



SPARK! helps a child metamorphosis
into their full creative potential.

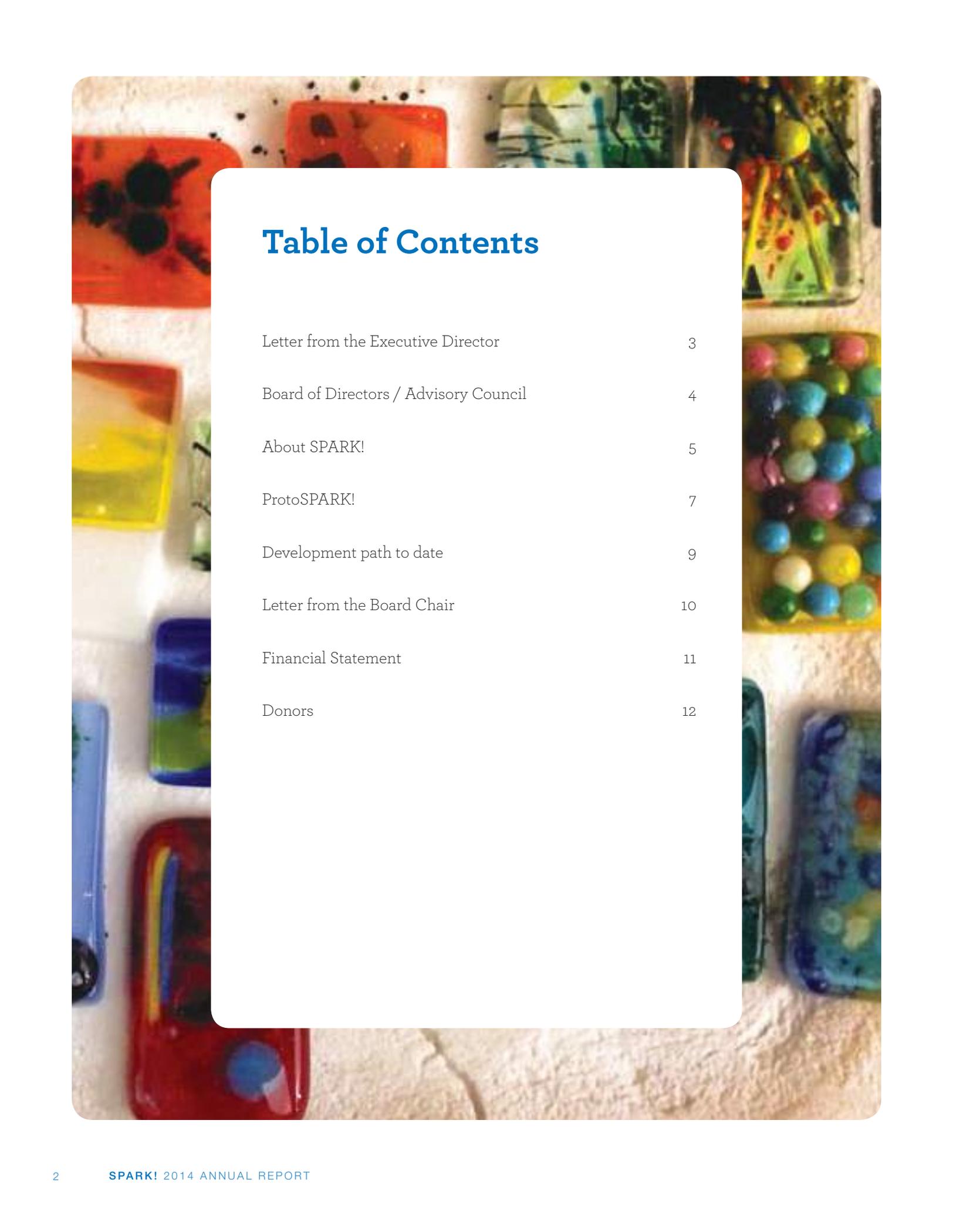


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Letter from the Executive Director

Looking back on 2014, I have such tremendous gratitude for the SPARK! team. Our board of directors, advisory council, staff, committee members, volunteers and donors have all come together to help bring the SPARK! vision to life. I feel blessed and honored to lead such a remarkable group.

