

### welcome.

At the beginning of FY23, we were working in two states—New York and North Carolina. By the end of the year, we had built partnerships with schools in seven new states: Arkansas, California, Florida, Georgia, Nebraska, Texas, and Washington State. How did this happen?

Six years ago, we decided to move away from providing broad arts education services in order to focus our mission on teaching underrepresented students the art and technology of digital game development. Why?

We saw an opportunity to forge a path in a field with immense growth potential. Gaming is now a \$200 Billion dollar-a-year industry—and growing. In 2017, though, this material was only being taught at top private colleges like New York University, University of Southern California, Rochester Institute of Technology and Carnegie Mellon. And in K-12 education the opportunity for underrepresented students to study game design was virtually non-existent. Since then, Urban Arts has worked hard to level the digital playing field so all students may define their futures.

Today, our bet is paying off. We've helped thousands of students earn robust skills that the growing technology industry needs—expertise in programming languages, animation software, music production, storytelling—paired with experience in project management, collaboration, leadership and creative thinking, essential for the future of all work.

100% of the graduates of our advanced courses have matriculated to 4-year degree programs at colleges nationwide with more than \$16 Million in scholarships. Now these graduates are beginning to secure jobs in the gaming industry, like Amadou Diallo, Class of 2019, at Amazon.com Inc. in Seattle.

We've partnered with the New York City Mayor's Office of Media and Entertainment and The City College of New York to create the first-ever, 4-year public undergraduate Digital Game Design degree ensuring broad access for all students.

And our signature game-based AP curriculum, aligned with the College Board's AP Computer Science Principles Course, is capturing the imagination of students and teachers in nine states across the country—encouraging thousands more students from low-income communities to pursue STEM fields.

There's more to come. We are just getting started. If you've been with us on this journey, thank you for supporting us along the way. If you are learning about us for the first time, please join us as we open up new worlds for diverse youth.

Philip Courtney

Superior state and management of the state o

Our Game On curriculum (see page 7) has expanded to 9 states nationwide. We started in New York, whose official state mammal—the beaver—is also its largest rodent. (NYC citizens: Hmm....)

"The intersectionality of creative content and digital skills is the perfect formula for success in the future."

—Hilary Smith, NBCUniversal

Elyse Dreyer

Board Chair











DEC 22 Kence Anderson, OG A.I. at Microsoft, teaches our students his demanding course on **Designing** Autonomous Artificial Intelligence. Kence wants to democratize AI & use it as a lever for social justice. 93% of students said that this experience impacted their career plans.

JAN 2023 Thank you to the Wayfarer Foundation & Steve Sarowitz!

Mentoring Month! Thank you Take-Two Interactive, Bad Robot, Zynga, Hasbro, Paramount, NBCUniversal, Roku for investing in the future with our students.

Alumni trip to SanFran to visit Unity HQ & meet with CEO John Riccitello. Ever committed to educational programming, these East Coast youth also enjoyed their first In-N-Out burgers.

FEB 23 Leo Olebe, Global Head of Gaming at YouTube comes over! He blew open the world of gaming, exposing our students to the dynamics of the entire industry.

MAR 23 Color Ball #iykyk 69



Gaming Pathways, the high-school track to a public-option degree in Digital Game Design, hosts Unreleased Games Arcade.

Games Developers Conference is the game industry's premier

professional event, championing game devs & the advancement of their craft. CEO Philip Courtney & Board Member Josh Reynolds (Microsoft), with Jessica Lindl (Unity), Gordon Bellamy (USC) & Alia Jones-Harvey (Mayor's Office) present an equitable vision for the future with Reimagining Game Industry Education: Boosting Talent Pipeline & Career Opportunities

Hasbro x Urban Arts Meet Upbreaking the Monopoly on how game designers go from concept to production.

We present at the 2023 Assistance for Arts Education Project Directors' Conference, hosted by the US DOE.

APR 23 Our students presented their game at the 2023 Waffle Games Expo. Folx were shocked to learn our students were still in high school.

Urban Arts & The Facing History School have joined forces to prioritize arts + tech in their school community with a recently opened a state-of-the-art tech lab. Students are developing digital portfolios through the Gaming Pathways initiative.

Thank you to the **NEA Foundation** for honoring Urban Arts with the 2023 FNBO Award for Outstanding Service to Public Education. CEO Philip Courtney spoke at the annual Salute to Excellence in Education Gala in DC May 5. "Thank you, Sara Sneed, the NEA Foundation & FNBO for this tremendous award. It is an honor to be in the company of such distinguished recipients.' (Like the NAACP, Billie Jean King & Sesame Street Workshop!!!!!!!)

