

FY19 Impact Report

07/01/18 - 06/30/19



WIDE ANGLE
YOUTH MEDIA



Through media arts education, Wide Angle Youth Media cultivates and amplifies the voices of Baltimore youth to engage audiences across generational, cultural, and social divides. Our programs inspire creativity and instill confidence in young people, empowering them with skills to navigate school, career, and life.

SINCE 2000:

5,800+

total youth engaged in programs

2+ million

audience members

2,153

donors

1,317+

media projects



WIDE ANGLE
YOUTH MEDIA



Every year, we look forward to sharing our achievements with you, our community of dedicated supporters and enthusiastic collaborators. You share in each of our successes as we create platforms for Baltimore youth to tell their stories and develop as our next generation of talented leaders. We are inspired by the imaginative, inventive youth we see each day; our work is ignited by a desire to overcome the social justice challenges rooted in race and class that our country, and our city, continue to struggle with.

As Executive Director, I'm proud of the work that we accomplished in FY19. Our team listened closely to the needs of our students and community, and responded thoughtfully with innovative ideas to improve our program offerings. Thanks to our thriving network of donors, this was a year of strong financial growth, which catalyzed new ideas and initiatives. Your investment fueled a successful capital campaign to expand our space, added new full-time staff, and provided a record number of youth with creative media arts education. We updated our Workforce Pathway and created additional college and workforce resources for high school and apprenticeship programs.

Your contribution provided exuberant middle schoolers with technology access to explore their ideas in new ways through collaborative videos; it created opportunities for talented, driven high school students to confront challenging topics with

bravery and honesty, and advocate on behalf of others through design and film; and, it sustained our apprenticeship tracks, where savvy media makers highlighted clients who are uplifting our communities. By learning core skills, growing confidence, and balancing responsibilities - youth across our program pathway gain insights, tools and experiences to help them pursue their passions and guide them on their path towards self-actualization.

Baltimore is a city of inspiring stories, of determined individuals and dedicated organizations, focused on building an increasingly vibrant and healthy community. The depth of our students' lived experiences stands in stark contrast to national media coverage - commentary that often focuses on negative statistics instead of the resilience and complexity of Baltimore. Our young people insist on having opportunities to share our city's positive narratives and varied perspectives. We are obligated to

establish spaces for this generation's stories to be told and celebrated; we need to amplify them more loudly than the sound bites and social feeds that frequently inundate us.

Looking forward, we will continue to implement long-term strategies that help to move youth into meaningful employment, create a more diverse media landscape and move towards a more equitable society. Wide Angle has continued to flourish because of your partnership and generosity. Thank you for believing in our work, and the visionary power of our youth.



Susan Malone
Executive Director

FY19 Program Pathways

503

youth served

310+

media projects

4,049

hours of instruction

Ages 10-24

Demographics

86% African American
5% Multiracial
4% Caucasian
4% Hispanic
1% Asian



COMMUNITY PROGRAMMING

Community Voices offers short media arts workshops that serve youth at schools, libraries, and other community organizations.

- + 296 participants
- + 203 final projects
- + 16 partners



MIDDLE SCHOOL PROGRAMMING

Baltimore Speaks Out is a trimester-long creative youth development workshop, run in partnership with the Enoch Pratt Free Library.

- + 96 youth
- + 6 projects
- + 4 partner sites



HIGH SCHOOL PROGRAMMING

The Video and Design Teams are advanced after school workshops at our headquarters.

- + 38 youth
- + 4 videos
- + 8 graphic design projects



SUMMER ENGAGEMENT

MediaWorks is an intensive paid training, run in partnership with YouthWorks, for youth ages 14-21 who participate in media arts, college and career development programming, and externships.

- + 55 youth employed
- + 3 clients
- + 12 client deliverables
- + 5,750+ hours worked by youth



APPRENTICESHIPS

Through Wide Angle Productions, youth ages 18-24 participate in design or video production tracks, and receive paid vocational training.

