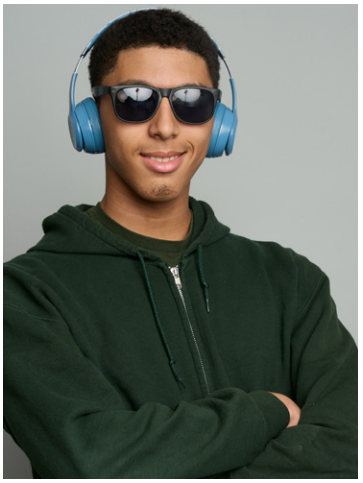
URBAN ARTS









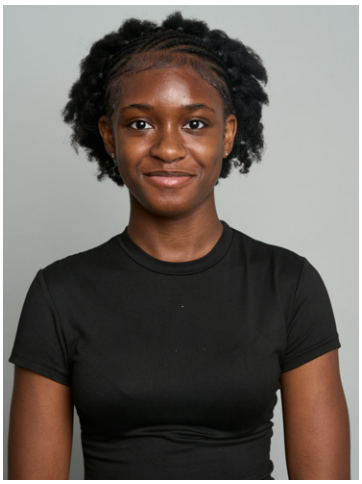








YEARBOOK 2026

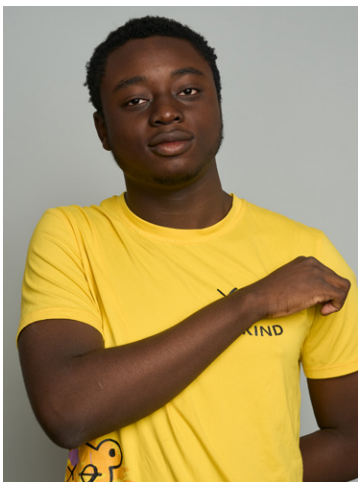








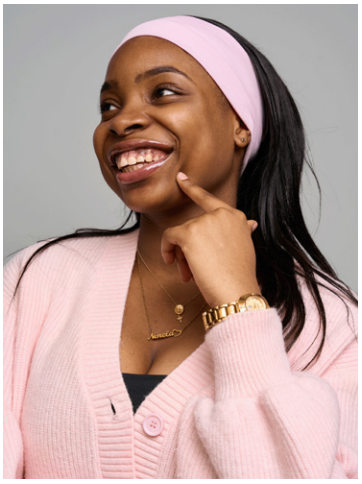
GAME CHANGERS START HERE.



NICE TO MEET YOU







Urban Arts teaches **STEM and the arts** through game design and emerging technologies as a pathway to *college and career.*

Urban Arts served **5,537** students across the country for the school year 2025-26.

We provide comprehensive college access services and ensure our students earn the maximum in scholarships.

100% OF OUR STUDENTS BUILD AN ORIGINAL DIGITAL PORTFOLIO, DEMONSTRATING SKILL & STRENGTHENING THEIR APPLICATIONS

Our seniors have **100%** college acceptance. They've earned **$71M** in scholarships since 2020.

2026 FULL RIDES

BROWN
DARTMOUTH
The City College of New York
BU Boston University
Olin College of Engineering
PRINCETON UNIVERSITY
NYU
UNION COLLEGE FOUNDED 1795
HUNTER The City University of New York

92% STUDENTS OF COLOR

90% FROM LOW-INCOME COMMUNITIES

What are our students majoring in?
Computer Science, Software, Engineering, Animation, Cybersecurity, Game Design, Sciences, Math, Business, Finance, Nursing ...and more!

URBAN ARTS GAME ACADEMY LAUNCHED **106** NYC SENIORS TO COLLEGE

FIRST-GEN
MANY OF OUR STUDENTS ARE THE FIRST IN THEIR FAMILIES TO ATTEND COLLEGE

Where are our alumni working?
Unity Technologies, Amazon, Rockstar, Salesforce, Lucasfilm... and more!

WELCOME



"The creativity is already there in every neighborhood we work in. What's missing is access, and our results show we can provide it for many more students."