#### MAY 23 100% College Acceptance & Matriculation

Giant digi-apple for Teacher Appreciation Week!

Urban Arts is approved for a \$60,000 Grant for Arts Projects award from the National Endowment for the Arts

JUN 23 Proud to be included in the Minecraft x Microsoft Battle of the Boroughs. NYC Summer of Games!

The 2023 PACOA Classic in full swing at the Old Westbury Golf & Country Club! Massive thanks to Board Member Steve Geismar for throwing this baller event each year.

Big thanks to Paramount for making us look so fire! Volunteers (& Ronny the dog) got us student-ready!

#### The Urban Arts Arcade has

\*everything.\* Nearly 300 people (!!!) joined our Flatiron Learning Lab & Twitch stream to support our Studio Teams as they presented their final games to industry pros from

Rockstar & Respawn for real-time feedback. Manny Hagopian, CD at Respawn: "The way you support each other is fantastic!"

#### JUL 23 GAMES FOR CHANGE

(monster truck voice) CEO Philip Courtney on a panel at Games for Change in NYC July 18

Shout out to Roku for their 6-week internship this summer! Roku's Social Impact team partnered with our rising high school seniors to provide hands-on work & training essential to future successes.

Videogames are an art form, a source of entertainment-& a business valued at a staggering \$200B. We're grateful to our corporate partner Nintendo America for hosting The Business of Games roundtable, generating access & exposure to the enterprise behind the industry.

#### Aug 23 Summer Camp!

AP Conference Seattle-Urban Arts made the grade at the Advanced Placement Annual Conference sponsored by the College Board

Sep 23 Back to School!

Women in Tech finalists!







## numbers

#### **OUR STUDENTS**

90% Low-Income Households 92% Students of Color 50% Identify as Female 10% Gender Nonconforming

Students in our after-school program spend 300+ hours learning game design, coding, narrative writing, animation and storytelling.

of students in our advanced program matriculated to college



Our Game On curriculum is in Washington State, where pickleball was created on Bainbridge Island in 1965.

Students in our advanced program have earned \$16M+ in scholarships since 2017

We have secured national impact through our Game On AP CompSci programserving 9 states!

of our Game On AP CompSci teachers reported feeling more confident with AP CompSci content through game design.

of our advanced students create a portfolio of games and digital artifacts-often with playtesting and feedback from industry experts.

5 recent graduates received full-ride college scholarships

growth in mentorship pairings for our students with industry professionals

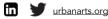
of students in Gaming Pathways reported increased interest in further game design and computer science education and careers.

alumni were hired at Urban Arts as Teaching Assistants, Junior Faculty and Faculty

members in Gaming Pathways Education Advisory Board, including reps from Unity, Hasbro, Paramount, Microsoft and more.













### financials

(\$ IN THOUSANDS)	FY22 (AUDITED)	FY23 (UNAUDITED)
REVENUES		
GOVERNMENT	3,365	3,826
EVENTS, INDIVIDUALS & EARNED REVENUE	1,869	1,700
CORPORATIONS	1,127	714
FOUNDATIONS	1,166	760
TOTAL REVENUES	7,527	7,000
PROGRAM	3,995	4,374
MANAGEMENT	780	973
FUNDRAISING	590	1,159
TOTAL EXPENSES	5,365	6,506
NET INCOME	2,162	494



Our Game On curriculum is in Georgia, whose state veggie is the Vidalia Sweet Onion.

For FY22, our most recently audited fiscal year, we grew our revenues by 23% to \$7.5M as we increased our programmatic reach and brought on many new partners. Earned Revenue continued to grow, as did contributions from Foundations. 57% of the funds raised in FY22 were from private sources and 43% from public. Building on FY21's success, in FY22 we became more efficient, spending 80% of our budget on programs, compared to 71% in FY21. \$1.6M of our \$2.1M FY22 surplus are funds allocated to be spent in FY23.

In FY23, our most recently completed fiscal year, we secured \$6.8M in revenue, partly due to focusing our programmatic approach and shedding legacy programs, as well as a result of the downturn in the economy. 56% of the funds raised in FY23 were from public sources and 44% from private. Our unaudited surplus is \$494K including \$211K in investment dividends and gains.

Our estimated Total Net Assets as of June 30, 2023 were \$6.6M including \$5.6M in retained earnings and \$453K in temporarily restricted assets.





game on

Our Game On curriculum is in Florida, where the official soil is Myakka Fine Sand.







