

FY20 Impact Report

07/01/19 - 06/30/20



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:

6,180+

total youth engaged in programs

2.5+ million

audience members

1,430+

media projects

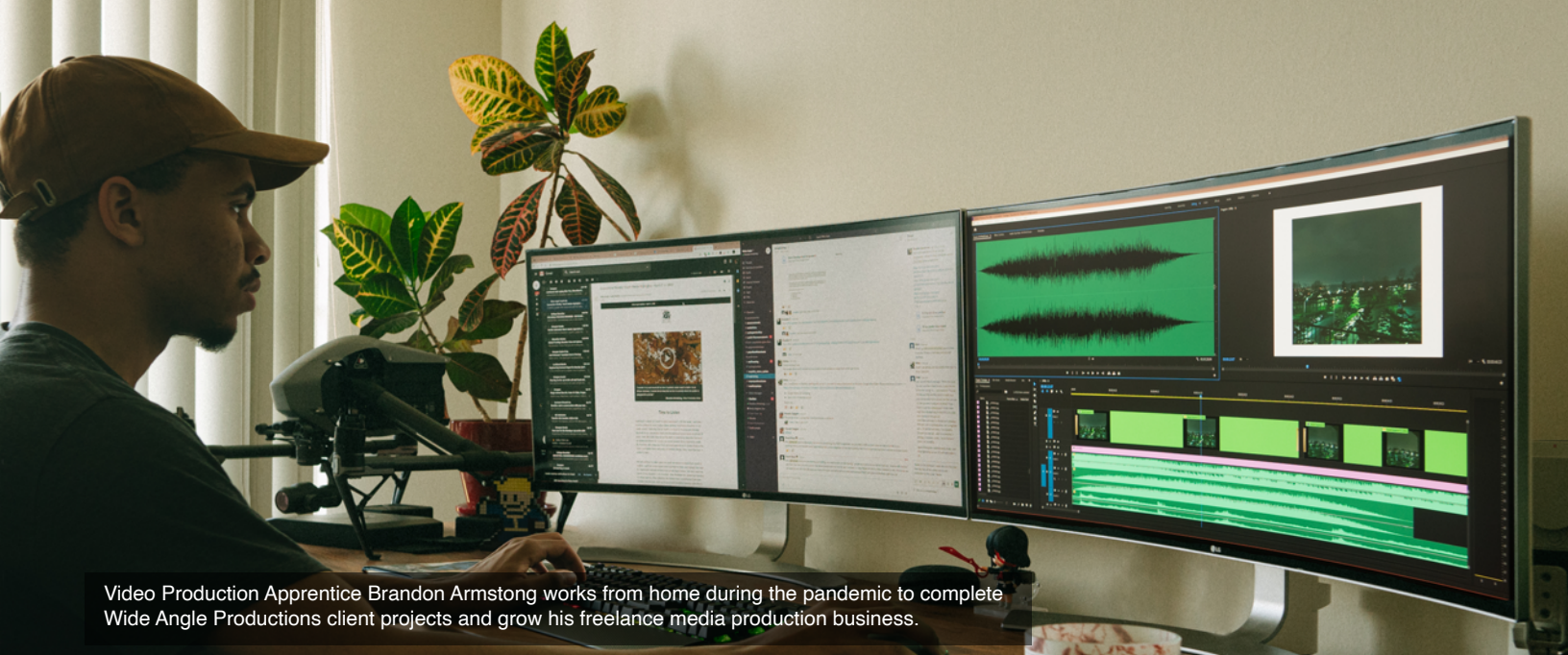
2,413

donors

“There’s just so much opportunity here for so many people. If you come to Wide Angle, you can step in the door and just see everything they are doing for people. I appreciate that.”



Jeffrey Obike
Video Production
Freelancer & Alum



Video Production Apprentice Brandon Armstrong works from home during the pandemic to complete Wide Angle Productions client projects and grow his freelance media production business.

FY20 tested us in ways we never expected, and in doing so, opened the door to new possibilities. As Wide Angle's Executive Director, I am truly proud of our youth, our team, and their achievements. I am excited to share these accomplishments with you: your insights, partnership, responsive philanthropy, contributions, and words of encouragement have allowed us to adapt and persevere.

