Tuning In To What Matters Most
Dear Friends,

At Spy Hop, we are youth-centered – listening, learning, and adapting to meet the moment and the needs of the young people we serve. And while this past year brought unprecedented challenges, our dedicated staff and board brought their creativity and perseverance to the table time and time again. Our programming remained online until summer 2021, and our teaching artists did a tremendous job finding ways to reach their students while fostering a sense of connection and belonging. We became hyper-focused on removing as many barriers to participation as possible, including eliminating all tuition for our teen programming, creating a video series for teachers and home-schoolers, and holding classes online at different times of the day. We loaned out Spy Hop gear and equipment to students enrolled in Spy Hop programs, sometimes mailing gear across the state to ensure students had access to the equipment they needed to participate in our hands-on programming, fully. We launched the Tech Liberation Project, refurbishing donated computers and distributing them to families in need.

I am in awe of all of the ways our students, staff, board, and community showed up for us and with us over this past year. Our community showed up for our young people by participating in our online listening parties and premieres. Instead of claps and standing ovations, our students felt your presence and validation of their voices through your comments, questions, and amazing emojis that were on full display in chat windows and comment boxes at every online event. Donors like Heather Kahlert with the Kahlert Foundation and MacKenzie Scott demonstrated that philanthropy can elevate an organization’s mission and purpose to the stratosphere. Staff who are willing to roll up their sleeves and get the job done no matter the task renew my sense of purpose and belief in Spy Hop and our ability to remain resilient and persevere through the stark realities of a pandemic, climate change, and racial injustice.

As I look to the future, I am excited to share that Spy Hop has embarked on a long-range strategic planning process with designEDengagement, out of Austin, Texas. The outcome of this process will be a plan that will guide our organization as we continue to grow and meet our young creatives’ needs for many years to come.

Thank you so much for continuing to be a part of and invest in the personal and artistic development of Utah’s youth. I am forever grateful for what you do.

With much appreciation,

Kasandra VerBrugghe
Continuing Online Programming & Remote Work

Students across the state of Utah (and cities outside of Utah), logged onto their devices for online Spy Hop programming during the continued COVID-19 precautions and restrictions that lasted the remainder of 2020 and part of 2021. From introductory to advanced classes, students showed up to connect with an online community of peers while learning from their mentor how to make the art in their head come to life. Spy Hop provided free software and equipment to any student who needed it to participate in an online class.

Receiving Federal COVID-19 Recovery Funding

Spy Hop was extremely fortunate to receive COVID Recovery Funding from various government entities. The funding allowed Spy Hop to retain all of its staff, keep its programming going, and add needed enhancements to existing programs.

Moving into the Kahlert Youth Media Arts Center

During the COVID-19 lockdown Spy Hop staff worked in shifts to move Spy Hop from its former location on West Temple and 700 South to its permanent home on 900 South and 200 West. The move was a challenge, but it offered opportunities for staff bonding over furniture building, unpacking boxes, and finding long-lost treasures! All staff remained fully remote during the fall and winter months while continuing to offer online classes to students.

Hosting a live “Listening Party”

Students enrolled in the 2019 Musicology Program persevered through lockdown, found creative ways to make music together in a remote fashion, and eventually recorded and released their album in the fall of 2020. The result of the Blue Collar Lovers’ commitment to each other and their music was a poignant online gathering to actively listen to the release of the album, Mean Machine. The Blue Collar Lovers music acutely captured the complicated feelings of loneliness, isolation, and hope that were enveloping us all during the long winter months of 2020.

Launching the Tech Liberation Project

Born out of the need to get computers and devices into the hands of students and families who need them, Spy Hop launched the Tech Liberation Project with support from Salt Lake City. Through heroic volunteer efforts, Spy Hop’s community actively solicited donations of gently used computers, laptops, and iPads to be refurbished and distributed to families in need. The TLP distributed 87 devices to families during the 2020-2021 school year and kept over 282 pounds of e-waste out of the landfill.

