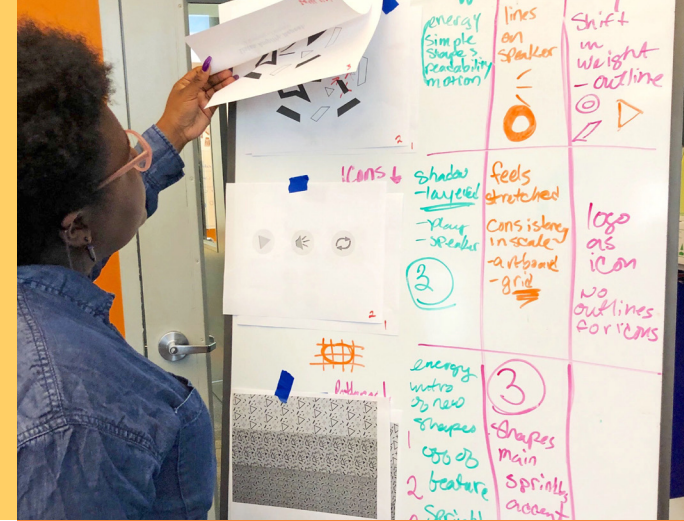




CAPITAL CAMPAIGN

for Wide Angle's Studios at the Service Center



THE BIG PICTURE: 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.

At Wide Angle Youth Media, we focus on this “big picture” to equip young people from historically minoritized communities with the digital media skills and tools to capture, document, and write the stories of our time—cultivating young adults who are civically engaged, socially networked, and fully prepared to lead in a variety of sectors.

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.

Through a curated pathway of learning and professional experiences beginning in middle school, Wide Angle's youth producers ultimately learn to read and write a language that makes them viable and vital in any workforce. THAT is the big picture.



THE BIG PICTURE: WIDE ANGLE'S STUDIOS AT THE SERVICE CENTER

Now, after more than 20 years of learning, creating, and building, the big picture for Wide Angle students is getting even bigger—in more ways than one.

Wide Angle is growing. Programs are serving record numbers of youth through virtual and hybrid offerings. 6 new staff joined the team in FY22, with more projected for FY23-FY24. As staff return to the office and students return to physical classrooms, Wide Angle's facilities are too small for organizational and community needs. More space is required to sustain the scale of current programs, accommodate personnel increases, and meet the demand for social enterprise services.

Starting in 2024, we have a chance to do this incredible work in a venue designed just for us, in community with other changemakers.

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 first-ever gallery, state-of-the-art studios, learning lab, and production space.

“When students walk into a true multimedia production facility, they will feel like they can really be a professional. I envision this as a space where a young person can walk in and immediately say, ‘my story matters here.’”



David Sloan
Production Director



OUR ESSENTIAL MISSION

Since 2000, Wide Angle has delivered free and accessible in- and out-of-school time creative youth development programming. Today, we serve more than 400 young people ages 10-24 annually, amounting to 7,275+ across our history. With a target population of youth from historically under-invested demographic groups and neighborhoods, Wide Angle's programs are an important educational supplement that builds interpersonal, academic, creative, and workforce-readiness skills.



WHY IT'S TIME TO GROW



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** - with over \$100k in lost revenue (6-8 clients) 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.**



The price is right

- Wide Angle is growing its programs to meet demand and anticipates a budget of \$2M-\$2.2M by FY24.
- With rent at the Service Center projected at 8% of our overall budget, we're in line with nonprofit best practices.
- We will sign a 10-year lease with 3 optional renewal terms of 5 years each.



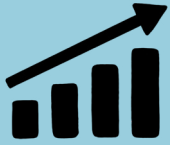
We can build the space of our dreams

- Not only will we have more space, we will have space that is an accessible community hub designed for our unique educational, career readiness, and production needs.
- By launching our own gallery, hosting large community gatherings for the first time, and offering opportunities for others to do the same, we'll deepen our impact and expand our regional imprint.



Wide Angle's Studios at the Service Center will more than triple our current space at a lower cost per-square-foot than our current lease.

OUR RECORD OF ACCOMPLISHMENTS



Demonstrated sustainable growth

Over 21 years:

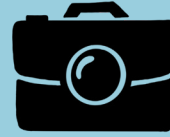
- 2,050+ youth media projects
- 7,275+ participants
- 150 countries where students projects have been viewed

In the last decade:

- Our budget has increased by 500%
- Our staff has tripled in size

In the last five years:

- We've earned over \$1.8 million (30% of our budget) through our social enterprise, Wide Angle Productions (WAP), and fee-for-service programming.
- We've grown our reserve by 250%, from \$80k to over \$200k.