In January, the M.R. & Evelyn Hudson Foundation provided a grant that became our catalyst for change. This grant has made it possible for us to move forward. Our vision to build ProtoSPARK! a prototype facility in which we can share our vision with the community, has now become a reality. In March, Jack Matthews and the investors at South Side on Lamar, provided an affordable, five-year lease on 11,000 square feet of exceptional space in the sub-basement of historic South Side, and in April the Hoblitzelle Foundation provided a grant that helped us renovate the space. Creative finish-out is underway as of the writing of this report. Programming for children is set to begin in Spring of 2015.

We are beyond thrilled to be able to ignite the spark of creativity inherent in all children. ProtoSPARK! is a tremendous opportunity for us to activate this mission with families in the Dallas community, while allowing us to evaluate and improve programming.

I invite you to come check us out and unleash your creativity. Stop by our space in South Side for a tour, visit www.sparkdallas.org and sign-up for our newsletter, and follow us on Facebook (SPARKDal). There is no better time than right now and no better place than SPARK! to ignite creative minds and spark imaginations.

A handwritten signature in black ink, appearing to read 'B. Davis'.

Beverly Davis

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President, Gummer Capital Partners

Treasurer - Neely Duncan,

Partner, Lane Gorman Trubitt

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Retired Dir. Human Resources, Deloitte Consulting

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Amy Hite, *Partner, Hot Flash Communications*

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Byron Zarrabi, *Program Director, Career & Continuing
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About SPARK!

Mission: To ignite the spark of creativity inherent in all children

SPARK! is a non-profit, hands-on environment where children second grade through high school can touch, feel, get messy, and learn in interactive environments designed just for them. This fully immersive facility will spark a desire to explore creativity and ignite a sense of accomplishment in children, keeping them and their families returning for years to come.

Filling a Need

At age five, children are confident in their creativity. As they grow older, they become less assured in those creative abilities. This is compounded by the fact that there is a significant drop-off in arts education opportunities in public schools beyond the 6th grade. By the age of 16, children either define themselves as “creative” or “not creative.” Children who define themselves as creative have higher self-esteem, are better problem solvers, are more likely to graduate from high school, continue to college, and become “productive citizens.”

According to The Conference Board’s study, *Ready to Innovate*, U.S. employers rate creativity and innovation among the top five skills that will increase in importance in the next five years. Focusing on children second grade through high school, we will supercharge their creative development, elevate the learning experience, fill a void where other institutions are falling short, reach them during the critical ages when they are forming their self-definition as a creative being, and provide programming for middle school students where there is almost none. By giving students the confidence to be creative and the access to a wide breadth of educational programming, SPARK! will be a leader in helping more students acquire creative skills to do well in school and compete in the workforce.

Our mission to ignite the spark of creativity inherent in all children will benefit today’s visitors and those of future generations.

The Vision

SPARK! gives children the opportunity to create. From sculpture, painting, mosaic, and textile to architecture, woodworking, music, and culinary skills, children will experience the creative process and develop the self-esteem from having created something unique. Creative visionaries throughout the metroplex have come together to create the facility and will be leading classes for students.



“SPARK! offers the important vision of a unique and exciting new Dallas venue that brings together the arts and sciences in an interactive environment to foster creative exploration and hands-on learning.”

-Jeremy Strick, Director,
Nasher Sculpture Center

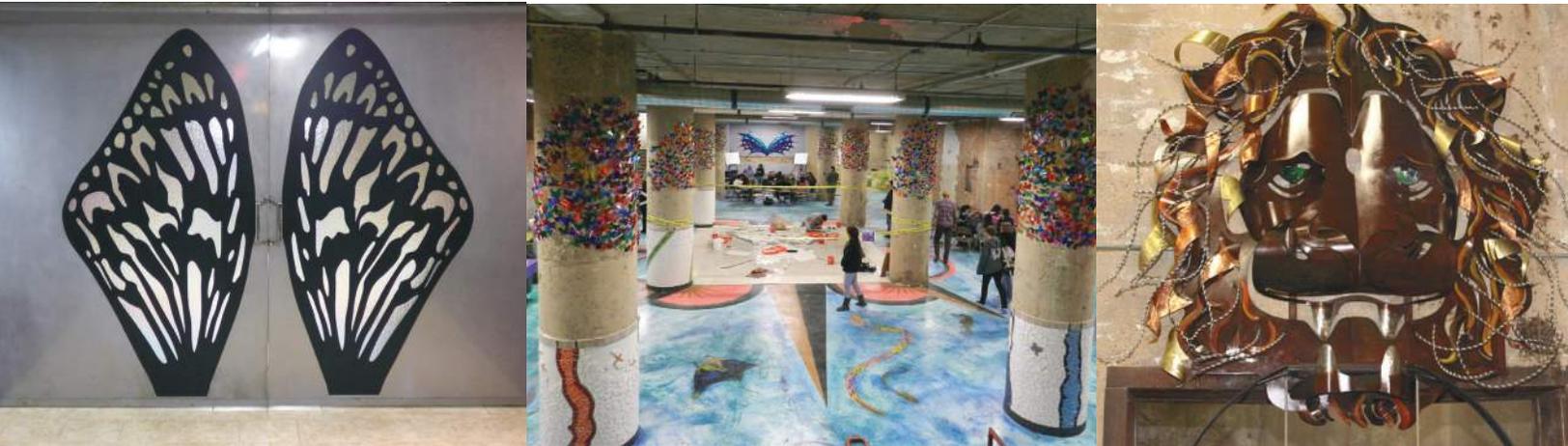
Why is Creativity Important?

