**FROM THE EXECUTIVE DIRECTOR**

Dear Spy Hop Friends,

If you're like me, you were moved to tears by the powerful words of President-elect Amanda Gorman at Joe Biden’s inauguration. In her reading of “The Hill We Climb,” as she said, “I carry your words, I carry your dreams, I carry them into the island of this nation.”

As a teen, Amanda’s voice was cultivated through her participation in WriteGirl, an afterschool, mentor-based, creative writing program in Los Angeles that works to connect young people to their voices. It is programs like WriteGirl and Spy Hop that are needed now more than ever. We are able to provide the individualized encouragement and mentorship needed to help them grow and thrive.

Thank you for believing in the power of youth voice and for encouraging our next generation of leaders like Amanda Gorman. There are thousands of Amanda Gorman’s out there, and with the help of organizations like Spy Hop, they will become the next leaders, thinkers and doers in our communities and help restore our beautiful country and our beautiful democracy. Thank you for being on that journey with us.

As we settle into 2021, I look forward to celebrating with you the incredible accomplishment of opening the new Whabacoa Youth Media Arts Center. We hope to hold a naming ceremony in May; we invite you to join us.

There have been two consistent themes that have underpinned our work this past year:

1. **The digital divide:** as a result of the pandemic, Spy Hop has seen increased need among our youth for access to technology to support their learning and health.

2. **Inequity:** the pandemic has increased the gap between students who have access to technology and those who do not, and we believe that digital equity is a fundamental human right.

In February 2020, Erin Cole, Spy Hop alum (2009-2011) joined the Spy Hop team as the Production Manager of Phase 2 Productions. Phase 2 is Spy Hop’s alumni run production studio and is able to provide high quality video production to clients. Learn more at phase2productions.com.

On the infamous Friday the 13th, we were forced to move all our programs and – from PitchNic, Marketing, Chow & Class, or our Multimedia Apprenticeships programs we run in our youth media center in Salt Lake City to Sending Messages at Deecker Youth Center and our H.O.P.S. Voices of the West programs we run throughout the state. This was no small undertaking. Our teams of mentors, instructors, staff, and board made a promise we would make every day to our youth that we are here for you and we are ready to help you embrace your New You.

With much love and appreciation,

Kassandra Verduzco

**FINANCIALS**

| Revenue  | $1,876,679 |
| Programs | $1,591,021 |
| Events & Fundraising | $136,584 |
| Phase 2 Productions | $63,599 |
| Administration | $124,272 |
| Expenses | $1,694,133 |
| Grants & Contributions | $1,093,253 |
| Program Fees & Contracts | $13,219 |
| Fundraising | $108,361 |

Phase 2 Productions provide high quality video production to clients. Learn more at phase2productions.com.

**Grants & Contributions**

- Utah Chapter of Utah Women & Families, Refugee Action for Family Health, David Eccles School of Business, and Utah Communities Action & Families, Refugee Action for Family Health, David Eccles School of Business, and Utah Communities Action

**New Programs**

1. **Tech Liberation Project**
   - Phase 2 Productions 2020-2021 Phase 2 Productions
   - Provided high quality video production to clients.

2. **Phase 2 Productions**
   - Provided high quality video production to clients.

3. **Tech Liberation Project**
   - To address the digital inequalities that exist in our community and have been exacerbated by the pandemic, Spy Hop launched the Tech Liberation Project. We have collected and refurbished computers and devices to be refurbished and then redistributed to students in need.

4. **New Partnerships**
   - Spy Hop established new partnership with Planned Parenthood, Club Ability, Heartland Community 4 Youth & Families, Religious Action for Family Health, David Eccles School of Business, and Utah Communities Action.

5. **Daigwade**
   - Through a partnership with Utah State University, Spy Hop is a part of a community-based project with the Northern Band of the Shoshone Nation. Working with tribal youth, Spy Hop is helping them create place-based storytelling experiences that share and preserve important cultural and historical stories of the Tribe.

6. **New Partnerships**
   - Spy Hop established new partnerships with Planned Parenthood, ClubAbility, Heartland Community 4 Youth & Families, Religious Action for Family Health, David Eccles School of Business, and Utah Communities Action.

7. **Connect to remove barriers for participation to historically underserved multicultural communities.**

**YEAR AT A GLANCE**

From new classes and partnerships to new staff, and initiatives to better serve our community, our list of accomplishments from the past year have made us proud.
In August 2020, Spy Hop’s 10-year dream of building a space of our own for our young people to learn and grow became our reality. In the days that Spy Hop took occupancy of our new space, the organization also received an incredible contribution to the new Spy Hop Youth Media Arts Center facility. The donation from the Kahlert Foundation is transformational; it signals how much our community believes in Spy Hop, the importance of this center, and how critical it is to the education and well-being of the young people in our community. Spy Hop is incredibly grateful to all of the donors and funders who have been on this journey with us; their collective contributions have proven that if you believe deeply, work hard, and don’t give up, dreams do come true.

