

Spy Hop Annual Report

2016 17



Letter from the Executive Director

Dear Spy Hop Friends,

Wow! I can't believe another year is behind us! This November marked the end of Spy Hop's 18th year of mentoring young people in Utah through its high-quality media arts programming. Our 2016-17 program year was once again a year full of memories and milestones that we're proud to share with you.

This past year we served 11,344 students from 149 different schools in 38 different school districts. 901 of these young people came to our media arts center downtown, where we have settled in nicely after moving in July, 2016. We expanded our Youth-in-Care programs and worked with 481 youth in state's custody, including nearly 50 through our Sending Messages program for incarcerated youth. This year, we also expanded our statewide programming with a focus on rural communities. We brought media arts programs to over 9,500 young people across the state.

Each fall as we reflect on the previous year, there is always something that serves as a significant marker of the year. This past year, was the Year of Music. We were honored to receive a generous grant from the ELMA Music Foundation and became the sixth member of their Music and Youth Development Alliance.

Spy Hop's hip-hop production class, *Resonate*, taught by Myke Johnson, also experienced success over the past year. Their powerful lyrics and sophisticated beats gave us all an authentic look inside their past, present and future lives. A few of Myke's students collaborated on a project with the Destiny Arts Center, an Oakland based organization that connects young people through dance, theater, and martial arts. They created the beats that served as a score for Destiny's annual performance and were able to travel to Oakland to see the opening show.

Lastly, as many of you are aware, this past year we acquired property from Salt Lake City and embarked on a capital campaign to build a 22,000 square foot youth media center in the Central 9th neighborhood. We hope to break ground in the summer of 2018 and complete the project in summer of 2019. This center will serve as a cultural beacon in the neighborhood and a creative legacy for young people in the State of Utah for many years to come.

Thank you so much for continuing to believe in and support the work of Spy Hop to empower young people through the digital arts. I look forward to another fantastic year!

With much gratitude,



Kasandra VerBruggen



Building rendering courtesy of Bowen Studios

For more info about the capital campaign go to: spyhop.org/newdigs

Community Impact

In 2016/17 we surveyed our core program alumni to find out where they are, what their post-Spy Hop experiences have been like, and how their time at Spy Hop has impacted their lives.

90% are registered to vote & **85%** voted in the 2016 presidential election.

96% are in school full time or employed full time & **72%** completed college or a certificate program.

78% say Spy Hop helped them know how to cope with challenging situations.

76% say Spy Hop gave them the skills to critically analyze ideas and information.

Fundraising and Financials

In 2016/17 Spy Hop received a generous multi-year grant from the [ELMA Music Foundation](#) in support of Spy Hop's Music and Audio Programming, allowing for program growth and enhancement. This grant ushers Spy Hop into a national community of youth development organizations that use music as a tool for positive creative expression, the Music and Youth Development Alliance (MYDA).

