



1409 Botham Jean Blvd Ste. 004, Dallas, TX 75215  
Beverly Davis, [bdavis@sparkdallas.org](mailto:bdavis@sparkdallas.org), 214.455.3445

[www.sparkdallas.org](http://www.sparkdallas.org)

## WHAT IS SPARK!

SPARK! is a 501c3 nonprofit that helps children from all socioeconomic backgrounds increase their confidence, problem-solving skills, and academic performance, enabling them to become tomorrow's innovative, empowered adults.

## SPARK! VISION & MISSION

To ignite the spark of creativity inherent in all children by offering an environment that, combined with creative programming, inspires minds, builds confidence and shapes the future for all children.

## ROLE OF BOARD OF DIRECTORS

- Shape strategy
- Identify and provide resources to support standing committees and annual events
- Monitor progress toward achievement of our goals

## STANDING COMMITTEES

Creative • Finance • Fundraising  
Governance & Nominating  
Marketing & PR  
Programs • Real Estate

## ANNUAL EVENTS

- Spring Creativity Showcase
- Fall Cocktails & Carnival

## MEETING SCHEDULE

- Quarterly board meetings
- Monthly events meetings with bi-weekly check-ins

## BOARD MEMBER TERM

2 years

## THE NEED

Through 2019 SPARK! operated at capacity reaching more than 16,000 students per year providing exposure to the creative process and creative programming. Now, at the crossroads of expansion, SPARK! is poised to acquire a new site at 1010 W. Mockingbird Lane, Dallas that will allow it to serve more students and their families with significantly more programming.

As a nonprofit, SPARK! is guided by board members who are accountable for shaping strategy, identifying and providing resources to support standing committees and annual events, and monitoring progress toward achievement of our goals.

Board goals for 2022 include:

- Secure Real Estate - 1010 W. Mockingbird under contract
- Recruit Volunteer Leadership increasing membership from 47 to 90 individuals
- Deliver Annual Events – Creativity Showcase May 7 and Cocktails & Carnival October 15

To effectively meet the needs of this growth phase, SPARK! requires leadership from the community, particularly those with experience in fundraising, connecting, HR, and facility operations.

## THE SOLUTION

The SPARK! board recently voted to increase its membership to enable it to more effectively provide the leadership needed for our next phase of growth and beyond.

The board and standing committees are integral to the success of SPARK! and their strategic leadership and community outreach will power our capital campaign and the future of SPARK!

This board will have the responsibility for building a legacy in the Metroplex where all children can experience and learn the skills of creativity, collaboration, and innovation that will impact their academic performance and lifelong careers.

## ORGANIZATION BACKGROUND

SPARK! is a 501c3 nonprofit with the mission: To ignite the spark of creativity inherent in all children. Founded in 2010, and operating in its current home since 2015, SPARK! helps children from all socioeconomic backgrounds increase their confidence, problem-solving skills, and academic performance. In doing so, we help them become tomorrow's innovative, empowered adults.

## THE STATISTICS

- SPARK! serves children 2<sup>nd</sup> – 12<sup>th</sup> grade, with a focus on children from underserved communities: 60% of our visitors are minorities and 40% are from low income homes
- Creative development in the schematic stage begins around the age of 7, yet 84% of US educators say today's curricula does not place enough emphasis on creative problem solving
- Today, less than 28% of minority students report receiving any arts education in childhood, compared to 50% in 1982
- Each year nearly 108,000 children in the Metroplex decide 'I am' or 'I am not' creative
- Arts education increases the likelihood that youth will graduate from high school, attend and obtain a college degree, register to vote, become active in their communities, and in arts and culture
- CEO's rate creativity as the #1 leadership skill of the future

## OUR SPECIALIZED APPROACH

The SPARK! teaching philosophy is grounded in our mission to ignite the spark of creativity in all children.

*We believe* creativity is defined as: *A sense of wonder that invites exploration and the discovery of new possibilities.*

*We believe* creativity is a language to be learned and that the best way to instill creativity in children is full creative immersion. All SPARK! instructors are practicing creative individuals who engage learners by leading them through the creative process.

*We believe* that creativity is an iterative process. Prior to engaging with instructor-led activities, children are given time to engage physically in the interactive play areas where they can explore floor to ceiling installations that provide a variety of colors, surfaces, textures, and physical challenges. This activity enables their minds to expand and questions to arise preparing them for further creative engagement. The combination of physical engagement in our creative space with intellectual engagement in a creative activity results in a fully immersive creative experience at SPARK!

## PROGRAMS/ SERVICES

SPARK! engages children 2<sup>nd</sup> – 12<sup>th</sup> grade in the creative process through a wide variety of programming. We are slated to move into our new facility in fall of 2023 and will offer: School Field Trips, Birthday Parties, Kid's Camps, After School/ Evening/ Weekend Workshops, Visual Arts Studios, Architecture Studio, Glass & Pottery Studio, Music Studio, Textile Studio, Print Studio, Computer/ Technology Lab/ STEM, and MIT Clubhouse/ Tinker Studio.

## AUDIENCE

SPARK! currently serves schools and communities within a 50-mile radius of its home in South Dallas. Acquisition of the new W. Mockingbird Lane site will provide improved access for children and families from both South Dallas and West Dallas as well as from across the Metroplex.

## THE END GAME

SPARK! is devoted to ensuring all children in the Metroplex have access to creative programming so that each will one day self-define as creative, with higher self-esteem and problem-solving skills, able to succeed academically and in the workplace. With the new facility on W. Mockingbird Lane we will have the ability to serve over 200,000 students and their families every year.

## TIMELINE FOR 1010 W. MOCKINGBIRD LANE GRAND OPENING

- Mar – Oct 2022: Phase I Capital Campaign to finalize site acquisition
- Oct 2022 – Sep 2023: Phase II Capital Campaign for site build-out
- Q4 2022 – Q2 2023: Renovation and build out of 1010 W. Mockingbird Lane
- Q3 2023: Soft opening of new SPARK! home
- Q4 2023: Grand Opening