

FY21

Impact Report

07/01/20 - 06/30/21





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:

6,652+

youth engaged in programs

3.7+ million

audience members

1,676+

media projects

2,524

donors

“Wide Angle’s Design Apprenticeship not only gave me the physical tools for success but also prepared me mentally and emotionally for the workforce.”



Chamia Winston
Social Media Intern



Wide Angle students participating in a photoshoot with the Baltimore Mayor's Office for the Baltimore vs. COVID campaign.

As Wide Angle's Executive Director, I am truly proud of our youth and their achievements during our 20th year. Thanks to a community of talented young media makers, passionate staff, dedicated donors who believe in the strength of our mission, and committed partners, this organization has grown beyond anything we could have dreamed.

When I joined Wide Angle in 2003, we were still trying to make a name for ourselves. In that first decade, we struggled with cash flow, meeting budget goals, and finding an adequate physical space. Since then, Wide Angle has built upon its humble beginnings to thrive: we went from engaging 28 youth in 2001 to almost 500 in FY21, our budget has increased by 500%, our staff has tripled, over 3 million audience members have viewed Wide Angle youth-produced media, and young people in our programs have created photography, video, graphic design, and social media deliverables for over 150 community-based partners and production clients. Today, we are based in the Miller's Court building, where we have 2 state-of-the-art

media labs and our social enterprise program, Wide Angle Productions.

Alongside these successes, the challenges of COVID-19 continued to shape our approach to youth development and creative media making. Our young people, like students across the country, lost traditional opportunities to celebrate their own milestones or create coming of age memories that were common before the pandemic. Calls for racial justice continued to motivate our staff and our youth, mental health became a critical focus area, and building social connections remained critical.

In response, media instructors tailored projects to individual students instead of implementing a collaborative format, giving youth greater autonomy to process and share their personal experiences during the pandemic. Our staff refocused efforts to center student safety by holding space for them to share and support one another. We remained committed to older youth employment by offering continued apprenticeships to all youth who were interested. We developed new course offerings for remote learning

and cultivated partnerships to reach new students, uplift critical social messages, and build distribution channels. Our Emergency Fund continued to provide youth with access to food, technology, housing and educational assistance to ensure their basic needs were met.

The accomplishments of our students, staff and organization that I share today are yours as well. The seeds that were sown two decades ago have been nurtured by you: your insights, partnership, investment and words of encouragement have allowed us to expand beyond anything we envisioned at the start. We are deeply grateful for your participation, dedication, collaboration, and generosity. Thank you.



Susan Malone
Executive Director

Amplifying Youth Voice for 20 Years

2000



Wide Angle started in **2000** with community partnerships. Here's founder Gin Ferrara facilitating a video workshop with students in Charles Village.



Lendl Tellington and Kyle Halle-Erby produced *Schooling Baltimore Street*, a documentary elevating advocacy efforts of students and organizations to promote equitable access to education.

2009



Wide Angle moved into the Miller's Court building in **2009**, expanding its classroom space and youth editing work areas.



Youth media makers create documentaries about community issues.



In **2012**, Design Team was added to high school offerings. Their first project was a campaign in partnership with the MTA.



Wide Angle students hosted the Youth Media Festival for thousands of youth across Baltimore from **2005-2013**.

“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
Design Team alumni &
Executive Director
Baltimore Digital Equity Coalition
(photo above: third from the left)

2015



Wide Angle Productions (WAP) was established in **2015** to provide workforce opportunities for older youth and drive organizational revenue. Screenshot from an early CSX video about rail safety, [Lucky Guy](#).



In **2017**, the MediaWorks program was launched to provide intensive training for high school and older youth each summer and increase our workforce focus.

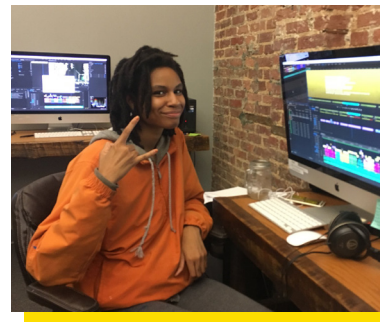
2020



We transitioned to fully virtual engagement in response to the pandemic. Moving forward, offerings will continue to embrace the benefits that virtual, in-person and hybrid programs offer youth.