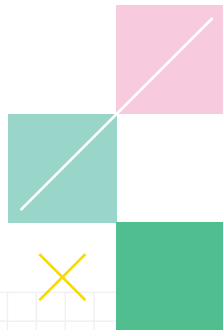
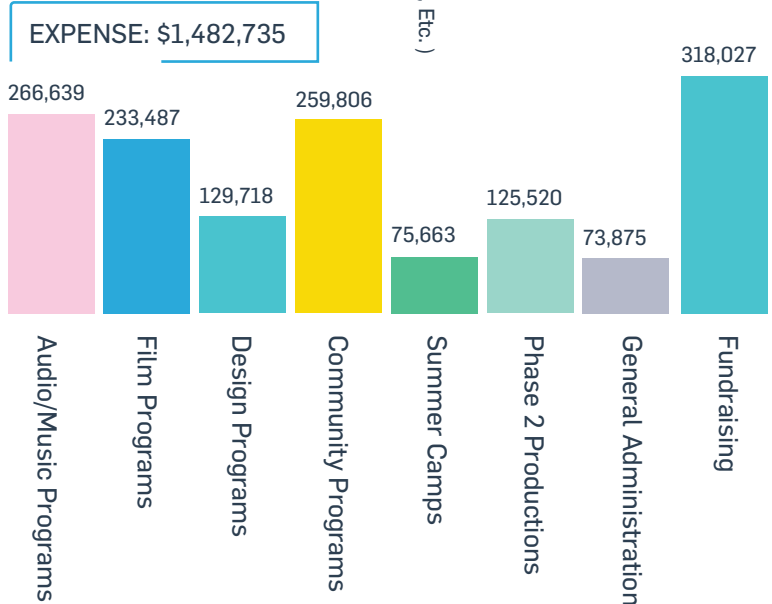
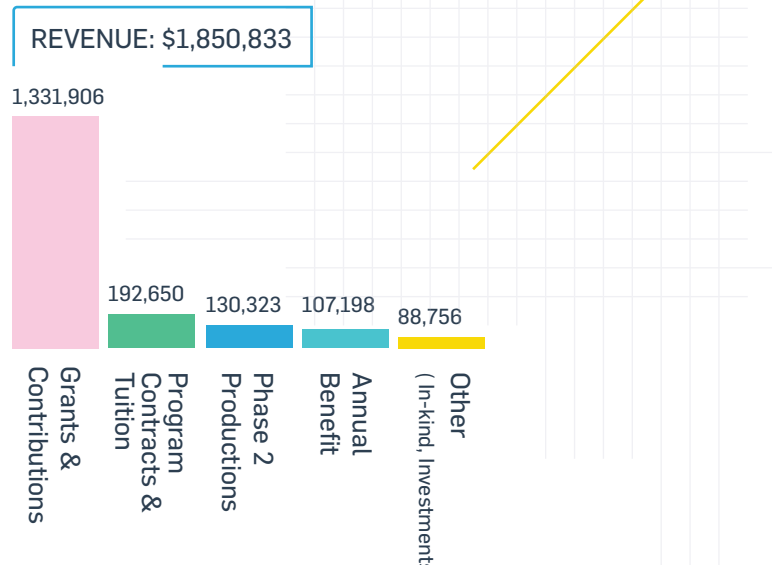
In July, four Spy Hop students, Allyson Urry, Erasmo Martinez, Gnimdo Tako, and Haven Johansen, traveled with Spy Hop Program Director, Matt Mateus, and Musical Arts Mentor, Jeremy Chatelain to Los Angeles to attend the MYDA Conference, a gathering of young musicians from across the country. "I will always remember [another participant's] confidence in my abilities and the awkwardness and greatness of trying something new on the spot, surrounded by other musicians," Haven wrote after her experience at a jam session at the conference. Gnimdo, now a student at the University of Utah and a member of Spy Hop's hip-hop group The Art Pack, said, "It put a fire underneath me. On this trip, I realized that your best music comes from working with others."

We are honored and inspired to be a part of this community and look forward to future convenings, the growth of our music and audio programs, and most importantly, the stories that our students will tell.



“ I realized that your best music comes from working with others.” – Gnimdo Tako

Spy Hop By the Numbers



Phase 2 Productions

Number of clients: 29
 Number of projects: 108
 Revenue raised for Spy Hop: \$130,323



See client work at: phase2productions.com

OUR PROGRAMS

Total Students Served

11,344

149

SPY HOP MENTORS VISITED
IN 38 SCHOOL DISTRICTS AND 8 CHARTERS IN THE STATE OF UTAH.