- + 16 apprentices
- + 7 externship placements
- + 100+ production shoots
- + 85+ client Video & Design deliverables
- + 4,323+ hrs worked by apprentices

Measuring Success

We evaluate success through short-term skills growth and longer-term impact. Our efforts focused on broadening higher education and workforce readiness.

COLLEGE & CAREER



100%

of Video and Design Team graduates had a college or career pathway in place; 70% moved on to higher education, compared to 40% citywide.



100%

of apprentices were enrolled in college and/or had other employment, compared to 80% of older youth citywide.

43%

average skill growth

Students in 25+ hours of instruction, measured through pre- and post- evaluation Student Growth Cards that tracked the average skills growth in Creativity, Literacy, Listening, Public Speaking, Technical Skills, Professionalism and Teamwork/Leadership.

DISTRIBUTION

Youth created work that was shared to audiences locally and globally.



16 film festivals & special screenings of youth media



9 videos accepted into festivals

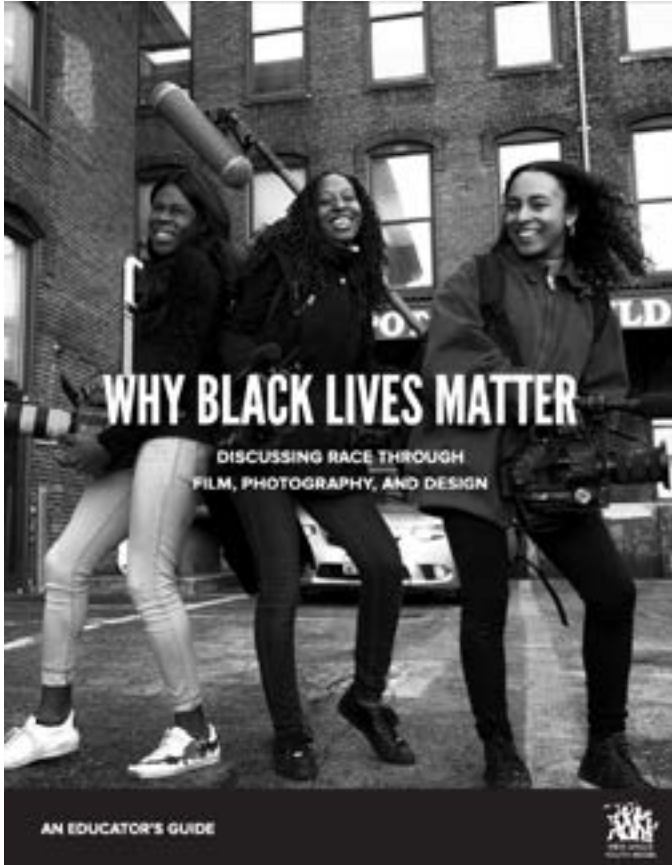


53,943 live audience members



346,284 virtual audience members

Community Impact



INTENTIONAL DISTRIBUTION

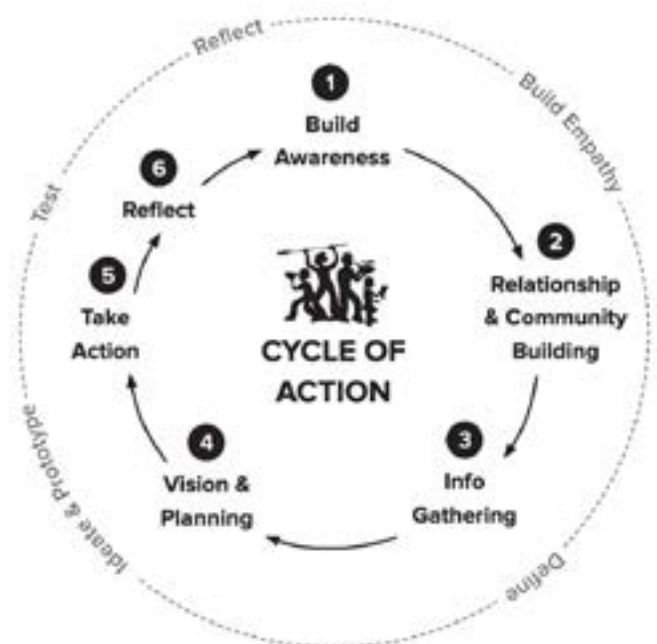
In FY19, Wide Angle produced and distributed its first curriculum to accompany the body of youth-produced media created in FY18. *Why Black Lives Matter - Discussing Race Through Film, Photography and Design* (wideanglemedia.org/wblmcurriculum) is the culmination of a year's worth of transformative media making for our students, and we recognized that their work needed to be distributed in an intentional, strategic way. Our DEI Facilitator, students and other key staff conducted a series of educator trainings, presentations and screenings to share quality, youth-driven content. The curriculum includes Wide Angle youth-produced media, work from famous Black artists and lessons influenced by noteworthy social justice educational institutions.

The equity-based Design Thinking pedagogy follows an adapted Cycle of Action, and also invites educators and their students to dive deeply into fundamental aspects of our society. The curriculum and related materials had an audience of over 12,180 through in-person and online views, and anticipated use in classrooms. This intensive, comprehensive undertaking was made possible by support from Maryland Humanities.

