



FY22 Impact Report

07/01/21 - 06/30/22

Wide Angle Youth Media I wideanglemedia.org





"As a Social Media Intern I am very grateful to get to combine two of my passions which are communications and psychology. With this, I have the platform to not only inspire, but to encourage others and to showcase the many talents that we have to offer at Wide Angle."



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:

7,275+

youth engaged in programs

4.8⁺ million

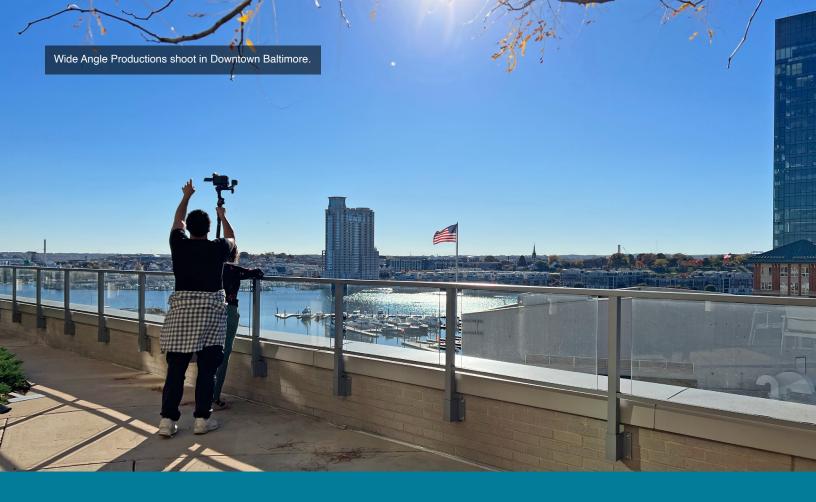
audience members

2,540+

media projects

2,600+

donors



When I reflect on FY22 I'm amazed by what our students and team have accomplished. Thanks to dedicated staff and board, gifted youth, enthusiastic partners, and committed donors, it has been a year of growth, responsive action, and dreaming.

I've loved hearing from staff about how participants gained confidence, applied new skills, and worked with advanced equipment in our classrooms. I've proudly watched our video and design apprentices produce professional-level deliverables that tell client stories of social impact. I've beamed with excitement as instructors taught a record 625 talented young creatives and expanded our footprint through pilot programs in Baltimore County. And, along with over one million audience members, I've been inspired by the hundreds of youth photos, design campaigns, videos and blogs that explore topics important to our students. The achievements of our young people and our team truly fill me with joy.

Students were at the heart of our work as COVID-19 and the shifting social and political climate continued to impact young people. In response, our team remained adaptable, innovative, and committed to missiondriven decision-making at all levels. In programs, instructors sought to spark creativity and build engaging, safe spaces as youth unpacked current events, pandemic school disruptions and other challenges. We added new offerings for older youth via social media internships and our first state-registered design apprenticeship. Our Emergency Fund continued to provide youth with access to food, technology, housing and educational assistance to ensure their basic needs were met.

This was also a year to dream and look to the horizon for Wide Angle. We spent time imagining the world we hope to shape and identifying what we need in place to grow our impact. In 2024, we'll take a step towards bringing those dreams to life from our new home - Wide Angle's Studios at the Service Center.

Our headquarters will feature a full production studio, office space for staff and volunteers, and a gallery, allowing us to add additional educational programming and workforce development opportunities, deepen family engagement and serve as a creative community hub. Our new space will have cuttingedge technology, allowing us to work with students in media making until they're ready for full-time work in professional media fields.

As we embark upon this next step and celebrate the accomplishments of our students, staff and organization, I am sincerely grateful. All of this is possible thanks to you, our community of stakeholders. We deeply appreciate your participation, collaboration and generosity!





FY22 Program Pathways

625

youth served

860+

media projects

1,675+

hours of instruction

Ages 10-24

Demographics

76% Black

15% White

4% Hispanic

3% Multiracial

1% Asian

1% American Indian or Alaskan Native



COMMUNITY PROGRAMMING

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

- 477 youth
- · 330 final projects
- 5 partners



MIDDLE SCHOOL PROGRAMMING

Baltimore Speaks Out is a trimester-long creative youth development workshop, run in partnership with the Baltimore City Public Schools.

