



*Furthering a Tradition of Grassroots Giving*

## 2010 Annual Report



*Arts For Humanity! and Michael Franti, recipients of the 2010 Jerry Garcia and Ralph J. Gleason Awards (see page 2)*

### ***Supporting Grassroots Non-Profits***

**2010** was a year of continuing challenges for the country, as the sluggish economic recovery and divisive political environment impacted available funds for charitable giving, generated ongoing cuts to business and government agency budgets, and cast a cloud of discouragement and cynicism. In July 2010, just a year ago, we were working on the newsletter *Perspectives on Generosity of Spirit* as part of our tribute to Jerry Garcia's vision and leadership in matters of creativity and acts of generosity, so as to highlight the core values surrounding the Grateful Dead concert community that gave rise to the Rex Foundation.

I believe it is this very Spirit – a level of generosity that extends beyond a specific act or monetary contribution – demonstrated by so many people across our extended community of supporters, that made it possible for Rex, even while experiencing the same challenges as many other non-profits, to continue its grassroots grant making, albeit far less than desired, as well as expand *The World As It Could Be* Human Rights Education project, and help generate creative and positive connections along the way.

As you read through this Report you will see examples of the positive spirit and energy that surrounded the Rex Foundation throughout the year. August brought a major burst of this energy, unquestionably to remember the contributions of Jerry Garcia. The San Francisco Giants made its August 9th game a night of tribute to him, and designated Rex as the recipient of charitable proceeds. We put together our first benefit compilation of music called *Jerry Jams for Rex* thanks to the generosity of musicians who wanted to support Rex as part of their tribute to Jerry. And, we began planning the December 4th musical benefit at The Fillmore called *The Wheel – A Musical Celebration of Jerry Garcia* that brought together musicians who had played major roles in Jerry Garcia's musical career since 1962.

We are hopeful that the Rex Foundation's continued efforts to fund essential work of grassroots non-profits and be a catalyst for positive social change, even amid the broader challenges still in play, honor the spirit of Jerry Garcia, the caring values of the Grateful Dead concert community and the generosity of spirit of all who carry these forces forward. – *Sandy Sohcot*



## FOUNDATION

Furthering a Tradition of  
Grassroots Giving

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The Rex Foundation is  
named after Rex Jackson,  
a Grateful Dead roadie  
and later road manager until  
his untimely death in 1976

### HOW REX WORKS

The Rex Foundation has no  
paid board members. Virtually  
all of our grant recipients are  
selected through the personal  
knowledge and outreach of our  
decision makers – as a result,  
grant requests are not solicited.  
We have no application forms  
and no published guidelines.  
Grants are made once or  
twice a year, and our report  
is published annually.

### REX FOUNDATION

P.O. Box 29608  
San Francisco, CA 94129  
(415) 561-3134  
www.rexfoundation.org  
Federal ID # 68 0033257

### PRINTED ON

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## Rex Foundation Awards

In addition to regular grants, the Rex Foundation gives three \$10,000 awards annually. The 2010 Bill Graham award was not designated in time for this report and will be announced separately. (The Bill Graham award is in memory of pioneering producer and founding Rex board member Bill Graham, himself a refugee, for those working to assist children who are victims of political oppression and human rights violations.)

### RALPH J. GLEASON AWARD

In memory of music journalist Ralph J. Gleason, a major figure in the advancement of music in America in the 1960s, whose openness to new music and ideas transcended differences between generations and styles.

### Michael Franti

Michael Franti has been bringing our world exceptionally powerful, deeply felt music in a wide range of genres for twenty years. He has traveled extensively to war torn areas to learn about the cost of war from the people on the front lines and his observations and cultural experiences have been translated into his music and became a basis for his award winning documentary "I Know I'm Not Alone." Michael created an annual, free "Power to the Peaceful Festival," exposing thousands to music and poets of many cultures while providing funding to charities that focus on health, education, youth and the environment. Michael has partnerships with CARE and Soles4Souls Shoe Charity. He has written children's books in an effort to educate children about believing in themselves, exploring diversity and respecting the planet.

www.michaelfranti.com

### JERRY GARCIA AWARD

In memory of Grateful Dead guitarist and founding Rex board member Jerry Garcia, this award is designed to honor and support individuals and groups that work to encourage creativity in young people.