A unique and proven career pathway

- Wide Angle Youth Media offers paid work experience and on-the-job training for youth ages 14-24. By working with media professionals and real clients, our students and WAP apprentices gain skills and experiences that act as real currency in the world.
- Our fee-for-service clients and workforce partners span a spectrum of sectors, from education and arts institutions to corporate and philanthropic entities.
- Wide Angle will act as an incubator for talented media makers in Baltimore, with a new Black-owned film production studio heading to Remington and continued growth in the regional media and communications industries.



100%

of high school seniors enrolled in our spring core programs have a college or career pathway in place and 80% move on to higher education, compared to **53%** citywide.



OUR RECORD OF ACCOMPLISHMENTS



Support and engagement of the community

Wide Angle has cultivated a strong community presence over its history. Our work is fundamentally embedded in the people, places, and partners we lift up. As a result, over time we have:



7,275+
program participants



2,500+
individual donors



4 million+
audience members who have viewed
Wide Angle youth-produced media



150
community partners &
production clients



3,500+
e-newsletter subscribers



30+
school host sites



“Wide Angle has always had the necessary ingredients: longevity, sustainability, passion, desire to serve, open-mindedness, acceptance of those served, and presence in the community. Wide Angle is a safe space for many. Always has been.”



Charday Hall
Board member, alumni, &
2nd generation parent



THE BIG PICTURE: THE STUDIOS IN FOCUS



GATHER

Lobby Gallery:

Walk in to an airy, light-filled lobby and gallery space where young people gather at tables to share meals and enjoy the work on display from Wide Angle and other local artists.

“Having a gallery and a space that encourages self-expression is really important because that’s the key part to amplifying youth voice.”



Aiara Manning
Assistant Media Educator & Junior Designer



“My greatest passion in life is to promote unity and equality through storytelling, & Wide Angle has been one of the biggest contributors to that goal. I’m currently a Design Apprentice with Wide Angle, gaining experience and skills in graphic design, animation, and client relations.”

De'Shaun Fortune
Arts2Work Graphic Design Apprentice

CREATE

Production Studio: Turn on the lights, grab your gear and get to work in the largest space of our studio, a mixed-use 2,000-square-foot venue for production, training, community events, and screenings. Designed with the future in mind, the production studio makes it possible for Wide Angle to launch new programs in music or virtual reality when the time is right.

Spotlight on Wide Angle Productions: WAP was established in 2014 to serve as an advanced workforce training program for media makers aged 18-24. Youth gain professional level skills in video production, graphic design, and photography, through state-registered apprenticeships.

In the new production studio, WAP team members use the latest technology to develop projects for paying clients, like Under Armour and T. Rowe Price Foundation, telling their stories of social impact while also generating revenue that sustains Wide Angle's free programs.

Outside of formal program hours, apprentices access the studio and editing rooms to cultivate and support their own personal brands and businesses. Whether completing a personal project for their portfolio or a freelance job that helps them generate wealth and move forward in their careers—having access to a high-tech space helps them overcome a primary barrier to their success.

THE BIG PICTURE: THE STUDIOS IN FOCUS



LEARN

Media Labs: Two industry-standard media labs offer the latest video production, photo editing, and graphic design programs at your fingertips along with flexible space for roundtable conversations and collaboration. Listen in as youth producers hone their perspectives on school climate, community safety, and the environment. Join us as we host our own advanced photo, video, and design workshops and invite community members in to host theirs.

ENHANCE

Loading Dock: Wide Angle Productions may unload their van right into the building. This removes barriers to safely unload heavy equipment from the van into a safe storage space after filming on location for clients.

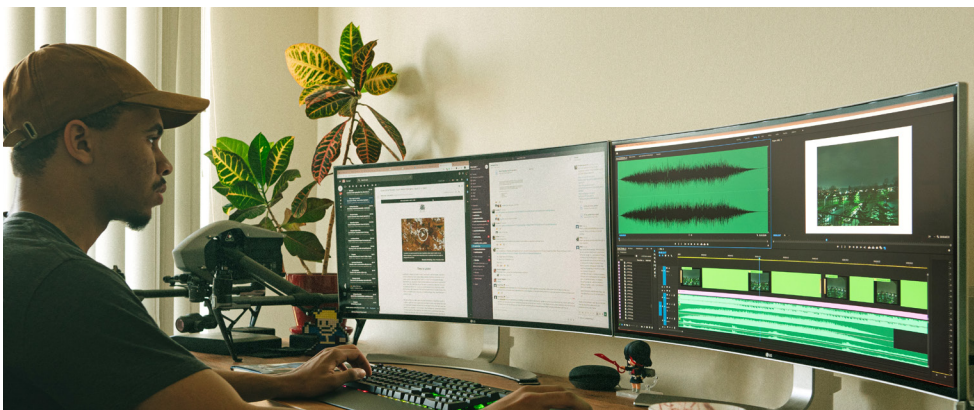
Post-Production Suite: Four stations loaded with the latest industry-standard video, graphics, and audio editing software allow young people to learn and practice professional workflows for clients, personal projects, and apprentice-led businesses.



