



ANNUAL REPORT

2020

★ *TEACHROCK* ★

teachrock.org

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Photo: Mr. Mosley and his elementary school students at PS 149 Danny Kaye, Brooklyn, NY. See Mr. Mosley's classroom in action on page 13

FOUNDER'S LETTER

For those of you who are new, the mission of Teachrock.org is threefold: to keep the arts in the DNA of the public education system; to empower teachers with a methodology to teach a generation that is smarter, faster, and has absolutely no patience; and eventually, to affect the dropout rate.

Here's my education backstory: I was a teenager in New Jersey. A misfit, a freak, I didn't fit in anywhere. School wasn't reaching me. It didn't speak to my needs or interests. I saw no future in a society I was supposed to

be a part of. Then the Beatles saved my life. Rock and Roll. And Soul. Music. The Arts are what saved my life. And that's why I started the Rock and Roll Forever Foundation and the TeachRock Curriculum.

The Arts need to be integrated into every aspect, grade level, and discipline of the school system to inspire, motivate, and reach out and be relevant to kids who are just like I was. We can't tell this generation to "learn this now and someday you'll use it!" We need to give them something they can use NOW! We need to teach kids HOW to think, not WHAT to think. We need to teach in the present tense, not some distant unimaginable future.

*Photo by Jonathan Quilter.
Students of the MOSAIC Program, Columbus, Ohio*



“

We need to teach kids HOW to think, not WHAT to think.

It's vitally important that we provide curricula that students from communities that grew up around Rock, Soul, Country, Salsa, Hip Hop, and other styles will recognize. We need to reach the part of their brain that responds emotionally and instinctively, that uses imagination rather than facts and specifics. Something that makes them relax and feel more comfortable about the very process of education. Then they'll be more receptive to math and science. And right now is when kids need us most.

Over the past year we've faced a national health crisis and a serious economic recession while simultaneously pulling the band-aid off our never-healed wounds of race. We're here to empower teachers with curriculum that can help them process these moments with students. And we can tell it is working—since the pandemic started, traffic on Teachrock.org is up nearly 400% as teachers look for resources to help them reach students on the other side of a screen.

Teachers, we are on your side, and we're proud to be there.

- **TeachRock Founder, Steven Van Zandt**



EXECUTIVE SUMMARY

Every time I spend an afternoon with teachers—in the classroom or on Zoom—I then spend an evening in awe. Non-teachers often look at the profession as a trade through which educators impart students with facts and help them pass tests. But what I see is different. I see teachers doing everything in their power to prepare young people to leverage the social, emotional, and knowledge-based skills they'll need to navigate a life of free will. That is a tremendous responsibility.

2020 amplified that responsibility, turning it, as we rockers are fond of stating, up to 11.

School closures and the varied hybrid reopenings that followed increased students' and families' needs for brilliant and empathetic teachers, and required even more time, energy, and personal financial expenditure from those teachers. A recent RAND study of educators who left the profession in 2020 shows that, for many, the stress of remote and hybrid teaching was a breaking point. A Massachusetts educator who resigned told the researchers, "There were so many things you had to be good at. It was exhausting, plus, you're dealing with the mental health issues of the students. Their whole world was turned upside down."*

We have always aspired to help teachers juggle one less task by providing resources that excite students, address changing attitudes and mandates, and go where the text books haven't, or can't. Last year, that meant offering distance learning resources designed specifically for teachers and students that could not be in the same location.

**(Stress Was Leading Reason Teachers Quit Before Pandemic, and COVID-19 Has Made Matters Worse, Feb. 22, 2021)*

Of course, our work lives too were disrupted. After working in person with nearly 10,000 teachers during the previous years and raising the lion's share of our revenue from live events, like nearly everyone, we found ourselves sequestered in various kitchen and bedroom "offices." Yet the TeachRock team prospered. We invented "**Distance Learning Packs**," launched the live streaming series "**Little Steven's Roadshow featuring Drew Carey**," which hosted teachers, students, and musicians from Alice Cooper to Martha Reeves to Nick Speed, and we rallied for a capstone project—**Stand With Teachers**, an event that told the story of our star educators with a soundtrack featuring Jackson Browne, Margo Price, Bruce Springsteen, Melle Mel and so many others.

2020 was also a year during which the TeachRock staff continued to look inward and ask how we might challenge ourselves to be better, a process that has manifested in several tangible short-term activities as well as long term plans outlined in this document.

