



RABBLE MILL

a 501(c)(3) nonprofit



2020 Annual Report



**IN 2020,
WE SET OUT
TO PROVE**



**CORE
VALUES**

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

ABOUT US



RABBLE MILL

RABBLE MILL

Rabble Mill is a 501(c)3 nonprofit that works with Nebraska youth statewide to cultivate belonging, purpose, and upward mobility necessary to grow, achieve, and reinvest in their community. Through our programs, we create more skilled, supported, and connected communities.

THE BAY

NEB.



U.S.A.

THE BAY

The Bay helps young people dream bigger by providing opportunities, exposure, and career pipelines within skateboarding, music, and digital art. Located in one of Lincoln's most-diverse, high-poverty neighborhoods, it features the state's only public indoor skatepark, a digital media lab, all-ages music venue, and more.



RABBLE MEDIA

Rabble Media is a for-youth, by-youth, emerging-media storytelling platform that connects and engages young people across urban and rural Nebraska through nonpartisan journalism and content creation.



SKATE FOR CHANGE

Skate for Change is an international network providing skateboarders in 11 countries and 33 U.S. states with ideas and resources to help better their communities, while teaching young people how easy it is to give back.



ABOUT OUR 2020

While 2020 didn't go the way *anybody* planned, we pivoted, innovated, and got creative with how we could still safely create Significant Moments of Impact™ for young people amidst quarantine, social distancing, and remote learning.

By partnering with over 50 local and national organizations, we set out to prove that even a pandemic #cantcancelcommunity. We met Nebraska youth where they were at – virtually and in-person – to provide impactful, relevant programming in the subcultures they care about.

JANUARY

- 28 young people attended our Winter Break Skate Camp
- We hosted three **Food Bank of Lincoln** distributions.



FEBRUARY

- Our youth content creators released the fourth issue of **Rabble Mag**.





MARCH

- Six Bay skaters that make up the Find Your Grind Skate Team released their deconstructed zine for a First Friday Showcase.



- We helped 20 young people improve their skate skills at our Spring Break Skate Camps (levels 1-4.)



APRIL



- We launched Bayside Online, a free virtual day camp that ran five days/week for internet-connected Nebraska youth. It provided educational programming in the areas of skateboarding, music, digital media, digital journalism, and wellness. We produced 90+ video lessons in just two months, garnering 600+ response videos, a combined ~30,000 views, and nearly 240 hours of pure video engagement.

- We created a **community Support Hotline** that ran from 9 P.M.–midnight, six days a week through May to provide service referrals; assistance with food, rent, and basic needs; and a friendly ear to listen.
- We hauled around our mobile mini ramp to kids who were engaging with our skate Flipgrid channel.