Field trip! Queens teacher Steven Velez's class visits Urban Arts Learning Lab. Right, work from Game On students Daniel (top) and Justin (bottom).

# In December 2021, Urban Arts won a transformational \$4M Education, Innovation and Research grant (EIR) from the U.S. Department of Education.

This grant—Game On—was to expand our work in New York City and in North Carolina, increasing student access to computer science education and specifically preparing them to pass the rigorous Advanced Placement Computer Science Principles (AP CSP) exam. With independent evaluator WestEd and our industry partner Unity we developed a game design-focused AP CSP curriculum.

As of today, our two-state plan has ballooned into 9 states, including Arkansas, California, Florida, Georgia, Nebraska, Texas, and Washington, with active teacher investment and research in collection.

According to the Bureau of Labor Statistics, careers in computer and information technology are projected to grow 11% from 2019 to 2029, faster than the average for all occupations. Still, women and people of color are grossly underrepresented in the creative tech workforce and beyond across nearly all industries. "This program pairs creative and technical skills as students

collaborate, problem solve, and lead. We're thrilled to develop future leaders and creatives, providing students with a meaningful foundation for college and careers," says Amy Patterson, Chief Program Officer at Urban Arts.

Through a blended professional learning model, Game On teachers are supported in teaching AP CSP through a rigorous, engaging curriculum that gives student creators access to Unity technology. "Game On empowers the creative and logical to perform at high levels," explains Gary Andersen, a recent Game On participant and high school teacher from Kannapolis, NC.

The evidence-based Game On curriculum allows students to shape and change the world around them through dynamic games, complete with original art, music, and storytelling elements. While developing their own video games, students gain the knowledge and skills required to pass the AP CSP exam.

"Urban Arts and Unity have a shared belief that all students should have access to a quality education, regardless of their zip code," said Jessica Lindl, Vice President, Social Impact at Unity. "We're honored and humbled to be able to donate our resources to organizations like Urban Arts who are creating innovative STEAM programs that prepare students for the jobs of tomorrow."

















# APRIL 16 SAVE THE DATE 2024

#### NO SLEEP TIL ZIEGFELD

The Urban Arts Color Ball, the most dynamic gala of the season, once again broke fundraising goals in a single Wednesday evening last March. The event was awash in color & shine with splashy dopamine dressing, sky-high energy & stacked with diverse powerbrokers from tech, finance, art, & media. Thanks to our partner Microsoft and Honoree Tammy Levine. Thank you to artist Timothy Goodman for his stellar live-draw during cocktail hour. And finger snaps & thank yous to our Color Baller of the Year Big Freedia who freestyled over her—& Beyoncé's—hit "Break My Soul" in a storm of confetti. #bounceforthechildren

"I am truly honored to be celebrating with such a wonderful organization & amongst all of you students! For me as a young kid from the streets of New Orleans in the 80s, I was different... Creativity was an outlet that nourished me. So find what nourishes you. Whether it's coding, computers, calculus, or painting—doesn't matter what it is... Here's to finding your passion & like my momma always taught me—go out there & be yourself."

Congratulations to Giselle Muriel, Nagler Scholar 2023 who made everyone b-a-w-l. We're so grateful for the advocacy of such good people. Deep breath because we are full STEAM ahead. #iykyk Want a piece of this j-o-y? Save April 16, 2024 & contact Genevieve to stay high-key.

Genevieve@UrbanArts.org

**LAST YEAR'S GALA IN 90-SECONDS** 





Our Game On curriculum is in North Carolina which produces more sweet potatoes than any other state.



# thank you

Urban Arts Supporter Levels

\$500K & above

NYC Department of Education **US Department of Education** 

250K-499K

AT&T

NYC Mayor's Office of Media & Entertainment Tides Foundation on behalf of Unity **Technologies** 

100K-249K

**Booth Ferris Foundation** Charles Hayden Foundation Google **NBCUniversal** Pasculano Foundation Pinkerton Foundation Wayfarer Foundation

50K-99K

Altman Foundation Bank of Montreal Bill & Amy Conway Four Friends Foundation National Endowment for the Arts New York State Council on the Arts Niclas Nagler Paramount Global Siegel Family Endowment Steve & Clara Geismar Take-Two Interactive William R. Kenan, Jr. Charitable Trust 25K - 49K

Bigglesworth Family Foundation Capital One Elyse & Anthony Dreyer Glenn W. Bailey Foundation Google Play J.E. & Z.B. Butler Foundation Kaya Chwals & Walter Lee Lamb & Barnosky Nintendo PwC Charitable Foundation, Inc. Roku

