



## 2012 ICIVICS STAFF



**Alison Atwater,**  
*Curriculum Developer*  
Civics doesn't have to be dry, and working for iCivics I get to prove it. It's a fun challenge to create civics resources that are engaging for kids, easy for teachers, and workable in real classrooms. We're making civics accessible in a way that will stay with students into adulthood, which means better-educated citizens and increased participation in our democracy.



**Desiree Bayonet,**  
*Curriculum Developer*  
Several years ago I had the opportunity to host a show on a community radio station in rural Senegal. I found that as long as we engage young people in community action and politics (be it through music or games), they are more than willing to participate in the process. That's why I believe in civic education as a method to develop citizens that take part in building their communities and our nation.



**Jeffrey Curley,**  
*Deputy Director*  
I cofounded iCivics because I believe applied technology and blended learning can inform and engage students in our democracy. I also really wanted to be in a video game.



**Tonia Kallon,**  
*Administrative Coordinator*  
I enjoy working with iCivics because of the emphasis on blending education, games, and community involvement. It is refreshing to work with others who share a passion for engaging and empowering youth to become more involved citizens in shaping America.



**Gene Koo,**  
*Executive Director*  
Young people have such a strong sense of justice, yet so rarely do they learn how to channel this passion. Without that knowledge, their idealism can sour into cynicism. I love iCivics because we're giving young people tools to direct their passion for justice immediately—not just when they become voters.



**Kelly Landis,**  
*Director of Outreach and Communications*  
After ten years working in advocacy, I know how vital citizen engagement is to the health of our democracy. Being in a classroom and seeing fifth graders having passionate conversations about important issues like the First Amendment because of iCivics is incredibly uplifting and makes me optimistic about the future of our country and what the next generation can achieve.



**Carrie Ray-Hill,**  
*Curriculum Manager*  
I love being able to use my passion for civics and teaching to create games and resources at iCivics. Giving students the tools they need to participate in our democracy is an effort that has short and long term benefits for the individual student, and the nation as a whole.

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Dear Friends of iCivics,

I want to share a note I received from a teacher named Seth. This young man teaches in a Chicago school where 95 percent of the students live below the poverty line. Many of the students who entered his classroom have never been exposed to any civic knowledge. But all that is changing. “My students can now describe the three branches of government, explain how laws are made, and invoke amendments from the Bill of Rights when debating constitutionality in various scenarios,” he writes.

This letter made my day. It said exactly what we all hoped would be achieved by iCivics. It is proof that we are reaching the goals we set for ourselves and that the iCivics program works.

iCivics isn't just reaching a lot of students—though we are reaching a lot of students—iCivics is reaching students effectively. We are providing real solutions for teachers in classrooms around the country through our combination of playful innovation and commitment to educational rigor. The iCivics program is one that teachers can implement in many different kinds of classrooms, from downtown Chicago to rural Nebraska to suburban Florida.

Seth also told me that “I am not normally the type of teacher that simply copies lessons and materials from a website and uses them in my class. Instead, I prefer to create my own authentic lessons, tailored to the needs and interests of my students. The materials I have found on iCivics, however, have been too good to pass up, and my students have responded as I expected them to: with tremendous enthusiasm.” Stories like this affirm all of our work and should inspire us to do even more in the future.



iCivics is committed to making sure that Seth and thousands of other teachers like him have the materials they need to teach engagingly and teach effectively. Our curriculum is expanding. Studies are showing that our resources yield real results. Children around the country are on the path to being informed and engaged citizens thanks to the work of iCivics and the commitment and support you show us.

I am so proud of what iCivics has accomplished and am eager to see all that we can accomplish together in the months and years to come.

Sincerely,



Justice Sandra Day O'Connor

# Major Accomplishments

*For iCivics, 2011-2012 was the year we evolved from a scrappy start-up to a major force in American civic education. A tiny staff of seven worked hard, traveled the country, and developed new materials to help children nationwide prepare for better citizenship. It was a year of major accomplishments and important transformation.*

“I love, love, love iCivics! I decided to do away with my book this year and solely use the content and curriculum at iCivics. We started playing *Do I Have a Right?* this week and one student said, ‘This is better than *Call of Duty*.’ I look forward to singing your praises and sending more educators your way!”