Sharing the Love with Mark Miller Subaru

Spy Hop was selected as the Mark Miller Subaru Loves to Learn partner through the Subaru Love Promise campaign. Through this partnership, Mark Miller Subaru recognized Spy Hop’s commitment to education in Utah and to serving our community with a significant contribution towards our mission. For each new Subaru leased or purchased during the Share the Love Event, they donated to local non-profits focusing on replanting, rebuilding, and reconnecting our community.
Co-Hosting the Online Premiere of the 2020 PitchNic Films
Spy Hop partnered with the Utah Film Center to co-host a live online premiere of the 2020 PitchNic Films to an audience of over 400 individuals from across the United States and the world! The 2020 cohort of PitchNic film students also endured a year like no other and found creative ways to complete their films. The filmmakers of American Mask, A-Link, Hope, and Fitrah enjoyed a robust Q&A facilitated by their mentors and the unique experience of being the only group of PitchNic students to premiere their films exclusively online.

Launching a Partnership with Mana Academy
Spy Hop launched a new partnership with Mana Academy, whose mission is to develop scholars who are rooted in their native cultures and are prepared to be the leaders of tomorrow. Through our partnership, Spy Hop mentors were able to provide online programming during in-school hours to 3rd and 4th grade students. Through continued online workshops, Spy Hop mentors developed strong relationships with both teachers and students. Our partnership has continued into the 2020-2021 school year with in-person afterschool programming offered at their school.

The First In-Person Event on the Spy Hop Rooftop
On a lovely spring evening, the students in Woodshedding gathered on the outdoor patio of the Spy Hop Rooftop for one of the organization’s first in-person events since the start of the pandemic. Students performed their original songs to a small audience of family and friends. This event was a true milestone for the organization, as it was also the first event held on the Spy Hop Rooftop.

Naming Ceremony for the Kahlert Youth Media Arts Center
Spy Hop staff, board, city leaders, and a small slice of our community of funders, donors, and supporters came together for an outdoor, masked event to celebrate the completion and opening of the Kahlert Youth Media Arts Center. This event marked the realization of Spy Hop’s 10-year dream to build a space for our community and most importantly a space for Utah’s young people to learn and grow. The center is a 22,000 square foot state-of-the-art facility designed with students in mind. With a recording studio, large classrooms, student lounge, equipment lab, community event space, and more, it is a beacon of creativity and learning for young aspiring digital media arts of all skill levels.

A Slow Return to In-Person Work
With COVID-19 vaccines available to staff, our organization began to return to in-person work at the Kahlert Youth Media Arts Center. The transition was gradual, allowing for staff to adjust to our new way of living and working during the pandemic. Spy Hop classes continued to be offered exclusively online.
Transformational Gift Received from MacKenzie Scott

Spy Hop received the incredible news that philanthropist, MacKenzie Scott, had selected our organization as a recipient of a $3 million one-time unrestricted gift. The news came at a pivotal moment, as Spy Hop, like many other organizations around the world, is working to determine its path forward during a pandemic, climate change, and racial injustice. Ms. Scott’s stunning gift is one that fills us with hope and the belief that good does in fact beget good. Her trust in our organization and our ability to do what we do best is the type of encouragement that does more than inspire change, it allows us to act.

Returning to In-Person Programming

Spy Hop fully opened its doors to students in June with the launch of summer camps for students ages 9-14. Along with summer camps, students engaged in more intensive and advanced classes such as PitchNic, Power Up, and Loud & Clear Youth Radio, were able to gather in person. Our statewide traveling team resumed in-person programming in Blanding, Tooele, Vernal, Washington County, and Monument Valley. The return to in-person programming brought energy and excitement to our new facility and a renewed sense of passion and commitment to the young people we serve.