10K-24K

American Eagle Outfitters Foundation Charles Freiberg & Andrea Alfano Damany Weir Dan & Jenny Pelson Keeling Berman & David Knott Deloitte & Touche Find Your Light Foundation Fisher Brothers General Atlantic Goldman Sachs Gregory Freiberg Justin Sunshine Kim Klever Kofi Gyekye Leroy Neiman & Janet Byrne Neiman Foundation Marc & Lisa Pensabene Martha & Richard Handler Monica Nagler Foundation Neisa & Michael Maute Nicholas B. Ottaway Foundation

NYC Department of Cultural Affairs

Rekha & Jonathan Waggoner

Respawn Entertainment

Rachel Aschalew

Rosie Amodio & Robert Rosenberg TD Charitable Foundation The Glenn Markman Foundation The Hyde and Watson Foundation Tom & Mary Menard Ulrika Citron

5K-9.9K

Amy Treitel Brian & Andrea Ziegler Chris Garrity Derek Benham Harvey Gerstman Herbert & Svetlana Wachtell Island Capital Group Jack & Judith Stern Janice Burke Jenn & Mark Redman Karin Drakenberg & Scott Goodson Kickstarter, PBC Mary Zachman Matthew Silvia **NEA Foundation** Neel Parekh **Open 4 Business Productions** Robert Chisari Wells Fargo Capital Finance

1K-4.9K

Abby Brody Alan Freeman Benjamin Stuart Bianca Tennyson **Big Freedia Touring** Bill Habelow **Brown Advisory** Carly Berlin Caroline Hoffman Cesar Ruiz







Our Game On curriculum is in California, whose state fabric is denim. The jeans industry employs tens of thousands of people and uses California cotton.



# thank you

Chad Rocco Charles Sommer

Cheri Anderson

Dan Kaufman

David Bernstein

David Steuerman

Diane Alfano

Doreen Lilienfeld

Eddie Cohen

Edith Gutierrez-Hawbaker

Eliza Madison

Erik Gensler

Fletcher Gregory

Frank Galleshaw

Gary Levinson

Heena Shah

James Parise

Jami Vibbert

Jane Levine

Jim Hoffman

Joe Dawson

Joe DiPiero

John McLaughlin

Josh Pincus

Josh Reynolds

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Karlene Joseph

Katrina Dibbini

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Lou Oleksy

Maier Foundation

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Marcus Asner

Marissa Dent

Marytere & Carlos Garza

Matt Aleksinas

Matthew Weinstein

Meher Rabbani

Melisa Brower

Mia Seder

Michael Beaudoin

Michael Mitchell

Mike & Lauren Hanin

Nate Smith

Negarin Sadr

Nick Demas

Nikki Mintz Brown

Nina Beattie & Michael Eberstadt

Paul Deniken

Peter Levy

Philip & Christine Courtney

Rachel & Ronnie Wexler

Rebecca & Mo Baadarani

Richard & Carrie Gaudino

Richard Raschke

Samuel & Mia Funt

Sarah Martin

Scott Starrett

Sergio Vargas

Stephanie & Drummond Berman

Stephen Sipola

Thaddeus & Jenn Rudd

Tim Doherty

Todd Bielen

Tony Da Silva

Triangle Community Foundation

Troy Bilyeu

Vince & Brooke Goren

William Wentworth

Up to 1K

Aaron Siegel

Adam Abeshouse

Alana Selkowitz

Albert Dankwa

AIC LOS I

Alfred Ojukwu

Alyce Alfano Amanda DeVaulx

Amy Brandt

Amy Fulford Schmidt

Andre Caraco

**Andrew Sommer** 

Antoine Simones Ariana Caplan Marra

Arthur Kohn & Lian Fang

Atay Kizilaslan

Aubrey Dasque

Ava Volandes

Benjamin Maldonado

Bill Laramy

Black Iris

Briana Garcia

Cara Gentile

Carly Baxter

Cathy Rubenstein

Cecilia Granda

Chanel Ward

Chima Joseph

Christeline Velasquez-Roso

Christian Veneziano

Christopher Cho

Claire Kim

Cortney Harding Daniel Mehaffey

Danny Goetez

Dar Shah

David Veronneau

Deanna Wagner

Deborah Capone

Desiree Zayas

Diana Meisinger

Drs. Usha & Shashi Patel

Dyan Flores

Elenni Davis Knight

Elia Einhorn

Elizabeth Finston

Elizabeth Knickerbocker

**Emily Billington** 

**Emily Dawson** 

Eric Folks

Fengyu liu

Fiorella Kibongui

Gary Jaffe

Genevieve King

Geoff Renaud

**0** 





Our Game On curriculum is in Arkansas, whose official folk dance is the Square Dance.