44%

ELIGIBLE FOR FREE/REDUCED LUNCH

40%

MINORITY

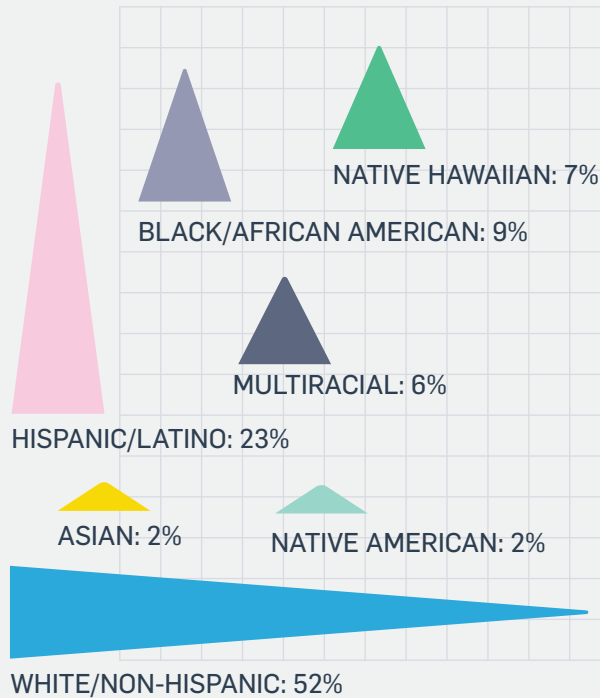
SPY HOP STUDENTS PRODUCED

938

MEDIA PROJECTS.

Student Demographics – Community

Not all students are able to participate in our core programs, so we tailor our innovative programs for them. We work with traditionally underserved youth after school to provide immersive digital arts experiences. We also offer all-day workshops to middle school classes, allowing youth to collaborate on film, design and audio projects. Our Youth In Care programs are for young people in the foster care system, residential treatment programs, secure care facilities and those in state's custody. This includes Spy Hop's award winning podcast program, *Sending Messages*.



NUMBER OF STUDENTS:

766

FEMALE:

46%

MALE:

54%

PROJECTS COMPLETED:

250

COMMUNITY PARTNERS:

24

*See spyhop.org/partners for a complete list.

NUMBER OF STUDENTS IN STATE'S CUSTODY:

Department Of Child And Family Services, Decker Lake Youth Center, Wasatch Youth Center, Gemstone Youth Center, Farmington Bay Youth Center, Primary Children's Behavioral Center

481

Overall Demographics – Core

Spy Hop's Core programs, for students ages 13-19, take place year-round at our downtown Salt Lake City studio. We offer introductory to advanced programs in film, audio, music, and design. Classes range from 3 weeks to 13 months long.

TOTAL STUDENTS:

901

FEMALE:

35%

AVERAGE AGE:

15

MALE:

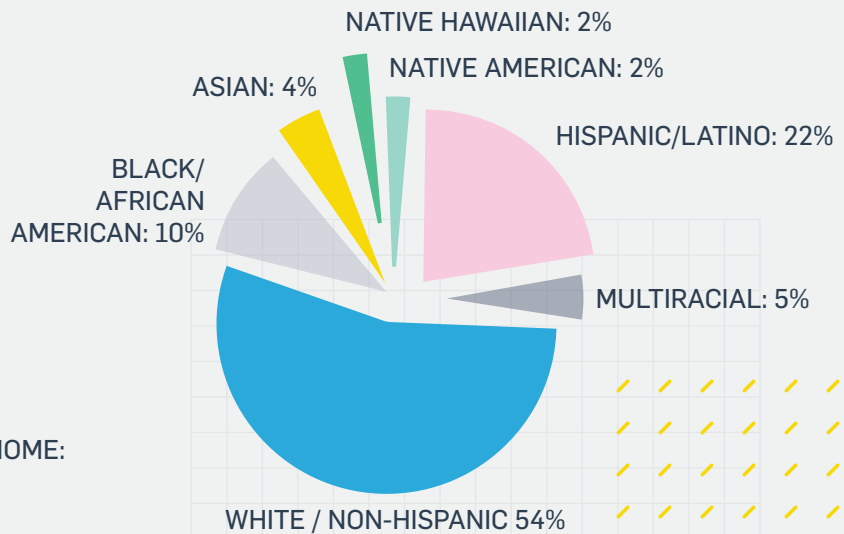
65%

NUMBER OF PROJECTS COMPLETED:

688

NUMBER OF LANGUAGES SPOKEN IN THE HOME:

22



In-School Programs

(PROFESSIONAL OUTREACH IN PUBLIC SCHOOLS—POPS)

Spy Hop's In-School Programs brings teaching artists to a single classroom, grade level, or an entire school. We offer programs that introduce students to the language and concepts of media arts through an interactive experience. Students learn about career opportunities while having fun with state-of-the-art technology.

NUMBER OF RURAL STUDENTS:

2,864

NUMBER OF STUDENTS REACHED:

9677

NUMBER OF SCHOOLS VISITED:

149

NUMBER DISTRICTS VISITED:

38



“

Last week you came and did an amazing presentation for our school—we loved it! I have a student that is playing with the game maker software. He wants to create his own game.” — John Hughes, Cottonwood Elementary School, Orangeville, UT

Donors and Supporters

\$200,000 and above

The ELMA Music Foundation

\$100,000 - \$199,000

David Kelby Johnson Memorial Foundation
The Meldrum Foundation
Salt Lake County Substance Abuse Prevention
Salt Lake County Zoo, Arts and Parks
Utah Department of Workforce Services:
STEMLink
Utah State Board of Education

\$50,000 - \$99,000

**Adobe Project 1324
National Endowment for the Humanities

\$25,000 - \$49,000

George S. and Dolores Dore Eccles Foundation

\$10,000 - \$24,900

**Big Cartel
Centeva
Jarvis & Constance Doctorow Family Foundation
National Endowment for the Arts
Stephen G. & Susan E. Denkers Foundation
Synchrony Financial
Western Digital Corporation Foundation
Willard L. Eccles Foundation

\$5,000 - \$9,999

*Ableton
Key Bank Foundation
Lawrence T. Dee & Janet T. Dee Foundation
Matt & Anne Wigham
R. Harold Burton Foundation
STEM Action Center
Trois Coeurs Foundation
Union Pacific Railroad
Utah Film Commission
Utah Humanities

\$2,500 - \$4,999

9th & 9th Pilates/Maven
Adobe YourCause, LLC
Annie Quan & Skye Emerson
Anonymous
Atlas Architects
*The Blended Table
BW Bastian Foundation
Emma Eccles Jones Foundation
*IKEA
Jones Waldo Law Firm
Kasandra VerBruggen & Andreas Schmidt
*KUED
The LGBT Community Endowment Fund
Landy & Paul F. Nipper
Okland Construction
Rocky Mountain Power
US Bank Foundation
Utah Women's Giving Circle

\$1,000 - \$2,499

Anneli Bowen
Bank of the West
Bowen Studios
Brent & Danielle Bowen
Carolyn Leone & Billy Patterson
Deborah Henich
*Goal Zero
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GSBS Architects
InterNet Properties, Inc.
JEPS Foundation
John Clower
Jonathan & Tina Ruga
Keep Technology
Kevin & Donna Gruneich
Koji & Holly Peck
*KRCL
*KUER
Marriner S. Eccles Foundation
*Microsoft
*Mike Weinholtz Campaign
Nate Thomas & Jinna Lee
Pershing Advisor Solutions, LLC
**Redman Movies & Stories, Inc.
*Rocky Mountain Chocolate Factory

Sentry Financial Corporation
Shannalee Otenez
*SLUG Magazine
Tara Paras
Tessa Arneson
Toria & James Magley
*Tuscany Italian Restaurant
Wells Fargo