### Arts for Humanity!

Arts for Humanity! empowers low-income at-risk youth, and youth with disabilities through participatory performing and visual arts programs. In partnership with local artists, student interns, and community organizations, the programs cross generational, socio-economic, physical, and developmental divides to make the arts accessible to all. Arts for Humanity! believes in a world where the arts are integral to our lives, where we celebrate diversity and commonality through the power and beauty of the arts. Programs are at no charge to participants and support existing non-profit services and their clients by going into their centers and shelters and providing an expressive outlet for those who are most in need. Arts for Humanity! expands the world view of student interns, preparing them for careers in social service and the arts.

819 W Pedregosa Street, Santa Barbara, CA 93101  
805-687-6615 • www.artsforhumanity.com

## Mission Statement

*The Rex Foundation continues to embody the spirit of generosity and concern that evolved in the culture of the Deadheads and the Grateful Dead, aiming to help secure a healthy environment, promote individuality in the arts, provide support to critical and necessary social services, assist others less fortunate than ourselves, protect the rights of indigenous people and ensure their cultural survival, build a stronger community, and educate children and adults everywhere.*

## Guiding Principles and Values

- We respect traditional wisdom cultures.
- We respect individual rights and differences.
- We are willing to take risks and trust people.
- We help people who are helping others and are trying to make a difference.
- We help people develop bold new solutions to problems.
- We benefit the broader community and the broader good.
- We practice inclusiveness and open-mindedness.
- We support organizations committed to grassroots action.
- We seek to identify entities doing good work that might otherwise be overlooked.
- Our support helps beyond direct funding by boosting the visibility of the recipient's work.
- We want to be an agent of change, to help leverage greater impact.
- We are non-partisan.
- We promote an active, informed citizenry.
- The Foundation is an efficient conduit for supporting the community.
- Being part of the Rex Foundation is enjoyable.
- We carry on the best of the spirit of the 60's to create a more harmonious world.

## The World As It Could Be Human Rights Education Program 2010

The World As It Could Be Human Rights Education Program is an outgrowth of a series of successful initiatives carried out since 2006. With the Universal Declaration of Human Rights (UDHR) as its guide, the Program involves collaborations with community arts programs and schools to use creative arts-based learning models and youth-led original dramatizations to inspire youth and adults to value the importance of human rights for all people, as well as to be engaged members of their local and global communities to help make the words of the UDHR a reality for everyone.

In 2010, following two years of successful pilot work, Rex published a curriculum geared to, though not limited to, high school teaching of the UDHR. The curriculum uses different creative arts disciplines and a celebratory culminating presentation to engage and inspire students, and to nurture the kind of “human rights thinking” that promotes mutual respect and peaceful problem solving, whether in their most immediate circles or in dealing with global initiatives. On August 3-5, we carried out the first Institute in collaboration with the International and Multicultural Studies Department of the University of San Francisco School of Education to present the curriculum to teachers, non-profit leaders and graduate students. During the Institute, participants learned about the history of the UDHR and its continuing relevance, experienced



Participants of the Aug.3-5 Institute Rehearse for Their Culminating Presentation

working with different creative arts disciplines, and produced an original presentation that far exceeded expectations. Three of the participants were teachers from Mandela High School, who went on to implement the curriculum during the fall semester. On December 10th, Mandela students put on their culminating presentation that had such a positive impact, the school is now planning to use the UDHR as its focus for 2011 / 12 Project Based learning.

In addition to introducing the curriculum, we commissioned the collaboration between Rex grantees Destiny Arts Center and Youth Speaks to create an original production, based on Article 26 of the UDHR. “Lesson Plans” gave participating youth the opportunity to be teachers and inspire awareness about the importance of everyone experiencing their right to a quality education. “Lesson Plans” was performed for a live audience at Laney College Theater in Oakland, CA on January 20, 2011, and video recorded so that excerpts can be presented via YouTube and other such mediums to continue to promote the importance of quality education for all.

Check out the Rex website to learn more about the different dimensions of the Project and enjoy the creative talents and thoughtful reflections of the participating youth.