The Kahlert Youth Media Arts Center is a 22,000 square foot state-of-the-art facility designed with students in mind. With a recording studio, large classrooms, a student lounge, equipment lab, and more, it is a beacon of creativity and learning for young aspiring digital media artists of all skill levels. The third floor boasts a Rooftop event space available for community events large and small. Designed by Atlas Architects, built by Okland Construction, with solar provided through a grant from Blue Sky Energy with additional support from CE Solar, the facility is LEED Silver equivalent. The Kahlert Youth Media Arts Center is situated perfectly in the Central 9th District of Salt Lake City, providing critical access to public transportation, making the facility accessible to students from all over the Salt Lake valley.

Kahlert Youth Media Arts Center is situated perfectly in the Central 9th District of Salt Lake City, providing critical access to public transportation, making the facility accessible to students from all over the Salt Lake valley. 

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Being authentic to who we are as an organization, as a culture, and as a work family is central to our daily decisions and actions. When COVID-19 arrived in our world, our ability to stay focused on our mission and students was pulled into sharp focus. We were collectively compelled by the need to rise to the moment and meet the needs of our youth.

And while we were in the trenches of figuring out exactly how to do that, we did, in fact, find our footing and nimbly responded. It was a grave moment of our youth.

As it became increasingly clear that COVID-19 was not going to dissipate in the Summer or Fall, another pandemic—that of systemic racism and police brutality—became clearly and horrifically apparent to many Americans. During these exceedingly complex times, we faced many challenging decisions, both programmatically and operationally. How might mentors build relationships and foundational skills in programs that could not run face-to-face/home? How might the rural and more community-based programs that center around hyper-localism thrive in a virtual space? How should Spy Hop re-evaluate its approach to diversity, equity, and inclusion in terms of its pedagogy, curriculum, funding models, and staffing? There are no easy or quick answers to these questions. Still, we continue to rely on our core values, our commitment to our students and our community to be our guide, our authentic selves and to use our strengths as a team and as an organization to address these inequalities and challenges through the lens of our mission.

There is no going back; there is only forward. We embrace our lessons learned and are prepared to push forward, advocate for our young people to ensure that all possess the skills and mindsets necessary for future success and that their voices are heard and valued in their communities, here and around the world.

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The mantra that ‘change is the only constant’ strikes a deep chord among our staff as we are continually discovering and defining this ‘new now.’

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Spy Hop Student talking to the camera. 

Spy Hop offers online classes for the first time in Spy Hop’s history, we had students who could come together in a virtual space to collaborate and connect. Students from Washington, New York, North Carolina, and more found their way to Spy Hop. Students grasped the larger historical context and the myriad ways in which COVID embattled everyone. They did not fault mentors for delivering online learning experiences that were subpar to their face-to-face learning. They were grateful for the ways that real conversations and connections happened on their Spy Hop zoom calls compared to school. They were grateful for the ways that real conversations and connections happened on their Spy Hop zoom calls compared to school. They were grateful for the ways that real conversations and connections happened on their Spy Hop zoom calls compared to school.
Our afterschool classes are offered year-round in our downtown SLC studio for students ages 9-19. Through a scaffolded approach we offer introductory to advanced classes that provide hands-on learning while encouraging students to create media to inspire social change. In 2020 all classes were free of charge and included free gear and software to intermediate and advanced students who needed it. 

Through community partnerships with schools, youth organizations, and government agencies Spy Hop is able to provide its high-quality programming to youth throughout the state of Utah. These customized classes can be held during school as well as out-of-school time hours in a variety of locations across the state of Utah as well as at our downtown center.

Through afterschool workshops and paid summer media intensives, this program provides a unique opportunity for Spy Hop mentors to offer week-long programming that aims to elevate the voices and ideas of young people while also celebrating what makes their communities unique in the rural communities around Blanding, Tooele, Vernal, and Hurricane/La Verkin, Utah.

Spy Hop brings teaching artists to a single classroom, grade level, or an entire school through workshops and assemblies. These programs introduce young people to concepts of media arts in film, audio and design. These activities encourage engagement in core subjects as well as develop 21st century skills.

Spy Hop’s portfolio of programming includes in-school, after-school, youth-in-care and summer camps for kids 9-19. On March 13, 2020 Spy Hop made the decision to move all programming to an online format due to COVID-19. The data from our 2019-2020 programming year reflects both in-person and online data.

**StUDENT DATA**

**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. Students create podcasts, stop-motion animation and music projects that are shared online. This includes Spy Hop's award-winning Sending Messages podcast program.**

**Explore student work online!**

www.spyhop.org/watch-listen-play

**Languages Spoken in the Home:**

- English
- Spanish
- French
- German
- Chinese
- Urdu
- Arabic
- Rwandan
- Samoan
- Swahili
- Russian
- Hawaiian
- Igbo
- Afrikaans
- Portuguese
- Persian
- Vietnamese

**Students served: 10,778**

- Schools: 51
- Charters: 10
- Districts: 15

**POPS Programs**

Spy Hop brings teaching artists to a single classroom, grade level or an entire school through workshops and assemblies. These programs introduce young people to concepts of media arts in film, audio and design. These activities encourage engagement in core subjects as well as develop 21st century skills.

