



ROCS

2024

ANNUAL REPORT

From Challenge to Change

This past year brought both meaningful accomplishments and valuable moments of reflection. Even amid change, our commitment to the communities we serve remained unwavering. Thanks to the dedication of our staff, the strength of our partnerships, and the trust of those we serve, we continued to deliver impactful services, support individuals through challenges, and help communities move forward.

Today, we stand in a new chapter - with a revitalized sense of purpose, a reenergized team, and a new CEO whose leadership is already deepening our values of transparency, collaboration, and community-rooted service. This rebranding is more than a new look - it's a renewed commitment to the people we serve and the partnerships we build. We are doubling down on our efforts to create meaningful, measurable impact across the communities we support.

As we move forward, we do so with clarity, courage, and excitement. This is more than a fresh start - it's the beginning of something stronger. Together, we will continue to lift lives, strengthen communities, and build a future where everyone has the opportunity to thrive.

ROCS LEADERSHIP TEAM

About ROCS

Founded in 1981, ROCS began with a deep commitment to supporting residents in Charles Mix County. Over the years, our passion for helping underserved communities has grown, and today we proudly serve 28 counties across South-Central and South-Eastern South Dakota.

At ROCS, we believe in the power of community and the strength found in rural areas that often face

significant challenges. From limited access to resources to the isolation felt by many, we're driven to create real, lasting change. We focus on partnerships and community support to address these disparities and provide practical, sustainable solutions to meet the needs of our neighbors.

MISSION

To create pathways out of poverty by providing comprehensive support, amplifying voices through advocacy, and promoting opportunities that lead to lasting transformation.

VISION

To build resilient communities where every individual has the opportunity, support, and voice to rise above poverty and achieve lasting success.

What We Stand For -

R

RESILIENCE

We rise in the face of challenge, fueled by hope and the unshakable belief that change is possible. We bend - but we do not break.

O

OPPORTUNITY

We create pathways where there were none, clearing the way for potential to bloom. Every person deserves a chance to thrive.

C

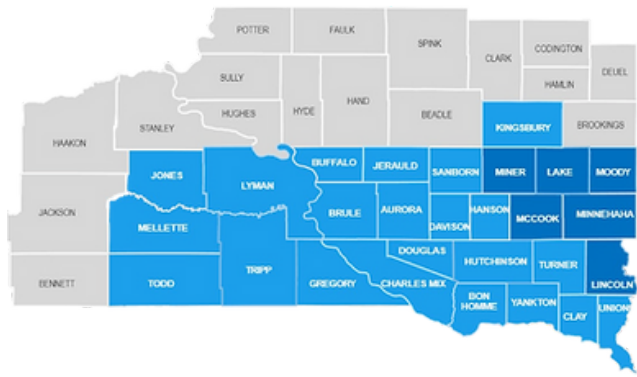
COMPASSION

We see people, not problems. With open hearts and listening ears, we meet every person with dignity, care, and understanding.

S

SOLIDARITY

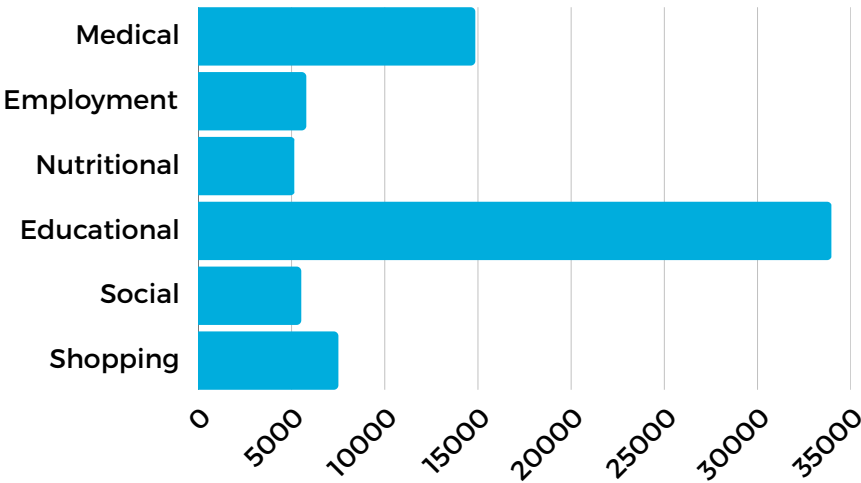
We walk together - neighbors, advocates, partners in progress. In unity, we find strength; in community, we find our voice.