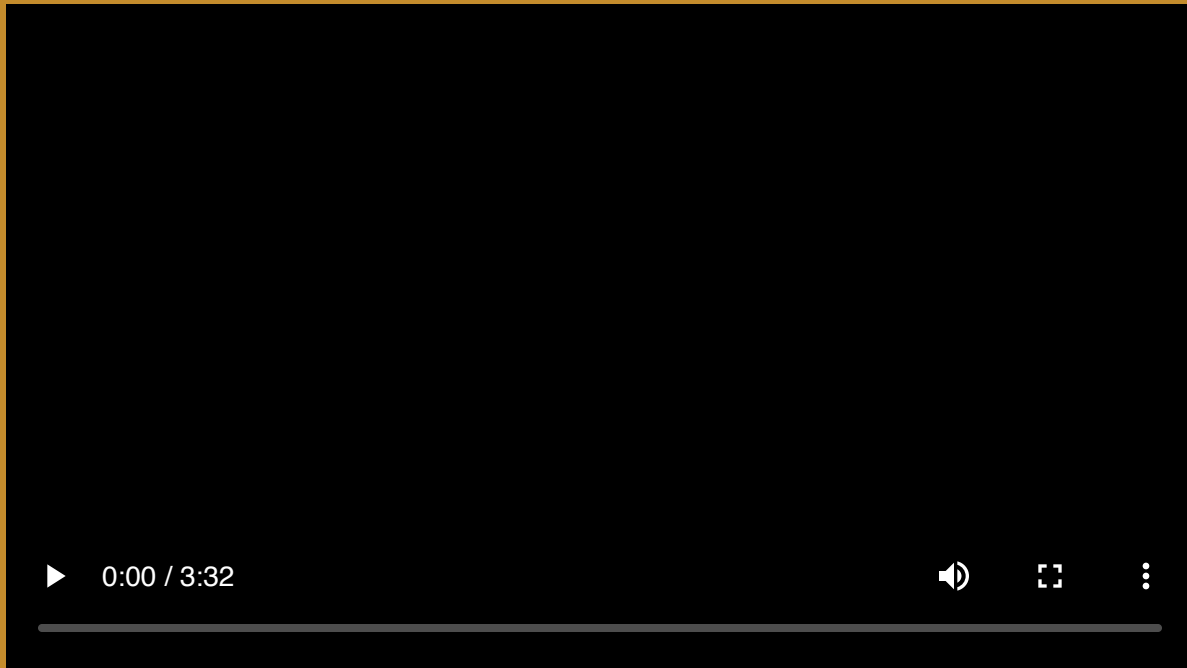
MAY



- Our Skate for Change chapters launched an international Kits on Corners initiative to get virus defense kits into the hands of people experiencing homelessness. From the Netherlands to the United States, we distributed 168 kits to those in need.
- We partnered with 15 local organizations to create 12 **COVID-19 support videos**, covering difficult topics such as, *“Who can help me with my rent payments?”* and, *“I’m quarantined with an abuser...What should I do?”*

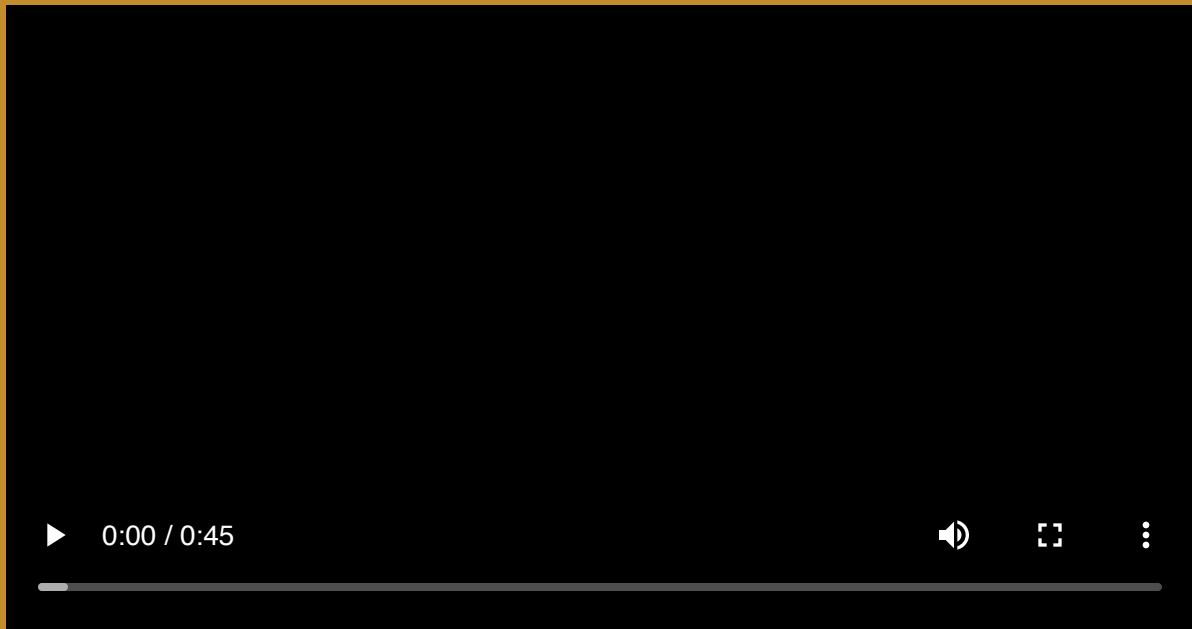
JUNE

- We launched our Skate Video Crew Camp! 42 young skaters worked in teams of eight to skate and produce videos. The videos were uploaded to our social media platforms, where the public could watch and vote for their favorite.



