



CENTER FOR
ARTS +
TECHNOLOGY

WMCAT

2020
ANNUAL REPORT

Hand-colored photograph by WMCAT Teen Artist, Tormi Hodgeman

WHO WE ARE

WMCAT provides a culture of opportunity for people to make social and economic progress in their lives and community. We fulfill our mission through visual arts and tech engagement, workforce development and social enterprises.



ARTS + TECH

Making space for teens to elevate their voices and build creative confidence through visual arts and technology engagement.



WORKFORCE DEVELOPMENT

Building income security with families through career training and leadership development.



SOCIAL ENTERPRISE

Advancing and supporting WMCAT's mission through commercial business models. Ambrose, a custom design and screen printing business, and Public Agency, an Equity-Centered Design consultancy.



GROWING OUR MISSION

New initiatives in mentoring and tech talent development.

EXPLORE MORE AT [WMCAT.ORG](https://wmcats.org)



LEANING INTO THE WORK

The 2019–2020 program year for WMCAT was marked by perseverance and success for our students, exhaustion and anxiety as we all navigated the sudden onset of the pandemic, and reflection on the rewarding and challenging work of community prosperity.

Through it all, I was continually inspired by the creativity and tenacity of WMCAT's students, the innovation of our partners in social justice, and the support of our donors and friends.

When the pressure of seeking justice knocks you off balance, you lean into the work to recalibrate. That is what WMCAT accomplished this past year – leaning into our mission of equitable access to opportunity.

As I ask you to take the time to read this annual report, I am humbled knowing this is my final newsletter opener as the President and CEO of WMCAT. I am continuing my work in community prosperity as the President and CEO of the Steelcase Foundation, a role that will allow me to advance equitable access to opportunity from a new vantage point.

Thank you for your friendship over the years. Please join me in continuing to support WMCAT.

Daniel Williams, EdD



Elijah at his house where he worked remotely with corporate leaders (left). Words and acronyms like "BLM," "unity," and "LGBTQ," are designed into a raised fist. Each shirt is hand-printed by Ambrose at WMCAT (below).



ARTS + TECH

Making space for teens to elevate their voices and build creative confidence through visual arts and technology engagement.

Give our teens the space to create and you might just get a social justice t-shirt that will stop you in your tracks. Even more, you might build community and their creative confidence. That was the outcome of a collaboration between WMCAT and a local manufacturer.

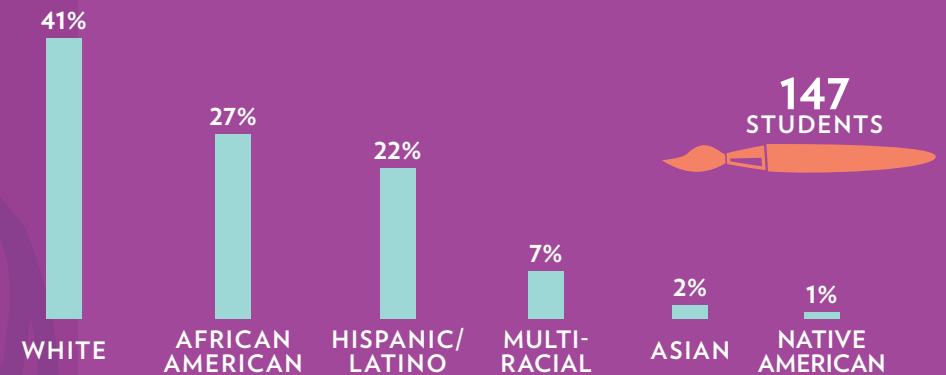
"I've gained real-world experience and confidence that I can do new things," shared Elijah, WMCAT teen artist and junior at Grand Rapids University Preparatory Academy.

WMCAT Teaching Artist Oscar Neri led two WMCAT teen artists, Elijah and Evelyn, through the design process. They virtually worked alongside corporate leaders to create a unique t-shirt design that reflected the company's diversity and inclusion initiatives.

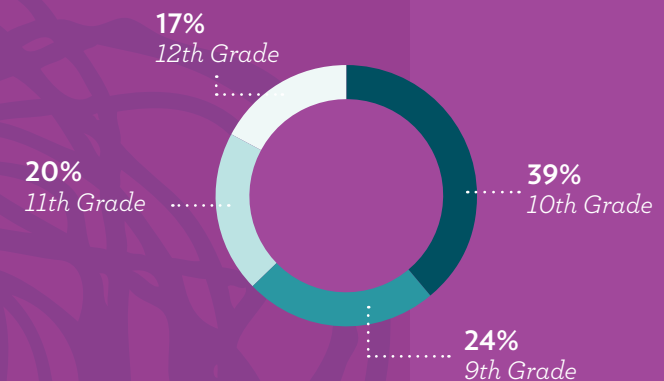
When you support WMCAT, you provide teens a space to amplify their voices on issues that matter to them.

Learn more at artstech.wmcatschools.org.