\$500 - \$999

Angie Welling & Scott Beck
Anna Brozek
Barbara Richmond
Bryan & Marielos Clifton
Celia & Shawn Boyle
Christine Riter
Christy Chatelain & Joe Sanchez
The Church of Jesus Christ of
Latter-Day Saints Foundation
Cyprus Credit Union
Dave Roth
Guillaume & Julian Belgique
Hamilton Insurance
Jacob Brace
Jane Kim
Jeffrey Berke
Jennifer Plumb
John Giolas
John Miller
Kal Nguyen
Kelly Pfaff
Lewis Francis & Dana Costello
Love Communications
Mariah & Derek Mellus
Marijean Woolf
Melinda Almquist & Jay Lyons
Missy Greis
Nicole Thomas
Paul Solomon
Rebecca Chavez-Houck
Robert & Diana Wray
Robyn Martinez &
Melanie Hamilton
Rory Dooley
Sausage
Sonja Chesley
Stephanie Perry
Vineyard Productions
We Like Small
Write On Network, LLC

\$250 - \$499

Abby & Justin Doll
Annie Hawkins
Beth Branson
Blueprint Public Affairs, LLC
Candace VerBruggen
Chris Nielsen
Cori Groth & James Cordova
Curtis Linton
Daniel Maldonado
Dawn Cardinale
**Epic Brewing Company
Eric Hanson
Garrick Dean
Geneva Lawrence
Grzegorz Bulaj
Happy Valley Chocolate, Inc.
Heidi & Joseph Prokop
Ian Garner
James Corper
Jeremy & Kathryn Chatelain
Jesse Hulse
Jodi Bangertner
Joshua Elstein
Kathy & Robert Chatelain
Katie Charipar
Larissa Trout & John Maxwell
Laurel Hunter & Rodney Kopish
Lynette Saccomanno
Mark Purcell
Matt & Tamara Mateus
*Matt Sheridan
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Peter & Diana Germanov
Peter Corroon

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Richard Scoresby
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Scott W. and Betsy D.
Thornton Foundation
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Stephen & Monica Clay
Susan & Richard Thomas
*Team Thirteen, LLC
*Timber Music Supply
Tom Mullin
Trena Slighting
Trena & Todd Otenez
Virginia Pearce
Wendee McClelland
Zions Bank

\$100 - \$249

Alec Lyons
Adam Sherlock
Adele Clay
Allison Spencer
Anna Topham
Anne Goldberg
Anonymous
Ashlee Lane
Ashley Patterson
**Beehive Distilling
Brad Liddell
Brian & Lynette Thorn
Callye Cleverly
Cameron Archibald
Carol Spackman Moss &
Bob Moss
Chris Conard
Claire Thompson
Colby Bryson
Cory and Tristin Zinke
Dan Daines
Debra Hummel
Elan & Carole Bartholomew
Elisabeth Nebeker
Elizabeth Schulte
Epic Brewing
Errol Eernisse
Holly Yocom
Jana Davis
Jason Largever
Jenny Larsen
Jenny Mackenzie-Loughridge
Jill & Richard Sheinberg
Jody Jones
Joe Jacoby
John Arnold
JR Howa
Katie Hansen
Kelly Carpenter
Ken Verdoia
Kyra Carlson
Leslee & Howard Bartlett
Leta Baker
Libby & Mark Haslam
Lindsey Ferrari
Lisa Nichols

Lisa Pedrioli
Liz Prince
Marisa & Stephen Jenny
Mark Vernon
Mia Kenny
Noel Gomez
Nyna Moore
Peter Pilafian
Rebecca Shelton
Rick and Cory Wray
Robert S. Carter
Foundation
Ruth Palmer
Scott Thornton
Sean Bagley
Sophy Kohler
Steve Denkers
Sunny Atherton
Taki Telonidis
Tess Calder
Tom Quincy
Tricia Cook
Virginia & William Gowski