TRANSIT

ROCS Transit provides safe, reliable, and accessible transportation services across 29 counties through 17 site locations. It operates two key systems - East Dakota Transit in Madison, SD, and Brandon City Transit in Brandon, SD - ensuring individuals of all ages have access to essential travel for work, healthcare, education, and daily living. In 2024, the program saw significant growth and momentum: ridership increased across the region, and services expanded into the communities of Tea, Salem, and Harrisburg. A new bus barn was constructed in Viborg to support growing operations, and the Kingsbury County location hosted a successful dinner theatre fundraiser to engage local support. In addition, ROCS Transit launched a vehicle advertising initiative, creating a new revenue stream while connecting local businesses with broader visibility.

Services Provided in Rides



249 SERVICE DAYS

772,670

TOTAL MILES DRIVEN

105,662

TOTAL RIDES GIVEN

ROCS TRANSIT PROVIDED

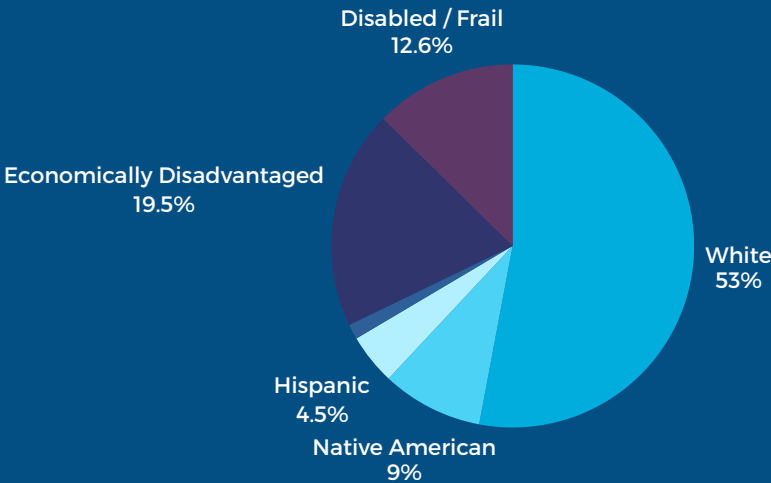
39,591

school rides for children ages 5-18.

32,683

rides to seniors age 65+.

Ridership Demographics:

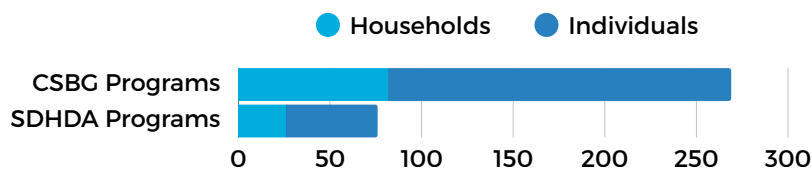


Rides increased 9.5% from 2023 and averaged 362 rides per day.

COMMUNITY ENGAGEMENT

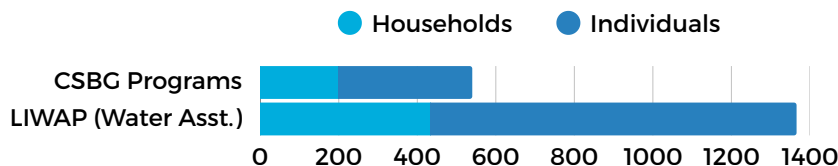
The ROCS Community Engagement program provides crucial outreach and human services across 20 counties, helping individuals and families navigate hardships through practical, compassionate support. From housing assistance, utility help, and transit passes to food pantry access, grocery vouchers, and seasonal programs like VITA free tax prep and the Garden Project, the program meets people where they are. In 2024, the Garden Project expanded to include community gardens, deepening local involvement and food access. The launch of the ROCS Community Cares Program - a Community Health Worker initiative - marked a shift toward more personalized, long-term support. The program also introduced Loads of Love, a youth laundromat initiative in Mitchell that tackles a major barrier to school attendance: access to clean clothes. With 1 in 5 students lacking clean clothing, this program plays a critical role in promoting education and dignity for local youth.