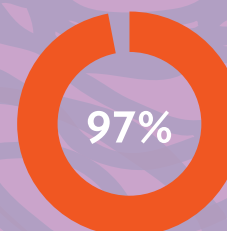
2019-2020 TEEN ARTS + TECH AFTERSCHOOL PROGRAM



Students from all eight Grand Rapids Public high schools attended WMCAT and represented all grades:



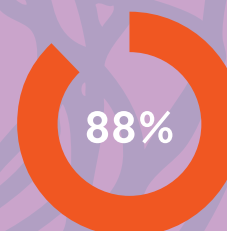
OUR STUDENTS SPEAK OUT



WMCAT accepts me for who I am



WMCAT is a positive learning environment



WMCAT helped me to learn about different resources in the community



WMCAT helped me to think about my future educational goals

"I've learned even more about music tech in preparation for my college major, hopefully in sound design."
- WMCAT student



Mikeyra is a certified medical biller, beginning her career in healthcare management. (left).

Mikeyra (second from right) with her 2020 Medical Billing cohort (below).



WORKFORCE DEVELOPMENT

Building income security with families through career training and leadership development.

Mikeyra, head of household for her family of four, worked a third-shift job while participating in our 2019–2020 Adult Career Training Program, tackling each day on very little sleep. Working and going to school, coupled with housing and financial strains, it was almost too much to bear alone. But her WMCAT family was there for her.

“WMCAT never let me feel like I was alone,” she shared.

“WMCAT means a lot to me. I don’t know how to put it in words – I want to hug WMCAT.”

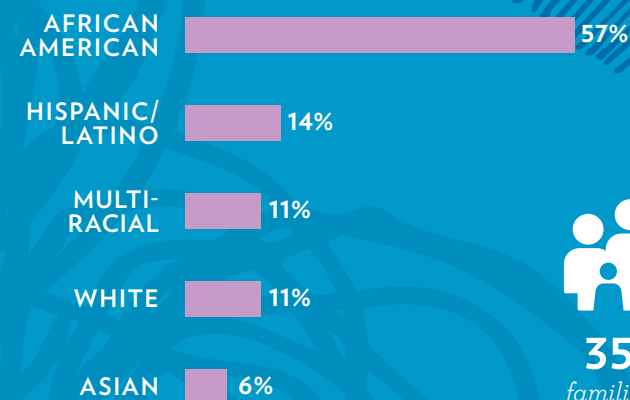
“It was a sacrifice, but I know I am going to create a future for my children,” she explained. Mikeyra’s tenacity made 2020 an incredible year for her family as she landed in a career at Spectrum Health and stopped living paycheck-to-paycheck.

You are a part of Mikeyra’s first steps towards income security.

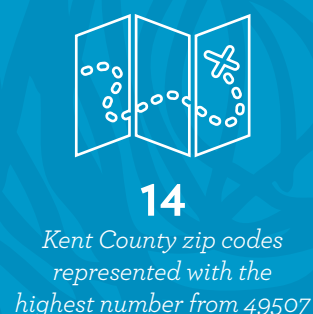
Thank you for supporting students like her in their journeys.

Learn more at work.wmcat.org.

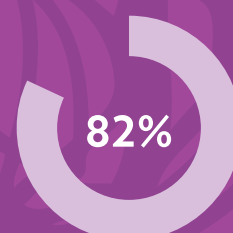
2019–2020 ADULT CAREER TRAINING PROGRAM




35
families



LASTING IMPACT



2020 graduates placed in career within six months



Two-years post graduation, 100 percent of graduates were employed and 67 percent have employer-sponsored healthcare

Gen-Dairec, Ambrose associate, hand-printed the majority of the apparel for Bound As One in 2020.



Community Catalyst Sarah's tribal affiliation with the Munsee-Delaware First Nation in Canada drives her passion to support her Native community.

SOCIAL ENTERPRISE

Advancing and supporting WMCAT's mission through commercial business models.

AMBROSE

As a social enterprise that prints more than 20,000 shirts annually for our commercial clients, doing business for good is in our DNA. During Michigan's pandemic shutdown we started Bound as One to support local businesses through t-shirt sales. This turned into an Ambrose-led pay-it-forward platform for our community.

Two of the recipients from the inaugural Bound As One fundraiser, The Mitten Brewing Company and Malamiah Juice Bar, launched the second Bound As One fundraiser to support the Black and Brown Cannabis Guild.

"We are all just that – bound as one in a community that cares deeply, but one that is in need of greater social equity and justice," said Jermale Eddie, Ambrose customer and co-founder of Malamiah Juice Bar.

Learn more at printambrose.wmcat.org.

PUBLIC AGENCY

Sarah Brant was one of eight Community Catalysts equipped by Public Agency to use Equity-Centered Design to help lead our city into a more equitable future.

Community Catalysts worked with Downtown Grand Rapids, Inc. (DGRI) on trail and infrastructure improvements on the Grand River – a project that hit particularly close to home for Sarah. Eight generations of her Native ancestors' memories and history are from the banks of the Grand River.

"I've been asking myself – how might I make sure that my ancestors are seen and not just heard?" she shared. Sarah's tribal affiliation and career supporting her Native community brought a valuable perspective to the project, and in turn the program provided her with the tools to begin capturing the voice of her community in a whole new way.

