



2019 ANNUAL REPORT

PAGE 2: **Executive Letters**

4: **About**

5: **Programming**

9: **Significant Moments of Impact™**

11: **Financials**

12: **Our Team**

13: **Donors**

WE'RE HERE FOR MISFITS

We suspect you're here, reading Rabble Mill's 2019 Annual Report, because you have a heart for kids. If you're taking time to read about this nontraditional nonprofit's work, it's likely you empathize, if not relate, to those who have been made to feel marginalized, due to how they look, where they're from, or even the activities they love.

We believe these young humans represent the talent, boundary-pushing ideas and leadership Nebraska – and this world – so desperately needs. Through healthy, counterculture activities such as skateboarding, music, and digital media, we provide opportunities to discover that thing they seek. Our down-to-earth staff reinforce that these young people are special, celebrating their differences, cheering their interests, and letting them know: When they're gone, they're missed.

This report tells the story of how our team – with critical support from our board of directors and community partners – executed this truly addictive work in 2019. It colors the significant organizational growth Rabble Mill experienced. In 2019, we strengthened our systems infrastructure, staff training and competency; expanded out-of-school programming in Omaha and Lincoln; forged or deepened 56 community partnerships; and laid track for even more significant moments of impact ahead.

The challenges our communities face are great. From our hearts, thank you for believing and investing in Rabble Mill's alternative approach to solving them.

– Andrew Norman & Mike Smith, Co-Executive Directors



A PLACE TO FIND PURPOSE

The energy and atmosphere around Rabble Mill programs is palpable and inspiring. Spend time watching Skate School, reading Rabble Mag (created by youth across the state), or listening to kids learning at The Bay's digital media lab, and soon you'll realize that not only is this a place where kids know they can be and belong, but that it's a place where they can find their purpose. It feels so rare for kids to find a place where they can be themselves, have something fun to do, and know that there are people there who care.

I can say without a doubt that the team behind Rabble Mill is one of the best around. Not only are our staff passionate, creative, and super talented, but they are hyper-focused on the youth we serve and on creating moments of significant impact for them. They are continually reassessing community needs and adjusting programs to meet them. In 2019, for instance, the staff expanded our Femme Skate program and classes to make sure the skatepark was accessible to all, and deepened after school and in-school programming in Lincoln and Omaha to meet kids where they are. As a lifelong Nebraskan and proud supporter of Rabble Mill, I'm so excited to get to be a part of the long-term, significant, positive impact these amazing kids will have on our state.



— Kristine Hull, 2019 Board President

MISSION

To provide economically and culturally disadvantaged youth with the belonging and purpose they need to grow and reinvest in their community.

VISION

We create more skilled, supported, connected communities through subcultures – skateboarding, music, and digital media.

CORE VALUES

- Dream Differently
- Celebrate Each Other
- Honor Relationships
- Solutions, Not Problems
- People Over Policy
- Make It Fun

OUR STRUCTURE



RABBLE MILL is a 501(c)3 nonprofit that provides alternative youth programming through three program divisions – The Bay, Rabble Media, and Skate for Change.



THE BAY is a 20,000-sq.-ft. community space in Lincoln, Neb., that features the state's only indoor, public skatepark, an all-ages performance venue, digital media lab, public meeting rooms, and emergency pantry. The Bay offers skateboarding, music, and digital media programming to marginalized youth during high-risk hours, including after school, late nights, and weekends.



RABBLE MEDIA is a for-youth, by-youth, emerging-media storytelling platform. It aims to connect and engage young people (~16-24) across urban and rural Nebraska through nonpartisan journalism and content creation, ranging from arts and culture to civics and social issues.



SKATE FOR CHANGE is a global program in 11 countries and 33 states providing inspiration, resources, and opportunities for teens and young adults around the world to give back to their communities through tangible social action. Skate for Change challenges skaters to put wheels to the pavement, distributing hygiene kits, food, and socks to people experiencing homelessness.

OUT-OF-SCHOOL

CLOSING THE LEARNING GAP

PROBLEM: Children in families living below 200% of the federal poverty level are traditionally 3-4 times less likely to access out-of-school-time activities – proven to provide safe retreat, while increasing social-emotional learning and academic achievement.