In 2021, TeachRock will launch several new school and district partnerships and publish a raft of content that includes new subjects (algebra), new formats (unit plans and an entire course), and new frontiers (a multilingual, multi-media elementary general music set). The pandemic has left teachers, students, and parents deeply fatigued. But music engages, empowers, uplifts, and helps us find joy in everything we do—which is exactly what we all need as we face another challenging year.

We are grateful to all of you that have accompanied us on this journey to change lives with the arts—we're just getting started!

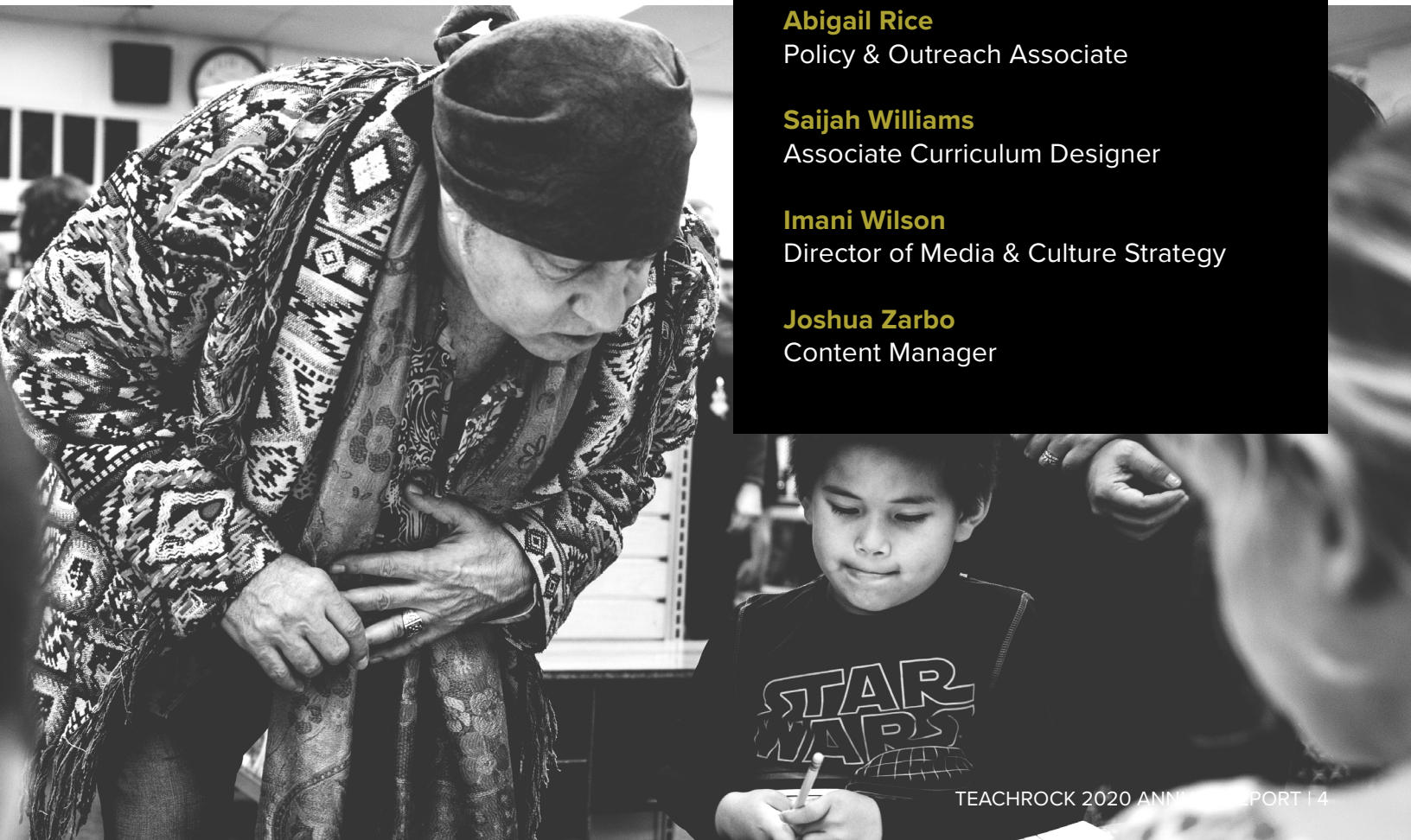
Sincerely,

Bill Carbone
Executive Director



ROCK AND ROLL FOREVER FOUNDATION TEAM

Photo by Wes Kriesel



Steven Van Zandt
Founder

Bill Carbone
Executive Director

Rolando Alvarado
Director of Operations

Ben Dumbauld
Director of Content

Carly Gorra
Media & Culture Coordinator

Michael-Ann Haders
Vice President of Advancement

Christine Nick
Program Officer

Abigail Rice
Policy & Outreach Associate

Saijah Williams
Associate Curriculum Designer

Imani Wilson
Director of Media & Culture Strategy

Joshua Zarbo
Content Manager

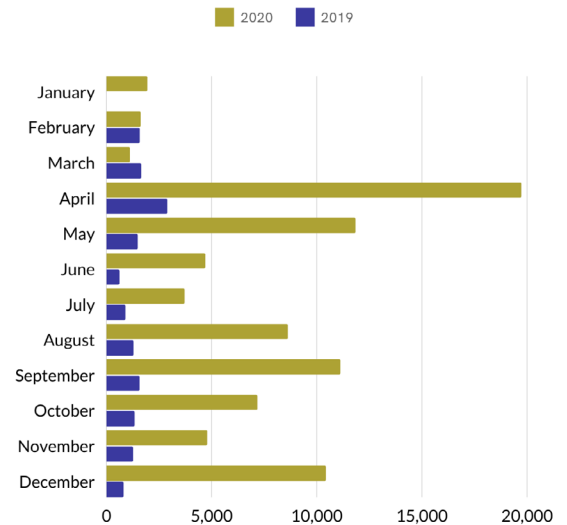
RESPONDING TO THE COVID-19 PANDEMIC

The onset of COVID-19 fundamentally altered the education landscape. Millions of teachers' and students' plans were upended as entire school districts transitioned to hybrid and distance learning models.

Shortly after school buildings across the country started closing in early March 2020, TeachRock began adapting its classroom lessons into student-facing Distance Learning Packs for online learning.

Between March 30 and December 31, 2020, TeachRock produced **71** Distance Learning Packs. They were downloaded over **60,000** times. In 2021, Distance Learning Packs remain an essential component of all new TeachRock content.

Total Downloads 2020 v. 2019



[CLICK TO WATCH THE VIDEO](#)



After-school programs help NYC kids 'rock out' across the boroughs