Children who define themselves as creative:

- Have higher self-esteem
- Possess better problem solving skills
- Score higher on their SATs
- Go further in their education

ProtoSPARK!

ProtoSPARK! will serve as a “showcase” for the vision of SPARK! Beginning Spring 2015, ProtoSPARK! will allow groups of children to participate in a variety of creative workshops and programs. 2015 projections are to serve 5,000 children, half of them from the at-risk communities. Children will be recruited from various youth organizations, schools, Boy Scouts, Girl Scouts, and others.



The Programming

A group experience at ProtoSPARK! will span two to three hours and will include an opportunity to play and interact with the facility’s impressive and wildly imaginative environment. Children will participate in interactive workshops led by a creative expert from a particular discipline. Each child will experience the creative process and create their own unique outcomes. Working with researchers from the University of Texas at Dallas, ProtoSPARK! will survey the children to help us continually improve programming and ensure that our impact is measurable and effective.

We are all born creative, however, creativity does need to be developed. We view creativity as a language to be learned. The best way to learn a new language is through total immersion. By marrying the experience of an imaginative environment with hands-on learning, we will offer a fully immersive creative experience that is unlike any other offering in the Metroplex. While other organizations have explored one or two areas of creative learning, nowhere can a child access the depth and breadth of creative endeavors that will be delivered by SPARK! By exposing students to as many creative disciplines as possible, we will help them realize that creativity comes in many different forms, and that every child is inherently creative in one way or another. Giving students the opportunity to realize their creative potential, will stimulate their curiosity and fulfill a natural desire for discovery.



Charter Donors

SPARK! is forever grateful to eight charter donors who supported the mission, vision, and effort in the critical start-up years.

Beverly and Devon Davis

Charlene and Robert McMenamy

Jane and Pat Jefferson

Neely & Lee Duncan

Amy and Marc Hite

Deb and Arthur Schiemenz

Lynda Denker

The M. R. & Evelyn Hudson Foundation

2014 marked the first public outreach for financial support. The M. R. & Evelyn Hudson Foundation set the building of ProtoSPARK! in motion with their generous grant and supporting challenge grant. The Hoblitzelle Foundation came on-board early in the year with another challenge grant. Participating in our first North Texas Giving Day event, SPARK! exceeded expectations and raised over \$13,000 and won a \$2,500 prize. By year end, over 100 individual donors had contributed to creating ProtoSPARK!

“Dallas needs more cool and exciting places for children of all ages to learn through exploration and play. A venue such as SPARK! will provide a unique environment that includes all the arts.”

Susan Diachisin, The Kelli and Allen Questrom Director of the Center for Creative Connections, Dallas Museum of Art



Letter from Board Chair

I'm honored to begin my term as chair in January 2015 on the heels of a truly remarkable year. To say that 2014 was an exciting year at SPARK! would be an understatement. We hit the ground running and never looked back. SPARK! literally grew from a vision to reality in 2014. People are what makes the difference and SPARK! has tremendous support from the board and advisory council, professional and organizational collaborations and the dozens of volunteers and instructors who've helped develop programming and build ProtoSPARK! I'd like to recognize, celebrate, and thank one and all.

Key milestones include raising \$1.1 million in our first year of fund raising, securing a five-year lease for ProtoSPARK! at South Side on Lamar and developing the first curriculum for programming.