Supporting Housing Stability through Rental Assistance & Security Deposits



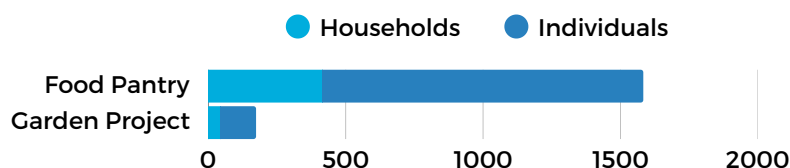
108 TOTAL HOUSEHOLDS
237 TOTAL INDIVIDUALS

Supporting Housing Stability through Utility Assistance & Deposits



632 TOTAL HOUSEHOLDS
1,274 TOTAL INDIVIDUALS

Fighting Food Insecurity



459 TOTAL HOUSEHOLDS
1,298 TOTAL INDIVIDUALS

Garden Project - This program assists low income families and individuals with seeds and plants to grow vegetables to supplement their food budget and become more self-sufficient.

Providing Additional Supports for Essential Needs



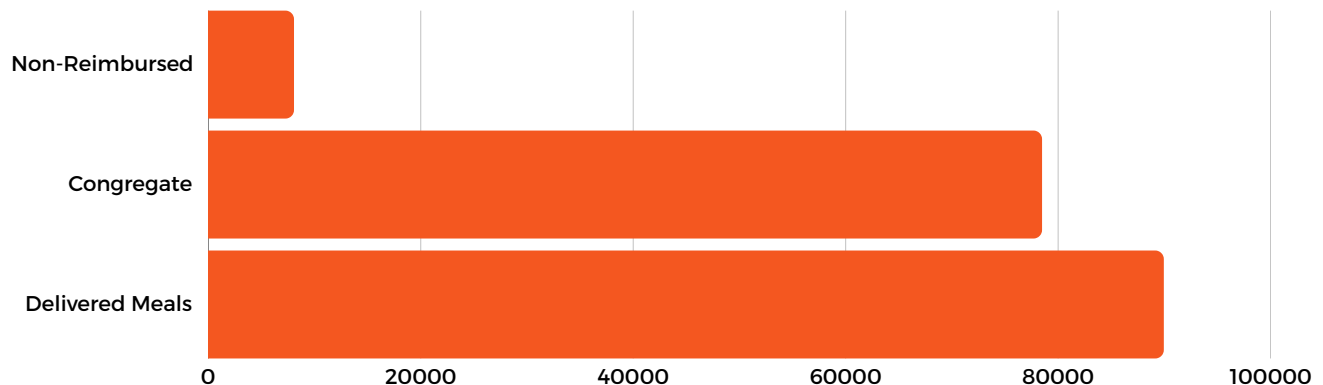
VITA Tax Program: Volunteer Income Tax Assistance Program - ROCS offered free income tax preparation services for the 11th year, and had 5 certified volunteers preparing taxes. certified volunteers preparing taxes.

ROCS DINING SERVICES

ROCS Dining Services operates 22 sites, providing hot, nutritious, diabetic-friendly lunches five days a week through dine-in, takeout, delivery, and weekend freezer meal options. As food insecurity continues to rise in rural areas - driven by economic and social challenges - the program has become an essential lifeline for many older adults and vulnerable residents.

In 2024, ROCS Dining Services responded to the growing need by adding a new site in Parker and establishing a partnership with Hidden Valley Industries. This collaboration helped stabilize the program's food costs and sustain services for a high number of individuals who require meals at no cost. Through adaptability and community-focused solutions, ROCS Dining Services continues to nourish not only bodies, but lives.