- 55 youth
- 55 personal projects
- 2 program partners



HIGH SCHOOL PROGRAMMING

Introductory-advanced after school workshops at our headquarters and online, with offerings in video, design, acting, photography.

- · 34 youth
- 61 videos, photos, & graphic design projects
- 4 events



SUMMER ENGAGEMENT

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

- · 45 youth employed
- 3 clients
- 35 client deliverables & youth projects
- 4,448.5+ hrs worked by youth



APPRENTICESHIPS & INTERNSHIPS

Participants ages 18-24 build social media, design, or video skills through paid vocational training (includes Wide Angle Productions).

- 14 apprentices/interns
- 96 production shoots
- 400⁺ client video & design deliverables
- 9,568⁺ hrs worked by apprentices & interns
- 4 FT & 3 PT national apprentices

Measuring Success

We evaluate success through short-term skill growth and long-term impact. Our efforts in FY22 included visits from guest artists, workforce readiness, and increasing audience members.

COLLEGE & CAREER



6
college prep
presentations



12 workforce partners



of seniors enrolled in spring high school programs had a college or career pathway in place & 80% moved on to higher education, compared to 54% citywide.



of apprentices were enrolled in college and/or had other employment, compared to 87% of older youth citywide.

21% average skill growth

Students who attended classes with 20⁺ hours of instruction were measured through pre- and post- evaluations to track Creativity, Literacy, Listening, Public Speaking, Technical Skills, Professionalism, and Teamwork/Leadership.

DISTRIBUTION

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

film festivals & special screenings of youth media

1 M+ virtual & live audience members

videos accepted into festivals

6 articles & radio features

countries where videos were viewed online

10 blog posts

"Wide Angle was my escape during quarantine. I will forever be grateful for creating films, and continuing to act during that time because it is what I needed to keep my inspiration to create."



Highlights from the Year



Students explored the importance of access to mental health supports during MediaWorks. (*Graphic by Jade U.*)



The inaugural cohort of Social Media Interns started year one of their two year program as staff members.



With the Alliance for Media Arts + Culture, we added 1 new federally registered design apprentice, for 7 positions total.



Baltimore Speaks Out engaged youth in-person at Mt Royal School and Lillie May Carroll Jackson School.



WAP worked with the Abell Foundation and other clients to uplift their stories of social impact with shoots following safety protocols.

"I really enjoyed my apprenticeship at Wide Angle because it was a lot of handson experience and a lot of on the job learning hours. I really appreciate that because there's a difference between just learning something with YouTube tutorials and textbooks and actually going out there and doing it."



Tahir JubaJourneyworker,
Producer II & Editor II



Wide Angle's Productions (WAP) newest team member, Vanorama, joined them on shoots, transporting valuable equipment across the state. (Supported by T. Rowe Price Foundation and the France-Merrick Foundation)



Over 200 middle school students at KIPP Ujima Village Academy and Stemmers Run Middle Schools created photography projects through Community Voices workshops.

"What I appreciate the most from [Wide Angle] was being able to be around peers who are more creative, more inventive, and just overall had better ideas than what I had because that helped me to become a better creative."



Twi McCallumAlum & Arts Ed.
Specialist, Baltimore
Office of Promotion
& The Arts



Families and staff joined for a Wrap Up event, where apprentices and interns presented about their work.

How is his American accent so good and how can I do it?



The high school acting team strengthened their performance skills by learning the history of dialect and accent use.



Social media reels and blogs continued to amplify student perspectives over the year.



In partnership with Patreon, creatives on our team attended <u>Issa Rae's Hoorae takeover</u> of the Kennedy Center in Washington, DC.



Funded by MediaJustice, SOMOS partnered with Wide Angle Youth Media and Shadow Work Media to create a short documentary around the needs of English Learners in Baltimore City Public Schools.

Community Impact

"The reason why I love my apprenticeship is because it's given me the opportunity to explore all the fields when it comes to film as far as producing, editing, shooting and much more."