The coronavirus pandemic is not stopping thousands of underprivileged New York City school students from virtually 'rocking out' across the five boroughs after-school. New York Edge, the largest provider of after-school programming in New York City, has partnered with E Street Band member Steven Van Zandt's Rock and Roll Forever Foundation to teach rock online to students so they can stay connected through the universal language of music.

Posted May 1, 2020



DISTANCE LEARNING

See how Distance Learning Packs helped students in the New York Edge after school program stay creative in this Fox 5 NY news story

STRIVING TOWARDS CULTURALLY RESPONSIVE CURRICULUM

In early 2020, TeachRock staff began a multiyear initiative to make its resources truly culturally responsive and ensure that every student feels represented within TeachRock lessons.

Culturally Responsive Teaching:

“A way to use culture to build trust and relationships with students as well as develop the cognitive scaffolding that builds on the broader knowledge students already have so that they can become competent, independent learners.”

-Zaretta Hammond, Culturally Responsive Teaching & The Brain

The staff began with a weekly book club that discussed contemporary scholarship on Culturally Responsive teaching and curriculum. We also performed an audit of our resources to determine the level of diversity represented by the musicians within them. We discovered that a majority of our lesson plans featured white men.

The 2020 production schedule set out to correct this issue and was a step in the right direction. Lessons published in 2020 featured 31% more women artists than past years, and 19% more Hispanic people than previous years. This work continues in 2021 and beyond.

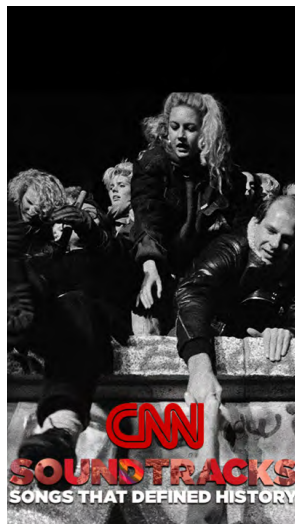


MEDIA PARTNERSHIPS

High quality multimedia is a hallmark of TeachRock resources. In 2020, TeachRock created special collections featuring resources obtained through partnerships with several media companies and organizations.