Wide Angle started FY20 stronger than ever: we completed construction on a second Media Lab, increased youth capacity, identified new channels for youth leadership, developed partnerships, expanded apprenticeships, and bolstered financial security. Thanks in part to our existing stability, we were equipped to respond quickly to the emerging needs of our growing community during COVID-19. As we transitioned to virtual programming, your contributions enabled us to re-envision how to best support our young people, staff, and city. We prioritized older youth employment and paid opportunities for high school students, and provided urgently needed technology, food, and housing support for youth and

staff with an expanded Emergency Fund. Our Media Instructors engaged students using creative resources and Wide Angle devices on-loan. They developed new channels for youth self expression (vlogs, graphic novels, virtual events, and social media takeovers) and social emotional connection, helping students to overcome increased isolation. Our leadership team implemented new initiatives, like flextime and work from home policies, to provide staff with additional support to care for their families during the crisis.

Media and digital technology have become a fundamental part of our lives, and never more so than in this moment. This past year of innovation spoke to the heart of our mission at Wide Angle. It reinforced that representation is imperative, and that narratives promoted in the news, online, and within the entertainment industry have consequences. It rekindled our passion for uplifting youth voices and ignited our team to establish new avenues for sharing young people's perspectives on the issues of the moment.

Our society is shaped by who writes our history and which perspectives are centered. We believe young people hold the power to deliver critical information and connect us,

ignite social change, confront our past, and address current social inequities. The skills we teach - media literacy, critical thinking, technical savvy, civic engagement, and creativity - form a key foundation for young professionals entering the workforce and provide increased access to life-changing opportunities. These skills are also integral to questioning, understanding, and dismantling systems of oppression - necessary actions leading to a doorway of new possibilities.

The accomplishments outlined in the following report are a testament to the young people, partners, and community members that work towards our shared vision of a more equitable future. We are deeply grateful for your participation, dedication, collaboration and generosity. Thank you.



Susan Malone
Executive Director

FY20 Program Pathways

389

youth served

120+

media projects

1,454

hours of instruction

Ages 10-24

Demographics

95% Black
2% Multiracial
2% White
1% Native American



COMMUNITY PROGRAMMING

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

- + 170 participants
- + 68 final projects
- + 10 partners



MIDDLE SCHOOL PROGRAMMING

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

- + 74 youth
- + 4 projects
- + 4 partner sites



HIGH SCHOOL PROGRAMMING

Video and Design Teams are introductory after school workshops. Video and Design Studios focus on advanced creative portfolio development through in-kind media production for local clients.

- + 47 youth
- + 4 videos
- + 12 graphic design 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.

- + 55 youth employed
- + 3 clients
- + 11 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
- + Hired first Arts2Work apprentice in the nation
- + 6 externship placements
- + 65+ production shoots
- + 125+ client deliverables
- + 5,783+ hrs worked by apprentices

Measuring Success

“My favorite part of design is going out in the world and seeing the things I’ve made in action; and there’s nothing more satisfying than having a ‘Hey! I made that’ moment.”



Aiara Manning
Design Studio participant

AMPLIFYING YOUTH VOICE

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



14 film festivals & special screenings of youth media



573,785 audience members



10 videos accepted into festivals



6 articles & radio interviews



50 countries where videos were viewed online



14 blog posts

30%

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.

COLLEGE & CAREER

3

college campus visits

6

summer externships



100%

of Video and Design Team graduates had a college or career pathway in place; 60% 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.

16

apprentices elevated to staff

12

workforce partners

Community Impact

“In these moments filled with loneliness, quarantine, and questioning what happens next, it becomes more important than ever for the community to lean on each other for support. The silver lining is that we will not come out of this moment in history the same way that we entered.”