"Being a part of Wide Angle, and theatre in general, made me gain new confidence. People are going to see me, people are going to hear me, and that's okay because I have something to say."



Tia ThomasDesign Intern & Assistant
Media Educator

OUR VISION AND VALUES IN FOCUS

This spring, staff and board participated in sessions led by an Anti-Racism/Anti-Oppression facilitator Ayira Core Concepts LLC, to start developing our new Vision and Values. We continued the work this fall to finalize these components. Along with our mission, they will act as a foundation for upcoming growth.

Vision: We envision that a new generation of media makers, particularly youth from historically minoritized communities, will flourish through creative expression and equitable access to professional resources and skill-building opportunities. All levels of the Baltimore-area media arts and communications fields will reflect the full spectrum of residents.

Values:



SUSTAINABILITY

Promote work/life balance and maintain capacity without overworking staff, so that everyone can do their best work in service of the mission.



LIFE-LONG LEARNING

Prioritize education, career, creativity, and professional development opportunities of students, staff and board.



AUTHENTICITY

Act with intentionality and integrity across the organization as well as with current/potential partners and funders.



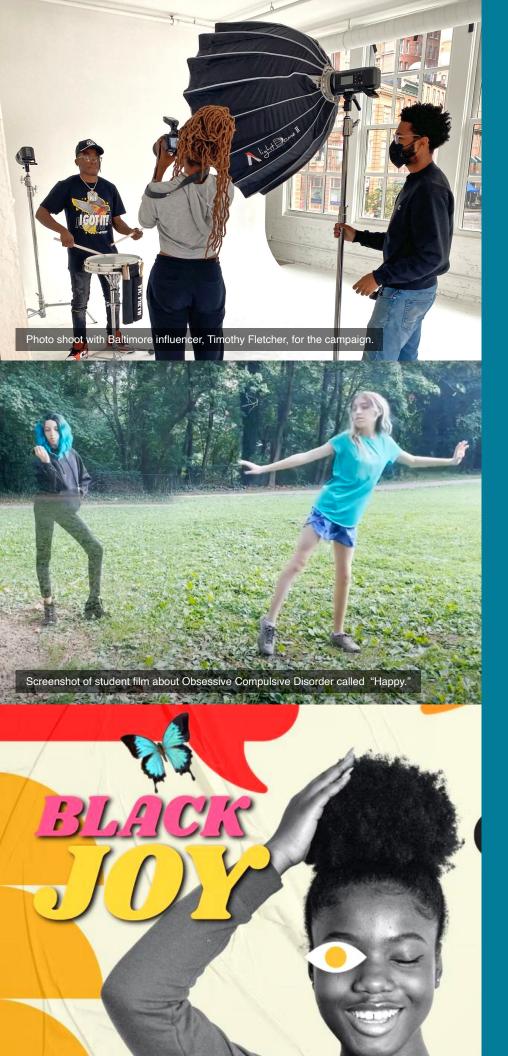
RELATIONSHIP-BUILDING

Foster a sense of belonging, value the whole self. Honesty and storytelling are part of the "connective tissue" that builds and sustains healthy relationships for all stakeholders and promotes brave spaces at WAYM.



COMPASSIONATE ACCOUNTABILITY

Staff, students, and board fulfill their roles and responsibilities with empathy and understanding at all levels. Implement equitable accountability to ourselves, one another, and the mission through open communication, collaboration, and autonomy.



DESIGNING FOR EQUITABLE VACCINATION

Design Apprentices teamed up OSI-Baltimore to support the Baltimore Equitable Vaccine Initiative. In partnership with MICA's Center for Social Design, they worked with youth ambassadors from Baltimore City Health Department VALUE program to design and distribute materials that built on the city's "It's Baltimore Versus COVID" campaign and developed videos, a social media campaign, and printed materials for other partners, including No Boundaries Coalition and the Y of Central Maryland.

SUPPORTING MENTAL HEALTH

In summer 2021, youth focused on an emerging challenge during the pandemic - mental health awareness. Students created infographics, photographs and social media posts aimed at de-stigmatizing mental health issues; worked on a "Back to School" social media influencer campaign for BCPS; produced a short film about Obsessive Compulsive Disorder called "Happy"; and hosted a closing event From the Inside Out to showcase their summer projects.