JULY

- To process the pain, outrage, injustice and impact that George Floyd’s murder had on us—and specifically our friends, family, colleagues, neighbors, and community members who have been historically marginalized—we took a week away from our regular programming reflect on our personal impact and areas for growth. We stood with millions across the United States and the world to show our support for **Black Lives Matter**, an organization that builds power to bring justice, healing, and freedom to Black people across the globe. We displayed our commitment to #BLM by hanging a permanent 90 foot Black Lives Matter banner from our building.



AUGUST

- In partnership with Nebraska Children and Families Foundation, Nebraska DOE, Nebraska DHHS, and others, we created **a statewide-youth-targeted COVID-19 prevention video** in Arabic, Spanish, and English. Launched just prior to the start of the 2020-2021 school year, it had ~6.7k views.

Simple Steps to Protect You and Your Friends - English



SEPTEMBER



- We launched a new and improved Bayside Online, The Bay Online, which included three, 10-week, virtual program tracks in Skate School, Go Live (digital music), and Capture It (digital photography). Through support from **21st Century CLCs** and **Beyond School Bells**, The Bay Online provided engaging, digital after-school programming to 158 registered students from 14 elementary or middle schools in Nebraska, from Omaha to Scottsbluff, during the fall 2020 semester. Beyond School Bells designated it as an ELO Innovation Network Center of Excellence for virtual after-school programming.
- Rabble Media's NE Young Voters campaign worked to get out Gen Z youth in record numbers for the 2020 election, in partnership with the **Union for Contemporary Art** and

Nebraska Civic Engagement Table. Produced by and for 18–24-year-old Nebraskans, it featured a custom web registration/voting platform, educational content, sticker packs, yard signs, and more, distributed through a strategic marketing campaign which ran through election day.



OCTOBER




- After receiving a huge donation of 10k+ socks from **Jostens**, Skate for Change **called upon its global network** to help end our annual Socktober campaign with a bang. We worked with students from LPS' **Independence Academy** to **ship out ~75 boxes of socks** to SFCers across 26 U.S. states and three countries to redistribute to those in need.
- We began extending invites to our scholarship students (**All-Access Passholders**) for some socially distanced skating.
- We brought back **Femme Skate Night**, with a limit of 10 skaters.

- We hid five keys to our skatepark all around Lincoln, posted clues on Instagram, and those who successfully completed our scavenger hunt earned a “Hidden Key” skate session for themselves and two of their friends.
- Over 100 people came out to see Death by Brutus, Garst, and NO THANKS at our first drive-in concert
- We hosted a Band Merch Yard Sale to support musicians and venues affected by the pandemic.