Thirty-one instructors worked to draft 32 lesson plans and helped outline a teaching model that will be used to deliver and refine programming in the coming year. Our marketing and public relations committee, along with staff, were hard at work on monthly newsletters, Facebook posts, hosting eight SPARK! events and collaborating with more than 60 SMU Stampede of Service volunteers to continue to spread the word of SPARK! throughout the community.

That just scratches the surface of accomplishments for 2014. Looking ahead to 2015, we will continue to build-out ProtoSPARK! so that more children are able to ignite their creativity. We're excited about the goal of servicing 5,000 children in our first calendar year and look forward to launching programming in the spring.

My personal goal and vision for SPARK! is to build the foundation of an organization that will perpetuate itself for many years to come, an organization that will become the corner stone in the Dallas community for sparking the creativity that is inherent in all children. As we accomplish this, it will be proof to the community that creativity is essential to developing children into successful adults who will become leaders in the city and worldwide. I want SPARK! to become a model for other cities to emulate and to be a contributor to Dallas becoming a world class city.

In closing, I would like to extend my gratitude to our incredible staff and volunteers for their continued support, dedication, passion, and countless hours of hard work to bring this unique and incredible vision to life. I am so excited about the future of SPARK! and what it will mean to the city of Dallas and to the families who call this home.

A handwritten signature in black ink that reads "Ryan Gummer". The signature is written in a cursive style.

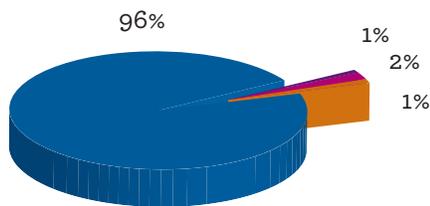
Ryan Gummer, Chair

Fiscal Year 2014

At SPARK! we strive to be excellent stewards of the time, talent, and treasure donated to ignite the spark of creativity inherent in all children.

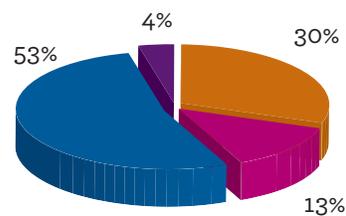
Financial Support

Sources of Financial Support
\$1,100,409



- Corporations
- Related Parties
- Individuals
- Foundation Grants

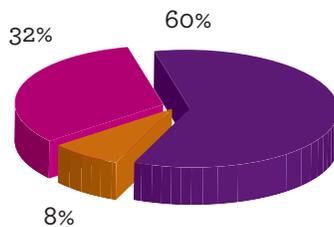
Application of Financial Support
\$452,900



- Supporting Service
- Fund Raising
- Programming
- Facility

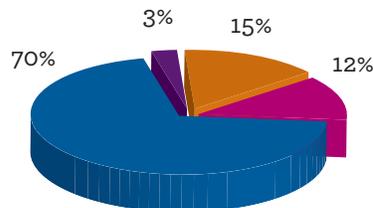
In-Kind Support

Sources of In-Kind Support
\$846,991



- Corporations
- Related Parties
- Individuals

Application of In-Kind Support
\$846,991



- Supporting Service
- Fund Raising
- Programming
- Facility

2014 marked our first year of fundraising, acquiring space, and preparing to build the fully immersive creative environment that is required to deliver programming. Additionally, 2014 marked the first year of maintaining a staff and offices, as well as the development of programming and acquisition of equipment, tools, and materials to deliver the programming. The expenditures (53% of the cash and 70% of the in-kind donations) show the concentration on facility development in year one. Small investments (13% of cash and 12% of in-kind donations) were applied toward program development. This manifested itself through our participation in ArtsPark and through five Ignite SPARK! events.

A Special Thanks to Our Generous Contributors

The work SPARK! is doing to ignite the spark of creativity inherent in all children is often supported by both financial, as well as in-kind gifts – donations of goods, materials or services we would otherwise need to purchase. We are deeply grateful to the companies, organizations, and individuals who have provided financial support.

Financial Contributors

Art After Five
BBVA Compass
Gummer Capital Partners
Hewlett Packard-Your Cause, LLC
The Hoblitzelle Foundation
The M.R. & Evelyn Hudson Foundation
Project Wisdom

“I’m a fan of SPARK! Their focus on developing the creativity in children will give CitySquare children a reason to live, thrive and ultimately emerge from poverty. The city will realize a surprising return on any investment made in SPARK!”