EXPANDING OUR REACH

5 partnerships engaged youth participants in workshops at Village Learning Place (middle school), CREWS projects at Lillie May Carroll Jackson (middle school), Arts Every Day (high school group), Stemmer's Run (middle school, Baltimore County) and KIPP Ujima Village (middle school). The specialized workshops centered around exploring students' identity in response to the One Book Baltimore selection, D. Watkins' *We Speak for Ourselves* and the theme of Black Joy.

Capital Campaign for Wide Angle's Studios at the Service Center

Digital media is the language that shapes our contemporary society.

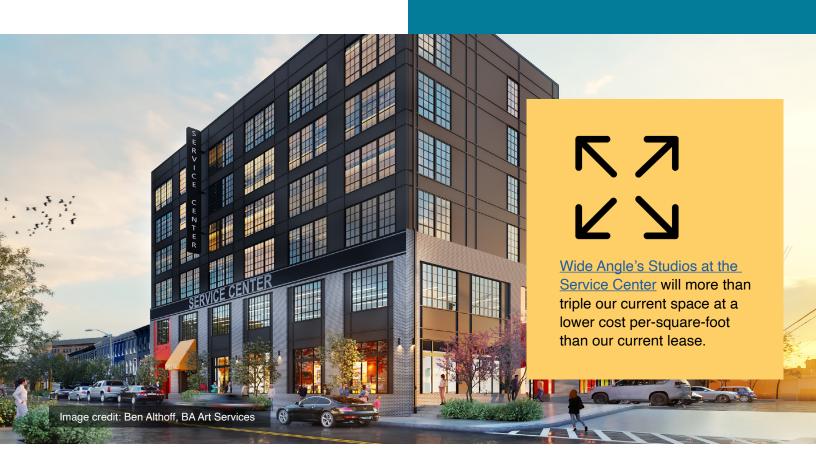
Whether for learning, business, social interaction, activism, or entertainment, digital media influences everything from who we vote for to how we spend our money and the communities we join and embrace.

Now, after more than 20 years of learning, creating, and building, we have an incredible opportunity:

Wide Angle has been invited by Seawall
Development to serve as lead tenant of the
new Service Center building on Howard
Street – a civically engaged building with two
floors of commercial space and four floors
of living space for those working in the civic
leadership sector in Baltimore. Importantly,
the Service Center is a chance to expand our
physical footprint and build Wide Angle's firstever state-of-the-art community center, learning
lab, and production space.



- An airy, light-filled lobby /gallery space for gathering
- A mixed-use 2,000-square-foot venue for production, training, community events, and screenings
- Media Lab classrooms with the latest technology
- Post-production suites loaded with the latest industrystandard video, graphics, and audio editing software



WHY? WE'RE OUT OF SPACE

- Wide Angle is serving record numbers of youth 625 in FY22 alone (vs. our annual goal of 400) - with a record number of staff.
- We're turning away fee-for-service opportunities losing over \$100k in revenue each year due to physical capacity restrictions
- Wide Angle's current lease of 2,800 square feet at Miller's Court is up on July 31, 2024.
- In the coming years, our professional programs will require upwards of 9,000 square feet.



CAMPAIGN TIMELINE

To build out our dream studios, Wide Angle is embarking on a \$3M, 18-month campaign.

PHASE 1

Planning & Lead Gifts

Schematic plans & term sheet approved (complete)

11/22 - Lease signed

12/22 - Interior of space designed

WINTER '23 - Ground breaking begins

PHASE 2

Public Gifts

Construction & secure government support (ongoing)

FALL '23 - Launch public capital campaign

FALL '23 - Tenant build-out begins

PHASE 3

Celebration & Public Recognition

Close Out construction

SUMMER '24 - Move-in

FALL '24 - Launch programs

2022 2023 2024



WHAT WE WILL ACCOMPLISH

- **expanding our team** with 12+ new staff positions over 5 years
- generating revenue streams to direct more funds to youth supports
- developing programs through school system partnerships, pre- apprenticeships, added high school media tracks, new middle school sites, & Baltimore County expansion
- becoming a community hub for family events, town halls, & more
- opening our own gallery to host event series and media residencies
- broadening regional influence by supporting advocacy efforts & training employers for a more diverse workforce