Debuting 3rd Saturday Block Parties

With a commitment to serve our community and our Central Ninth neighbors, Spy Hop launched an ongoing series of events now known as the 3rd Saturday Block Parties. These Saturday events are open to the public and offer COVID-19 vaccines, free groceries, food, open studio time, tours, special workshops, and more. Stay up to date on what is coming with the Block Parties at spyhop.org/blockparty

Eyes to the Future

All of Spy Hop’s programming has returned to its pre-pandemic schedule and is offering its free and in-person classes and workshops at the Kahler Youth Media Arts Center and locations across the state of Utah. Spy Hop has engaged with designEDengagement to embark on a strategic planning process with a focus on anti-racism to guide the organization over the next several years. The future is bright and we cannot wait to see what milestones and memories we capture as we collectively move forward to continue to provide high-quality programming for Utah youth.
FINANCIALS
September 1, 2020 - August 31, 2021* (Unaudited)

Revenue
- Grants & Contributions*  $4,998,734
- Events & Fundraisers  $59,139
- Phase 2 Productions  $74,937
- Program Fees & Contracts  $62,215
- Rooftop Event Space  $20,474
- Other  $306,546
Total Revenue  $5,522,045

Expense
- Core Programs  $951,689
- Community Programs  $546,969
- Phase 2 Productions  $82,770
- Rooftop Event Space  $73,712
- Administration  $91,845
- Fundraising  $335,669
Total Expense  $2,082,654

*Excludes capital campaign
**Includes $3M unrestricted grant from the National Philanthropic Trust

VOICES OF THE WEST
Elevating the Voices and Stories of Utah Youth Living in Rural Communities

In 2018, Spy Hop launched the Voices of the West (VOW) program with funding from the John D. & Catherine T. MacArthur Foundation to elevate the voices and stories of Utah youth in rural communities. Equipped with computers, cameras, and recording equipment, Spy Hop mentors set up shop that first summer in Blanding, Utah, a rural community in Utah’s southeast corner. In 2019, Voices of the West returned to Blanding and two new communities, Vernal and Tooele. Spy Hop mentors offered one-week intensive apprenticeship style programming to interested teens in each location, establishing relationships with local schools, libraries, community centers, and most importantly, young people. Voices of the West has connected youth to unique opportunities to learn and has given a worldwide audience a chance to learn from the knowledge and perspectives of young people in rural Utah.

The first years were full of learning experiences, to be sure, but no one foresaw the challenges of working with rural communities in the face of the pandemic that came in 2020. The pandemic amplified every existing inequality in our society – like systemic racism, gender inequality, and poverty. These inequities, including digital equity, have always been prevalent in our rural communities, and suddenly these issues were plastered across our news outlets and media channels coupled with stories of COVID-19 impacts and disparities. However, a critical voice was missing from these stories: the young people living in these communities.

True to Spy Hop’s nature, we did not shy away from the challenge to continue the program during the pandemic lockdown; in fact, we saw it as an opportunity to work to combat the digital divide. Through additional funding sources and support, Spy Hop mailed or hand-delivered equipment and internet hot spots to our partnering communities to ensure that students could participate despite the workshops being remote. Through this work, we found new partnerships and focused our efforts on working with young people with limited to no access to the internet outside of school.

As a result, Spy Hop developed a relationship with Lorissa Jackson at Monument Valley High School to offer Voices of the West online programming to students living on the Navajo Nation. Spy Hop built trust through our connection with the reservation and established in-person workshops in Monument Valley for summer 2021. In-person learning allowed students to tell their stories about how COVID affected their community, politics, tourism, and their personal experiences of living through a pandemic that acutely affected their communities and families.

The Voices of the West workshop in Monument Valley gave Spy Hop mentors an honest perspective of the world through the eyes of the young people who live in indigenous communities. The viewpoints and stories told by Native youth deserve our respect and attention. As a part of a community that has been marginalized and left behind, they are hungry to advocate for their community and culture in an authentic way. Our job is to give them a platform and an audience to hear their stories.

The success of the workshops on the reservation changed the trajectory of the Voices of the West program. Spy Hop has found its footing within the Native community. We are entering into year four of our funding partnership with the John D. and Catherine T. MacArthur Foundation and we will be working to expand the Voices of the West program to be offered in Monument Valley, Montezuma Creek, Blanding, Vernal, Navajo Mountain, and with the Confederated Tribes of the Goshute Reservation in Ibapah, and the Ute Tribe in Fort Duchesne, Utah in 2022.