1

The **CNN Soundtracks** curriculum was created in partnership with Show of Force, which produced the 8-part series. Encompassing 20 lessons and 14 Distance Learning Packs, this collection focuses on recent events in American history, from 9/11, to the Stonewall Uprising, Hurricane Katrina, and the Black Lives Matter Movement.



2

In partnership with Amazon Films, TeachRock created 11 Lessons and 6 Distance Learning Packs based upon the documentary **Long Strange Trip: The Untold Story of the Grateful Dead**, which cover subjects ranging from American History, Science and Technology, Math, and Social Emotional Learning.



3

Through an ongoing partnership with the **Association for Cultural Equity**, founded by American musicologist and folk recording pioneer Alan Lomax, TeachRock published several AP History lessons that cover 19th and early 20th century American culture and history.



Coming in 2021:

Music, Movement, and Community in South America, a multilingual elementary music curriculum created in collaboration with music ensemble **LADAMA**.

Music, Math, and the World, algebra resources powered by the sounds of Grateful Dead drummer Mickey Hart's **Planet Drum** ensemble.

2020 CONTENT BY THE NUMBERS



19

Lesson Plans

71

Distance Learning Packs

30

Trace it Back Biographies

55

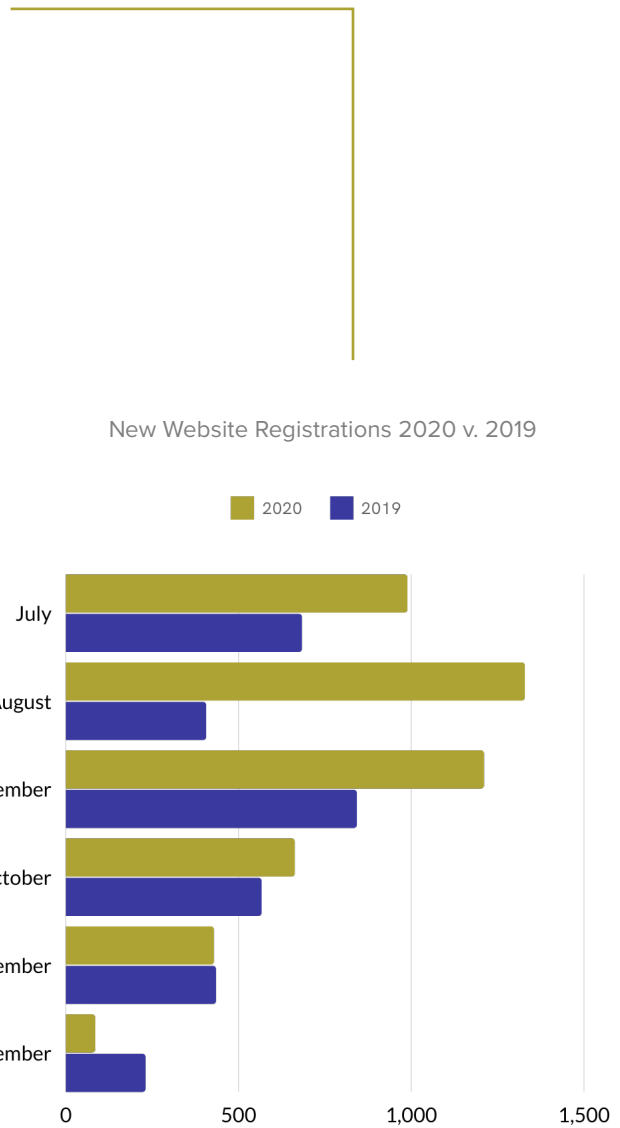
Custom Videos

170

Handouts

POLICY AND OUTREACH

Over the course of the last several years, the Policy & Outreach department has focused on cultivating The Rock and Roll Forever Foundation's education bona fides through partnering with national organizations like the American Federation of Teachers, the National Education Association, and VH1 Save the Music, in addition to establishing state and local partners. In this tumultuous school year, those efforts bore fruit in an unprecedented number of educators visiting the site for remote learning materials and professional development.



Registration surged at Teachrock.org as educators planned remote learning for Fall 2020.