### Rex Musical Caravan

A few years ago we introduced the Rex Musical Caravan as the moniker to depict the different ways musicians and businesses closely connected with the musical community get on board to support the Rex Foundation and help demonstrate our collective power to make a positive difference. In 2010, the Caravan continued to grow, with a number of musicians, such as Keller Williams, Melvin Seals and the JGB Band, Cubensis, and the Reflections Band continuing their participation over multiple years, as well as new bands and businesses becoming involved. It is both fun and heartening to collaborate with all on the Caravan to identify creative ways to support the Rex Foundation while also providing great music and quality products that fans can enjoy while also being part of the supportive community.

### Statement of Revenue and Disbursements and Changes in Net Assets for Year Ending 12/31/10

#### OPERATING REVENUES

##### Special Events

Revenue \$ 182,670

Less: Cost of direct benefit to donors (93,532)

Net Revenue from Special Events 86,138

Contributions 63,388

Merchandise Income 3,969

Interest & other income 662

Net assets released from restrictions 38,495

Total Operating Revenues \$ 195,652

#### OPERATING EXPENSES

Grants \$ 30,900

Program-related expenses 54,089

Management & General Supporting Services 92,804

Fundraising 517

Total Operating Expenses \$ 178,310

Net Assets, beginning of year \$ 217,008

#### Change in unrestricted net assets:

Operating revenues in excess of operating expenses 17,342

Net change in unrealized gains or losses on investments 0

Change in unrestricted net assets 17,342

Increase (decrease) in temporarily restricted assets (4,145)

Net Assets, end of year \$ 230,205

## REX MUSICAL EVENTS IN 2010

### Caravan Events of 2010

On-going since April 2008: **Keller Williams**, proceeds from downloads of "Rex, Live at the Fillmore"

February 28: **Fiddlehead**, Paddy Kelly's Pub, Peabody, MA

April 24 and October 23: **Reflections Band**, Mexi Cali Live, Teaneck, NJ

May 15: **Keller Williams**, Hangout Club, Gulf Shores, AL

August 4 & 7: **Tribal Hippie Underground Zone** (THUGZ), Rio Nido Roadhouse, Rio Nido, CA

August 6: **7 Walkers, Moonalice**, Great American Music Hall, San Francisco, CA

August 6-8: **Festival of Family**, Kaplan's Farm, Millerton, NY

August 9: **Jerry Garcia Tribute Night**, SF Giants, AT&T Ballpark, San Francisco, CA

October 23: **The Kind Buds**, Iron Horse Music Hall, Northampton, MA

October 29 & 30: **String Cheese Incident**, Hampton Coliseum, Hampton, VA

November 6: **Crazy Fingers**, Boston on the Beach, Delray Beach, FL

November 20: **Mystery Train**, PPG Pavilion, Tipton, PA

November 28: **Cubensis**, The Mint, Los Angeles, CA

#### SEASONAL AND SPECIAL CARAVAN INITIATIVES

**Ocean Child Bath and Body Products**, Portland, OR – available at throughout summer at Mississippi Market

**Sweet Creed Foods**, Elmira, OR – Organic Strawberry Rex Jam given as gift with contribution to Rex Foundation

**Grateful Graphics**, San Francisco, CA - portion of proceeds from merchandise sales

**Gold Standard Games**, dead.net – portion of proceeds from Grateful Dead-opoly

**Lillie Belle Farms**, Central Point, OR – proceeds from sales of holiday cheer chocolate collection

**Jam Cruise 9**, jamcruise.com – portion of booking

**Wear Your Music**, wearyourmusic.org – proceeds from sale of bracelets made from participating musicians' used guitar strings

### Summer Festival Rex Jams

2010 marked the fourth year since initiating the Rex Jam at the 10,000 Lakes Festival with Matt Butler and The Everyone Orchestra. The idea of the Rex Jam is to demonstrate the power of grassroots giving, where contributions of \$1, \$5, \$10 or \$20 have an immediate positive impact by being collected from fans during a selected musical jam and, in turn, contributed to a high school arts and music program in their local area.

In 2010, the Rex Jam at the All Good Festival in Morgantown, WV once again supported the music program of Preston High School in Kingwood, WV. And, at Gathering of the Vibes, David Gans led a discussion about Generosity of Spirit that helped raise funds once again for the Bridgeport, CT music program.