To watch work created by Voices of the West Students, please visit: spyhop.org/voicesofthewest
AN INCREDIBLE GOAL ACHIEVED!
Raising $10 million for a capital campaign

It is no secret in the nonprofit world that embarking on a capital campaign to raise funds for a new building is a daunting task. It was one that Spy Hop’s staff and Board of Directors embraced wholeheartedly in 2014. At that time, the goal was set at $8 Million; with the rising costs of steel, concrete, and glass, the project bloomed to $10 Million in 2016.

The dream of building a permanent facility for Utah’s youth and our community was a vision worthy of the effort and tenacity it required. Spy Hop stuck to its belief that our project deserved community support through countless deep conversations, donor appeals, grant applications, legislative sessions, some incredible wins, and heartwrenching no’s.

Spy Hop broke ground in August 2019 with an optimistic eye to the future. The campaign screeched to a halt in the face of the pandemic, and “Where there is a will, there is a way” quickly became the campaign’s new mantra. Nonetheless, the significant gift from the Kahlert Foundation to name the facility the Kahlert Youth Media Arts Center certainly ignited our efforts and closed the gap, leaving $1.5 million to raise as we entered into 2021. When the news arrived that Spy Hop was selected to receive a transformational gift from Mackenzie Scott, it was clear that the light at the end of the fundraising tunnel was beaming bright. Spy Hop’s Board of Directors voted to approve using some of the funds from Ms. Scott to close out our capital campaign. With tremendous gratitude to all of our donors, Spy Hop finds itself on solid ground with an incredible facility that allows us to serve our community for generations to come.

Host your next event at the Spy Hop Rooftop

spyhop.org/rooftop
STUDENT DATA

Students Served: 5,635

Spy Hop’s portfolio of programming includes in-school, after-school, youth-in-care, and summer camps for kids 9-19. Spy Hop’s programming year began in September and exclusively offered online classes and workshops due to COVID-19 concerns and restrictions. The organization began offering limited in-person classes in May 2021, resuming all in-person programming in June 2021. The data from our 2020-2021 programming year reflects both in-person and online data.

Afterschool Programs

Our afterschool classes are offered year-round in our downtown Kahert Youth Media Arts Center for students ages 13-19. 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 2020-2021 all classes were free of charge and included free gear and software rentals to intermediate and advanced students.

Students Served: 459
Number of Classes: 88
Average Age: 16
Free/Reduced Lunch: 21%

Summer Camps

Spy Hop’s hands-on project-based summer camps are for students ages 9-14 and offer a range of workshops in film, game design, and music. Camps are offered as a full-week experience and often involve partnerships with other youth organizations in the community.

Students Served: 126
Number of Camps: 16
Average Age: 11
Free/Reduced Lunch: 11%

Ethnicity

- white: 51%
- hispanic: 41%
- black: 2%
- multiracial: 2%
- native american: 2%
- pacific islander: 1%
- asian: 1%
- native american: 59%
- hispanic: 16%
- black: 13%
- multiracial: 1%
- native american: 83%
- hispanic: 6%
- black: 7%
- multiracial: 1%

Gender

- male: 51%
- female: 41%
- transgender: 2%
Satellite Programming
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 the Kahlert Youth Media Arts Center.

Voices of the West
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, Monument Valley, and Washington County, Utah.

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

In-School 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 Future-Ready skills.

Students Served: 155
Number of Partnerships: 8
Average Age: 13
Free/Reduced Lunch: N/A

Students Served: 58
Number of Sites: 5
Average Age: 15
Free/Reduced Lunch: 62%

Students Served: 86
Number of Sites: 6
Average Age: 16
Free/Reduced Lunch: N/A

Students Served: 4,759
Schools: 119
Charters: 24
Districts: 16

Spy Hop has such amazing resources that make their programs very accessible. All the gear we got to use and the studio is very nice, and it’s really rewarding to learn in such a cool environment.

- Spy Hop Student
OUR DONORS

Spy Hop thanks all of the following donors who generously contributed to the organization. This Annual Report lists gifts made from September 1, 2020 through August 31, 2021. While we make every effort to be accurate, mistakes occur. If we have made a mistake, please contact us!