PARTNER DISTRICTS & SCHOOLS 2020 BY THE NUMBERS

4

schools in Hopatcong, NJ

4

schools in Southern California

3

schools in New Mexico

41

NYC after school sites in partnership with New York Edge

36

after school sites in Los Angeles in partnership with Think Together

NEW YORK EDGE

TeachRock collaborates with after school provider New York Edge to offer its teaching staff cyclic professional development, and support the implementation of TeachRock resources to reach students in over 41 after school sites across New York City.



THINK TOGETHER

In partnership with Think Together, TeachRock lessons and special projects reach 200,000 students in California.

Photo: Steven Van Zandt visits 2019 TeachRock Star Teacher Shawna Longo's Zoom Room

LOS ANGELES UNIFIED SCHOOL DISTRICT

"An American History of Rock and Roll," a TeachRock-fueled high school history elective course, was approved city-wide in Los Angeles. Special thanks to Bravo Medical Magnet School's Brian Fritch and Michael Sinclair for their expert collaboration and advocacy on the process!



CLICK TO WATCH THE VIDEO



Watch a montage of Steven Van Zandt's visit to TeachRock Partner School Orangethorpe Elementary in March 2020.

DATA

Data collection from teachers in the Partner Districts and Schools program informed the creation of several new TeachRock lessons which helped to fill gaps in lesson offerings. A robust user-survey program collected feedback from the larger TeachRock community which informed website, format, and content changes.

MEDIA & CULTURE STRATEGY

Introduced in Q3 of 2020, the Department of Media and Culture Strategy fosters meaningful relationships with music industry, media, cultural institutions, and activist partners with a focus on building a dimensional presence for our virtual organization.

TeachRock engages with teachers, learners and the world digitally. We use media to create virtual experiences that extend and deepen the learning possibilities created in our curricular materials.

In 2020, we launched **Little Steven's RoadShow**, a virtual talk show co-hosted by our founder, Steven Van Zandt, and Drew Carey. Set virtually

in "Cleveland," "Detroit," and "Los Angeles," the Roadshows included interviews, performances and archival content that highlighted the music, history and culture of that city. Each episode garnered over 20,000 live views across social media platforms.

“
**It's all about the young people.
Get them on the right path and out
of the box, and we'll all be better off.**

- Wayne Kramer in conversation with Stevie Van Zandt during the Detroit #littlestevensroadshow

The Detroit Roadshow "Headliners"



LITTLE STEVEN'S ROADSHOW

Stevie Van Zandt | Drew Carey

Co-Hosted by Drew Carey

Presented by **Chegg**

RSVP at [TeachRock.org/roadshow](https://teachrock.org/roadshow)

"DETROIT"
AUG. 6
8PM ET

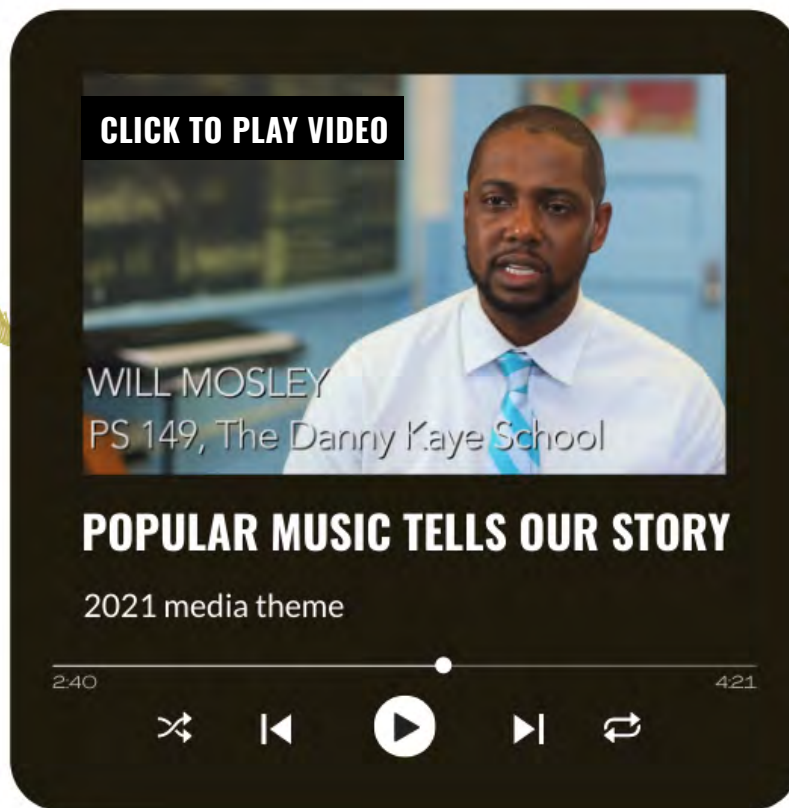
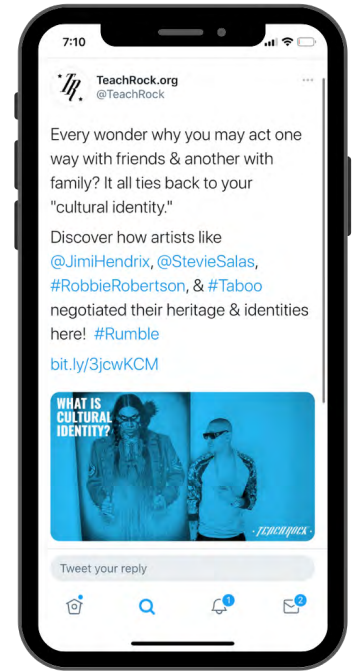
GUEST ►
LINEUP