Below \$100

Aetna Foundation
Alecia Cinaruzabeitia
Alex Hunt
Alisha Archibald
Amazon
Aspen Hinkle
Barton Poulson
Bret Heale
Caitlin Chandler
Carla Kelley
Carrie Rogers-Whitehead
Chris Manfre
Chris Mosbacher
Chuck Loeffloll
Colton Bybee
Daniel Bryson
David Barber
David Koltz
Devin Wilson
Donald Vernon
Douglas Nelson
Elise Brimhall
Elizabeth Ellis
Elizabeth Hunter
Ellen Sztuk
Faeth Alder
Felicity Fouche
Gabriella Huggins
Gay Cookson
Google Benevity
Gretchen Dietrich
Holly Mussman
Jacquelyn Cerva
Jarom Watts
Jason Stevenson
Jen Guillory
Jennifer Parsons
Jennifer Yim
Jessie Robertson
John Stevens

John Youngren
Josh Levey &
Tanya DeAngelis
Josh Samson &
Ana Antunes
Josh Wangrud
Joshua & Catherine Kanter
Julia Espey Hornback
Julie Linton
Justin Johansen
Kate Engelsman
Kristian Anderson
Laura Durham
Lucka Nelson
Lee Jensen
Linda Roundy
Lynn Dolan - Frick
Maggie Willis
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Marilyn Taylor
Mark Fossen
Mary McIntyre
Martha Morris
Matt Lyon
Melissa Jackson
Michelle Brockman
Mikki McKay
Misty Bangerter
Myke Johnson
Natasha Wallis
Nathaniel Nelson
Nick Burns
Patricia Isom
Patrick Hubley &
Sarah Pearce
Patrick Wright
Paul Dalrymple
Rebecca Ponder
Robert & Susan Bolte
Robert Rendon
Roni Stevenson
Russell Williams
Sarah Elizabeth Levitt
Sarah Lyman
Scott Daniels
Scott L. Place
Sharon Christenson &
AJ Martine
Sharon Roper
Shelby Dobson
Shirley Callanan
Sophia Brockman
Stefan &
Teresa Wray Marsco
Stephanie Gould
Steve Bateson
Sue Mitchell
Suzi Montgomery
Tim & Laura Petracca
Todd Walton
Travis Smith
William Linares
Zach Koltz

*In-Kind Support
**In-Kind & Financial Support

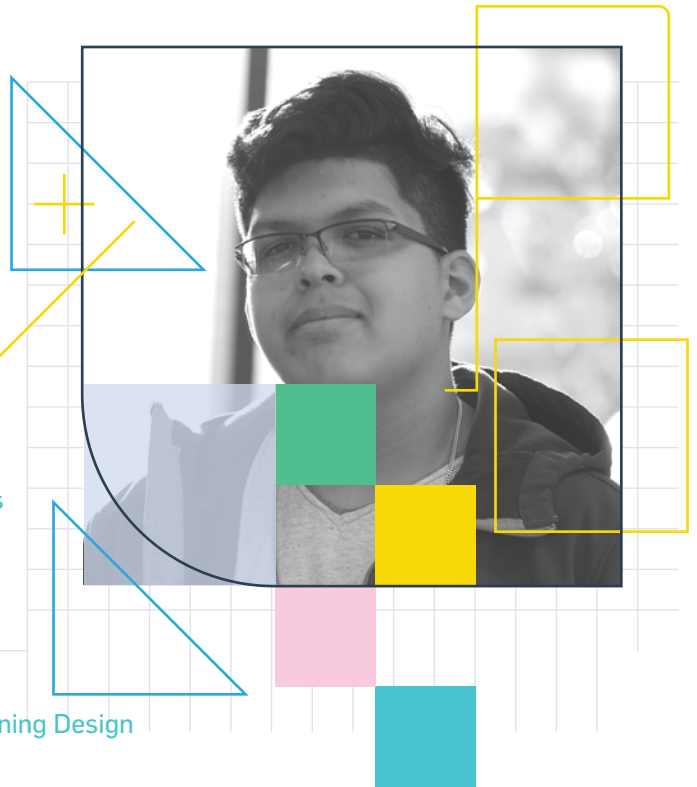


They say it's wise to surround yourself with people who inspire you. Spy Hop is the epitome of that—from the students to the staff to the board."