We've been told by the folks at Preston High School that the Rex Jam contributions of the last two years have made possible the purchase of a piano, seven sets of marching cymbals and the funding of 7 students to participate in the Tri State Honor Band.

### Jerry Jams For Rex CD

On August 10th, as way to honor Jerry Garcia's musical and community legacy, the Rex Foundation presented "Jerry Jams for Rex" as its first benefit compilation of music available by download.

The gifted musicians on this compilation generously contributed stirring live performances of Jerry Garcia songs. Featured on the album are Bruce Hornsby & The Noise-makers, Hot Buttered Rum, Keller & The Keels, Moonalice, Phish, Railroad Earth, Steve Kimock Crazy Engine, The Black Crowes, The String Cheese Incident, The Waybacks, Widespread Panic, and Yonder Mountain String.

Brought to life by Brad Serling of nugs.net, the production of the compilation was made possible thanks to the generous efforts of Bruce Colfin Esq., Rob Helmstetter, Matt Hogan, Ice Nine Publishing, Micah Gordon, David Frost and The Jerry Garcia Family Estate.

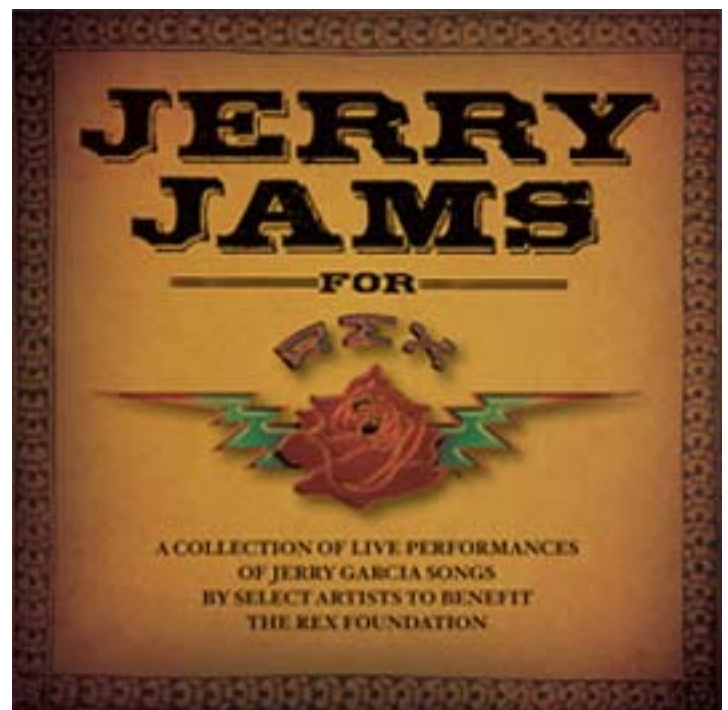




Photo: Susana Willman

David Nelson, Peter Rowan and Jesse McReynolds at The Wheel.

### **The Wheel** **A Musical Celebration of Jerry Garcia**

*December 4th, The Fillmore, San Francisco*

The benefit concert entitled “The Wheel – A Musical Celebration of Jerry Garcia” was an historic night set in the gracious space of The Fillmore decorated elegantly for the occasion. Among the evening’s unique music experiences was the bringing together of Jesse McReynolds, Peter Rowan and David Nelson.

McReynolds, Rowan, and Nelson each shared a deep connection with Garcia dating back to the early 1960s. In 1962, when Jerry Garcia began playing the banjo and exploring bluegrass music, he formed a band called the Hart Valley Drifters with David Nelson on guitar. In 1964, as part of his bluegrass pilgrimage through the American South with Sandy Rothman, Jerry sought out the even-then legendary bluegrass musicians “Jim and Jesse” (McReynolds). Garcia held Jesse’s mandolin playing and music in high esteem for many more years to come.

In 1969, as the Grateful Dead released *Aoxomoxoa*, Jerry was also collaborating with other musical friends. He reconnected with David Nelson and John “Marmaduke” Dawson, who had formed The New Riders of the Purple Sage. He formed another bluegrass band, Old and in the Way, with David Grisman, John Kahn, Peter Rowan and Vassar Clements. His Acoustic Band opened his legendary Broadway shows, featuring Kahn, Nelson and

Rothman. Coming full circle, in October 2010, McReynolds released *Songs of the Grateful Dead – A Tribute to Jerry Garcia and Robert Hunter*, collaborating with none other than David Nelson and Sandy Rothman.