“It is my personal hope that the curriculum will be used to guide students toward collaboration, liberation, and self love. With this curriculum, students can engage in the conversations I only wish had been part of my experience growing up in a country that has yet to have a period of true racial reconciliation and healing. Through this curriculum, the humanities push students and citizens to think about who has a seat at the table, who has been deprived of having a seat at the table, and how we can move forward. It is our hope that Wide Angle Youth Media’s Black Lives Matter curriculum can begin to push Baltimore and the country in that direction.”



Dena Robinson
DEI Facilitator & Curriculum Lead





GIVING BACK

FY19 marked the launch of a revamped MediaWorks summer program and the Build Your Brand initiative. Participants received paid media arts and workforce training while they created media to uplift area nonprofits through the Build Your Brand Initiative. Youth selected Black Girls Cook, Strength to Love 2 Farm, and Blacksauce Kitchen. Client RFP's are released each winter, with the deadline to apply in the spring (wideanglemedia.org/summer-programs).



CAPTURING THE MOMENT

In the winter-spring 2019, Wide Angle dove into photojournalism through a new partnership with UMD's Phillip Merrill School of Journalism to document the impact of climate change on low-income residents (bit.ly/BaltClimate). Students interviewed community members, helped assemble temperature monitors, and used a thermal camera. The partnership continued into FY20 as students explored the impact of summer in the same neighborhoods.



DESIGNING FOR CHANGE

This spring, the Design Team visited Globe Collection and Press at Maryland Institute College of Art, to create posters in partnership with the ACLU of Maryland for the March for Our Schools rally in Annapolis. Students attended the March, where they handed out posters to attendees and advocated with over 8,500 residents to increase school funding state-wide.



Expanding Our Footprint

In spring 2019, we had a one-time opportunity to add 721 square feet to our main offices. We needed more workstations for students, more space for our apprenticeship programs and teachers, and a place for youth to work on personal projects. Thanks to the generous support of more than 160 donors, we exceeded our individual giving goal and raised \$35,290 to kickstart the expansion and have raised \$133,705 to date through corporate and foundational support.

high school programs, and allowed us to create advanced Video and Design studio tracks for seasoned high school students. We also added a new office space for media instructors and doubled the workspace for Wide Angle Productions and expanded apprenticeships. The capital campaign is in its final phase, with a focus on capacity investments for Wide Angle Productions. Fundraising efforts will wrap by the end of FY20.