-Brent Bowen, Bowen Studios, Spy Hop Board of Directors

Staff

Kassandra VerBruggen — Executive Director
Samantha Adelman — Statewide Media Arts Educator
Celia Boyle — Operations Manager
Beth Branson — Development Director
Colby Bryson — Phase 2 Productions Director
Alecia Cenaruzabeitia — Marketing & Events Coordinator
Jeremy Chatelain — Musical Arts Mentor
Cynthia Chen — Development Associate
Elizabeth Curland — Equipment Lab Assistant
Jana Davis — Program Outreach Manager
Amber Dwyer — Administrative Assistant
Lauren Hart — Audio & Community Programs Mentor
Gabriella Huggins — Community Programs Mentor
Laurel Hunter — Director of Marketing & Community Relations
Myke Johnson — Audio Mentor
Alec Lyons — Production Coordinator
Chris Manfre — Design Mentor & In-House Graphic Designer
Matt Mateus — Program Director
Abby Pincock — Radio Mentor
Liz Schulte — Interactive Design Mentor
Adam Sherlock — Director of Community Partnerships & Learning Design
Paige Sparks — Film Mentor



Board of Directors

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Brent Bowen — Vice Chair
Dave Roth — Treasurer
Annie Quan — Secretary
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Missy Greis
JR Howa

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Peter Pilafian
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Lewis Francis
Kevin Gruneich
Jean Lokuda Irwin

Meredith Lavitt
Carolyn Leone
Hank Louis
Dan Maldonado
Hunter Metcalf
Jennifer Seelig
Dylan Shepherd
Taki Telonidis
Ken Verdoia
Matt Wigham
Rick Wray

OUR VALUES

EMPOWERMENT

When our students gain digital media knowledge, they are empowered to move from being a passive consumer of media to an active and engaged producer.

TRANSFORMATION

We are changing the way young people see themselves.

DIVERSITY

We respect that everyone has their own beliefs and culture and through that respect, give students the confidence to accept others.

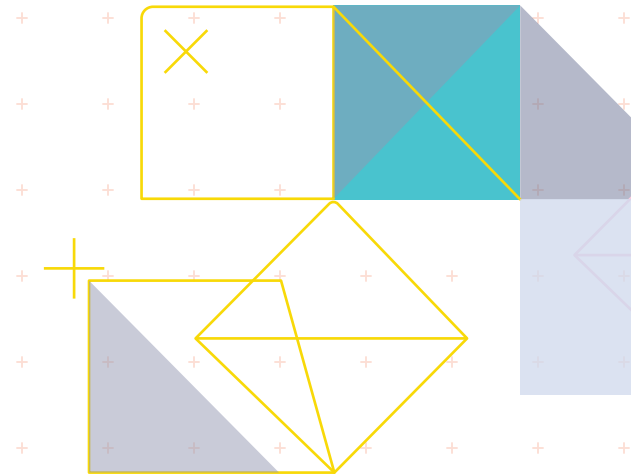
INNOVATION

We embrace the progressive nature of innovation by continuously adapting to changing cultural and technological landscapes.

COMMUNITY

A commitment to our own small community has the ability to create dramatic social change in the larger communities all around us.

Non-Profit
Organization
U.S. Postage Paid
Salt Lake City, UT
Permit No. 60



Spy Hop's **mission** is to mentor young people in the digital media arts to help them find their voice, tell their stories, and be empowered to affect positive change in their lives, their communities, and the world.

We **envision** a world in which all young people possess the skills and mindsets necessary for future success and that their voices are heard and valued in their communities.