ALONG WITH ————— AMY BIELAT | TARIQ GARDNER | MATT GRANDSTAFF
CORNELIUS HARRIS | KO MELINA | ERINN WHITSETT... AND MORE!

As our social media presence continues to generate interest in TeachRock’s teaching materials and increase the profile of the foundation in education and philanthropic spaces, we strive to create opportunities for organic engagement at points of natural intersection. Our target audiences include educators, parents, music lovers, and curious and engaged citizens.

As an organization that exists outside of a brick and mortar structure, we use social media to embrace the educational ideas of a responsive educational setting with a focus on truth, equity, and critical thinking. Social media offers multiple platforms for creative expression of the ideas and themes that drive our work.



In 2021, our media theme is **popular music tells our story**. We will create unique media, live virtual events and pursue partnerships with media producers and cultural institutions whose archives can help us to create rich educational materials that engage learners across a range of styles.

While we do not have all the answers, we are committed to asking critical questions.

TEACHROCK BACKSTAGE MAGAZINE

Published bi-monthly to nearly 50,000 teachers and foundation supporters, Backstage is an outlet for TeachRock's original media as well as public-facing information about key projects and issues.

[BROWSE LATEST ISSUE](#)



STAND WITH TEACHERS

Just as TeachRock draws on popular music to engage our teachers and students, we've always relied on the uplifting spirit of Rock and Roll to bring people together for the foundation's live events and annual gala. In 2020, we were forced to rethink our model, but it was, in many ways, a blessing in disguise.

The December 21, 2020 Stand With Teachers event was, to use education lingo, the "capstone project" of a year spent exploring how to reach audiences and tell our stories online. We're giving ourselves an "A"!

More than just a "virtual gala," the event was the culmination of a movement to recognize the role of educators as essential workers throughout the pandemic, and an opportunity for everyone to tell the world that, "I Stand With Teachers."

**#STAND
WITH
TEACHERS
12/21/20**

**STEVIE VAN ZANDT AND TEACHROCK
PRESENT A HOLIDAY FUNDRAISING EVENT
STREAMING MONDAY, DECEMBER 21st**

**“STAND WITH TEACHERS” FEATURES :
BRUCE SPRINGSTEEN, JACKSON BROWNE,
EDDIE VEDDER, MARGO PRICE, MATISYAHU**

**SPECIAL APPEARANCES BY:
STEVE BUSCEMI, BOBBY CANNAVALE,
WHOOP! GOLDBERG, SAMMY HAGAR,
LOWELL "BANANA" LEVINGER, MELLE MEL, TOM MORELLO,
EDWARD NORTON, VINCENT PASTORE, MAUREEN VAN ZANDT,
TRØND FAUSA AURVÅG AND STEINAR SAGEN
OF LILYHAMMER**

STAND WITH TEACHERS

Private stream viewed by over 4,500 people, raised vital funds to carry the foundation's work into 2021 and beyond

1




Merged TeachRock mission with pop music star power

2

Eddie Vedder set to appear at Steven Van Zandt's Stand With Teachers fundraising event

LUCA VILLA 09/12/2020, 18:52
EDDIE VEDDER

Steven Van Zandt and TeachRock are proud to announce the *Stand With Teachers* virtual holiday fundraising event streaming on Monday, December 21 at 8:00 PM ET. The hour-long evening of music and conversation will include special performances from Eddie Vedder and Margo Price.