SOLUTIONS:

3.1K: hours of a safe place to be with adult mentors who care

~2.5K: K-12 students engaged with out-of-school opportunities

151: marginalized youth (ages 10-18) accessed The Bay for free through an All-Access Pass scholarship, including all programs, services, and a nightly meal

438: after-school meals served to youth experiencing food insecurity

84: Lincoln students from six Title 1 public schools engaged in weekly digital media and skateboarding programming, via The Bay's Community Learning Center

36: Omaha elementary students engaged in multimedia storytelling enrichment programming

1: elementary school patio-turned pop-up skatepark and hands-on learning experience



SCHOOLS

Dawes Middle
Holmes Elementary
Huntington Elementary
Nelson Mandela Elementary
Prescott Elementary
Riley Elementary
Saratoga Elementary
Sherman Elementary
West Lincoln Elementary

PARTNERS

Bright Lights
Centerpointe
City Impact
City of Lincoln
Civic Nebraska
Disrupting Traffick
Event LNK
Family Service Lincoln
Food Bank of Lincoln
Graduation Pathways
Hampton High School
Hawks Football Club
Juvenile Detention Center
Lincoln Homeless Coalition
Lincoln Public Schools
Mosaic
Mourning Hope
Nebraska Civic Engagement Table
Open Harvest
Partnership for Healthy
Lincoln/Streets Alive
People's City Mission

DIGITAL MEDIA

PREPARING GEN Z FOR THE FUTURE OF WORK

PROBLEM: Today's students will enter a heavily tech-reliant job force, wherein a majority of Gen Z workers freelanced in 2019 – 45% of which provided skilled services such as programming, marketing, IT, and business consulting. Yet, barriers to relevant tech tools and training contributes to a widening opportunity gap for marginalized youth.

SOLUTIONS:

838: individual engagements with audio, video, photography, graphic design, coding, and more in The Bay's digital media lab

45: weekly meetings used to introduce computer science principles to high school students

51: opportunities to learn from and connect with emerging digital media professionals through workshops and talks

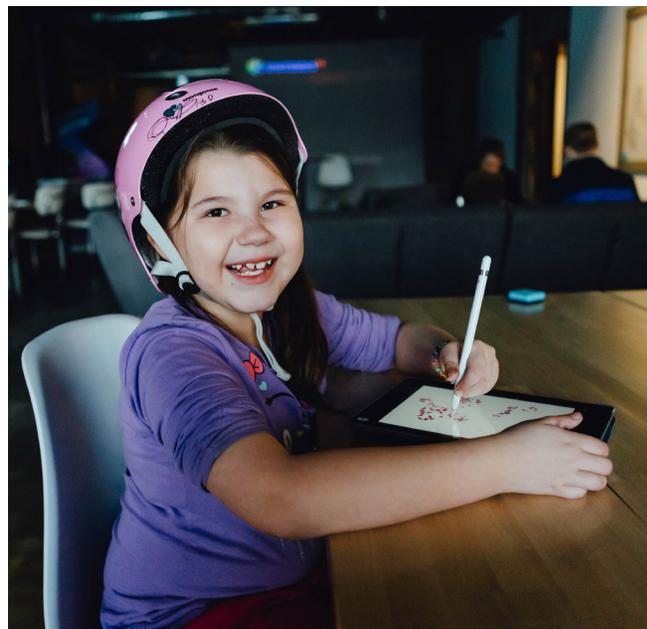
24: teen contributors to Rabble Media for- and by-youth journalism projects

3K: copies of issue three of Rabble Magazine distributed to schools, grocery stores, and other small businesses statewide



PARTNERS

Artists on the Edge
Asian Community and Cultural Center/Untold Migrant Stories
Coding and Coffee
Earthstock
Find Your Grind
Girls Code Lincoln
Girls Inc. of Lincoln
Girl Up
Husker Writers Club
Lincoln American Electronics
Nebraska Independent Film Projects
Nebraska Global
Pixel Bakery
The Reader
Swanson Russell



MUSIC

CUTTING TEETH

PROBLEM: We believe the beating heart of a community's music scene lies in its all-ages, experimental, do-it-yourself performance spaces, where teens can safely and unapologetically create – building confidence, community, and industry experience. Nebraska lacked one that was professionally operated, substance-free, and sustainable.

SOLUTIONS:

1.1K: square-feet of The Bay's new, intimate performance club, which hosted its first concert in October

151: cultural events hosted, featuring music, art, poetry, dance, and more

250+: artists given a stage

3.6K: hours provided by artists and other community volunteers

4.9K: people who partied at our events

12: first ever crowdsurfing experiences

PARTNERS

Crossroads Music Festival
KZUM
Latino Lives
Lincoln School of Music
Love, The Locals
MAHA Music Festival
March For Our Lives
Nebraska Writers
Collective's Louder
Than a Bomb
OutrSpaces
Slowdown
Star City Pride



SKATE

PROUDLY SERVING MISFITS

PROBLEM: Football and basketball aren't for every kid – the average child spends fewer than three years playing a sport, quitting by age 11. Meanwhile, Nebraska's 12%–15.2% childhood obesity rates rank among the 10 worst in the U.S.

