

# ABOUT

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*"Spy Hop gives a voice to youth like none other, but for me, provided a stepping stone to reach my dreams as a filmmaker."* —Spy Hop Student

Spy Hop is a nonprofit youth media arts and education center located in Salt Lake City, Utah. Our 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.

Spy Hop opened our doors in 1999, serving 12 students in a documentary film class. Today we are the only youth media organization in Utah providing over 15,000 youth ages 10 – 20 with hands-on experiences in film, music, audio, and digital design. We continually seek to close the "digital divide" by reaching out to underserved youth and marginalized communities needing access and instruction in the latest digital technologies.

Our dynamic studio environment actively engages youth in an array of innovative digital media programs. All of Spy Hop's programs encourage youth to explore issues and concerns that are relevant and meaningful to their lives, to become critical consumers of media, and to become actively involved in their communities. Youth complete Spy Hop programs with a measurable increase in creativity, self-confidence, media literacy, technical skills, and appreciation for arts and culture that in turn prepares them for a digital future.

Through the production of their own media, our students are given an opportunity to find their voice, think creatively, and work collaboratively with peers from diverse backgrounds. Their work reaches local, national, and international audiences through platforms such as iTunes, YouTube, Vimeo, film festivals, public radio, broadcast TV, on-demand cable stations, local screenings, and events.

Since 1999 our center has become a vital resource for the youth of Salt Lake and to the community at large. We are now widely recognized as one of the leading youth media organizations in the country, and are setting the standard for media arts learning across the nation. In 2015 we were named as one of seven organizations internationally to be an Adobe Creative Catalyst. This award recognizes Spy Hop as a leading youth arts organization that supports and inspires the next generation of creative youth. Additionally, we were honored at the White House as one of the nation's best after school arts and humanities programs, receiving the National Arts and Humanities Youth Program Award from the President's Committee on the Arts and the Humanities.



SPYHOP.ORG | 669 S. WEST TEMPLE, SUITE 202, SLC, UT 84101 | 801-532-7500

# PEOPLE

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*"I value the people. The mentors are amazing and I would not be the same person without having them in my life."* — Spy Hop Alum

## Staff

Kasandra VerBruggen — Executive Director  
Celia Boyle — Operations Manager  
Beth Branson — Development Director  
Colby Bryson — Phase 2 Productions Director  
Alecia Cengaruzabeitia — Marketing & Events Coordinator  
Jeremy Chatelain — Director of Programs  
Cindy Chen — Development Associate  
Amber Dwyer — Administrative Assistant  
Gabriella Huggins — Community Programs Mentor  
Josh Holyoak — Audio Mentor  
Cathy Foy — Musical Arts Mentor  
Alec Lyons — Production Coordinator  
Chris Manfre — Design Mentor & In-House Graphic Designer  
José Manzo — Film Mentor  
Matt Mateus — Deputy Program Director  
Connor Estes — Radio Mentor & Outreach Coordinator  
Liz Schulte — Interactive Design Mentor  
Adam Sherlock — Director of Community Partnerships & Learning Design  
Paige Sparks — Film Mentor  
Daniel Stergios — Lab & Equipment Manager  
Larissa Trout — Director of Marketing & Community Relations  
Becky Youkstetter — Capital Campaign Manager

## Board of Directors

Nathan Thomas — Chair  
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Jennifer Plumb  
Mindy Relyea  
Jorge Robles  
Jared Strain  
Laura Sellers  
Daela Taeoalii-Higgs

## Advisory Board

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Sarah Elizabeth Levitt — Chair  
Jennifer Berger  
Mike Brown  
Bryan Clifton  
Steve Denkers  
Lynn Dougan  
Geraldyn Dreyfous  
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Matt Wigham  
Rick Wray



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# FUNDERS & PARTNERS

*"Spy Hop does outstanding work with the youth of our community to develop their own identity in a culture where personal confidence is essential, especially for at risk young people. Youth involvement in Spy Hop programs is life-changing."* —Marijean Woolf, Granite School District

## Our Funders

We receive support from many foundations, government agencies & corporations. For a complete list, see [spyhop.org](http://spyhop.org).

Ally Bank  
Bowen Studios  
Centeva  
Comenity Capital Bank  
David Kelby Johnson Memorial Foundation  
Dominion Energy  
ELMA Music Foundation  
George S. & Dolores Doré Eccles Foundation  
Google Fiber  
Jarvis & Constance Doctorow Family Foundation  
John D. and Catherine T. MacArthur Foundation  
Jones Waldo  
Katherine Dumke and Ezekiel Dumke Foundation  
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National Endowment for the Arts  
National Endowment for the Humanities  
R. Harold Burton Foundation  
Richard & Shirley Hemingway Foundation  
Rocky Mountain Power Foundation  
Salt Lake City Arts Council  
Salt Lake County  
Sam and Diane Stewart Family Foundation  
Sentry Financial  
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State of Utah  
Stephen G. & Susan E. Denkers Family Foundation  
Synchrony Financial  
US Bank Foundation  
Utah Division of Arts & Museums  
Utah Film Commission  
Utah Humanities  
Utah State Board of Education  
Willard L. Eccles Foundation

## Our Partners

We work with a diverse array of community partners to reach young people across Utah, including:

Adoption Exchange  
BBoy Federation  
Decker Lake Youth Center  
Department of Child and Family Services  
Diabolical Records  
Entheos Academy  
Eva Carlston Residential Treatment Center  
The Front Climbing Club  
Gemstone Youth Center  
Glendale Library  
Granite School District  
Kilby Court  
Madeleine Choir School  
Natural History Museum of Utah  
Odyssey House  
Primary Children's Behavioral Center  
Rowland Hall  
Salt Lake Arts Academy  
Salt Lake City School District  
Salt Lake Community College  
Salt Lake County Boys & Girls Group Home  
Salt Lake County Youth Services  
Salt Lake Film Society  
Salt Lake Observation & Assessment  
Solstice Residential Treatment Center  
Uni Girls Transition Center  
UNP Hartland Center  
Utah Arts Alliance  
Utah Arts Festival  
Utah Film Center  
Utah Museum of Fine Arts  
Valley Mental Health  
Wasatch Youth Center  
Weilenmann School of Discovery  
Youth In Care Arts



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# IMPACT

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*"Spy Hop dramatically altered the course of my life for the better. Because of what I learned there as a kid, I was able to pursue creative goals with confidence, and have landed a well-paying full-time job because of it. I cannot overstate how important Spy Hop was, and continues to be, for me."* — Spy Hop Alum

We believe that the next generation has a lot to say and when armed with awareness and knowledge, youth can speak more articulately and with greater impact. And the numbers prove us right. From the beginning, we've put digital equipment into the hands of youth from all walks of life and last year alone, 1626 students in our core and community programs created 920 films, songs, radio plays, poems, designs, and games. Additionally, we reached 13,051 students statewide, at 123 schools in 23 districts, through our In-School Programs.

## Our Core & Community Students 2017-18

14,677 students served in Utah

Languages spoken: 24

58% male, 41% female, 1% transgender

Students came from 123 schools

## What They Think

70% of students improved their motivation and confidence in their academic performance.

74% Improved their internal sense of self worth as they explore who they are.

81% Improved their ability to make choices, take positive risks, and persist through life's challenges.

## Our Alumni

100% of surveyed alumni graduated from high school.

96% of surveyed alumni are in school full time or employed full time.

82% credit Spy Hop for helping them have a positive view of self and their contributions.

72% of alumni surveyed completed college or a certificate program.

## Selected Recognition for Our Work

2017 Creativity Award for *One Defining Dot: The America I Am* Youth Film Competition

2015 National Arts and Humanities Youth Program Award, presented by the President's Committee on the Arts and the Humanities  
Adobe Creative Catalyst Award

2014 Utah Governor's Leadership in the Arts Award for Education Leadership

2012 Best Documentary for *Even Handed* from Westport Youth Film Festival

Recognition from the United Nations Plural + Festival for *Even Handed*

Regional Emmy for Navigating Freedom, 4 short films produced in partnership with local PBS affiliate, KUED

First Prize (and a trip to the Grammy's) from the Grammy Foundation for the song *Psychological Cool Guy*

Community Awareness through Media Award from the American Probation & Parole Association for *Sending Messages*

2011 First Prize at the Adobe Aspire Awards for the song *Big Feet*

2010 Citizens Service Award from the Salt Lake County Unified Police Department

2006 Peabody Award in television broadcasting for *Beyond Borders: Personal Stories From a Small Planet*

# PROGRAMS

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*"I definitely think more critically when I consume media, in both technical and creative aspects. My eyes have also been opened to more perspectives and lifestyles and cultures."* — Spy Hop Student

Mentorship lies at the heart of everything we do. Whether it's a two-hour workshop, or a yearlong experience in film, music or game design; students at Spy Hop feel valued, encouraged and respected.

## Introductory

**MEDIA LABS** offer in-depth instruction at an introductory level in areas like filmmaking, beatmaking, and game design that give students the basic skills to take the next step. **OPEN MIC** gives teens free access to our music recording studio every Friday afternoon.

## Intermediate

**APPRENTICESHIPS** in film, design, music, and audio production give youth hands-on experience and work-based learning while honing their craft in the medium they love. **REEL STORIES** is a free, intensive film class with a unique opportunity for students to make their own 5-min documentary, which premieres on the big screen. **RESONATE** is an alternative hip hop production program that celebrates the use of rap as a vehicle for storytelling and social change. **WOODSHEDDING** is a songwriting workshop giving students the opportunity to write and perform original songs.

## Advanced

**PITCHNIC** is an intensive program where students write, shoot and edit a short documentary or narrative film that screens at a red carpet, public screening. **MUSICOLOGY** gives young musicians a one-of-a-kind opportunity to form a band, write original songs, produce an album and perform around Salt Lake City. **LOUD & CLEAR YOUTH RADIO** is Utah's only youth-produced radio show where students DJ a Saturday night show on community radio station 90.9 FM KRCL. **POWER UP!** students design, illustrate and code a game focused around a social issue and release it to the public. **WATCH THIS** is a youth produced, civic-minded documentary series in which students between the age of 15-19 create a series of short videos on community relevant topics.

## Summer

Spy Hop's summer programming provides fun weeklong experiences in film, audio, music, and design. Reaching younger students, ages 9 to 12, these classes prepare the next generation for Spy Hop's core programming.

## Spy Hop in the Community

**YOUTH IN CARE:** Spy Hop's 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 Sending Messages podcast program.

**VOICES OF THE WEST:** In partnership with John D. and Catherine T. MacArthur Foundation Spy Hop brings week-long digital media programming to rural communities in Utah including Blanding, Tooele, and Vernal.

**SPECIAL PROJECTS:** Spy Hop offers all day workshops to middle school classes for up to 40 students. These intensive experiences allow youth to collaborate on projects in film making, digital design, video game production, audio engineering and music making on site at our studio.

## Spy Hop's In-School Programs

Our In-School Programs bring teaching artists to a single classroom, grade level, or an entire school, to introduce students to the language and concepts of media arts as well as career opportunities in digital media, all while having fun with state-of-the-art technology.