



Climb Higher.  
Together.



## Mission

Memphis Rox empowers youth and their support structures by providing a safe and inclusive space for recreation, exercise, outdoor adventures, job opportunities, job training, and essential resources.

We exclude no one – regardless of ability to pay.



## Rehabilitation, Healing & Hope

Memphis Rox is the largest nonprofit rock climbing gym in the world. But rock climbing is just where we begin. Located on a five-acre campus in south Memphis and inspired by the cooperative philosophies of climbing, we provide recreational, creative and nutritional programs to mentor, train and harness the potential of under-resourced youth in our community. We exclude no one based on inability to pay. Because one life changed, changes us all.



## Location

The Memphis Rox Campus was founded in 2018, breaking ground on a five-acre lot in the heart of Soulsville, South Memphis, one of Tennessee's most under-resourced communities.

## Culture

Rooted in creating a culture of encouragement and empowerment both on and off the wall, we never turn anyone away, regardless of an inability to pay. Instead, we've reimagined currency. It's not only about money, but empowerment: a willingness to give what one can, be it a helping hand or simply an encouraging word. Our members who can pay-it-forward do so to support access for those who can't, but everyone can get involved. Five volunteer hours per month equates to a four-week membership.





## First of Its Kind

The first nonprofit climbing gym of its size, Rox stands at 37,000 sq ft with yoga and meditation space, a fitness area and system board. Our campus also houses Juice Almighty, our in-house cafe, the Soulsville Community Closet and an Educational Food Garden. At Rox, climbing is simply a metaphor for overcoming life's obstacles, and we believe we climb higher when we climb together.



*"This space is a game changer for this community"*

*-Dante Rochelle*



## Outreach

### Volunteer

Build relationships, empower others, and give back to our community.

### Period Power

We believe all women should have access to the menstrual products they need.

### After School Program

A comprehensive program focused on positive relationships, academic alignment, climbing experiences, and other enrichment activities.

### The Community Closet

Supporting our community with essential staples at a price everyone can afford.

### Juice Almighty

Whether you are a member or just stopping by, our juice bar and café has something delicious for you.

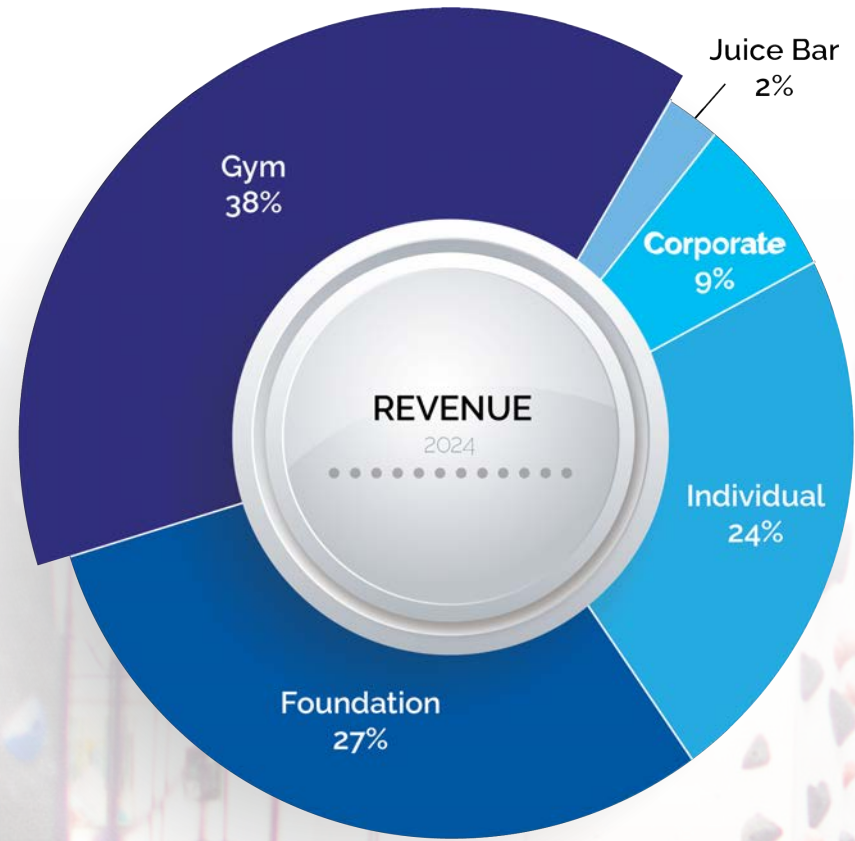


## Throughout 2024 Memphis Rox continued to operate its core programs and initiatives:

- Pay-What-You-Can Access
  - Juice Bar
  - Free Lunches
- After School Care
- Community Closet
  - Period Power
  - Youth Teams
- Adaptive Climbing
- Sober Climbing
- Volunteer Program
  - Election Site
- Community Resource Fairs
  - Coat Drive
  - Holiday Toy Drive
- School Supply Drive