Construction for our second Media Lab was completed in mid-June. This new space allowed us to hold all three cohorts of the summer MediaWorks program at our main offices, accommodated record enrollment for fall 2019

**Give a Square,
Grow our Community**

New Opportunities

In spring 2019, Wide Angle began to explore a partnership with Arts2Work, a national workforce development initiative organized by the Alliance for Media Arts and Culture. Sakinah Bowman joined our team as a part-time apprentice in May, in preparation for the formal FY20 launch of a full-time position recognized by the Department of Labor. She is the first Multimedia Production Apprentice in the state of Maryland, and the position will serve as a revolutionary blueprint for the future of creative work to ensure equity, inclusion and economic sustainability for creative workers, businesses and organizations.

Learn more: (bit.ly/Arts2Work)





“The best way to change the world is to change ourselves. For me, Wide Angle supports youth by providing tools for them to build upon their inherent strengths, actualize their best selves, and change their trajectories. That impact will ripple through their families, their communities and the world.”



William Nesbitt,
Board President



“In the media, youth are almost always portrayed as criminals or wild animals. We focus on proving to the media and many adults that youth in Baltimore are capable of doing great things by sharing their talents and ideas on social media for the world to see. Doing this shows youth that their voice matters and shows adults that not all of us are looking for trouble.”



Chamia Winston,
Workforce Team



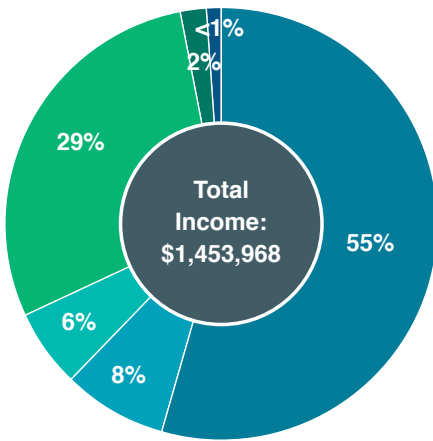
Intentional Growth

In spring 2015, Freddie Gray’s death and the Baltimore Uprising prompted Wide Angle to reflect on how we could do ‘the work’ more meaningfully. We began a period of intentional restructuring, expanded program offerings and needed capacity investments. Many of our FY19 achievements took shape as a response to the events of FY15. Here’s a snapshot of what’s changed, thanks to your support.

	FY15	FY19
Youth in programs	410	503
Age of participants	10-18	10-24
Youth (14-24) in MediaWorks	8	55
WAP clients	12	41
WAP apprenticeships	5	16
Income	\$657,694	\$1,453,968
Donors	190	501
Recurring gifts*	\$0	\$6,170

*a donation with multiple ongoing payments

FY19 Financial Statements






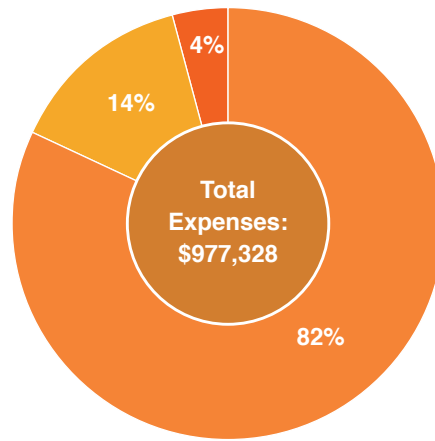
INCOME

Support:




	Grants	\$799,400
	Contributions	\$116,306
	In-Kind Goods & Services	\$80,119

Revenue:

	Program Service Fees	\$425,385
	Program Expense Reimbursements	\$29,795
	Special Events	\$2,963



EXPENSES

	Program Services	\$803,189
	General & Administrative	\$136,603
	Fundraising	\$37,536

Net Assets, End of the Year: \$945,466

All financial data corresponds to Wide Angle Youth Media’s FY19 Financial Statements prepared by CohnReznick and approved by Wide Angle’s Board of Directors on November 20, 2019.