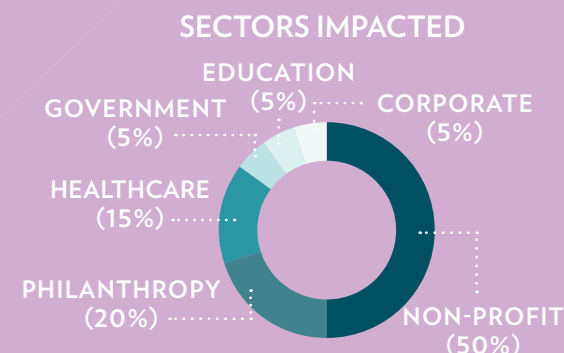
The Community Catalyst program is one way Public Agency is pushing systems to advance equity in our community.

Learn more about Public Agency's consulting, workshops and trainings at publicagency.wmcat.org.

2019-2020
BUSINESS
FOR GOOD

\$11,000
raised for our community
in collaboration with
three causes that utilized
the new Bound As One
fundraising platform

MORE THAN
20,000
SHIRTS
PRINTED FOR
CUSTOMERS
BY AMBROSE



20 Equity-Centered Design projects completed nation-wide through Public Agency

900 individuals engaged in Equity-Centered Design with Public Agency



Carlos (center) is a first-year GRCC student.

GROWING OUR MISSION

STEP YEAR

Carlos, a first-year college student, was looking for a place where he could gain inspiration and support for his journey through college. Enter Step Year, a program that engages young adults in planning their post-secondary pathways.

Your support creates space for young adults to explore pathways to college and career. But it also creates an environment for students like Carlos to feel engaged and motivated on their journeys. “Whether that be for an assignment or just in general, when I am in the WMCAT environment, it motivates me to try more in life,” he shared.

Learn more at wmcat.org/stepyear.

CYBER HUB

“The Cyber Hub at WMCAT is a crucial resource in our region,” shared Abraham Jones, chairperson at West Michigan Cyber Security Consortium (WMCSC) and cybersecurity professional in West Michigan. “Their commitment to provide people the opportunity to reach income security through high-growth careers in the tech industry is important for building a prosperous community in West Michigan.”

As the region’s only neutrally located and community-based cybersecurity resource, we hosted 43 workshops and training courses, community events, and other activities last year, and became the place for cybersecurity professionals to connect, engage, learn, practice, and develop.

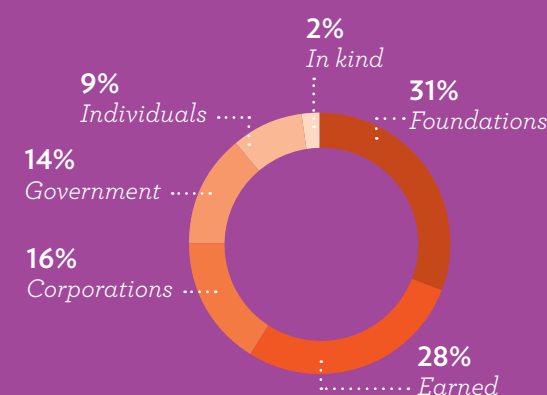
“We’re excited to continue delivering world-class content together for our community in the years ahead,” expressed Jones.

Learn more at cyber.wmcat.org.

OUR FINANCIAL POSITION AND STEWARDSHIP OF RESOURCES

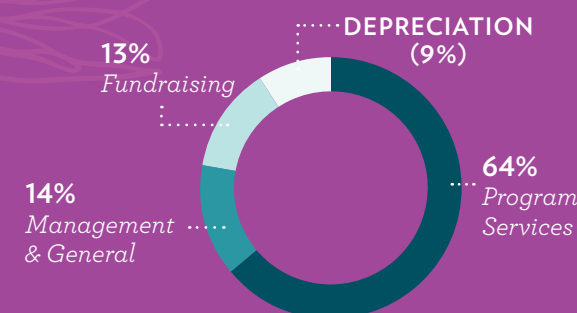
(OPERATIONS, INCLUDING SOCIAL ENTERPRISES)

FISCAL YEAR 2020 REVENUE:
\$1,509,213*



*FY20 Revenue does not include multi-year grants pledged in previous years, but allocated to subsequent year expenses.

FISCAL YEAR 2020 OPERATING EXPENSES:
\$2,333,164



FY20 FISCAL ASSETS AVAILABLE TO MEET
GENERAL EXPENDITURES OF THE NEXT 12 MONTHS:
\$1,328,556

Source: Fiscal Year 2020 Audit by Hungerford Nichols CPAs + Advisors



614 first street nw suite 300 grand rapids michigan 49504 wmcats.org

NON-PROFIT
US POSTAGE PAID
GRAND RAPIDS, MI
PERMIT #552

opportunity CURATORS

CREATE IMPACT THIS YEAR

Make a commitment that sustains the now, near, and far of WMCAT's work to support whole families, push systems, and make space for young people in our community. Join us by giving monthly and becoming an Opportunity Curator – a group of passionate sustainers for WMCAT who are committed to this important work.

Visit wmcats.org/donate to become an Opportunity Curator today!