. Welcome to the team Amanda!

MELANIE KIDDER

ROCK AND ROLL SOCIETY EVENTS



Rockfest this year saw some great headliners in Canadian music icon, Burton Cummings, Lee Aaron, Kim Mitchell, Chilliwack, and more. About 3500 people were in attendance at Edmonton Exhibition Lands Racetrack. We are excited to partner with Trixstar again to bring Edmonton Rockfest 2023 in August.



We also saw the return of in-person CAM music concerts, and other fundraisers/live-music performances for CAM in local pubs and bars and a Tribute to Friends event at Sherbrooke Hall in the fall, featuring more live music.

OUR VOLUNTEERS

BOARD of DIRECTORS 2021-2022

President Melanie Kidder
Chair Damien Kutinsky
Secretary Allison Kimzey
Treasurer Chris Georgy
Director Deanna Blaquiére
Director Don Barnes
Director Kennedy Jenson
Director Audrey Morton

We had 73 volunteers contribute 441 hours of their time, talent and enthusiasm this past year.

They volunteered at Rockfest, CAM events, and other live music and fundraising events.





CAM PROGRAM REPORT

SEPTEMBER 2021 TO JUNE 2022



Everyone is so thankful that the CAM program was able to fully go back to in-person classes for the 2021-2022 school year! We saw many new faces in the program and it seems that the isolation of the pandemic created a strong demand for group activities like ours. It was also fantastic to see the students who stuck with us through the dark days of the lockdowns return as well.

We ran classes at St. Cecilia, Cardinal Collins Westmount, St Francis of Assisi, and Yellowhead Youth Centre; our senior class also included students from St. Joseph, Victoria School of the Arts, Grant MacEwan, and Archbishop MacDonald.

The school year started off for us with a mixture of excitement and nervousness. Not knowing for sure if we would have another lockdown or how we would incorporate the constantly changing COVID safety protocols into our classes definitely kept us on our toes, but once we got into our groove it turned into a wonderful year!



CAM PROGRAM REPORT

85

Number of
unique
students

1411

Total number
of classroom
visits

9

Average
number of
classes/week

39

Number of
weeks program
ran





CAM PROGRAM REPORT



70

Number of
cover songs
learned

19

Number of
original songs
written

9

Number of
original songs
recorded

252

Number of
CAM classes
taught



CENTRE FOR ARTS AND MUSIC

NOTEABLE HIGHLIGHTS

- The first CAM concert in two years was held on May 28, 2022 at the Sherbrooke Community League and the bands put on a great show and had a fantastic time!
- Unfortunately the Rite Trak School ceased operations in fall 2021 but we were able to add an extra CAM class at YYC during the same time slot later in the year.
- Our senior band Nerv/us did their own recording session outside of the CAM program at the Resonate Music School, they recorded the song “Weak” and released it on their own through iTunes and Spotify:
https://open.spotify.com/album/3HqogLB5tl1kjaxEp4Uqt?si=v4rFfHV-S_C9LoZ0qwbaDg
- This year we finally began an online archive of some of the great songs the CAM bands have created over the years:
<https://centreforartsandmusic.bandcamp.com/>





CENTRE FOR ARTS AND MUSIC

NOTEABLE HIGHLIGHTS



- The Grade 6 CAM band The Green Beans performed two songs at the St. Francis of Assisi Talent Show on June 28, 2022.
- The YYC CAM band L'il Perogiez had an end of year performance for their entire facility on June 1, 2022 and performed two songs.
- Our longtime student and Nerv/us band member Xavier joined the CAM program as Junior Mentor in May and is learning to help run CAM classes.
- We finally were able to put to use the instruments and equipment we received from the MusiCounts Grant in 2020 which has greatly helped the program.
- Thanks to the Collin Bruce Mortgage Team's generous funding, this year we've been able to start a take-home instrument loaning program for CAM students.



CENTRE FOR ARTS AND MUSIC

STUDENT SURVEY RESULTS

The percentage of students who strongly agree or agree with the following statements.

86%

I have learned to play an instrument or sing.

100%

I have learned more about music.

87%

I have more confidence in myself.

87%

I feel more comfortable performing in front of others.

95%

I am proud of something I have accomplished.

95%

I have made friends with another student I might not have been friends with.

94%

I have developed positive relationships with other adults.

94%

I have learned about personal responsibility (

100%

I have had an opportunity to do something I wouldn't have otherwise done.

95%

I have learned new things about how to create and perform.

100%

I feel safe in the CAM program.

98%

I have opportunities to be heard in the CAM program.

98%

I feel like I belong in the CAM program.

81%

I like the music choices in the CAM program

100%

I like the instructors for the CAM program.

83%

I spend enough time in the CAM program as I would like



CENTRE FOR ARTS AND MUSIC

STUDENT SURVEY TESTIMONIALS

Playing the drums and keyboard, as well as participating in open houses and talent shows at my school.

Being able to perform in front of crowds and further helped me and my band to become more independent and getting our own shows to perform.

Quite literally everything. When I started I had zero self confidence, and complete stage fright. However, I continued and eventually became a mentor and thrived for exactly what was done for me so much time ago. I got to Share music and make some of my own.

I get to play the instruments I want to play.

WHAT KIND OF OPPORTUNITIES HAVE YOU HAD IN THE CAM PROGRAM THAT YOU WOULD NOT HAVE OTHERWISE HAD?

I would not have been able to perform in front of others as much as I do.

Learn to play a proper keyboard and drums. Also performing in front of my school.

I have been introduced to an entirely new type of music and given insight on writing my own music.

I had the opportunity to learn new things and perform in front of people.

The opportunity to make friends in a musical environment.

Performing in front of actual audiences



CENTRE FOR ARTS AND MUSIC

STUDENT SURVEY TESTIMONIALS



WHAT IS YOUR FAVOURITE THING ABOUT THE CAM PROGRAM?

- I like the support and the friendships that are built during the classes.
- I love working as a team to play music and I love playing music as a group or as a band.
- Making my songs and playing shows
- The music
- Rock fest and making music
- All the cool instruments and equipment
- The people, teachers and members
- The music. The other mentors. There isn't anything I could possibly say is my favorite
- That a lot of different people can come together and we can all make music together
- Learning new songs, and making our own! As well as all the cool musicians and songs I discover
- The music part
- The people there, I feel accepted and I have made new friends
- How I can be myself
- How we get to play and learn with others. Also that we can spend time with others we probably wouldn't have met
- The teachers, they are like friends and like mentors at the same time
- Being able to learn more songs and new techniques and the ability to perform live often

ROCK AND ROLL SOCIETY OF EDMONTON IS GRATEFUL FOR THE FOLLOWING SUPPORTERS AND PARTNERS