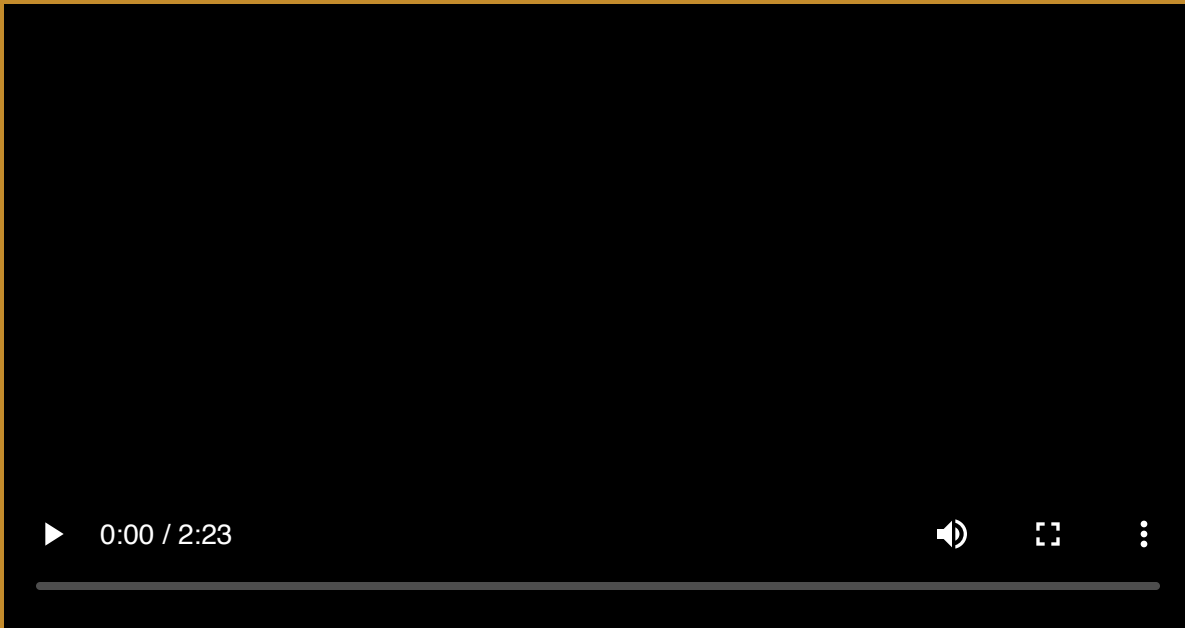
NOVEMBER

- We celebrated Femme Skate Night two more times with a total of 20 skaters.
 - We gave away five more “Hidden Key” skate sessions.
 - With support from **CompanyCam** and **Canopy Street Market**, we brought Thanksgiving dinner to 115 people in 20 families.
- 

DECEMBER



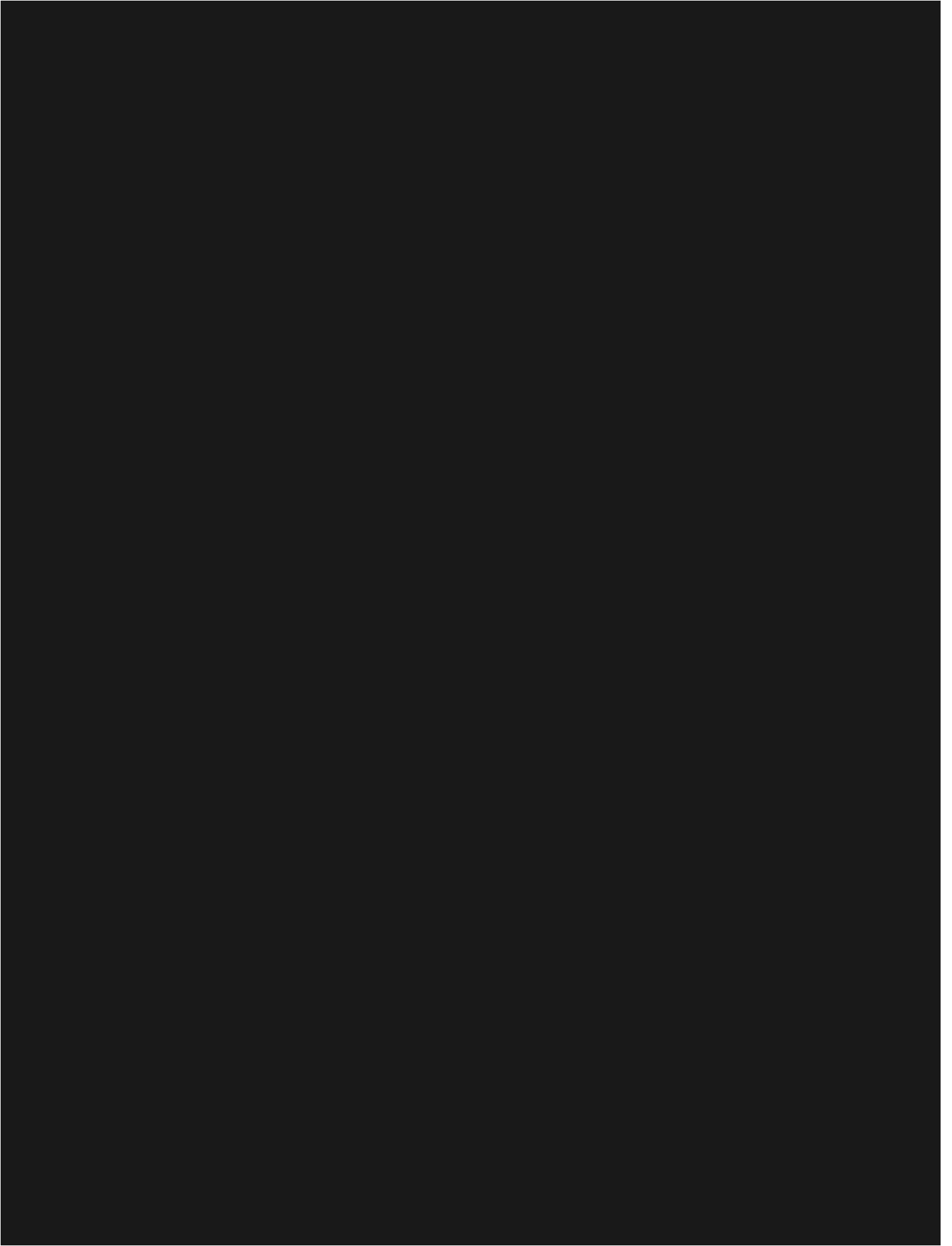
- We partnered with **Civic Nebraska** to distribute 400 PPE kits.
- Lincoln Chamber of Commerce named The Bay, a 2020 Small Businesses of the Year!