Teacher in Tennessee

## NATIONWIDE IMPACT

Over the course of the 2011-2012 school year, iCivics reached over 1.6 million visitors in all 50 states.

Over 17,000 teachers in all 50 states have registered accounts on iCivics.org.

Partnering with Boys and Girls Club of America allows us to reach nearly 4.5 million youth in afterschool programs across the country.

## A NEW FORCE IN CIVIC LEARNING

iCivics was highlighted by U.S. Secretary of Education Arne Duncan in the Department’s comprehensive report on the importance of civic learning.

We published the nation’s most comprehensive **free** civics curriculum: 16 games, and more than 70 lesson plans. The resulting package rivals any text book in size, and beats them in innovation, fun, and classroom adaptability.

An independent study conducted by researchers at the Baylor University School of Education showed that iCivics games significantly improve student knowledge—and what’s more, did so across gender, race, and socioeconomic categories.

Teachers around the country rave about iCivics, telling us that our approach to civics makes sense in their classrooms. As for students—they say we’re “fun, cool, and addicting.”

## ADVANCING INNOVATION

The Common Core is a set of standards adopted by 45 states defining key K-12 math and English skills; by developing materials to meet Common Core Standards, iCivics leverages a powerful new avenue to deliver critical civics subjects nationwide.

In July 2011, iCivics secured funding to build an online tool to support evidence-based argumentative writing aligned to Common Core Standards. Eight months later we piloted *Drafting Board* as part of an independent study in Florida; preliminary research findings demonstrate that it works and that young people are learning to write more clearly.

In June, the U.S. Department of Education greenlighted two proposals that will enable us to 1) use our games as assessment tools and 2) use tablet devices to make face-to-face simulations, like model Congress, more engaging and easier to run.

## THE FUTURE

iCivics will develop new games, lesson plans, and other tools to teach civics in a more effective and engaging way.

We'll develop new products for the exploding mobile technology market, including "Mobile Congress," an app that enables students to play the role of lawmakers.

iCivics is exploring new ways to infuse civics into other subject areas, including writing persuasive essays and reading foundational texts.

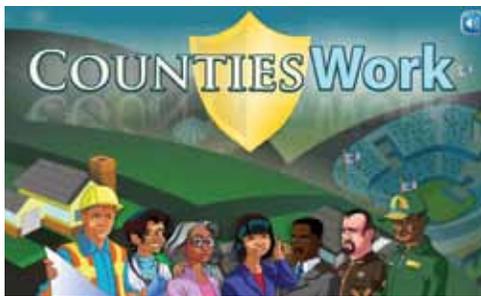
*Declaring the end of our start-up phase means that we are here to stay. We will continue to experiment and continue to innovate while remaining true to our mission of helping every child in America prepare for informed, engaged citizenship. Thanks to our staff, teachers and children, and supporters like you, we will continue to build on the incredible success we've achieved so far. Like our national democracy, the success of iCivics depends on active engagement. It depends on you.*

# New at iCivics

## GAMES

**Counties Work** (July 2011): Developed in partnership with the National Association of Counties, iCivics' 14th game, *Counties Work*, introduces students to county government as players work to juggle requests, manage budgets, and keep citizens happy.

**Win the White House** (November 2011): Just a year before the 2012 presidential election, iCivics released a game that puts students in charge of the campaign. Students run for president, picking their party, platform, and running mate while learning about different types of campaign strategies and the importance of the electoral college as they run advertising, make appearances, and poll in battleground states.



Players learn about local government by running a county.

**Crisis of Nations** (December 2011): iCivics' first multi-player and Facebook integrated game teaches students about international affairs, tackling topics like military intervention, economic embargos, and the shifting landscape of international allegiances.

## CURRICULAR MATERIALS

**Civil Rights Unit** (February 2012): In honor of Black History Month, iCivics published its 13th curriculum unit. Four lesson plans walk students through the history of the Civil Rights Movement in the United States, from the early days of slavery, through the Civil War and Reconstruction, to the movement for equality of the 1950s and 60s.