# thank you

Grant Johnson Gregory Miller

Harry Karamitopoulos

Hether Danforth

lan Jarvis
Ingrid Petri
Jack Houlihan
Jackie Campbell
Jared Karpf

Jason Baruch Jay Miolla Jay Slavsky Jeff Stubins

Jeffrey & Amy Levy

Jeffrey Tseng Jennifer Ashiru Jennifer Guenthe

Jennifer Guenther
Jenny Wipf
Jeremy Lejeune
Jessica Garcia
Jose Blackorby
Joseph DiSalvo
Josh Bailin
Joshua Price
Julie Fajgenbaum
Justin Baadarani
Justin Covell

Kat Bodey Katelyn Uzquian Kathleen Elie Katie Better Kevin Leichter Kim Christ

Karim Koita

Kristina Gerschel Lauren Toub Lena Kaplan

Kimberly King

Lily Oei Linda Allman Linda Hess Linda Pan

Lori & Mark Ryan

Lukas Davies

Mackenzie Marsh

Mark Otto

Martes Feldman Mary Ann Fontana MaryJo & Chip Dawson

Mattie Reynolds Maxime Baillet Mel Gerstein Michael Amendola Michael Flaherty Michael Galleshaw

Michelle Richburg & Darren Bivins

Miral Kotb Muzzy Rosenblatt Nathan Geddie Nathaniel Waisbrot

Nick Alfano
Paul Engman
Peter Hanley
Rebecca Benham
Rebecca Silver
Renata Ruiz
Richard Morin
Rick Belzer
Romina Rugova
Sabrina Spina
Sami Cohen
Sangita Karra
Santiago Neville
Sara Perkins

Sas Simon Shannon Slavsky Shefali Shah Simone Genatt Stefanie Kohn

Steve Scott Steve Strauss Steve Synnott Susan Novick

Susan Perlbachs Tamara Spinner

Teddy Price

Thanchanok Chen Thomas Livaccari Tiffani Johnson

Tim Cobb
Tyler Butler

Veena Mosur

Victoria & Stephen Wexler

Victoria Woo Vonnetta Ewing Walter Burr Wayne Price WD-40 Company

Will Casey

Winter Bros. Waste Systems

Yaritza Villalba Yoni Kalin Zachary Price

"What sets Urban Arts apart is the students.
Every student I have met and mentored at
Urban Arts has been such an amazing
individual to get to know. Partnering with
Urban Arts has been a phenomenal experience.
It allows us to build better leaders through the
mentorship program, and drive programs that
are important to us as an organization."

–Madlyn Del Monte, Paramount







Our Game On curriculum is in Nebraska, whose Little Bluestem, the state's native prairie grass, grows throughout the Plains.



# leadership

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Katie Lacz Goldman Sachs

Jason Lee Evercore

Liz Masucci Filmmaker

Lilv Oei Martian Arts

Andrew Ren Coefficient Capital

Heena Shah Valani Atelier

Scott Starrett Composer

"Having attended several of their galas, hearing the students talk about their passion, their hopes and dreams for a career in the industry is incredibly inspiring. There is no doubt in my mind that Urban Arts is preparing these students for a bright future that is truly limitless."







# urban arts

### real futures for real students

#### HIGH SCHOOL TO COLLEGE



Sydney, freshman, Barnard College, Neuroscience



Mabel, sophomore, Fordham U, CompSci



Soliat, freshman, Clarkson, CompSci



Daquan, senior, Hunter College, Game Design and Production



Ceyda, freshman, Columbia U, Mechanical Engineering



Kimari, senior, NYU, Game Design, Intern, Second Dinner



Aissaiyah, freshman, Drexel U, Game Design



Giselle, freshman, Barnard College, CompSci



Rocco Wu, University of Southern California, 100 Thieves





Geneva, former student, NYU grad, now at Veritable Joy Studios



Lily, former student, Urban Arts Teaching Assistant



Benicio, former student, Urban Arts Teaching Assistant



Wynta, former student, Urban Arts Full-time Faculty



Darcelis, former student, NYU grad, Urban Arts Full-time Faculty, 2023 IndieCade Finalist



Amadou, former student, NYU grad, now at Amazon.com



Mario, former student, Urban Arts Teaching Assistant







# urban arts