Larry James, President & CEO CitySquare

Financial Gifts - Individuals

In addition, we are so thankful for the generosity and thoughtfulness of the more than 100 individuals who supported SPARK! through financial gifts this year.

Samer Abousalbi	Julie and Dennis Eichelbaum	Christopher Minnes
Doug & Nancy Adams	Bill Elwell and Pam Standley	David Murray
Terry Ahrens	Diane and Jim Fadley	Kay and Paul Myers
Mark Anderson & Wendy Day	Siobhan Farr	Donna Nuernberg
Anonymous	Deb and Dave Finley	Jamison Pendergrass
Kymerli Barrett	Mark Frederiksen	Beth Powell
Barbara and Ron Berkowitz	Joyce Fritz	Brooks Powers
Arlene and Barry Berlin	Lisa and Todd Gammon	Denise Radtke
Anne Bernhardt	Leda Greenstein	Joseph Radtke
Nancy and Steven Bolos	Michelle and Ryan Gummer	Cindy Ray
Diana and Tom Bowen	Bailey Guthrie	Christine Robbins-Elrod
Jay Brousseau	Jennifer Hampton	Roslyn Rood
Debra Burns	Becky and Tommy Hayes	Laura and Mark Rosenfield
Marsha and Michael Byers	Sharon Hensley	Marcia and Arthur Rubinett
Paula Calise	Amy and Marc Hite	Debbi Savage
Amy Canada	Irene Hosford	Debbie and Art Schiemenz
Autumn Causley	Jane and Pat Jefferson	Ruth and Ken Schwendemann
Marsha Clark	Sonya Jones	Dana Sheppard
Michelle Cohen	Brian Jones	Monica and Jeff Susman
Lisa Colgin	Helen and Matthew A. Jones	Victoria and Dennis Thompson
Susan and John Cuellar	Margaret and Lester Keliher	Gustavo Tolosa
Scott Cytron	Joy and Bob Lemm	Mark Vander Voort
Lisa Danzer	Robin and Wade Lowe	Lauren and Wade Walters
Jennie Davis	Libby Magliolo	James Webb
Beverly and Devon Davis	Shelly and Frank Markey	Eric Wesley and Thuy Nguyen
Lynda Denker	Meredith and Rick Marmurek	Lisa Windlinger
Neely and Lee Duncan	Blair McGrain	Jenny and Steve Zimmerly
Madison Duncan	Chimu McGrain	
Kathy and John Edwards	Charlene and Mac McMenemy	

We sincerely appreciate the companies and individuals who have supported SPARK! with their generosity and provided valuable resources to help further our mission. In 2014 we secured almost double the amount of in-kind goods and services (\$846,990.66) to the cash that was spent (\$452,900.30).

In-Kind Goods & Services

Corporate Gifts

5G Studios
Black Lab Creative
Dal Tile
Dallas Music Academy
Dunlap Art Glass
Fleishman Hillard
Hill & Wilkinson
Hot Flash Communications
Lynch Creative
Noble Tile
South Side on Lamar
Stewart Title
Wait Mechanical, Inc.
Web Site Optimizers

Individuals

Anne Bernhardt
Rolando Diaz
Raymond Gayer
Ryan Gummer
Bailey Guthrie
David Hawkins
Amy Hite
Jamison Pendergrass
Ben Redding
Rosyln Rood
Monica Susman

* We have made every effort to accurately capture all donations. Our sincerest apologies to any partners who may have been omitted. Please contact us if your name is not listed so that we may correct our mistake.

Youth who have substantial engagements with the arts are more likely to:



Go to college
40.4% vs. 26.5%

Get good grades in college
31.4% vs. 20.2%

Get a degree
84% vs. 45.8%

“They are more likely to do volunteer work, register to vote and hold a full-time job, and they are less likely to require public assistance or food stamps.”

James S. Catterall, “Doing Well and Doing Good by Doing Art” 2009

“SPARK! is dedicated to inspiring creativity in young people, which is vital for our community to continue to grow and thrive. A creative community will result in innovation in all areas of thought and will contribute meaningfully to the artistic vibrancy of the city. All of us who care about the future of arts and culture in Dallas are dependent on new generations of creative young people who will grow up and contribute creatively to our community. SPARK! is good for the Arts District and for all of North Texas.”

- Kevin Moriarty, Artistic Director, Dallas Theater Center



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