# 2024 Financials



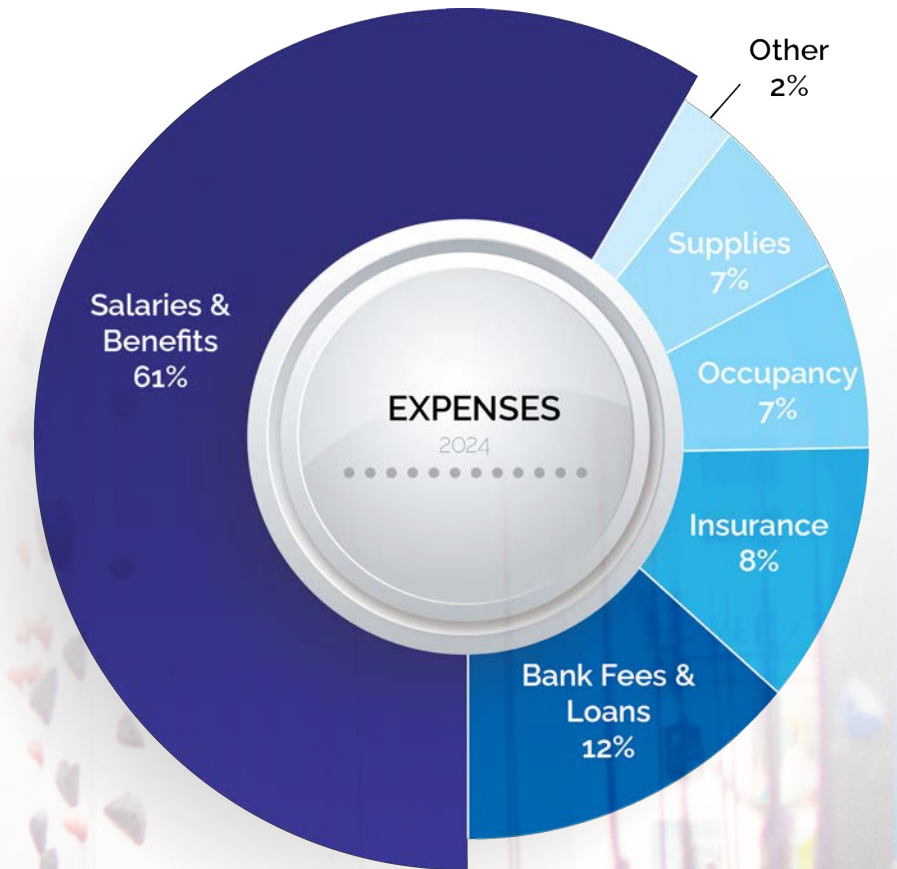
### Revenue

Gym	\$559,222.21
Foundations	\$387,832.45
Individuals	\$354,577.06
Corporate	\$127,332.48
Juice Bar	\$33,359.97
<b>Total</b>	<b>\$1,462,324.17</b>

# 2024 Financials Cont.

## Expenses

Salaries & Benefits	\$973,210.80
Bank Fees & Loans	\$191,956.21
Insurance	\$134,934.10
Occupancy	\$116,145.34
Supplies	\$109,138.46
Legal & Professional	\$34,114.94
Other	\$32,147.93
<b>Total</b>	<b>\$1,591,647.78</b>



# Our Partners

Memphis Rox moves forward because of the partners who help us to grow. Take a look at those who champion our mission around the world.





# Help Us Grow

Memphis Rox is so much more than a climbing gym. In addition to 37,000 square feet of state of the art climbing, we provide hundreds of free meals each week through our juice bar. This is crucial, as we're located in a USDA food desert. Our community garden supports the juice bar's efforts, teaching food education.

Our sundry store offers essential staples at little to no cost, and our after school program pairs youth with mentorship and tutoring — all while exposing them to the transformative power of climbing. Recently launched, our transitional housing program brings a stable environment to those who need it most. And each election day, our campus serves as a polling site.

We operate on a pay-what-you-can-afford model, ensuring everyone who enters through our doors has equal access to the amenities we provide.

At Rox, climbing is a metaphor for overcoming life's obstacles — together.



We're asking you to become a sustaining donor today and help us reach new monthly goals. Your support will directly provide meals to those who need them most. It'll enrich our youth climbing teams. It'll ensure we can provide essential staples like clothing and household necessities. With your help, we can not only sustain our programming — we can climb to new heights.

If you know us, we can't thank you enough for your continued support. If you're just meeting us, welcome. We're so grateful to have you.

Let's keep climbing higher, together

[donate@onefamilymem.org](mailto:donate@onefamilymem.org)

Donate



One life changed, changes us all.

Donate



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