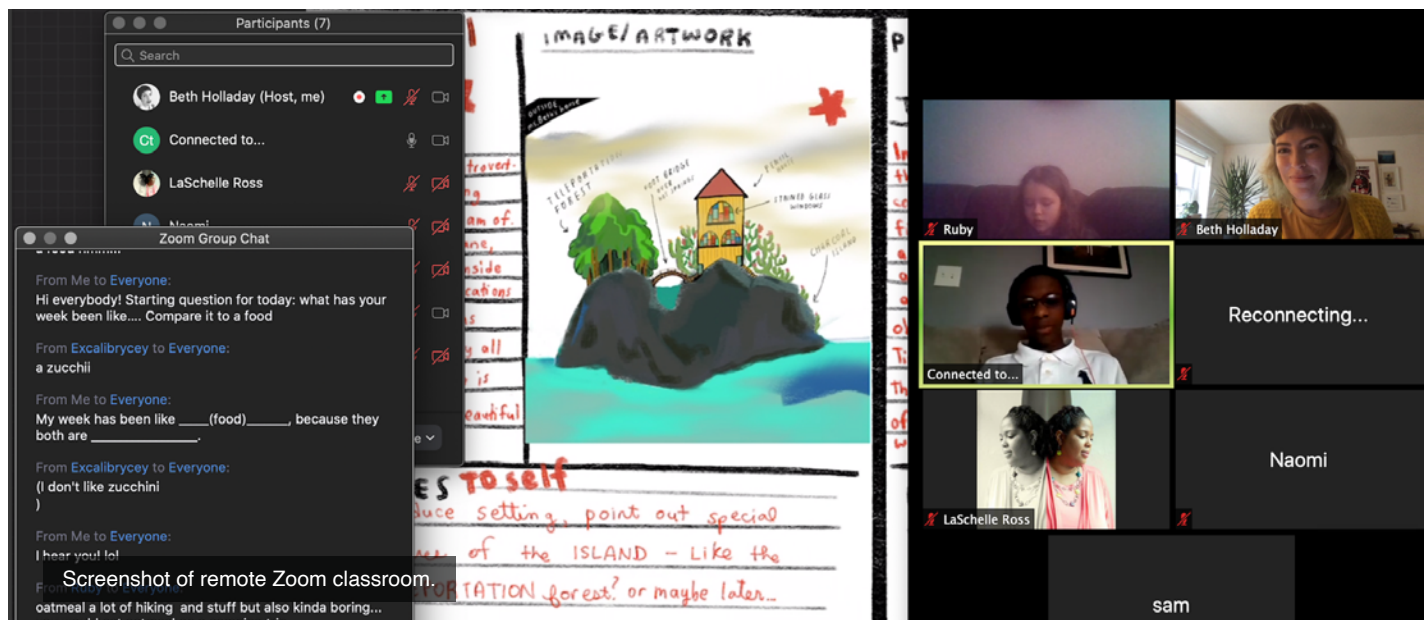


Destiny Brown
Assistant Producer &
VIProm Youth Visionary

“The novelty of switching to a virtual class allowed everyone in my storytelling class to learn together and collectively navigate how to interact with each other. We got to decide what we wanted to keep and what we didn't want to keep.”



Beth Holladay
BSO Media Instructor
bit.ly/ACW-BETH



TRANSITION TO VIRTUAL PROGRAMS

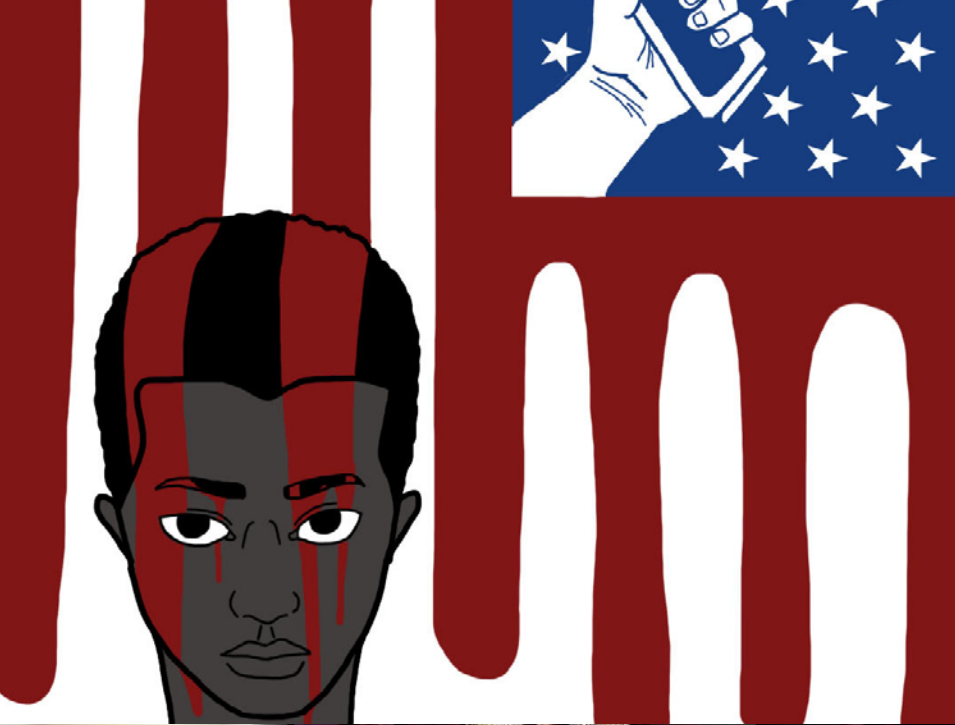
Wide Angle established grounding tenets to guide its COVID-19 response:

Resilience: Our leadership and board streamlined operations, implemented new program offerings, identified additional funding streams, and promoted financial sustainability to remain an anchor in the community through the pandemic.

Responsive Action: Media Instructors reimagined programming to meet student needs and used online platforms (EduFlow, Trello, Slack, Zoom, Canva and Miro) to keep them creatively engaged. We also expanded our Emergency Fund to support students, staff and alumni in need, and kept apprentices on payroll, even though many client projects were put on hold. Finally, we cultivated opportunities for youth leadership, particularly in virtual events and communications.

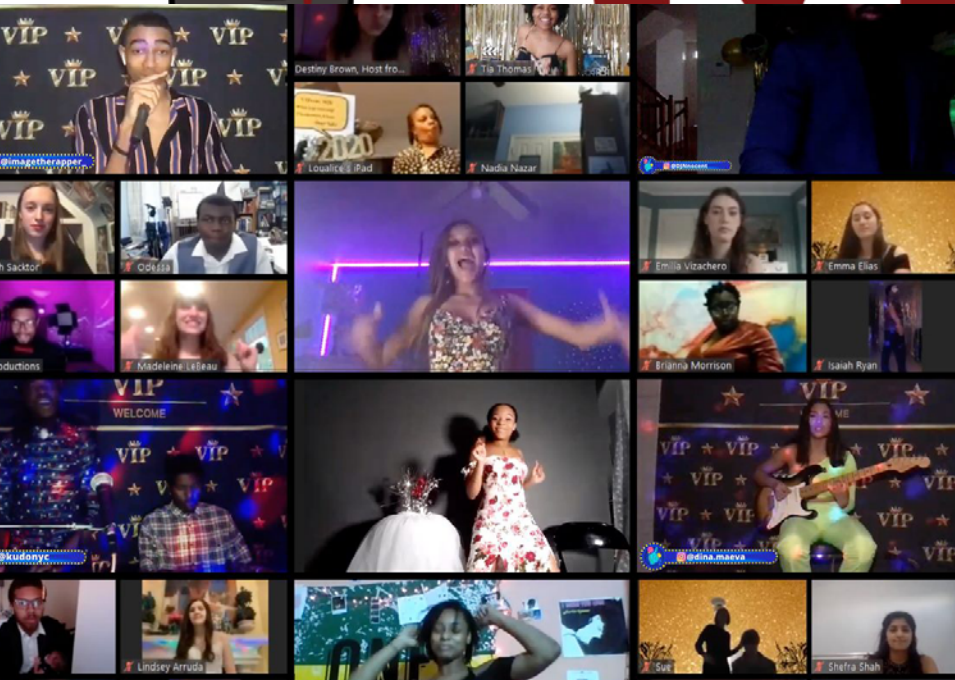
Storytelling: Staff established new avenues to share youth voices. Students used devices on-loan from Wide Angle as well as available resources (cell phone cameras, pen and paper, family computers, free editing software) to express themselves through new media (vlogs, graphic novels, virtual events, social media takeovers) as well as video, photography and design. These efforts aimed to bridge the widening creative arts and technology access opportunity divides.