*Includes: Individual, Corporate and United Way



82¢

of every dollar raised supports programming

Thank you to the many individuals and organizations who made gifts between July 1, 2018 and June 30, 2019. We are deeply grateful for every contribution made to help move our mission forward.

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Early Light Media
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Studio Unknown
UMBC's Sondheim Nonprofit Leadership Program
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University of Maryland, Phillip Merrill School of Journalism
Urban Alliance
VPC
Young Audiences of Maryland, Bloomberg Arts Internship

PUBLIC AGENCIES

Baltimore Children and Youth Fund
Baltimore Office of Promotion and the Arts, Creative
Baltimore Fund
Enoch Pratt Free Library
Family League of Baltimore
Maryland Film Office
Maryland Humanities
Maryland State Arts Council
National Endowment for the Arts

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Baltimore City's Department of Public Works
Baltimore Community Mediation Center
Baltimore Homecoming
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Under Armour
University of Maryland Baltimore County
Wells Fargo Foundation
Young Audiences of Maryland

As our organization makes efforts to move towards a more equitable society, we have shifted how we credit our Individual and Corporate Donors and Volunteers. All supporters are listed alphabetically below, and traditional giving levels have been removed from our Donor List. We feel that this is an important step that reflects our values, because every donation (of time, money or in-kind support, at any amount) is important to Wide Angle. In addition to the donors listed by name, we recognize and acknowledge those who make contributions through workplace giving campaigns, AmazonSmile, or other special campaigns. We may not know your names, but we are humbled by your generosity.

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Professor of Anthropology, Dept. of Sociology, Anthropology & Criminal Justice, Towson University
Board member since 2017

Amanda Fisher, *Board Member*

Director of External Relations, Reading Partners Baltimore
Board member since 2018

Martha Hylton, *Board Member*

Partner at Gallagher Evelius & Jones, LLP
Board member since 2019

Askia Jackson, *Board Member*

Marketing and Design Specialist, Brown Advisory
Board member since 2017

Willie J. Johnson Jr., *Board Member*

Library Supervisor II, Enoch Pratt Free Library
Board member since 2016

Kiana Jones, *Board Member*

Founder, Beehive Enterprise Professionals and Co-Founder, Beehive Connected Group
Board member since 2018

Jason Loviglio, *Board Member, Parent Representative, & Chair Marketing and Communications Committee*

Director, Media and Communication Studies, University of Maryland, Baltimore County
Board Member since 2013

Tom O'Hara, *Board Member*

Regional VP of Customer Success, PubMatic
Board member since 2014

Bryan Perry, *Board Member & Education Committee*

Chief Of Staff and General Counsel at Baltimore City Community College
Board member since 2018

Shewana Skinner, *Board Member & Chair Business Advisory Committee*

Patent Analyst-Business Methods/Computing, Landon IP
Board member since 2018

Executive Committee

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Susan Malone, Staff

Marketing and Communications Committee

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Askia Jackson, Board Member

Anni Leff

Jason Loviglio, Board Member and Committee Co-Chair

Sarah Pitcock

Becky Redett

Martin Thompson

Lisa Twiss, Committee Co-Chair

Education Committee

Genny Bundesen

Matthew Durlington, Committee Chair and Board

Martha Hylton, Board Member

Willie J. Johnson, Jr., Board Member

Bryan Perry, Board Member

Tia Price, Staff

Thomas Reilly

Business Committee

David Bogen, Board

Avonette Blanding, Board

Aarati Doddanna, Board

Dee Drummond, former Board Member

Martha Hylton, Board

Kiana Jones, Board

Kevin Lee, Committee Member and Board

Gregg Nass, Committee Member

Susan Malone, Staff

Shewana Skinner, Committee Chair and Board



GET INVOLVED:

- + Join our programs
- + Be a guest artist
- + Share our social media posts
- + Host an apprentice for summer externship placement (video or design)
- + Serve as a volunteer on one of our advisory committees



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