**Media and Influence Unit** (March 2012): The media plays a big role in shaping how citizens receive and view information. This unit introduces students to media and interest groups through readings, interactive activities, and real world examples.

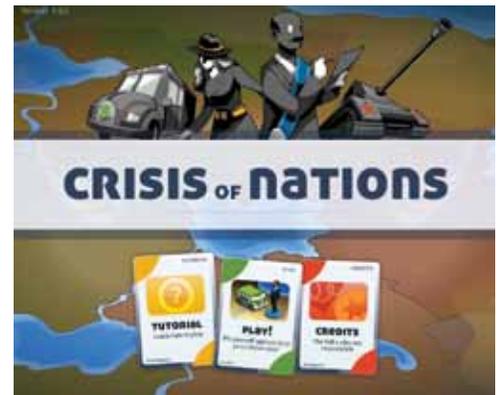
**Comprehensive civics curriculum:** With the completion of these and other lesson plans, 2011-2012 marked the year that iCivics began to offer a comprehensive, semester-long civics curriculum.

## NEW DIRECTIONS

**Drafting Board** (Piloted April 2012): iCivics won the high-profile Next Generation Learning Challenge, sponsored by the Bill and Melinda Gates Foundation and the Hewlett Foundation, to develop an innovative new tool, *Drafting Board*. *Drafting Board* marks iCivics' first major foray into developing critical civic skills—specifically, how to write persuasively. The online tool uses civics topics to guide students through the basics of argumentation, including using evidence, anticipating rebuttals, and writing strong introductions, conclusions, and transitions. And it's all aligned to the



Win the White House lets students run a presidential campaign.



Students learn the ins and outs of diplomacy in our first multi-player game.