This year, Urban Arts moved from proving our model to scaling it. We directly served 5,537 students across New York City and 15 other states, and we launched two new initiatives.

In New York City, we exceeded our three-year goal of tripling the number of Game Academy graduates. The Class of 2026 had **100% college acceptance and earned $25M in four-year scholarships, and 84% are going on to study STEM.** Since 2020, our students have earned more than $71M in scholarships.

We also continued to scale Game On (high school) and Creative Coders (middle school) to classrooms across the country. We published **Game On by Urban Arts, a curriculum white paper** that lays out how we teach and what we've learned, so educators anywhere can use it. The findings show strong student engagement, strong support for teachers, and growing evidence that students build core computer science skills through game design.

In July, we launched **Founders Lab, with seed support from the Comcast Foundation,** and **summer game design sprints, with support from the Endless Foundation.** In Founders Lab, high school seniors learned the fundamentals of entrepreneurship and built real products in an AI-first startup environment. Ten days after they started, they were at Hearst Tower, pitching the companies they'd built to a room of venture capitalists. Our summer sprints, called StoryQuest Camp, were part of a a national virtual game design intensive for high school students. Participants earned an industry-recognized microcredential from **Endless Access and the ASU** Endless Games & Learning Lab to add to their portfolios and college applications.

And **Best Buy** selected Urban Arts as one of the New York City organizations in its $2 million investment in youth tech career pathways, helping us expand project-based learning for high schoolers at Game Academy.

AI is changing every industry, and the people who lead that change will be comfortable with both creativity and code. At Urban Arts, students use AI in service of their own ideas. The creativity is already there in every neighborhood we work in. What's missing is access, and our results show we can provide it for many more students.

We've set **a goal of 100% to college and $100M in scholarships** by 2030, and we can't reach it without you. Please give, sponsor or mentor, and help open a door for a student who's ready to walk through it.

As always, thank you for your support. We couldn't do this work without you.

Urban Arts—game changers start here.

Elyse Dreyer, Board Chair

Philip Courtney, CEO

2026 FINANCIALS





($ IN THOUSANDS)	FY25 AUDITED	FY26 UNAUDITED
REVENUE		
GOVERNMENT*	1,693	1,779
CORPORATIONS	973	1,542
FOUNDATIONS	1,724	1,170
INDIVIDUALS	582	670
EARNED REVENUE*	2,698	2,680
TOTAL REVENUE	**7,670**	**7,841**
EXPENSES		
PROGRAM	4,835	4,929
MANAGEMENT	733	753
FUNDRAISING	1,135	1,164
TOTAL EXPENSES	**6,703**	**6,846**
SURPLUS/DEFICIT	**967**	**995**

**NYC DOE contracts ($1,699 in FY25; $1,701 in FY26) are reported as earned revenue as they are exchange transactions. FY25 was previously reported as Government revenue.*

($ IN THOUSANDS)	FY25 AUDITED	FY26 UNAUDITED
ASSETS		
CASH & CASH EQUIVALENTS	1,382	1,313
INVESTMENTS	5,985	6,889
RECEIVABLES	1,532	1,596
OTHER CURRENT ASSETS	5,344	4,855
PROPERTY & EQUIPMENT	227	130
TOTAL ASSETS	**14,470**	**14,783**
LIABILITIES		
ACCOUNTS PAYABLE & ACCRUED EXPENSES	879	468
OTHER LIABILITIES	5,087	4,816
TOTAL LIABILITIES	**5,966**	**5,284**
NET ASSETS	**8,504**	**9,499**
TOTAL LIABILITIES AND NET ASSETS	**14,470**	**14,783**

Urban Arts closed FY26 with total revenue of $7.84M, up 2% from FY25. Corporate giving grew meaningfully this year, including new support from Comcast and Apple keeping our overall funding base resilient and diverse.

Government support totaled $1.78M, up 5% from $1.69M in FY25. Corporate support rose 58%, from $973K to $1.54M. Foundation giving fell 32%, from $1.72M to $1.17M, a shift driven by grant timing. Individual giving rose 15% to $670K.