SOLUTIONS:

2.1K: Skate School students at The Bay, across four levels: Groms, Shredders, Ams, and Thrashers

206: level-ups by Skate School students

50: hygiene kits created by 10–15-year-old campers, learning how easy – and fulfilling – it can be to give back

35: youth hooked up with new or repaired skateboards at Omaha's James F. Lynch Park, via the mobile skate shop pop-up we created with Civic Nebraska

984: hours of safe, inclusive space specifically for non-male-identifying skaters via The Bay's Femme Skate program

146: young-adult volunteers running 116 Skate for Change chapters around the globe

25K: pairs of socks, and 150 meals distributed to people experiencing homelessness through Skate for Change

PARTNERS

Acid Wheels
ATM Click
Backyard Skateboards
Bombas
Grom
NHS Fun Factory
No Coast Roller Derby
Precision Skateboards
Quincy Woodrights
Red Bull
ROROflix
Spreetail
The Tint Shop
Vivid Sign Company



SIGNIFICANT MOMENTS OF IMPACT™

PROBLEM: It's impossible to show what doesn't happen as a result of preventative work. We've sought to quantify some of our youth's most meaningful, qualitative experiences – from gaining comfort, safety, and community to transformative moments of discovery and growth.

SOLUTION: We created a system – and trained staff – to identify and capture “Significant Moments of Impact™” experienced by youth, volunteers, and staff, and to connect them to one or more of our core values, across seven asset areas.

Beginning in fall 2019, we charged our team to create and build upon these significant, impactful moments.



SMIs Captured
in Q4 of 2019:

166

“[The Bay Skate Manager Matthew Ratliff] is a gem and has the patience of a SPED teacher – he was able to communicate in whatever way was necessary to help, and allowed our students the opportunity to learn a new skill AND possibly find a new environment in the community that they could belong!”

– Becky Tegeler, Lincoln High School
special education counselor

“An All-Access Passholder called saying his mom hadn't returned from work the night before – he was alone trying to care for himself and his eight younger siblings. Our team used our resources to determine his mom had been arrested the night before while driving with a suspended license. Staff immediately headed to the house with food, calming and supporting the kids while communicating with mom, who was released later that day. Now without a license, she was unable to drive to her job. This family was living in a massively unstable situation – missing work **for even a day** could have caused a chain reaction resulting in homelessness. She didn't miss a single day, because our staff stepped up to provide rides to and from work (at midnight) for a month until we could help her resolve legal issues and reinstate her license.”

– Shayne Pearson,
The Bay Program Director

SIGNIFICANT MOMENTS OF IMPACT™

SMIs per Asset Area

When our staff track SMIs, they connect these moments to one of seven developmental asset areas, listed adjacent:



Support:
50%

Sustainability:
18.8%

Future-Focused Thinking:
40.3%

Character Development:
31.9%

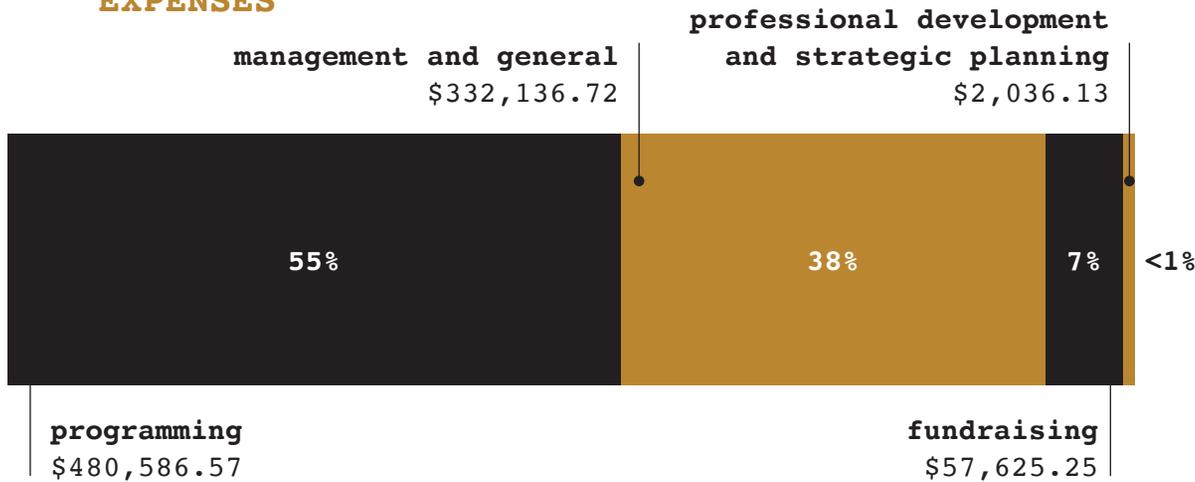
Skill Development:
38%

Relational Development:
44.1%

Reinvestment:
25.8%

FINANCIALS

EXPENSES



Total: \$872,384.67



\$28,166.60

invested in transportation, school supplies, socks, and more for low-income individuals and families



\$14,410

in free skate sessions



\$678.65

in free coffee given to people experiencing homelessness

INCOME



OUR TEAM

STAFF

Noah Appleget	<i>Skate Staff</i>
Dawson ElDorado	<i>Skate Staff</i>
Lauren Farris	<i>Arts Manager</i>
Wolow Gatluak	<i>Skate Staff</i>
Nicholas Godinez	<i>Skate Staff</i>
David Hedges	<i>Skate Staff</i>
Justin Hedgpeth	<i>Skate Staff</i>
Audrey Hertel	<i>Content Manager</i>
Morgan Kazanjian	<i>Development Manager</i>
Aaron Markley	<i>Operations Director</i>
Andrew Morrison	<i>Skate Staff</i>
Andrew Norman	<i>Executive Director/Co-Founder</i>
Odochi Akwani	<i>Rabble Media Project Lead</i>
Caden Pearson	<i>Communities Manager</i>
Shayne Pearson	<i>Program Director</i>
Nina Peci	<i>Rabble Media Editor</i>
Megan Pfannenstiel	<i>Business Coordinator</i>
Rodney Pickel	<i>Facilities Staff</i>
Matthew Ratliff	<i>Skate Manager</i>
Alexander Ruybalid	<i>Skate for Change Director</i>
Mike Smith	<i>Executive Director/Co-Founder</i>
Mackenzie Zastrow-Speicher	<i>Business Manager</i>

BOARD OF DIRECTORS

Kristine Hull
Ashley Hustad
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Nic Swiercek
Jasmine Kingsley
Jordan Delmundo
Jon Tvrdik
Shaun Harner
Christina Oldfather+
Teliza Rodriguez+
Stephanie Dinger+

* served through 2019

+ began serving in 2020



THANK YOU, DONORS!

Without support from these individuals and groups, our work would not be possible.

\$20K+

Anonymous
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Community Health
Endowment of Lincoln
Cooper Foundation
Find Your Grind Foundation
John W. Mooty Foundation
Lancaster County Juvenile
Justice Prevention Fund
Lee and Debbie Stuart
Family Foundation
Nebraska Crime Commission
Peter Kiewit Foundation
Sherwood Foundation

\$10,000 - \$19,999

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Foundation
Lozier Foundation
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\$500 - \$999

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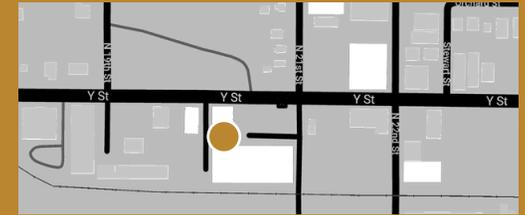


THANK YOU FOR HELPING RABBLE MILL RAISE THE TIDE IN 2019!

Help us go even bigger by
making a gift at
rabblemill.org/donate.



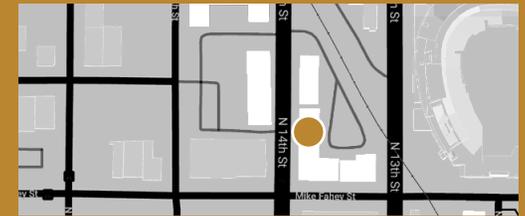
LINCOLN



The Bay
2005 Y Street
Lincoln, NE 68503

thebay.org
info@thebay.org
402.310.5215

OMAHA



Rabble Mill
(in Accompany Coworking)
725 N. 14th Street
Omaha, NE 68102

rabblemill.org
info@rabblemill.org