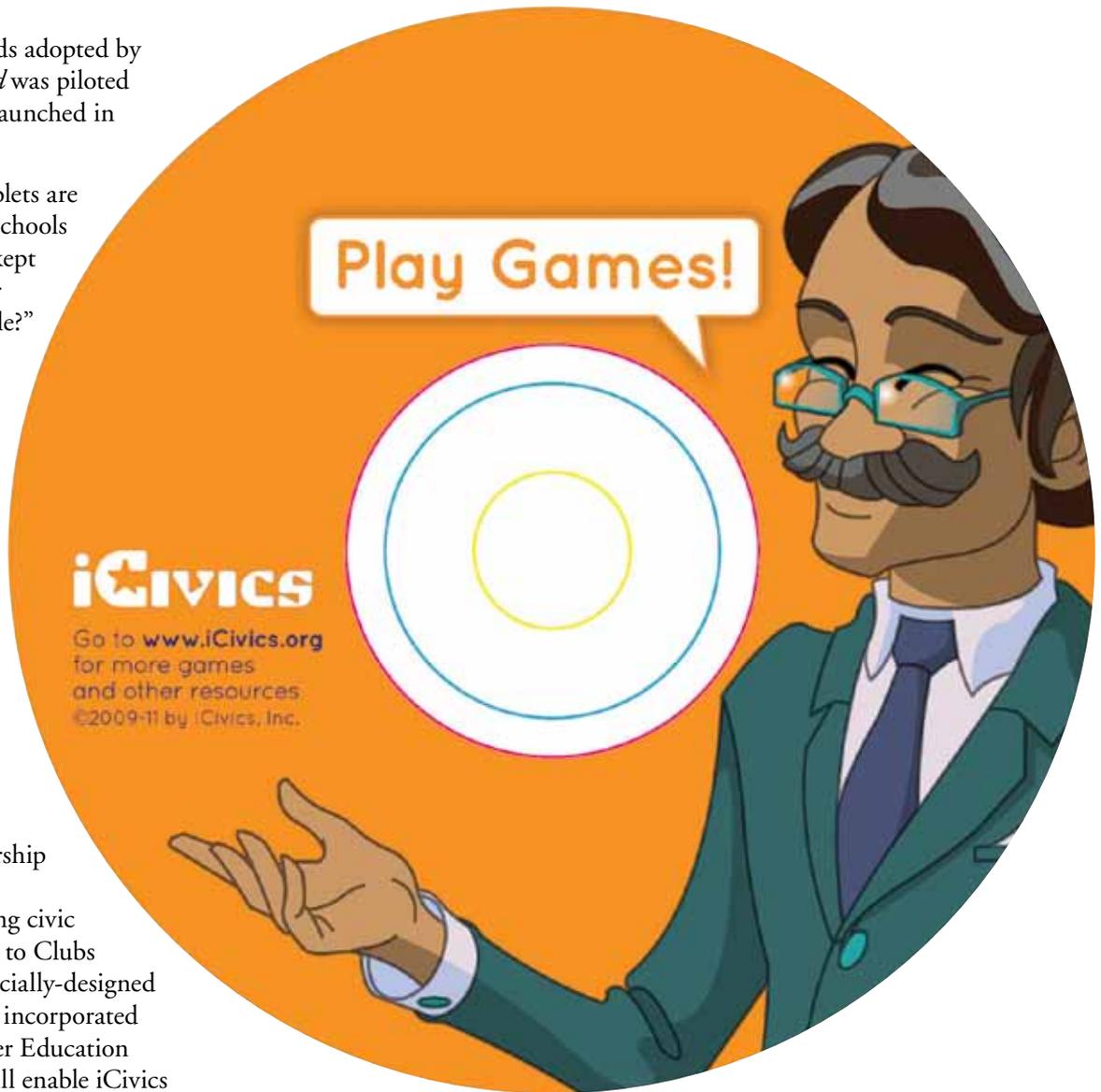


The Next Generation Learning Challenge winner, *Drafting Board*

Common Core Standards adopted by 45 states. *Drafting Board* was piloted in Florida in April and launched in late 2012.

**iCivics on the iPad:** Tablets are working their way into schools across the country. We kept hearing “When are your games going to go mobile?” In April of 2012, we answered that question by launching *Pocket Law Firm*, the iPad-compatible version of our most popular game *Do I Have a Right?* Now students (and adults) can take learning about their constitutional rights on the go.

**Partnership with the Boys and Girls Clubs of America (May 2012):** iCivics entered a partnership with the Boys and Girls Clubs of America to bring civic education fundamentals to Clubs around the country. Specially-designed iCivics materials will be incorporated into the Clubs’ Character Education programming, which will enable iCivics to reach as many as 4.5 million young people annually.



*Game CDs let students play iCivics on or offline.*

*iCivics comes to iPads! The app store logo of our *Pocket Law Firm* app.*

# iCivics Around the Country

**Barrow, Alaska:** Superior Court Judge Michael Jeffery presented iCivics to eighth graders at the United States' northernmost middle school! Judge Jeffery shared that "the program clearly engaged the students and they got to think about the justice system in a new way. I also brought along a copy of the Juneau 'Bong Hits for Jesus' case from the U.S. Supreme Court. Such a similar issue compared to iCivics' *Supreme Decision* game, AND an example of how a high school case from Juneau can get all the way to the Supreme Court of the United States!"



*iCivics at the northernmost middle school in the country.*

**San Diego, California:** Justice O'Connor keynoted the annual conference of the Boys and Girls Clubs of America. She announced iCivics' new partnership with the organization, which reaches more than 4.5 million young Americans every year.



*Chief Justice Marilyn Kite speaks to Wyoming teachers.*

**Cheyenne, Wyoming:** The Wyoming Supreme Court hosted a three day institute for middle school teachers across the state. Educators spent three days watching oral arguments, observing committee hearings, and meeting with representatives of the governor's office for an up-close look at all three branches of government! They also learned how to introduce their students to these and other topics using iCivics in their classrooms.

**Waco, Texas:** Waco Independent School District took part in an independent study conducted by researchers at the Baylor School of Education. The study showed significant improvement in civic knowledge, and teachers and students raved about how much they love iCivics. Thanks to help from students at Baylor Law School, iCivics is now a fixture in social studies classes around Waco.