Earned revenue held steady at $2.68M. Of that total, $1.70M comes from NYC public school contracts, which reflects 63% of total earned revenue and 22% of total revenue. Our work with NYC public schools is central to how we reach students across the city. The rest of earned revenue, which includes other fees for service, event ticket and table sales, investment income, and other revenue, was $979K, compared with $999K in FY25.

The clear highlight of the year was the Color Ball, our spring 2026 annual fundraiser. It raised $1,103,033, a 38% increase over the $801,909 raised in spring 2025 and the strongest result the event has produced to date.

Expenses rose 2% to $6.85M, tracking closely with the growth in revenue. Program spending accounted for most of that increase, reaching $4.93M as we continued investing directly in student-facing work across our sites. Management and fundraising costs each grew modestly, in line with our overall scale and range of services.

Urban Arts ended FY26 with a $995K surplus, compared with $967K in FY25. Those amounts include investment income of $547K in FY26 and $536K in FY25, which fluctuates based on market conditions. As a result, our surplus from operations was $448K in FY26 and $431K in FY25.

FY26 was a year of steady growth built on a changing foundation, with corporate and individual support taking on a larger role as we enter FY27 with a more diverse funding base.

ENJOY THE VIDEO>

2026 NEWS

From Shortcut to Power Tool: Reflections on Our First Founders Lab



Twenty teenagers from low-income NYC communities just did what many Fortune 500 innovation labs are still figuring out: they **used AI to build their own companies.** Urban Arts, the nonprofit behind Game Academy's 100% college acceptance rate and $71M+ in scholarships, wrapped its first Founders Lab: a 10-day accelerator ending in a Demo Day judged by venture investors.

"Within ten days, our students were standing at Hearst Tower, presenting their projects to a panel of judges that included guests from the VC community," said Philip Courtney, CEO of Urban Arts. "They could not believe what these young people had created. It was a genuine testament to the power of focus, teamwork, and the ability to use AI as a power tool, not a shortcut."

WHAT THE PROGRAM LOOKS LIKE

Founders Lab pairs a business curriculum built on pitching and product-market fit with an AI-native curriculum and mentorship from founders. Students use AI to scan markets, prototype with coding assistants while owning every line that ships, then build landing pages, ad copy, and test-customer pipelines. The pace is closer to a startup than a classroom.

Nelson Chu, founder and CEO of VN and an Urban Arts Tech Advisory Board member, worked closely with students: "What these students built in two weeks would have taken a funded team months to do not too long ago... Harnessing AI as a partner in your work is a skill in and of itself."

SPECIAL THANKS TO

Carlton Charles
Senior Vice President, Hearst;
VC, Level Up;
Urban Arts Board Member

Arveena Ahluwalia
Chief Strategy and Partnerships Advisor, ViaTouch Media

Lauren Reeves
Venture Partner, MGV.VC.

Nelson Chu
Founder and CEO, VN

Jeff Hine
Chair, Urban Arts Tech Advisory Board

Dylan Chin
Urban Arts alum, NYU student

THE STUDENTS BEHIND THE PITCHES

Projects included connecting health clinics with immigrant communities, streamlining travel visas, helping parents and kids talk the same "meme language," and an artist-to-client sales space, each rooted in students' own NYC lives. Fawaz emphasized that "a non-traditional background is no barrier to success." Ayden left with a reminder to be his "own strongest advocate" when building something from the ground up.

A MODEL BUILT TO SCALE

The winning team took home a cash bonus. Founders Lab extends the Game Academy pathway: students who once needed a bridge into college are now building the companies that will define the next decade.

Interested in partnering with us to move the needle on a future you want to see? Reach out at development@urbanarts.org.

2026 COLOR BALL

















We're still buzzing from the energy of Color Ball 2026. Urban Arts raised a record-breaking $1.1 Million in a room united around one goal: a more equitable future for youth. What made the night extraordinary was the generosity of our guests combined with the dazzle of our students—Urban Arts seniors Kim, Jannat, Farhan, and Mely.