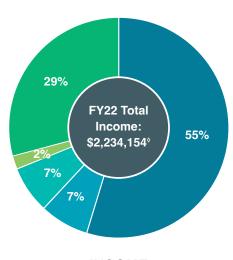
- 2,250+ program participants served
- 34,445+ hours of workforce training for apprentices & interns
- 3.5* million live and virtual audience members across the world
- \$1,750,000+ directly invested in youth through wages & stipends

We worked towards our long-term goals of sustainability, leveraging resources to uplift others and cultivating equitable employment pathways. Organizational actions included adding 6 new full time positions to our team to strengthen programming, communications, design, and community partnerships. We continued to support students, alumni and staff through an Emergency Fund; updated HR policies and procedures; completed a compensation equity study; and elevated staff salaries to their pay band alignment. Here's a snapshot of how we met the needs of the moment, thanks to your support.

	FY21	FY22
Apprentices & interns on staff	14	14
Apprentice & intern hours on the job	6,889	9,568+
Youth wages & stipends	\$149,513	\$178,785
Emergency Fund	\$17,560	\$9,242
Home access tech distributed	17	30
Youth freelance revenue generated by take home camera/gear kits		\$60,000+
Financial reserve balance	\$155,350	\$206,239
Individual donor giving	\$98,421	\$128,381
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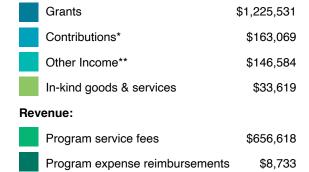
[°]FY21 Emergency Fund increase due to COVID-19 grants supporting digital equity for apprentices

FY22 Financial Statements



INCOME

Support:



^oMulti-year funding received in FY22, to be distributed in FY23 - FY24 accounts for greater income than expenses



EXPENSES



Net Assets, end of the year: \$1,940,075



31¢ of every dollar rai

of every dollar raised supports programming.

All financial data corresponds to Wide Angle Youth Media's FY22 <u>Financial Statements</u> prepared by CohnReznick and approved by Wide Angle's Board of Directors on November 30, 2022.

Special events

^{*}Contributions includes: Individual, Corporate, and United Way

^{**}Other FY22 Income includes: PPP Loan Forgiveness, ERC Income, and Interest Earned

Thank you to the many individuals and organizations who made gifts between July 1, 2021 and June 30, 2022. We are deeply grateful for every contribution made to help move our mission forward.