Clarity: Our team refined its communications strategies, developed new channels to touch base with students and alumni, and implemented frequent 1:1 check-ins with youth via text/phone/video calls to build social-emotional supports.



SUPPORTING RACIAL JUSTICE

Following the national response in the wake of George Floyd's death, our staff held space for youth to unpack the complexity of the moment through opportunities to reflect via blog posts, videos, vlogs and social media takeovers, and by sharing their independent projects to our network (like this image from Design Intern, De'Shaun Fortune). The communications team also initiated an internal audit of its channels and surveyed students on how to center racial justice while uplifting their work.



VIRTUAL EVENTS

Spearheaded by Assistant Producer Destiny Brown, students planned and celebrated a traditional rite of passage through VIProm (Virtual Iconic Prom). Youth built the event website, created marketing content, designed event assets, and ran the program from start to finish. 180+ attendees joined the festivities or watched the livestream, garnering media attention from [CNN](#), WYPR and other outlets. As a Media Instructor, Brown has expanded virtual event planning offerings this summer and fall FY21.

COVER YOUR FACE PROPERLY



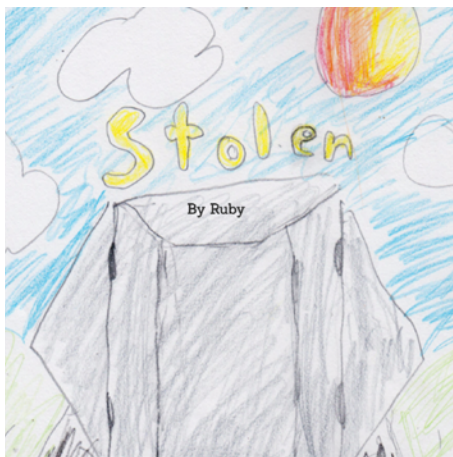
DESIGNING FOR CHANGE

As the organization adapted its curriculum and adjusted program offerings, it also increased its opportunities for young artists to creatively educate their peers through new partnerships, special opportunities, and course offerings. For example, Design Studio worked with the Baltimore Mayor's Office through the Baltimore Joint Information Center to create [an online campaign](#) promoting social distancing.

Highlights from the Year



Apprentices in the new design track created work for regional clients.



Youth experimented with new media, like animated novels, in their online classrooms.



BSO students practiced animation at two fall library sites.

“Wide Angle is one of a handful of organizations that provides real hope to young people in a city with more than its share of challenges. It has been transformational for my oldest son Benjamin, who has participated in Wide Angle programs since middle school. The work that Wide Angle students make provides a compelling counter narrative about Baltimore, its citizens, and especially, the creative promise of its youth.”



Jason Loviglio
Parent



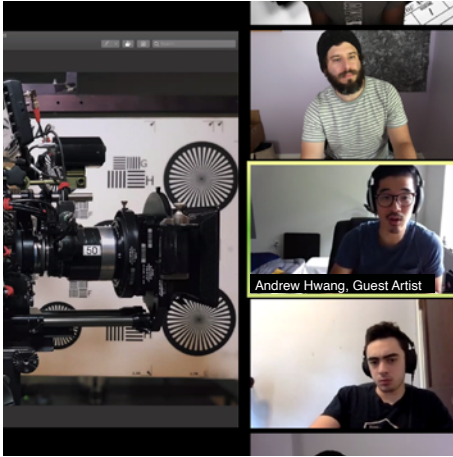
Wide Angle Productions collaborated with Ikonik Visions to create Akilah Divine's award winning music video, [TRIBE](#).



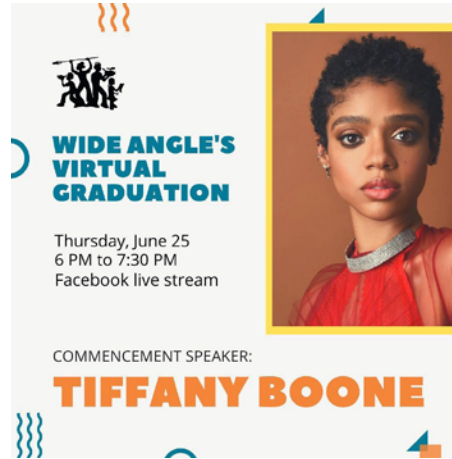
Wide Angle's annual fall event, [Listen. Amplify. Repeat.](#)



A youth planning committee helped shape our fall event, laying groundwork for our transition to youth-designed virtual events in the spring and summer.