Our honorees Phil Wiser, former CTO of Paramount, a Skydance company, and Alia Jones Harvey, Associate Commissioner of the NYC Mayor's Office of Media & Entertainment, continue to translate support into real pathways for students—through mentorship, career exposure, and programs like Gaming Pathways with CCNY. Thank you to a room full of game changers, including our long-term supporters **Paramount, Google, Take-Two Interactive, Unity, Hearst, NBCUniversal, KeyBank, NYC Mayor's Office of Media and Entertainment, PACOA, Radiance Private Wealth, General Atlantic, PwC, Brown Advisory, Arnold & Porter, and Deloitte.**

We also welcomed new partners to the Urban Arts community: **Paul, Weiss, Rifkind, Wharton & Garrison LLP, AHEAD, Adobe, Stand8 Technology Consulting, Accenture, CDW, LTM, Proskauer Rose LLP, and Centerview Partners, White & Case, Latham & Watkins, and Apollo Global Management.** We're grateful and excited for what we will build together.

Color Ball 2026 marked a milestone, capping two decades of support from **Urban Arts Board Member Niclas Nagler.** Niclas and his family created the scholarship to help high school students from low-income communities define their own futures, and each year one scholar receives $60,000 to pursue their dreams. Nagler Scholars are artists, lawyers, designers, teachers, entrepreneurs, and changemakers. They lead in their schools, bring real vision to their post-secondary plans, and want to use their talents to lift up their communities.

A round of applause for **Rafael Martos, our 20th Nagler Scholar.** "Thank you, Niclas, and the Nagler Committee for choosing me out of all the outstanding applicants—a lot of them my friends, who I know will accomplish wonders in their future."

With big band energy from **Dave Guy of The Roots** and a booming DJ set, the night closed out the only way Color Ball knows how: on the dance floor.

Save the Date: Color Ball 2027, March 10, 2027 at The Ziegfeld Ballroom. Early bird tickets and tables here.

THE URBAN ARTS GOLF CLASSIC 2026

Sponsored by PACOA





On a crystal clear October day, PACOA hosted the 11th Urban Arts Golf Classic. This event is sponsored by our longtime Board member Steve Geismar, President/CEO of PACOA.

Do we say this every year? *"It was our best yet!"* But each year it's true. A huge thank you to all who have supported this event. We surpassed our goal with a record fundraise. Teams of golfers roved Old Westbury Golf and Country Club's emerald courses and breathtaking landscapes.

Special thanks to our sponsors and our alumni who spoke at the event, Nagler Scholar **Giselle Muriel,** at Barnard College of Columbia University, and Nagler Scholar **Joshua Davis,** Urban Arts alum and current Assistant District Attorney at the Brooklyn DA's Office.

Urban Arts would like to thank—always and forever—Steve and PACOA for hosting this incredible golf outing to benefit Urban Arts. Steve and his team go above and beyond every year to make this such a special day. Thank you so much and see you on the course Summer 2026! **Join us on the greens by connecting here** Richard.Morin@urbanarts.org





THANK YOU TO OUR 2026 SUPPORTERS From July 1, 2025–June 30, 2026

$1 MILLION+

New York City Department of Education
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$250K+

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URBAN ARTS

We unlock student potential through creative technologies because every child should have access to a quality education.

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I want to check-out your interactive website.



I want to send a student to check out the Game Academy's year-round courses—highly rated for making friends IRL.



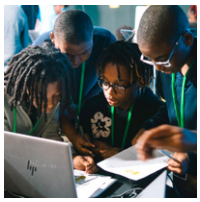
I want to see the research behind your College-Board approved game design curriculum.



Oh, wow. OK. Now I want to send an educator or superintendent to your College-Board approved game design curriculum.



Booz Allen + Minecraft in DC? Very cool. How do we partner nationwide to support students?
DEVELOPMENT@URBANARTS.ORG



I know the Color Ball is absolutely unlike any other gala. How do I get a ticket? Or even a table?



The dance floor? Are you ready? For that jelly?



I want to support this engaging, impactful work that creates a future I want to see.



Let's talk.

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