PRIVATE AND CORPORATE FOUNDATIONS & FUNDS

Alexander Family Charitable Fund Angelica P. and Warde B. Allan Fund of the

Baltimore Community Foundation

Baltimore Civic Fund

Baltimore Community Foundation

Baltimore Homecoming

The Henry and Ruth Blaustein Rosenberg Foundation

The Jacob and Hilda Blaustein Foundation

Brown Advisory Charitable Foundation

Burchenal Dean Fund of the Baltimore Community Foundation

Jamie and Sheldon Caplis Philanthropic Fund of The Associated

Annie E. Casey Foundation

The Judge Aaron B. Cohen Charitable Foundation
The Marguerite Cole Foundation

The Comcast NBCUniversal Foundation

Constellation, an Exelon Company

Crusse-Imre Fund of the Baltimore Community Foundation

Exelon Foundation

Fidelity Charitable

The Firewol Fund of the Baltimore Community Foundation

Jill Fox Memorial Fund

Golfers' Charitable Foundation

The Neva and Howard Goldstein Family Charitable Fund

The Bruce J. Heim Foundation

David and Barbara B. Hirschhorn Foundation

Johns Hopkins Neighborhood Fund

The Paul and JoEllen Imre Foundation

The Judy Family Foundation Julian H. Krolik and Elaine F. Weiss

Philanthropic Fund of The Associated

John J. Leidy Foundation

M&T Charitable Foundation

The Lois and Philip Macht Family Philanthropic Fund

Brigitte and Donald Manekin Philanthropic Fund,

a Donor Advised Fund of The Associated

Maryland Institute College of Art

Mid Atlantic Arts Foundation

Diana Morris and Peter Shiras Family Fund,

a Donor Advised Fund of The Associated

Open Society Institute-Baltimore

Nora Roberts Foundation

The Jean and Sidney Silber Foundation

Summer Funding Collaborative

T. Rowe Price Foundation, Inc. Alvin and Fanny B. Thalheimer Foundation

Under Armour Foundation

U.S. Bancorp Community Development Corporation

Venable Foundation

The Harry and Jeanette Weinberg Foundation William & Irene Weinberg Family Foundation

Wells Fargo Foundation

West Baltimore Renaissance Foundation

Wirtz Family Fund of the Baltimore Community Foundation

The Wolman Family Foundation

PUBLIC AGENCIES

Baltimore County Department of Economic and Workforce Development Baltimore Office of Promotion and the Arts, Creative Baltimore Fund CARES Act Employee Retention Tax Credit

Family League of Baltimore

Maryland Department of Labor

Maryland Film Office

Maryland Small Business Association (PPP Loan)

Maryland State Arts Council

Maryland State Department of Housing and Community Development

Maryland Department of Labor (FFCRA)

National Endowment for the Arts

National Endowment for the Arts: American Recovery Support

FEE FOR SERVICE CLIENTS

Abell Foundation

Alissa Figueroa

Alliance for Media Arts + Culture Annie E. Casey Foundation

African Diaspora Alliance

Arts Every Day

Baltimore City Health Department

Baltimore City Public Schools
Baltimore City Public School's Navigator Center

Baltimore Design School

Baltimore Mayor's Office of Employment Development

Baltimore Homecoming

Baltimore's Promise

BCPS Fund for Educational Excellence

Dr. Lawrence Brown

Catholic Charities

Chesapeake Bay Outward Bound School

The Choice Program (University of Maryland Baltimore County, Shriver Center)

Disability Rights Maryland Dream Big Foundation

Dewmore

Enoch Pratt Free Library

Enterprise Community Partners

The Fund for Educational Excellence

GoDaddy Harry and Jeanette Weinberg Foundation

Heartsmiles

Howard County Voices for Change

Ikonic Visions Multimedia Group

Johns Hopkins Children's Center

Johns Hopkins University, Center For Social Concern

Kipp Ujima Village Academy

Lillie May Carroll Jackson School

Local Color Logo Design

Maryland Citizens for the Arts

Maryland Office of People's Council

Maryland State Arts Council

Medicine Show

Mental Health Association of Maryland

MENTOR Maryland

Mt. Royal Elementary Middle School

One Love Foundation

Open Society Institute-Baltimore

SERP Institute

Shriver Center, Choice Program

Under Armour

United Way of Central Maryland

University of Maryland Baltimore County Shriver Center

Village Learning Place

Waldron Strategies

Walters Art Museum

The Harry and Jeanette Weinberg Foundation

WYPR

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.

INDIVIDUAL & CORPORATE DONORS

Amazon Smile Anonymous Francine Adams Joan Aleshire

The Alliance for Media Arts + Culture

Hiroshi Amano

Richard Ames-Ledbetter

Andrea Appleton & Lawrence Lanahan

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Rob Zeigler Nancy Zhang

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Trish Brudz, In Honor of Mark Colegrove

David Carliner, In Honor of Martha Hylton

Melissa Danaczko, In Honor of Lisa Danaczko

Stephanie Dickard, In Memorial of Corey Nathanial Dregier

Moira Fratantuono, In Honor of Michael and Rebecca Fratantuono

Moira Fratantuono, In Memorial of Jude Lewis

Ella Fratantuono, In Honor of Rebecca and Michael Fratantuono

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Jenny Sorrell, In Honor of Ruby Bridges

Alex Teitelbaum, In Honor of Brittany Powell

Marian Uba, In Honor of Luke Watkins

Kathryn Vaselkiv, In Honor of Martha Hylton

Shangrila Willy, In Memorial of Cricket

Intevity, In Honor of Ali Lynch

"I love seeing the magic of young people telling their own stories. It's a transformative process."