Virtual programming opened new opportunities for guest artists and presenters from across the country to join our classrooms.



“...Why do I stay with Wide Angle?...I stay because it is an organization that serves a demographic of primarily black and brown people but is not led by said demographic, so my perspective is needed, welcomed and honestly appreciated. I stay because, unlike other organizations, I know everyone in the room is there with a sincere desire to support. I stay because everyone in the room has a desire to understand and face their biases so that they can not only become better support for the youth but also better humans. I stay because the Dream is that one day we will not be judged by the color of our skin but by the content of our character. And everyone in that room shares that dream for themselves and our youth.”



Shewana Skinner
*Board Member &
Chair of the Business
Advisory Committee*



Social Media takeovers, vlogs, and blogs amplified student voices over the year.



Wide Angle found new ways to partner with clients like Baltimore Homecoming.



Design Studio created [in-kind projects](#) for clients, including the ACLU-MD.



Wide Angle Productions created videos for local and national clients, including the National Endowment for the Arts and the Maryland State Arts Council.

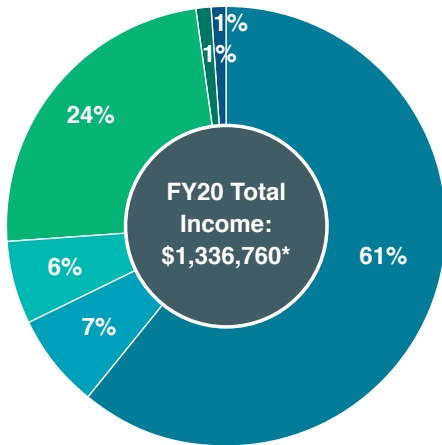
Intentional Growth

Our COVID-19 response built upon our longer-term goals of sustainability, leveraging resources to uplift others and cultivating more equitable employment pathways. Actions included expanding benefits for part-time staff, developing teleworking protocols, implementing a COVID flextime and COVID sick leave policies, extending FMLA support to part-time staff, and keeping apprentices paid on staff while their client work was on pause. Here's a snapshot of how we shifted to meet the needs of the moment, thanks to your support.

	FY19	FY20
Apprentices on staff	4	16
Apprentice hours on the job	3,993	5,783
Youth wages & stipends	\$52,646	\$116,554
Emergency Fund	\$2,000	\$5,000
Home access tech distributed	3	13
Organizations provided with free in-kind media services	3	9
Working Reserve	\$80,043	\$118,581
Donors	501	455
Recurring donors*	14	24

*A donation with ongoing monthly or quarterly gifts.

FY20 Financial Statements



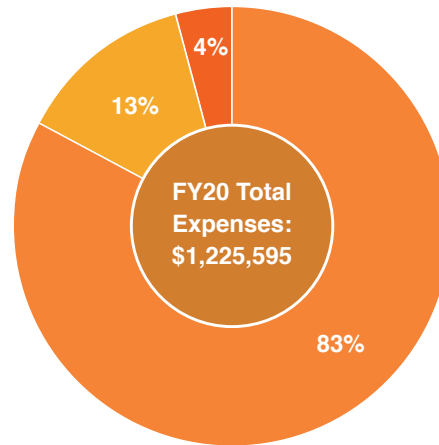
INCOME

Support:

Grants	\$813,538
Contributions*	\$97,339
In-kind goods & services	\$92,171

Revenue:

Program service fees	\$316,016
Program expense reimbursements	\$10,753
Special events	\$6,943



EXPENSES

Program services	\$1,021,834
General & administrative	\$153,594
Fundraising	\$50,167

Net Assets, end of the year: \$1,056,631

All financial data corresponds to Wide Angle Youth Media's FY20 Financial Statements prepared by CohnReznick and approved by Wide Angle's Board of Directors on November 18, 2020.

*Includes: Individual, Corporate, and United Way



83¢

of every dollar raised supports programming.