Rolling Stone

HOME > MUSIC > MUSIC NEWS

Bruce Springsteen and Jackson Browne Added to Steven Van Zandt's Holiday Fundraiser

The virtual event will benefit TeachRock, the organization the musician founded to save music education

By PATRICK DOYLE



Stevie Van Zandt

9:35 20°

missmargoprice



Liked by jerrysaltz and 3,941 others

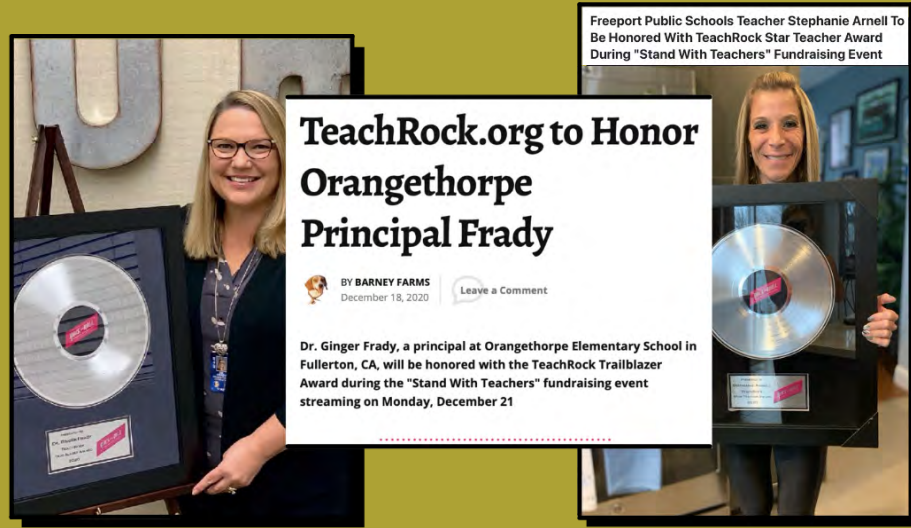
missmargoprice performing virtually tonight alongside Bruce Springsteen, Jackson Brown, Eddie Vedder and more for @teachrockorg's... more