2024 Meals Served



176,505 TOTAL MEALS SERVED

218 TOTAL DAYS SERVING MEALS

810 AVERAGE MEALS SERVED DAILY

WEATHERIZATION

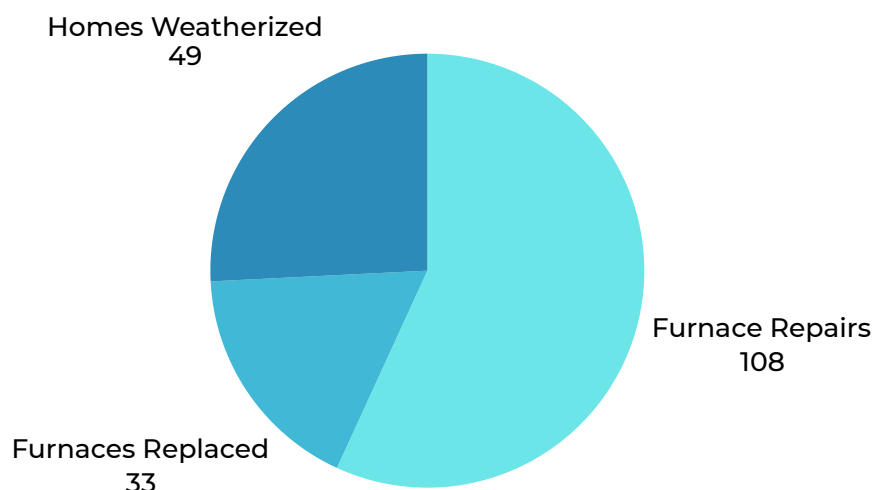
The ROCS Weatherization Program continued its mission to assist low-income homeowners in reducing energy costs by improving home energy efficiency. Over the past year, the program served households in both rural and urban communities, ensuring equitable access to energy-saving improvements.

Staff development remained a priority. Rick, Field Assistant, earned his BPI Quality Control Inspector Certification, and Program Director Steven successfully completed his BPI recertification in all categories. The team is also preparing for Lead Safety recertification scheduled for March.

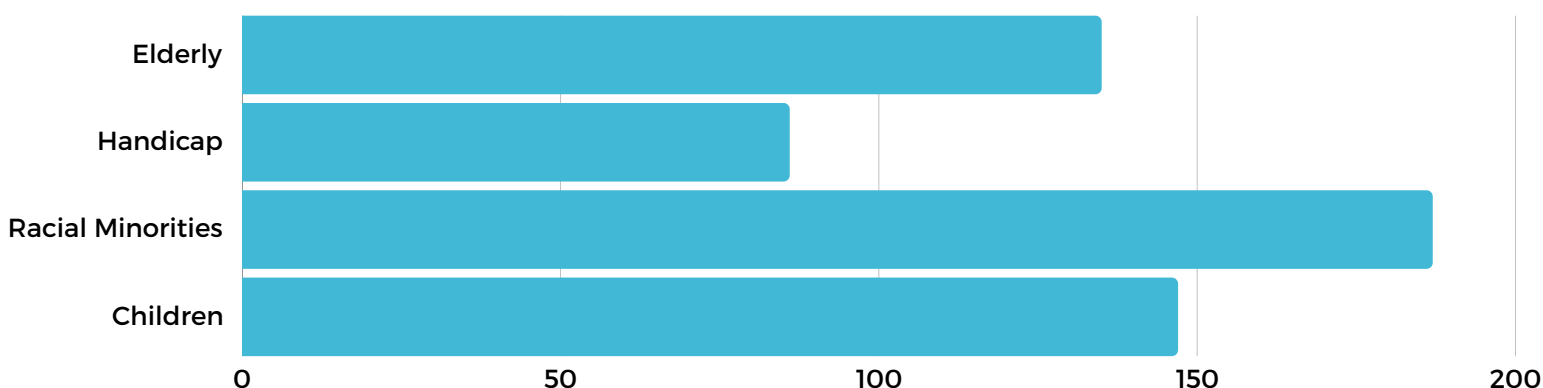
Program staff attended the NEUAC conference in Washington, D.C., enhancing their knowledge of national energy assistance initiatives. In late summer, the program implemented a new software system to streamline operations, with comprehensive training held in Pierre.

276

Calls for LIHEAP service.



Demographic Served



THIS YEAR, 410 PEOPLE AND 178 HOUSEHOLDS

**WERE ENABLED WITH SAFE AND AFFORDABLE HOUSING
THROUGH CONSERVATION MEASURES.**