**Students Served:**

- 820
- Number of Classes: 103
- Average Age: 14
- Free/Reduced Lunch: 29%

- 204
- Number of Classes: 113
- Average Age: 13
- Free/Reduced Lunch: 51%

- 45
- Number of Classes: 44
- Average Age: 15
- Free/Reduced Lunch: 54%

- 103
- Number of Classes: 106
- Average Age: 15
- Free/Reduced Lunch: N/A

**Students Served:**

- 11,950
- 68%
- 10.5%
- 3%
- 14%
- 1%
- 2%
- 0.5%
- 18%
- 18%
- 18%
- 16%

**Gender:**

- Male: 57%
- Female: 43%

**Ethnicity:**

- White: 62%
- Hispanic: 38%

**Languages Spoken in the Home:**

- English: 27%
- Spanish: 56%
- French: 1%
- German: 10.5%
- Chinese: 3.5%
- Urdu: 2%
- Arabic: 4%
- Rwandan: 1%
- Samoan: 3%
- Swahili: 5%
- Russian: 1%
- Hawaiian: 39%
- Igbo: 2%
- Afrikaans: 1%
- Portuguese: 39%
- Persian: 2%
- Vietnamese: 1%
This Annual Report lists gifts made from September 1, 2019 through August 31, 2020. While we Spy Hop thanks all of the following donors who generously contributed to the organization.

### OUR DONORS

- **Google Fiber**
- **Boundary Supply**
- **Spy Hop Alumni**
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- **Salt Lake City Arts Council**
- **National Endowment for the Humanities**
- **Beverley Taylor Sorenson Foundation**
- **Utah Division of Arts and Museums**
- **Susan Crown Exchange**
- **John D. and Catherine T. MacArthur Foundation**
- **Adobe Inc.**
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- **Foundation**
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- **Samuel Franks**
- **Samuel Franks**
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- **Brian & Lynette Thorn**
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- **Megan Halversen**
- **Michele Medina**
- **Michelle Anderson**
- **Michelle Cline**
- **Peter & Jana Dyer**
- **Maxie & Calvin Mumm (2)**
- **Meredith Lavitt & C. Reddish (2)**
- **Mike & Mary DeSantis**
- **Joe & Sarah DeSantis**
- **Stephanie Thoolker**
- **Tessa Arneson & Timothy Watcke**
- **Team Tipton**
- **The Tipton Kids.**
- **Larissa Trout & John Maxwell**
- **Alexis Bush**
- **Alison Crisp**
- **Andrew Walker**
- **Ashley Malouf**
- **Ashley Patterson**
- **Ali Timmons**
- **Alec Lyons**
- **Aimee Horman**
- **Adele Clay**
- **$101 through $249**
- **$100 and below**
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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.

<table>
<thead>
<tr>
<th>STAFF</th>
<th>BOARD OF DIRECTORS</th>
<th>ADVISORY BOARD</th>
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<tbody>
<tr>
<td>Kasandra VerBrugghen, Executive Director</td>
<td>Nathan Thomas, Chair</td>
<td>Sarah Elizabeth Garza-Levitt, Chair</td>
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<tr>
<td>Adam Sherlock, Director of Community Partnerships</td>
<td>Brent Bowen, Vice Chair</td>
<td>Jennifer Berger</td>
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<tr>
<td>Alecia Cenaruzabetta, Rooftop Event Space Manager</td>
<td>Nastaran Alimadadi, Treasurer</td>
<td>Mike Brown</td>
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<tr>
<td>Amber Dwyer, Administrative Assistant</td>
<td>Annie Quan, Secretary</td>
<td>Bryan Clifton</td>
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<td>Anthony Rodriguez, Community Program Mentor</td>
<td>Tessa Arneson, Program Director</td>
<td>Steve Denkers</td>
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<td>Beth Branson, Development Director</td>
<td>José Manzo, Film Mentor</td>
<td>Geralyn Dreyfous</td>
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<td>Larissa Trout, Director of Marketing &amp; Community Relations</td>
<td>John Esplin</td>
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<td>Celia Boyle, Finance &amp; Operations Director</td>
<td>Matt Mateus, Education Director</td>
<td>Kevin Gruneich</td>
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<td>Connor Estes, Radio &amp; Podcast Mentor</td>
<td>Myke Johnson, Statewide Arts Coordinator</td>
<td>Lewis Francis</td>
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<td>Daniel Stergios, Equipment Lab Assistant</td>
<td>Elizabeth Schulte, Interactive Design Mentor</td>
<td>Janie Franks</td>
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<td>Erin Cole, Phase 2 Productions Manager</td>
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<td>Hoang Ha, IT Manager</td>
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<td>RJ Castillo, Social Media &amp; Web Content Manager</td>
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*Spy Hop Alumni

Connect with Us!
Kahlert Youth Media Arts Center
208 W. Harvey Milk Blvd.
Salt Lake City, UT, 84101
801.532.7500 | spyhop.org

“One of the things that I love most about Spy Hop is its focus – it has a distinct purpose. One of our goals with the video game we made was to show how by overcoming differences and taking responsibility for what’s happened, you can solve problems that threaten your entire society.”

- Power Up game design student