View all 56 comments

emmaswiftsings

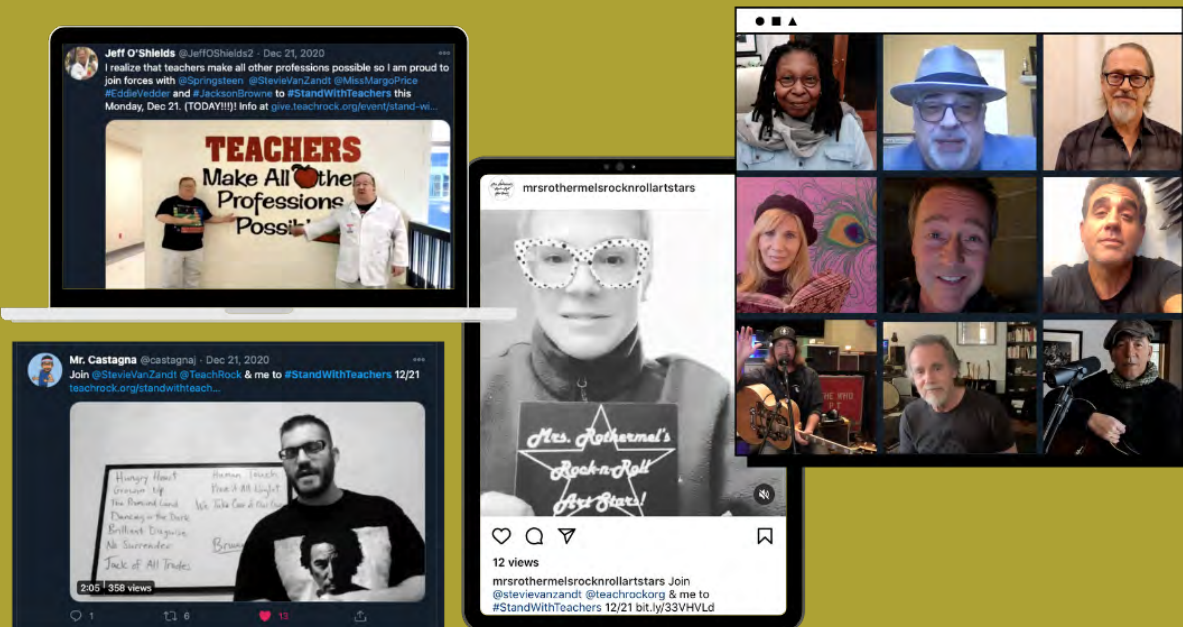
HIGHLIGHTS

Embraced the online format to deliver viewers a clear sense of foundation's purpose



3

Coupled with a well-focused #StandWithTeachers social media campaign that achieved celebrity buy-in, offered non-celebrities a venue to participate, and centered a positive message anyone could proudly share

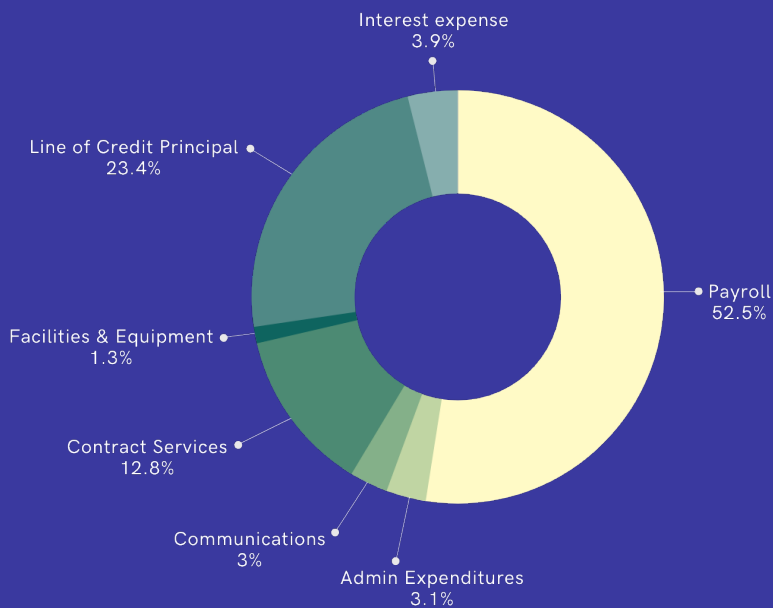
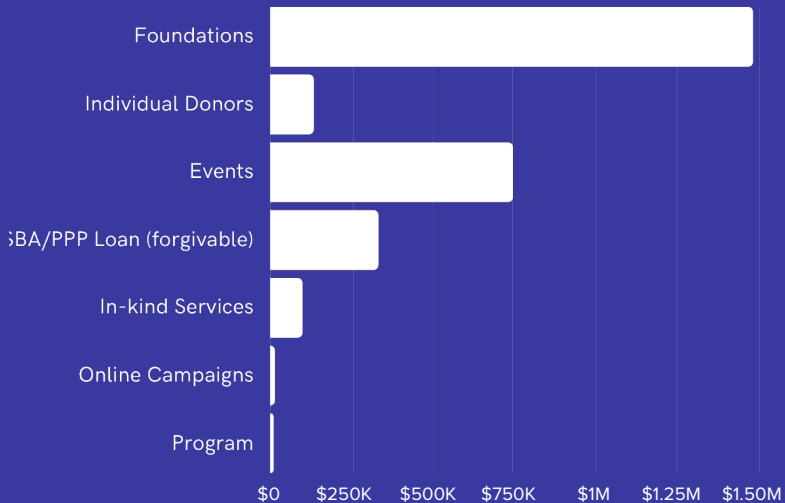


4

FINANCIAL HIGHLIGHTS

Unrestricted Contributions

\$2,811,219



Expenses

\$2,563,965

Financial Position (As Of 12/31/20)

Cash	\$209,094
Pledges Receivable	\$3,015,020
Accrued Expenses	\$86,951
PPP Loan***	\$321,372
Long-term liabilities	\$1,800,000

***Loan forgiveness expected in 2021

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BRUCE SPRINGSTEEN

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The Rock and Roll Forever Foundation would like to thank **Covington & Burling LLP** for their pro-bono legal support throughout 2020.

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