DONORS

Thanks to our generous donors for supporting our programming for Nebraska youth. We couldn't accomplish our goals to build stronger, more resilient community without your support, involvement, and enthusiasm.

Donate now at rabblemill.org/donate



\$20k+

Acklie Charitable Foundation

Community Health Endowment of Lincoln

Find Your Grind Foundation

Good Words Foundation

Lancaster County Juvenile Justice Prevention Funds

Lee and Debbie Stuart Family Foundation

Nebraska Crime Commission Juvenile Services

Peter Kiewit Foundation

Sherwood Foundation

Woods Charitable Fund

\$10,000 – \$19,999

Collective for Youth

Cooper Foundation

Nebraska Civic Engagement Table

Susanne Shore and Governor Pete Ricketts

\$5,000 – \$9,999

Abel Foundation

Capital One

Bart Dillashaw

Eighmy Foundation

Gilbert C. Swanson Foundation

Hormel Harris Foundation

Humanities Nebraska

Imperial Super Foods

Lincoln Community Foundation

Katie Weitz

\$2,500 – \$4,999

Anonymous

Shawn and Greg Carlson

Mark Griffis

InternNE

Craig and Heather Meier

Alison and Bryan Rash

Rotary 14 Foundation

\$1,000 – \$2,499

Anonymous

Mary Anne Andrei and Ted Genoways

Alan and Marcia Baer Foundation

Geneice and Dennis Coudriet

Stephanie and Eric Dinger

Jillian Harpster

Mary Sue Harris

Ashley and Mark Hustad

Rebecca Jex

Scott Lloyd

Medical Solutions

Troy and Shannon Munson

Annette and Paul Smith

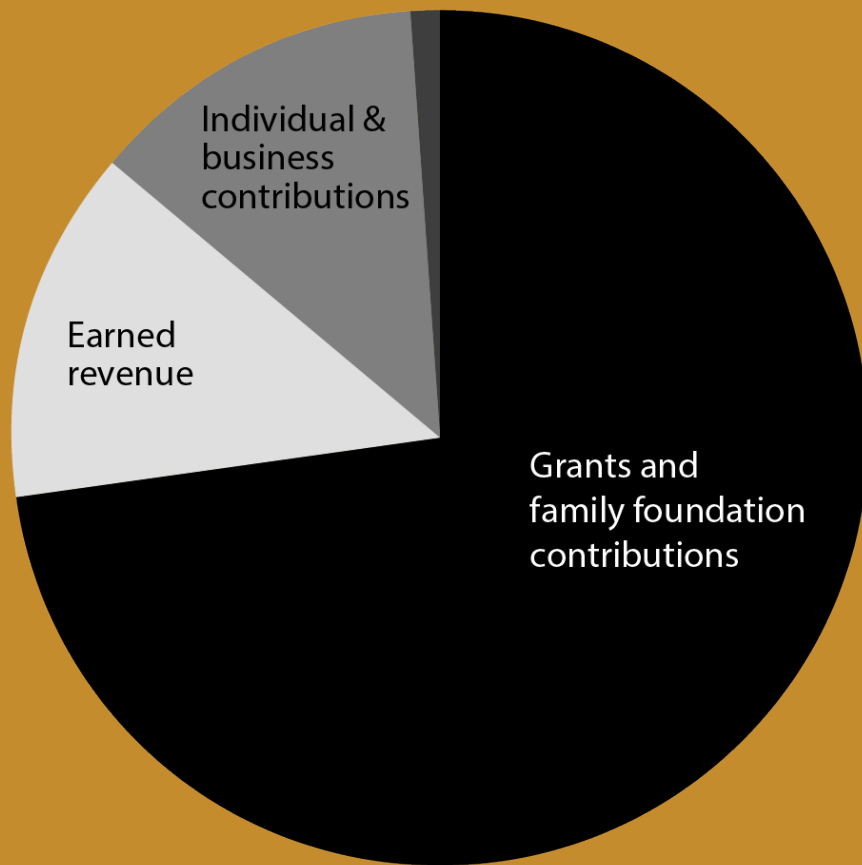
St. Marks UMC

James Stuart III

Roger and Kate Weitz

Whole Foods

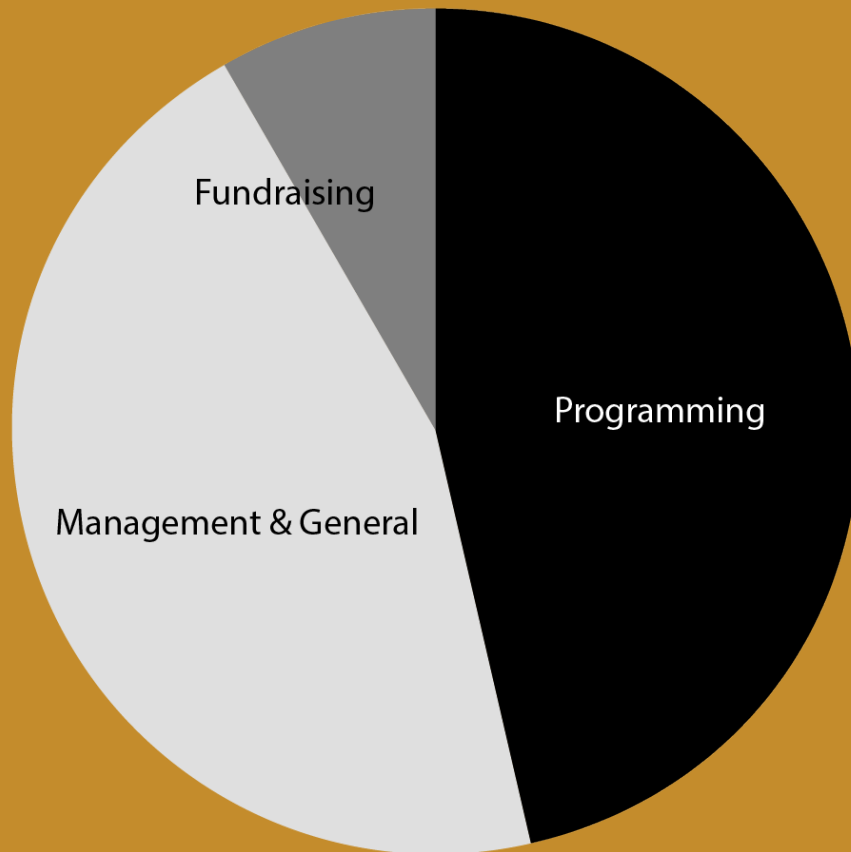
FINANCIALS



INCOME

72.72%	Grants and family foundation contributions	\$765,185
13.45%	Earned revenue	\$141,567
12.73%	Individual + business contributions	\$133,943
1.01%	In-kind contributions	\$11,500

Total: \$1,052,195



EXPENSES

46.58%	Programming	\$452,339
45.31%	Management & General	\$440,062
8.11%	Fundraising	\$78,798

Total: \$971,199



Rabble Mill is a 501(c)(3) nonprofit that helps Nebraska youth statewide achieve belonging, purpose, and upward mobility necessary to grow, achieve, and reinvest in their community.

Sign Up

Stay up to date with the latest from Rabble Mill!

Subscribe



[Contact](#) [Donate](#) [Privacy Policy](#) [Waiver](#)