$500,000 and Above
The Kahlert Foundation
National Philanthropic Trust
$100,000 and $499,999
The ELMA Music Foundation
John D. and Catherine T. MacArthur Foundation
Salt Lake County Community Services
Salt Lake County Health Department
Salt Lake County Zoo, Arts and Parks
Susan Crown Exchange
Utah Division of Arts and Museums
Utah State Board of Education

$50,000 through $99,999
Beverley Taylor Sorenson Foundation
Franks Family Foundation
George S. and Dolores Doré Eccles Foundation
National Endowment for the Arts
Utah Department of Cultural & Community Engagement
Utah Department of Health
Utah Division of Multicultural Affairs

$25,000 through $49,000
Google Fiber
I.A. O’Shaughnessy Foundation
Larry H. Miller and Gail Miller Family Foundation
Mark Miller Subaru
Tessa Arneson & Timothy Watcke
Underbelly

$10,000 through $24,000
Bank of America
CE Solar
Comenity Capital Bank
Henriksen Butler
Jarvis & Constance Doctorow

$5,000 through $9,999
Ally Bank
Centeves
John Branson
KeyBank
Union Pacific Foundation
US Bank Foundation
Utah Humanities
Whitney & Griffin Reddish

$2,500 through $4,999
Anne Borgione
Annie Quan & Skye Emerson
Best Buy Foundation
Brent & Danielle Bowen
Emma Eccles Jones Foundation
Jo Anna Larsen
John & Jan Esplin
Jones, Waldo, Holbrook & McDonough, P.C.

$1,000 through $2,499
Adobe Systems Inc.
Amy Redford
Becky & Seth Youkstetter
Benjamin Phillips
Betsy Wallace
BLAQ VOID
Bowen Studios
Bryan and Marielos Clifton
Candace VerBruggen
Christy Chatelain & Joe Sanchez
Daela Taeoalii-Higgs & Josh Tipton
David Whitby
Deanna Brinkman
Deborah Boede
Deborah Henich
Dentons Durham Jones Pinegar, P.C.
Jean Irwin
JEPS Foundation
Kevin & Donna Gruneich
Libby & Mark Haslam
Lisa Nichols
Marriner S. Eccles Foundation
Nate Thomas & Jina Lee
Robyn Martinez & Melanie Hamilton
Rocky Mountain Power Foundation
Salt Lake City ACE Fund
Sarah Elizabeth Garza-Levith
The Corroon Foundation
The Wetmore Family
Tim Anker
Utah Center for Post Traumatic Growth

$500 through $999
Anonymous
Atlas Architects
Bill Patterson & Carolyn Leone
Bob Moore
Cheryl Wanlass
Cody Derrick
Darren Peterson
David Roth
Deidra Frank
Dlayne Swensen
Eric Woodruff
Gantry Creative
Heather Kahler
Heidi Westfall
Holly & Koji Peck
Hunter Metcalf
James & Toria Magleby
Janie Franks
Jason Foster & Molly Mazzolini
Jennifer Berard
Jennifer Berger
Katerina Bond
Leena Rinne
Matt & Bianca Lyon
Meredith Lavit & Chris Reddish
Splendor Beauty LLC
Stephen & Monica Clay
Virginia Pearce
William Woodruff
Women’s Tech Council

$250 through $499
Anonymous
Beth Branson
Bill Underwood
Brandon Rosenlof
Chris Conard
Cindy Thomas
Corey Cronin
Dave Swartz
David Tanner
Discover Financial
Erik Roan
Grzegorz Bulaj
Harvey Sax
Heather Haley
Holly & Jason Yocom
Jane and Robin Kim
Jason Jeffries
Jay Lyons & Melinda Alquist
Jen & Brian Reuben
Jennifer Ogzewalla
Jeremy & Kathyne Chatelain
Jill & Richard Sheinberg
Jill Wiggins
Joe Branson
Jorge Robles
JR Howa
Kari & Sam Godfrey
Spy Hop is a safe place where I can explore my interests and identity. It’s a place where unconditional acceptance lets me embrace the only growth that can only come through failure.

- Spy Hop Student
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.