At the December 4th benefit event, the featured artists, along with members of their respective bands, which included Garrett McReynolds, Steve Thomas, Jody Stecher, Keith Little, Paul Knight, Barry Sless, Robin Sylvester, John Molo, Mookie Siegel, and special guest Matt Butler of The Everyone Orchestra, had the exceptional opportunity to play Jerry Garcia/Robert Hunter and traditional American roots songs together.

### **Make-Believe Ball**

*Feb.18, The Great American Music Hall, San Francisco*

Whether or not folks were at the Great American Music Hall on August 15, 1975 for the special Grateful Dead show that was later released on record as *One From the Vault*, on Thursday, February 18 attendees could once again immerse themselves in the music with the Rex Foundation’s first Make-Believe Ball. Thanks to the vision of Rex board member Tim Duncan and the help of the great team at the Great American Music Hall, the *One From the Vault* music filled the Hall, enhanced by a 21st century digital light show configured with artistry by Dave Hunter, providing an evening of good old Grateful Dead magic in support of Rex.

## THE REX FOUNDATION'S 2010 GRANT BENEFICIARIES

### Clean Water Fund

Clean Water Fund's mission is to develop strong grassroots coalitions, organizations and community leadership to address health, consumer, environmental and community problems from the watershed to the water tap. The California program works on issues that recognize the link between public health, social justice, and the environment. CWF's California water program works to protect our waterways from contamination and to protect the public that uses these waters for fishing and as drinking water sources. The Rex grant supports the Central Valley Clean Drinking Water project to help disadvantaged rural, primarily Latino, communities in the Central Valley have access to safe affordable drinking water. Small rural communities in the Valley have little funding for water treatment. They

receive their water from small local wells that are often contaminated by pesticides, fertilizers and other agriculture-related practices. Those who can afford it buy bottled drinking water. Many of these families have to choose between clean water and food on the table.

111 New Montgomery St. Ste 600, San Francisco, CA 94105 • 415-369-9170 • [www.cleanwaterfund.org](http://www.cleanwaterfund.org)

### Blue Mountain Coalition for Youth and Families

Blue Mountain runs a community center serving low income families in West Point, a small town tucked into the foothills of the Sierra Nevada. Their mission is to promote a vibrant, peaceful, healthy community where everyone is nurtured, supported and inspired. The coalition was founded as a teen activities center by two sets of parents who were concerned that their teenagers did not have enough healthy activi-

ties. Today Blue Mountain serves the broader community, serving family meals and also provides space for Mountain Mi-Wok tribal meetings and parties, social service outreach, toddler play groups, art workshops, senior exercise classes and hosts a farmers' market. The arts remain at the heart of the youth and family programs.

364 Main Street, West Point, CA 95255  
209-293-4500 • [www.bmcyf.org](http://www.bmcyf.org)

### Jerry Day

The first Jerry Garcia celebration happened in 2002 as a fundraiser for Crocker Amazon Playground in Jerry Garcia's childhood neighborhood – The Excelsior District. Spearheaded and conceived by Excelsior District natives and residents, this civic and cultural event is the largest event associated with the neighborhood. It is wholeheartedly embraced by the community, and the City and



Blue Mountain Coalition



Planting Justice

County of San Francisco. In 2009 Jerry Day was acknowledged with the “Best Community Building Event Award” from the City and County of San Francisco.

Jerry Day Committee, SF Parks Trust  
501 Stanyan St, San Francisco, CA 94117  
www.jerryday.org

### Preston High School

The Rex grant reflects the proceeds from the Rex Jam at the All Good Festival and is to be used to further support the music department at Preston High School.

400 Preston Drive, Kingwood, WV 26537

### Nextcourse

Nextcourse improves the health of individuals and communities by designing innovative and collaborative educational programs that inspire people to purchase, cook and eat healthier, locally produced foods. Nextcourse’s strategy is threefold: to serve youth and low-income communities to make nutritious foods available to these areas; to strengthen meaningful and lasting partnerships with like-minded organizations, and to inspire and motivate people to action to become stewards for a better local food system. Nextcourse has been a previous recipient of Rex grants.