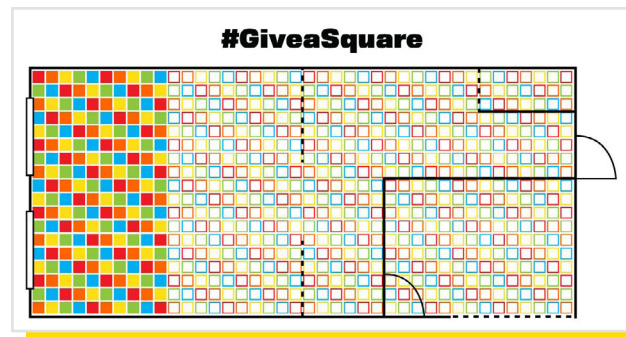
Since its beginnings, Wide Angle has recognized the importance of summer programming for middle and high school students, with programs based at its offices and across the city.



In **2019**, Wide Angle Productions brought on the first full-time Arts2Work national apprentice Sakinah Bowman in 2019 and currently has 3 PT, 1 FT, and 2 FT Journeyworkers on staff.



Baltimore Speaks Out celebrates over two decades of programming and continues to be a core middle school offering today.



Thanks to generous philanthropic support, Wide Angle conducted two capital expansions (**2015, 2019**). Today, our offices include two state-of-the-art Media Labs and a separate WAP workspace.

FY21 Program Pathways

472

youth served

246+

media projects

1,785+

hours of instruction

Ages 10-24

Demographics

92% Black

3% Multiracial

5% White

1% Hispanic, Asian or other



COMMUNITY PROGRAMMING

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

- 323 youth
- 140 final projects
- 6 partners



MIDDLE SCHOOL PROGRAMMING

Baltimore Speaks Out is an anchor creative youth development program for middle school students conducted in community spaces for 10-12 week sessions.

- 34 youth
- 34 personal projects
- 2 program partners



HIGH SCHOOL PROGRAMMING

After school workshops at our headquarters, with introductory and advanced offerings in video, design, virtual events, and photography.

- 65 youth
- 6 videos
- 3 events
- 15 graphic design projects
- 24 personal projects



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.

- 36 youth employed
- 4 clients
- 18 client deliverables & youth projects
- 3,900+ hrs worked by youth



APPRENTICESHIPS

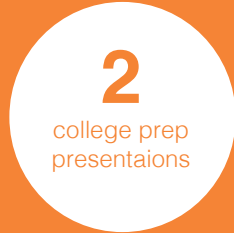
Through Wide Angle Productions, youth ages 18-24 participate in design or video production tracks, and receive paid vocational training.

- 14 apprentices
- 45+ production shoots
- 120+ client video & design deliverables
- 6,889+ hrs worked by apprentices
- 2 FT & 1 PT national apprentices

Measuring Success

We evaluate success through short-term skill growth and long-term impact. Our efforts in FY21 included visits from guest artists, workforce readiness and increasing audience members.

COLLEGE & CAREER



100%

of seniors enrolled in spring high school programs had a college or career pathway in place & 80% moved on to higher education, compared to 53% citywide.



100%

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

23%
average skill growth

Students in 25+ 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, nationally, and globally.



14 film festivals & special screenings of youth media



1,189,455 virtual & live audience members



9 videos accepted into festivals



10 articles & radio interviews



62 countries where videos were viewed online



11 blog posts

“Wide Angle Youth Media gives me an outlet for things and helps me feel more creative. When quarantine was in the middle, I was feeling very unmotivated. Wide Angle helps ground me and helps me feel like I’m talking and interacting with actual people and not just people behind screens.”



Indigo Turner
High School student

Community Impact

“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

“100% of the most meaningful work I think we’ve ever done is during the pandemic.”