- Antoine Haywood, Donor

VOLUNTEERS & CLASSROOM GUESTS

Anonymous

Devin Allen (Under Armour

partnership)

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Sydney Allen

Erin Baynham

John Brothers

Genevieve Bundesen

Sheldon Caplis

Jeremy Collins

Tyler Davis

Aarati Doddana

Irvin DeAndre Drummond

Matthew Durington

Paul Eagle

Xavier William Frink

Drew Gleason

Rikiesha Hawkins

Thomas Healy

Peter Iwuh

Shawndra Johnson

Mike Jon

Thibault Manekin

Natasha Marshall

Alyce Myatt

Gregg Nass

Pat Parrilla

Daniel Perret

Juanita Simmons

Lendl Tellington

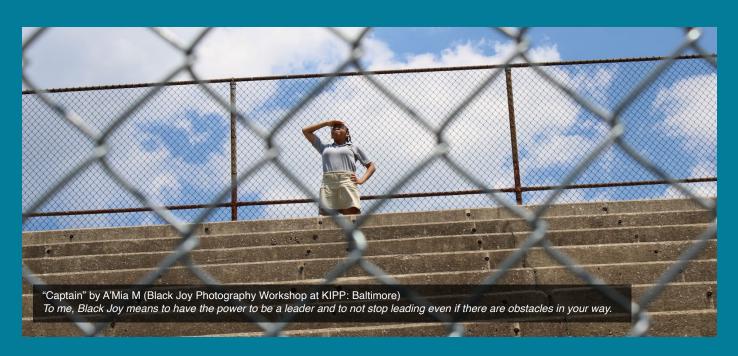
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Ashley Tillery

Maxwell VanHook

Nyah Vanterpool

Kyle Virtue



COMMUNITY EMPLOYMENT & WORKFORCE PARTNERS

American Institute of Graphic Arts

The Alliance for Media Arts + Culture, Arts2Work

Baltimore County Department of Economic and Workforce

Development

Bay Area Video Coalition

Ikonic Visions Multimedia Group

Johns Hopkins, Community Impact Internship Program

Maryland Department of Labor

Mayor's Office of Employment Development, Youthworks

Program

Sundance Collab

Towson University

UCLA Extension

Urban Alliance

IN-KIND SUPPORTERS

ABF Coaching

Adobe

Beehive Enterprise Professionals

John Cammack

Jeremy Collins

Tyler Davis

Family League of Baltimore City

L&H Business Consulting

Ashley Tillery

Nyah Vanterpool

Paul and Dorothy Wolman

"The students pour their heart and soul into their work. I can only hope to give as much as we receive from them."

- Aarati Doddanna, Donor & Former Board

"Our future is now with these inspiring young people."

- Susan Seitz, Donor

"I love that WA empowers young people to discover their personal and creative voices and teaches them tools & skills to express themselves effectively."

- Joy Holly, Donor



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"I think it's important for middle schoolers to learn media making skills because it allows students to build their organization, time management, critical thinking, and teamwork skills. These are valuable skills that could be used in the present and future whether they decide to pursue a career in media or not."



Darian Jones
Journey Worker, Producer &
Program Specialist (photo left)

"I aspire to be a filmmaker and cinematographer especially for films that highlight social issues and injustices because I believe that art overall - especially media - is a powerful tool to educate the public and just inspire the change that we want to see. At Wide Angle, I've had the opportunity to work on a lot of design works around social causes. This has definitely helped me strengthen my design skills and my overall creative abilities."



Sydney Smith

Design Intern
(sticker design right for city-wide "It's
Baltimore Versus COVID" campaign)





"Ever since I worked with [Wide Angle] in my sophomore year I was able to open up more, build my communication skills and have great relationships with the people in my community. They gave me opportunities to create graphics and host events in order to get us ready for the real world."



Zalthea EsguerraActing Workshop Participant
(photo left with Media Educator Destiny
Brown, middle, and sister ZZ, left)





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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 or task forces



View our report online: bit.ly/WAYMImpactReportFY22

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