As Nextcourse continues to expand its reach, especially to low income teens, its latest initiative is at Mission High School in San Francisco. The school has given the go-ahead

to create and provide a formal, for credit elective class (“Eat UR Veg-gies”) for 9th graders at the school starting this school year. Funds from Rex will be used to help defray the costs of a program coordinator and an assistant.

1 Fort Mason, San Francisco, CA 94123  
415-567-0317 • www.nextcourse.org

### Planting Justice

Planting Justice is an urban food justice organization funded by a grassroots door-to-door canvass and an edible landscaping program that provides experiential educational and economic opportunities to urban residents through growing and celebrating food in community. The organization believes that all people, rich and poor, deserve healthy food, clean water and dignified jobs. Thus, the mission is to democratize access to affordable nutritious food by empowering disenfranchised urban residents with the skills, resources, and inspiration to maximize food production, economic opportunities, and environmental beauty in our neighborhoods.

5252 Claremont Ave., Oakland, CA 94618  
510-290-4049 • www.plantingjustice.org

### RockHouse Arts Foundation

The mission of RockHouse Arts Foundation is to teach at-risk kids how use music as a life tool, healing tonic, and empowering force. The focus has always been on helping kids who have been abused, neglected, or

otherwise marginalized.

RockHouse provides musical instruments, instruction, music therapy, and artist mentoring at foster homes, schools, and family counseling centers by:

- Purchasing and donating musical instruments.
- Sponsoring music workshops, music therapy, as well as one-on-one instruction.
- Offering opportunities for at-risk children to participate.

9507 Ronleigh Drive, Baltimore, MD 21234  
410-864-1812 • www.rockhouseworld.org



Blue Mountain Coalition



Bay Area Girls Rock Camp

**Bay Area Girls Rock Camp**

Bay Area Rock Camp empowers girls ages 8–18 through music by promoting an environment that fosters confidence, creativity and teamwork. The camp challenges gender stereotypes, encourages collaboration among peers and provides a comfortable space for people of all backgrounds to express themselves. The camp is a place where girls learn to play instruments, form bands, and write and perform their own music in a supportive environment of female instructors and mentors. Through music lessons, workshops, group activities and performance, girls acquire skills that help guide them throughout their lives. All programs include participation in various empowering workshops such as History of Women in Music, Self-defense, Songwriting, Screenprinting, and more. The programs culminate in a grand Showcase Performance for family, friends and the public.  
 PO Box 22469, Oakland, CA 94609  
 510-394-8647 • [www.bayareagirlsrockcamp.org](http://www.bayareagirlsrockcamp.org)

**Wilson High School Music Department**

The Rex Foundation grant will be used to purchase musical instruments for the Wilson High School jazz combo and concert bands. This will enable students, many having very limited exposure to playing an instrument in an organized group, to move from drumline to other percussion instruments. These instruments will open the opportunity for students to learn percussion theory and to understand jazz composition.  
 4340 Connecticut Ave NW, Washington, DC 20008

**University of Oregon Foundation – Ken Kesey Collection**

Ken Kesey left an extraordinary legacy that has shaped social and cultural values to this day. Praised as one of the most important writers of his generation, his work has been translated into more than 30 languages. The Ken Kesey Collection contains irreplaceable typewritten manuscripts, artwork, collages,

photographs, and correspondence dating from 1960 to 2001. This rich archive is a resource for students and scholars interested not only in Ken Kesey and his writing but also in the literature and culture of the 1960s. The University of Oregon has the opportunity to purchase the Ken Kesey Collection and keep it in its current home, the UO Knight Library, as Ken wished. Forthcoming print and film biographies will generate a resurgence of scholarly and cultural interest in Ken’s work, across the globe. The Rex grant will help the University act on this opportunity, and gain international attention as the home of the Ken Kesey Collection.

PO Box 3346, Eugene, OR 97403  
[www.Libweb.uoregon.edu/giving/kesey.html](http://www.Libweb.uoregon.edu/giving/kesey.html)



The Merry Prankster bus – Furthur inside