Jahsol Drummond
Productions Apprentice



FOCUS ON COVID RESPONSE

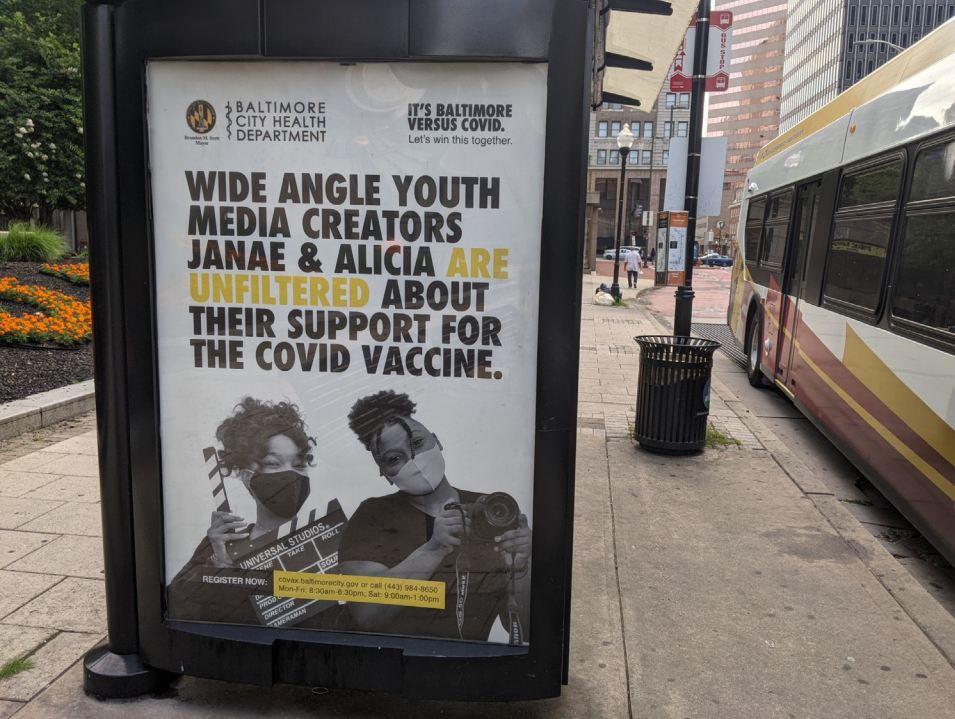
Wide Angle established grounding tenets to guide its COVID-19 response, and continued to make progress towards them in FY21.

Resilience: Wide Angle’s leadership and Board streamlined operations, added to virtual offerings (with limited in-person production shoots), identified new funding streams (via grants, fee-for-service programming and production clients), promoted financial sustainability and remained an anchor to the community through the next stages of the pandemic.

Storytelling: Staff established new avenues for students to use available resources, as well as devices distributed on-loan or to keep from Wide Angle, allowing youth to participate without disruption. These efforts aim to bridge the arts/media technology opportunity divide that continued to widen during the pandemic. Instructors in middle school and some high school classes shifted from collaborative group projects to individual assignments and projects to ensure that youth could be self-guided and utilize appropriate channels to express themselves.

Responsive Action: Media Instructors remained adaptable and creative to provide artistic engagement for students in a virtual setting. The organization cultivated additional opportunities for youth leadership, expanded its state-registered apprenticeships, and built partnerships with area schools to meet youth where they are. To help alleviate the disproportionate impact of COVID-19 on BIPOC artists and communities, Wide Angle increased its Emergency Fund to support students, staff and alumni in need, and kept apprentices on payroll.

Clarity: Wide Angle refined its internal and external communications strategy; developed new methods to communicate with students and alumni; fine tuned ways to showcase their work; and developed partnerships to amplify youth voice through screenings, presentations and virtual panels. These efforts allowed Wide Angle to double its number of FY21 audience members.



DESIGNING FOR PUBLIC HEALTH

Design Apprentices teamed up with the Baltimore Mayor's Office to support their campaign to promote social distancing and address vaccine hesitancy (including bus shelter posters installed across the city) and partnered with Baltimore City Public Schools to develop a wrap for their Str/EATS Cafe food truck. Design studio students promoted [Black mental health awareness](#) in collaboration with Digital Harbor Foundation and Baltimore Neighborhood Network.



THE NEW DAWN BLOOMS AS WE FREE IT

SUPPORTING RACIAL JUSTICE

Youth uplifted racial justice through a variety of projects, centering diversity in the media during Wide Angle's 20th Birthday celebration, [developing tests](#) to evaluate the media we consume, celebrating Amanda Gorman's *The Hill We Climb* (left image), reflecting on [the Derek Chauvin case](#), and highlighting the intersection of race and food insecurity during MediaWorks.

OUR SHARED LANGUAGE

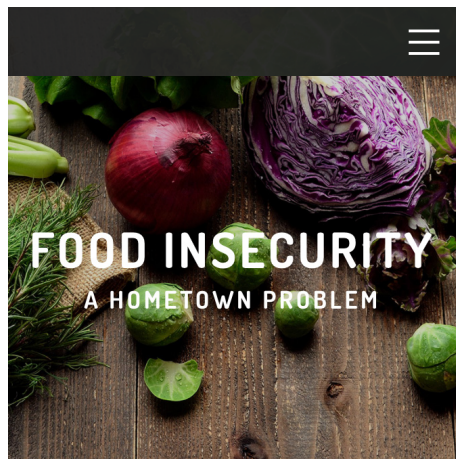


USING WORDS WISELY

The communications team initiated an audit of our social media channels and surveyed students on how to center racial justice while uplifting their work, and added a summer Social Media Internship pilot. [Staff defined keywords](#) in Wide Angle's mission statement as well as terms that shape our approach to youth development and social justice, building transparency and ensuring our language reflects who we are as an organization.



