



Strategic Giving Charity Evaluation

Alice Cooper's Solid Rock Teen Centers

ROG Rating: "A" Charity, "Strong" Fit for Sample Family

Charity Core Missions: "Solid Rock's primary goal is to help meet spiritual, economical, physical and social needs of teenagers in our community." - Alice Cooper. "The Rock Teen Center inspires teens (12-20) to grow through music, dance and art."

Locations Served: Phoenix and Mesa, AZ

Year of Founding: 1996

Official US Incorporation Name: [Solid Rock Foundation](#), EIN 86-0808609

Affiliations: Solid Rock Foundation (Alice and Shelly Cooper)

Current Total Annual Revenue: \$1.1 Million. ([2020 IRS 990 Form](#))

Recent Updates and Accomplishments:

- [Solid Rock Teen Centers gets an AZ License Plate \(AZ Central\)](#)
- [Proof is in the Pudding campaigns leverages AI to support teen educational success with partner Gnosis IQ. \(City Sun Times\)](#)
- [CoopStock event leverages star power to support Solid Rock Teen Centers \(AZ Big Media\)](#)
- [Recipients of a \\$100,000 W.I.S.E. Scholarship from the Steele Family Foundation, 2022](#)
- [Concert event sets fundraising record in 2021 \(AZ Central\).](#)
- [Tour Budgets, Licensing, Hair and Makeup: Learning the Music Biz at Alice Cooper's Teen Center \(Phoenix New Times\)](#)

Charity Reputation:

- GuideStar "Silver" Rating
- Charity Navigator "Three Star Charity"
- 80% Accountability and Transparency Rating with Charity Navigator
 - This score influenced by board composition and independent audit, likely due to CharityNavigator missing data. As a relatively small charity, this is not uncommon. [Full board composition is transparent and available here.](#)

ROG Research Report: Alice Cooper's Solid Rock Teen Centers. Updated November 2022.
Contact info@ReturnonGood.org for more information



- Charity reported net assets of \$ 3.8M after liabilities in 2020.
- The Foundation utilizes the significant connections of its founders and board to facilitate fundraising events, like this year's ["Christmas Pudding" concert with Sammy Hagar and Rob Zombie.](#)

Impact Stories:

- [Excellent teen testimonial videos from the Centers web site.](#)

ROG Evaluation Notes:

- [Read our blog on this charity, including quotes from Alice, at ReturnOnGood.org](#)
- **A contribution to this organization will improve lives.**
- **The type of services provided have been shown to greatly impact the forward path of adolescents into adulthood.**
- This charity serves an underserved population: US urban teens interested in the arts.
- With the arts hit hard during the pandemic, Teen Rock Centers continued to serve an important niche in teen outreach.
- This charity's operating costs are low in comparison to services provided.
- Fundraising costs for this charity are within expected ranges.
- Significant volunteer activity, including board and event contributors, maximizes ROI for charitable investment in this organization.
- The widespread support for the Teen Centers by government, private foundations, and stars is a testament to their longevity and positive reputation.
- The charity carries an asset balance of in excess of five year's operating expenses, which is a solid stability measure, and represents successful strategic planning for an organization that carries significant facility and equipment replacement burdens.
- The financial documentation and impact stories offered indicated that this charity is not a celebrity vanity project, executes solid mission sustainability leadership, and does real good in the world on a consistent basis.

Summary ROG Evaluation: In our opinion, this is an "A" rating charity. Contributions will have proven, life-changing impact and a high percentage of contributions go directly to the core need.

Impact to the Sample Family's Philanthropic Mission: This charity is a strong fit for The Sample Family's charitable goals. Given the family's connection to music and urban teen outreach, a significant investment is suggested.



Note: ROG 's research team works hard to present the best available information on this charity at the time of publication. However, we can't know everything, so this report is subject to Return on Good's full legal disclaimer, which you can access at ReturnOnGood.org