**Indianapolis, Indiana:** Judges from around Indiana nominated teachers from their community to take part in a multi-day workshop sponsored by the Indiana Supreme Court on iCivics and civic

learning. Teachers from across Indiana participated in enriching professional development and took their excitement about iCivics back to their schools.

**Lexington, South Carolina:** iCivics isn't just part of the classroom experience for students in Lexington, South Carolina, iCivics is THE class. Students are able to sign up for a semester-long class. iCivics materials are the centerpiece of the learning experience. A 1:1 iPad school, these students were particularly excited when *Pocket Law Firm*, iCivics' first mobile app, launched.



*Nebraska Middle Schoolers have an iCivics party.*

**York, Nebraska:** Matt Kern's Social Studies class won the iCivics Impact Challenge in Fall 2012. These sixth graders logged many hours playing all of iCivics' games while Mr. Kern kept them motivated and engaged. By the end of the contest, the York students had earned tens of millions of Impact Points to donate to worthy student-run programs across the country.



Teachers gather at the Indiana Supreme Court for a special iCivics training.



The top students in the South Dakota quiz bowl receive recognition for their hard work.

**Pierre, South Dakota:** The Capital Area Boys and Girls Club sponsored a competition and civics quiz bowl using iCivics. The event finals was moderated by State Representative Tad Perry and keynoted by Lieutenant Governor Matt Michaels.

**Washington, DC:** Chief Judge Eric Washington hosted a Civics Day for DC students. They took part in a mock trial, learned about the court system, and played *Supreme Decision* together, which inspired lively conversations about what is and is not permitted by the First Amendment.

**Delaware:** Delaware adopted iCivics as the centerpiece of its Law Day curriculum. Thanks to the hard work of the Delaware Supreme Court and Delaware Bar Association, more than 200 lawyers visited every middle school in Delaware and used iCivics to get students excited about law and government.

**Central Florida:** Schools in Florida, including Hillsborough, Pinellas, and Orange Counties took part in a pilot study of the effectiveness of iCivics newest exciting tool: *Drafting Board*. Hundreds of students from Florida wrote essays about First Amendment rights for students as part of this exciting pilot study. Initial results show *Drafting Board* is effective at improving student writing.



*Chief Justice Suttell gets Rhode Island students excited about iCivics.*

**Providence, Rhode Island:** Students take part in one of many Constitution Day activities taking place around the country. Using iCivics, Chief Justice Paul Suttell and other volunteers visited classrooms to teach students about the Constitution and its history.

**Eagan, Minnesota:** Thompson Reuters produced copies of iCivics' games on DVDs and distributed them to every middle school in the state as part of the official launch of iCivics in Minnesota.

**Scottsdale, Arizona:** Justice O'Connor took the stage with Google CEO Eric Schmidt at the company's Zeitgeist festival. They discussed the importance of civic learning and what iCivics is doing to excite the next generation about civic knowledge and participation.



*Justice O'Connor and Eric Schmidt talk iCivics*

## 2012 Financials

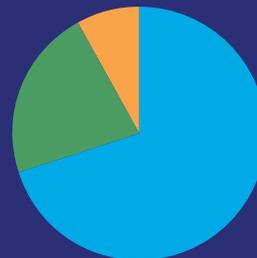
### SUPPORT

Contributions	\$ 1,204,500
In-kind contributions	192,413
Interest income and other revenue	403
Net assets released from restrictions	415,915
<b>Total support</b>	<b>1,397,316</b>

### EXPENSES

Game development	\$ 255,740
Program salaries	223,326
Curriculum development	106,715
Outreach and communications	111,958
Web services	117,912
Other program expenses	86,857
Total program services	902,508
General and administrative	279,551
Fundraising	108,953
<b>Total expenses</b>	<b>1,291,012</b>

<b>Change in net assets</b>	<b>\$ 106,304</b>
Net assets, beginning of year	839,330
Net assets, end of year	945,634



## 2012 ICIVICS SUPPORTERS

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