Highlights from the Year



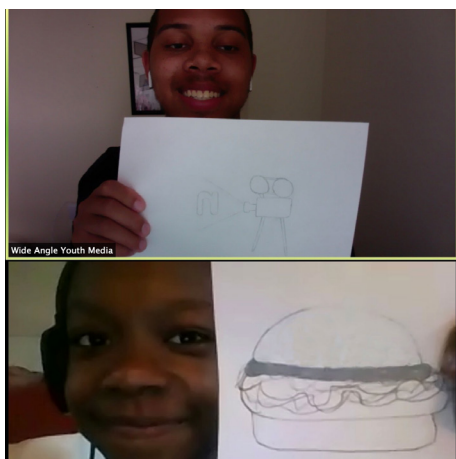
Students explored the intersection of racial justice and food insecurity in Baltimore during MediaWorks.



17 guest artists joined virtual programming from across the country.



Social media takeovers, vlogs, and blogs continued to amplify student perspectives over the year.



Baltimore Speaks Out continued to engage youth virtually and through a pilot program at Harlem Park EMS.



The Str/EATS Café truck ([wrap and logo created by Design Apprentices](#)) was built to deliver meals to BCPS families during the pandemic.

“Danielle started Wide Angle in 2010. At the time, I believe she was 11 years old - just a natural creator. Wide Angle gave her the opportunity to be able to bring things out that was inside, to express. When she saw her own growth...it gave Danielle the vision for her whole future.”



Dona Clapperton
Parent



In FY21 our partnership with Arts2Work expanded to include 2 full time and 1 part time federally registered apprentices on staff.



Wide Angle Productions worked with the Baltimore Design School and other clients to uplift their stories of social impact through projects completed remotely and a limited return to in-person with shoots following safety protocols.

“No matter the story - local, national, or global, it’s better when youth voice is at the table. Young people have a way of questioning the status quo that adults forget. We need them at the table now more than ever.”



Gin Ferrara
 Founder & Former Executive Director
 Wide Angle



Youth created #WAYMiesInColor to call for more diversity throughout the media production industry.



Wide Angle celebrated 20 years with a virtual Birthday Party organized and hosted by students in the Virtual Event Planning class.



A new Photography track was launched for high school students in spring 2021.



Productions created a video for Radio One and 92QJams’ #ICareBaltimore campaign highlighting three local social enterprises who focus on youth workforce development.

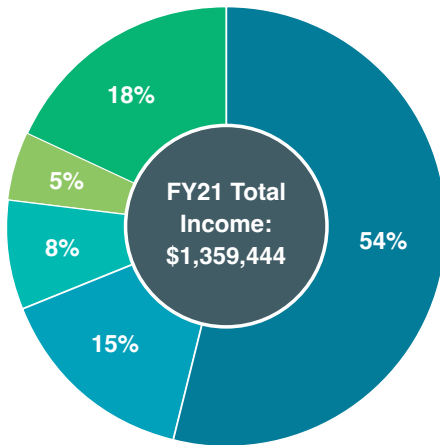
Intentional Growth

Our continued COVID-19 response built upon our longer-term goals of sustainability, leveraging resources to uplift others and cultivating more equitable employment pathways. Organizational actions included conducting an HR audit; increasing the Emergency Fund to support students, alumni and staff; and starting a compensation equity study (completed in 2022). Here’s a snapshot of how we met the needs of the moment, thanks to your support.

	FY20	FY21
Apprentices on staff	16	14
Apprentice hours on the job	5,783	6,889+
Youth wages & stipends	\$116,554	\$149,513
Emergency Fund	\$5,000	\$17,560
Home access tech distributed	13	17
In-kind media production recipient organizations	9	7
Financial reserve balance	\$118,581	\$155,350
Individual donor giving	\$71,147	\$99,489
Recurring donors*	24	29

*A donation with multiple ongoing payments.