SUSTAIN

Administrative Space: An expanded place for staff to work, including permanent offices for some positions and shared “hoteling” suites for greater mobility, productivity, flexibility, and efficiency.

Donor Recognition: Donors are recognized visibly and creatively throughout the studios, including optional naming rights of certain spaces.



CAMPAIGN SNAPSHOT

To build out our dream studios, Wide Angle Youth Media is embarking on a \$5M, 24-month campaign.

Campaign Timeline



Campaign Expenses

We will build out 9,106 square feet of the Service Center at a rate of approximately \$494.50/square foot, (which includes capital equipment, technology, and soundproofing, see attached budget), and an additional maintenance reserve of \$500,000.

Projected cost: \$5,000,000

(Wide Angle's \$200,000 reserve may be used as needed to cover additional staff planning costs over the three-year design and build phase.)

The studios will include a production studio, loading dock, flexible meeting and classroom spaces, two state-of-the-art media labs, editing rooms, voice-over/zoom room spaces, and workspaces for an expanding staff.

Anticipated Sources of Funding

	Total Amount	Raised to Date
Individuals (small gifts)	\$125,000	\$250
Major Donors & Donor Advised Funds	\$405,000	\$238,245.80
Businesses	\$672,270	\$599,770
Government	\$1,472,500	\$750,000
Foundations (Private & Corporate)	\$2,250,230	\$416,730
Wide Angle Fee for Service	\$75,000	\$75,000
TOTAL	\$5,000,000	\$2,079,995.80

PICTURE THIS: A NEW STORY FOR BALTIMORE

By contributing to the campaign for Wide Angle's Studios at the Service Center, donors are investing in Baltimore's youth for an entire generation. **Over a 25-year lease period, Wide Angle Youth Media will prepare thousands of young people for success in college and careers.**

We dream of a future where the people in front of and behind the camera reflect our city and society. We believe that our stories should reflect a full spectrum of voices, acknowledge our complex history, and move beyond whitewashed plotlines to depict every individual with nuance, care, respect, humility, and humanity.

While many Wide Angle alums will go into media careers, thousands will go on to succeed in other sectors, bringing with them the incredible skillset, confidence, and lens on the world they've cultivated in our programs. **At Wide Angle Youth Media, we're not just changing media, we're equipping the next generation of leaders with the tools to change the narrative in every space they inhabit.**

"It is important to highlight ALL parts of history and Wide Angle has given me a space to do just that. It has been liberating to be in charge of my own learning and gain knowledge on the things most interesting to me."

Janae Young
High School student

Equitable access to media careers = a diverse and representative regional communications field over time

- In 2019, people of color made up almost 40% of the U.S. population, but they represented only 15% of movie directors and 14% of writers (Hollywood Diversity Report University of California-Los Angeles).
- Over 70% of graphic designers identify as white (AIGA Design 2019 Census).
- Of the 118 films released from major studios in 2019, only 22 (18.6%) included characters that were lesbian, gay, bisexual, transgender, and/or queer (GLAAD).



SNEAK PREVIEW: THE IMPACT OF OUR GROWTH

Wide Angle's Studios at the Service Center means big impact over just the first 5 years:



More young media artists learn and hone their craft:
We'll serve 2,500+ program participants



A regional media landscape more reflective of its residents:
60,000+ hours of workforce training for apprentices and interns, preparing them to enter the field.



Increased community connection and engagement:
4,500,000+ live and virtual audience members across the world



Investment in Baltimore's young professionals:
\$1,750,000+ directly invested in youth through wages & stipends



"You all gave an excellent opportunity to this young boy from West Baltimore, and so what I know for sure is that when you all work with young people who will eventually become adults, who will eventually start families of their own, not only do you change the trajectory of that young person's life, you change the trajectory of community, of a city."



Cody Dorsey
Alumni & ED of the Baltimore Digital Equity Coalition

GIVE TODAY

We are actively seeking campaign partners to bring Wide Angle's Studios at the Service Center to life. For more information, contact Susan Malone at susan@wideanglemedia.org.