At Pop Culture Classroom, we believe in the power of creativity. Give a child the opportunity for creative expression and you nourish both their mind and their spirit. Creativity and creative thinking are essential abilities for our children as they prepare to face the challenges of life and the problems of our world.

And -- as any kid will tell you -- it’s fun to be creative!

Creative learning was front and center during 2018, Pop Culture Classroom’s first full year at our onsite classroom in southwest Denver. We hosted a wide variety of workshops, from game design to cosplay to “The Science of Stranger Things”. Students learned skills in everything from the latest animation and 3D printing software to the good old-fashioned sewing machine. We have more great workshops and camps scheduled in 2019. Check us out on social media and sign up for our newsletter at www.popcultureclassroom.org to learn more about these opportunities.

As for our other main program, many fans told us the 2018 Denver Comic Con was the best ever. For 2019, we’ve changed the name of the event to Denver Pop Culture Con to fit better with our name and with all that goes on during our weekend extravaganza.

We’re also heading west this year, bringing our unique mix of education and entertainment to the Biggest Little City in the World. The 2019 Reno Pop Culture Con happens November 8th - 10th.

Inside this report, there are some powerful testimonials to the power of creativity, the power of stories and the power of pop culture to bring us together. Your support is a big part of what gives Pop Culture Classroom the power to change lives. Thank you!

Sam Fuqua
Executive Director
17,500 Students
kids reached by Pop Culture Classroom programs.

**Denver Comic Con**

had 838 hours of programming, with 14,940 attendees experiencing programming every hour.

50 community workshops serving 651 students.

Academics presented almost 60 scholarly papers on the value of comics and other forms of popular culture in education during the Page 23 Literary Conference.
In September, local 8th grade student Nicolas visited the Pop Culture Classroom office to present a special donation. He had selected PCC as his nonprofit of choice for a service learning project assigned by his school. With the goal of raising $75, he went around to various events such as farmer’s markets to promote PCC and collect donations. By the end of his project, he collected a total of $255 – a 240% increase from his original goal.

Nicolas’ service project was selected to be one of the few presented at the Global Citizen Action Project in New York, allowing Nicolas to spread the word about PCC and our mission to an even wider audience.

When he visited the office to present his donation, Nicolas explained that he chose PCC since he not only believes in our mission, but that he personally discovered a love of reading primarily because of comic books. Seeing a student be so excited about our work at PCC that he would choose on his own volition to support PCC was so encouraging to all the staff. Nicolas’ story was a welcome reminder of just how important our work is and how we make a difference in students’ lives.

His mother sent us an email after Nicolas’ visit, letting us know how much she appreciated the gracious way we welcomed Nicolas as a special guest in the office. “He will remember [that day] for the rest of his life, and how great it felt to help someone else.”
One of the highlights of the 2018 Denver Comic Con was the first Excellence in Graphic Literature (EGL) Awards Ceremony. Pop Culture Classroom developed the EGL's with a mission to help define and grow needed awareness for quality graphic literature, grow legitimacy and respect for the format, the medium and its creators, and drive growth for the graphic novel publishing category.

The EGL program helps educators and librarians identify literary-level, high quality graphic novels to bring into diverse educational settings. The program also helps publishers of graphic novels grow their sales and their connections to libraries and schools.

The awards recognize the most talented, innovative and influential creators in the categories of Children's books, Middle Grade, Young Adult, Adult, Best of the Year, and Mosaic. In keeping with Denver Pop Culture Con's (formerly Denver Comic Con) ongoing mission of unity and inclusivity, the Mosaic award celebrates stories about and from our diverse communities, ethnicities, nationalities, faiths and orientations. Here are 2018 EGL winners:

- **Best in Children’s Books:** Real Friends by Shannon Hale and LeUyen Pham (First Second)
- **Best in Middle-Grade Books:** As the Crow Flies by Melanie Gillman (Iron Circus Comics)
- **Best in Young-Adult Books:** Home Time: Book One by Campbell Whyte (Top Shelf)
- **Best in Adult Books:** The Hunting Accident by David L. Carlson and Landis Blair (First Second)
- **Mosaic Award:** The Best We Could Do by Thi Bui (Abrams Comic Arts)
- **Book of the Year:** Spill Zone by Scott Westerfeld and Alex Puvilland (First Second)

“As a Father I think there are a few things you want to instill in your kids—the love of reading is chief among them. Denver Comic Con (DCC) has helped me make that an easy sell. The emphasis on literacy, on creativity, on acceptance and self confidence that DCC creates and fosters is one that all parents of school age kids (and adults too!) truly appreciate because it mirrors the lessons and priorities we want our kids to take to heart. Thanks, DCC for creating such a comfortable atmosphere.”

-Bryan Adderholt, Father of a middle schooler who loves attending Denver Comic Con
In 2018, Pop Culture Classroom generated $4,025,988 in total income*

The majority of Pop Culture Classroom 2018 income came from ticket sales to Denver Comic Con. We also receive income from merchandise sales, individual donors, exhibitor booth rentals, business sponsors, workshop fees, curriculum sales and grants.

We spent most of our funds in 2018 on Pop Culture Classroom’s two main programs: Denver Comic Con (our annual educational and celebratory event) and the Classroom (our year-round educational programs)

*Unaudited financials. Audited IRS form 990 available in July 2019
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Vicki Davis
Sam Fuqua
Tara Hubner
Liz Jaite
Rob Keosheyan
Adam Kullberg
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Crest View Elementary School
Edgewater Elementary School - Indian Education Department
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Manhattan Middle School
Mapleton Public Schools
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Wyatt Academy
YMCA of Metro Denver
Youth One Book, One Denver

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Boulder Public Library
Boulder YMCA
City of Denver
Colorado Symphony Orchestra
Curtis Arts & Humanities Center
Denver Open Media Foundation
Denver Public Library - Valdez-Perry Library Branch
Denver Public Library - Westwood Library Branch
ECDC African Community Center OnTRAC
Green Valley Ranch Library
Heart & Hand Preparatory Academy
Louisville Public Library
Mile High United Way
Rocky Mountain Communities - Garden Court Location
Sun Valley Youth Center
YMCA of Metro Denver

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Alison Hopkins
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Meaghan Kelly
Kristina Kemp
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Jonpaul Kronser
Robert (Bob The Artist) Luedke
Stephanie Mendez
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Jenny Parkes
Sarah Phillips
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James Shima
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Chris & Dana Talbot-Heindl
Wendy Terrien
Stephen Toledo
Augustus and Isabella Vita
Nicolas Weary
Nikki Westfall
Cristina Williams
Marla Williams
And the thousands of Denver Comic Con attendees
whose ticket purchases help support Pop Culture
Classroom!

Greatest Team Ever Member
Anonymous
Mara Abbott
Bryan Adderholt
Janel Andersen
Luís Alberto R. Antunez
Christopher Aseltine
Janeal Bailey
K. Lyn Baker
John Beachem
Michelle Beachem
Jackie Benson
Bryan Bird
Douglas Bogar
Jessica Bowen
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Shawn Clarke
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Ian Cyr
Rachael Darby
Benjamin Davis
Charles Davis
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Eleni Dertimanis
Tamara Dobbins
Michael Dwyer
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Deidre Flemmer
Greatest Team Ever Member Cont.
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Josh Glenn
Katie Gojara
Lisa Haden
Misty Haisfield
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Audrey Herbison
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Cody Youngblood

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Sam Fuqua
Indy Jones
Nicolas Reinhart
Braden Skoropat

In Memory Of
Linda Eisenbraun
Robert Ellis, Sr.