FY21 Financial Statements



INCOME

Support:

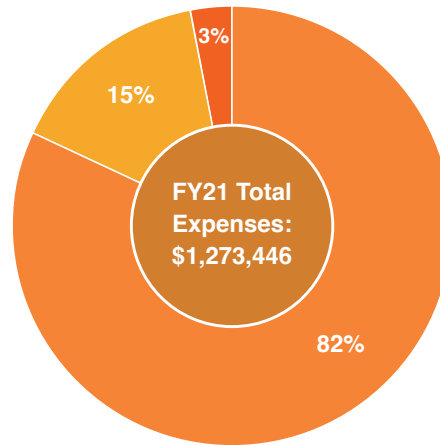
■ Grants	\$736,191
■ Other Income*	\$206,170
■ Contributions**	\$101,981
■ In-kind goods & services	\$72,416

Revenue:

■ Program service fees	\$239,639
■ Program expense reimbursements	\$2,497
■ Special events	\$550

*Other Income includes: FFCRA Cares Income, PPP1 Loan Forgiveness, and ERC Income

**Contributions includes: Individual, Corporate and United Way



EXPENSES

■ Program services	\$1,048,486
■ General & administrative	\$187,823
■ Fundraising	\$37,137

Net Assets, end of the year: \$1,142,629



82¢
of every dollar raised supports programming.

All financial data corresponds to Wide Angle Youth Media’s FY21 [Financial Statements](#) prepared by CohnReznick and approved by Wide Angle’s Board of Directors on November 17, 2021.

Thank you to the many individuals and organizations who made gifts between July 1, 2020 and June 30, 2021. We are deeply grateful for every contribution made to help move our mission forward.

PRIVATE AND CORPORATE FOUNDATIONS & FUNDS

Angelica P. and Warde B. Allan Fund of the
Baltimore Community Foundation
American Endowment Foundation
Baltimore Community Foundation
Baltimore Civic Fund
Baltimore Homecoming
The Jacob and Hilda Blaustein Foundation
The Henry and Ruth Blaustein Rosenberg Foundation
Bloomberg Philanthropies
Brown Advisory Charitable Foundation
Burchenal Dean Fund of the Baltimore Community Foundation
The Cammack Family Charitable Gift Fund,
a Donor Advised Fund of T. Rowe Price Charitable
Annie E. Casey Foundation
The Judge Aaron B. Cohen Charitable Foundation
CohnReznick Foundation
The Marguerite Cole Foundation
The Comcast NBCUniversal Foundation
Constellation, an Exelon Company
Covid-19 Response Funding Collaborative
The Charles Crane Family Foundation
Crusse-Imre Fund of the Baltimore Community Foundation
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The Paul and JoEllen Imre Foundation
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The Lois and Philip Macht Family Philanthropic Fund
Brigitte and Donald Manekin Philanthropic Fund,
a Donor Advised Fund of The Associated
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Mid Atlantic Arts Foundation
Diana Morris and Peter Shiras Family Fund,
a Donor Advised Fund of The Associated
Open Society Institute-Baltimore
The Peck Foundation
Nora Roberts Foundation
Summer Funding Collaborative
T. Rowe Price Foundation, Inc.
Under Armour Foundation
U.S. Bancorp Community Development Corporation
The Harry and Jeanette Weinberg Foundation
William & Irene Weinberg Family Foundation
Wells Fargo Foundation
Wirtz Family Fund of the Baltimore Community Foundation

PUBLIC AGENCIES

The Baltimore Children and Youth Fund
Baltimore Office of Promotion and the Arts,
Creative Baltimore Fund
Family League of Baltimore
Maryland Film Office
Maryland State Arts Council
Maryland State Department of Commerce
Maryland State Department of Housing and Community Development
Maryland State Department of Labor

COMMUNITY EMPLOYMENT & WORKFORCE PARTNERS

Arts2Work
The Alliance for Media Arts + Culture
Bay Area Video Coalition
Ikonic Productions
IMRE
Johns Hopkins, Community Impact Internship Program
Maryland Department of Labor
Maryland Institute College of Art, Community Arts Collaborative
Mayor's Office of Employment Development, Youthworks Program
Sundance Labs
Towson University
University of Maryland, Baltimore County Sondheim Nonprofit
Leadership Program
Urban Alliance

FEE FOR SERVICE CLIENTS

Abell Foundation
Annie E. Casey Foundation
Arts Every Day
Arts for Learning Maryland
Arts Education in Maryland Schools
Alissa Figueroa
Baltimore City Public Schools
Baltimore City Public Schools, Navigator Center
Baltimore Civic Fund
Baltimore Design School
Baltimore Homecoming
Baltimore Office of Emergency Management (Joint Information Center)
Catholic Charities
Dream BIG Foundation
Enoch Pratt Free Library
Fund for Educational Excellence
Healing Youth Alliance
Higher Learning Group
IMRE
Johns Hopkins University
Johns Hopkins Bloomberg School of Public Health
Lillie May Carroll Jackson Charter School
Maryland Office of Children and Families
Maryland Office of People's Council
Maryland State Arts Council
Maryland Volunteer Lawyer Service
Mayor's Office of Employment Development
MENTOR Maryland
One Love Foundation
Radio One, Baltimore
Society for the Advancement of Violence and Injury Research
SERP Institute
China Boak Terrell
TargetSmart
Towson University
Under Armour
United Way of Central Maryland
University of Maryland Baltimore County
University of Maryland, Community Engagement Center
Village Learning Place
The Walters Art Museum
Western High School

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

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 The Alliance for Media Arts + Culture
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Catherine Zadoretzky
Nancy Zhang

*Fletcher passed in 2021- He was an amazing advocate and leader in the community arts field and will be forever missed.

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France-Merrick Foundation, In Honor of Elizabeth Rice
Dale Meyer, In Honor of Jeffrey Obike
Felice Shore and Gregg Nass, In Honor of Myrna Shore
Brian Pham, In Honor of Ly-Anh McCoy
Doddanna Rajashsekar, In Honor of Leela's 3rd birthday
Tarini Rajashekar, In Honor of Leela Wagner
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Shante Whitby, In Honor of Carrie Snowden
Crusse-Imre Fund of the Baltimore Community Foundation,
On Behalf of Paul Eagle

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“The work environment at Wide Angle is amazing. I do not think I will find another place that cares about my mental well being the way Wide Angle does.”



Lynn Reed
*Arts2Work Multimedia
Apprentice*

IN-KIND SUPPORTERS

ABF Coaching
Adobe
Baltimore Blossoms
Beehive Enterprise Professionals
Chipotle
Community Service Research Center
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Simply Ms. Simpson
Sweet27 Bar & Restaurant
Terra Cafe
The Charmery
The Shriver Peacemaker Program, Shiver Center
at the University of Maryland Baltimore County
Towson University
UnBoxing Change
WYPR

“My favorite part about being an Arts2Work Apprentice with Wide Angle is getting to be a part of something that is bigger than just me. I feel like being an apprentice now will lead to a future where more youth, specifically Black youth from Baltimore City, have the opportunity to become paid apprentices in the field that they have a passion for. I love going out for production shoots and connecting with other young people that have an interest in filmmaking because they get to see a team of people who look like them actually doing big things. Hopefully, that can inspire them to keep working and search for opportunities.”



Tahir Juba

*Journey Worker, Producer II & Editor II
(photo below)*



Wide Angle Productions worked with the Walters Art Museum to produce three music performance videos highlighting their Art Sound Now event series. Tahir Juba filming on location at the museum.

WIDE ANGLE YOUTH MEDIA'S FY21 BOARD OF DIRECTORS

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**WHO DESERVES
A MONUMENT?**

EPISODE 2 • MON, FEB 1

APPLE ☆ SPOTIFY ☆ GOOGLE

MR. TOOPS
TEACHER

"You have an opportunity now, citizens of Baltimore City, to make monuments that would send the message that you believe is important. Well, who is that person?"

Design Apprentice De'Shaun Fortune kickstarted his freelance career with Marketing & Communications Committee member Sarah Lohnes! He created a [brand identity and advertisements](#) for her podcast, *Who Deserves a Monument?*



Charday Hall tabling at a Wide Angle booth in 2013.

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



Charday Hall
Board Member, Alumni,
& Parent Representative
(photo above)

“I’ve seen the life long impact Wide Angle has made in the life of Baltimore students.”

- Willie Johnson Jr, Donor, Community Partner, & Former Board Member

“I love the Wide Angle Youth Media mission, the youth, and especially the exciting and creative output that comes from the students.”

- Russell Ewing, Donor

“Wide Angle is one of Baltimore’s greatest institutions for young people.”

- Joe* & Diana Harrington, Donors, Parent Representatives & Former Board Member*

“Wide Angle offers incredible opportunities for our city’s young people to learn and grow!”

- Karen Alexander, Donor & Parent Representative

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



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