Thank you to the many individuals and organizations who made gifts between July 1, 2019 and June 30, 2020. We are deeply grateful for every contribution made to help move our mission forward.

PRIVATE FOUNDATIONS & FUNDS

Adobe & TakingITGlobal
Alexander Family Charitable Fund
The Allegis Group Foundation
Baltimore Community Foundation
The Bernard Family
Bernstein Family Charitable Fund, a Donor Advised Fund of The Associated
The Jacob and Hilda Blaustein Foundation
The Henry and Ruth Blaustein Rosenberg Foundation
Brooklyn Community Foundation
Brown Advisory Charitable Foundation
Eddie C. and C. Sylvia Brown Family Foundation
The Cammack Family Charitable Gift Fund, a Donor Advised Fund of T. Rowe Price Charitable
The Annie E. Casey Foundation
The Judge Aaron B. Cohen Charitable Foundation
CohnReznick Foundation
The Cole Foundation Trust
Constellation, an Exelon Company
Costa Snyder Giving Fund
Covid-19 Response Funding Collaborative
The Charles Crane Family Foundation
The Comcast NBC Universal Foundation
Betty Lee and Dudley P. Digges Memorial Fund
Exelon Foundation
Golfers' Charitable Foundation
The Paul and JoEllen Imre Foundation
Robert Wood Johnson Foundation's President's Grant Fund, a Donor Advised Fund established by RWJF at the Princeton Area Community Foundation
The Judy Family Foundation
The Zanyvl and Isabelle Krieger Fund
M&T Charitable Foundation
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Diana Morris and Peter Shiras Family Fund, a Donor Advised Fund of The Associated
Open Society Institute-Baltimore
The Peck Foundation
RBC Capital Markets, RBC Trade for the Kids
Nora Roberts Foundation
Summer Funding Collaborative
T. Rowe Price Foundation, Inc.
TuKass Giving Account
Under Armour
U.S. Bancorp Community Development Corporation
The Harry and Jeanette Weinberg Foundation
Julian H. Krolik and Elaine F. Weiss Philanthropic Fund, a Donor Advised Fund of The Associated
Wells Fargo Foundation
Wirtz Family Fund, a Donor Advised Fund of the Baltimore Community Foundation

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 State Arts Council
Maryland State Department of Commerce
Maryland State Department of Housing and Community Development
Maryland State Department of Labor
Maryland Film Office
National Endowment for the Arts

COMMUNITY EMPLOYMENT & WORKFORCE PARTNERS

The Alliance for Media Arts + Culture, Arts2Work
Catholic Relief Services
BGE
Ikonic Productions
IMRE
Johns Hopkins, Community Impact Internship Program
Mayor's Office of Employment Development, Youthworks
Serious Grip & Electric
University of Maryland Baltimore County, Charlesmead Initiative for Arts Education
University of Maryland, Phillip Merrill School of Journalism
Urban Alliance
VPC, Inc.
Young Audiences of Maryland, Bloomberg Arts Internship

FEE FOR SERVICE CLIENTS

Abell Foundation
The Alliance for Media Arts + Culture
Annie E Casey Foundation
Baltimore City Public Schools
Baltimore Community Mediation Center
Baltimore County Public Schools
Baltimore Homecoming
Behavioral Health Leadership Institute
Boys & Girls Club of the Chesapeake Region
Chesapeake Bay Outward Bound School
Creative Youth Development
Department of Public Works
Enoch Pratt Free Library
Fund for Educational Excellence
Johns Hopkins University
Johns Hopkins Bloomberg School of Public Health
Kaiser of the Mid-Atlantic
Let's Go Boys and Girls
Maryland State Arts Council
National Council for the Traditional Arts
National Endowment for the Arts
One Love Foundation
Rails-to-Trails Conservancy
Reinvestment Fund
Safe Streets Baltimore
Seawall Development Company
SERP Institute
Dr. Kenneth Tellerman
Towson University
T. Rowe Price Foundation
Under Armour
University of Maryland, Phillip Merrill School of Journalism
University of Maryland Baltimore County
Wells Fargo Foundation
Young Audiences of Maryland

“We’re counting on today’s youth to change the world, since too many older folks refuse to do it; and the WAYM [youth] will be leading the way.”

- Anonymous Donor

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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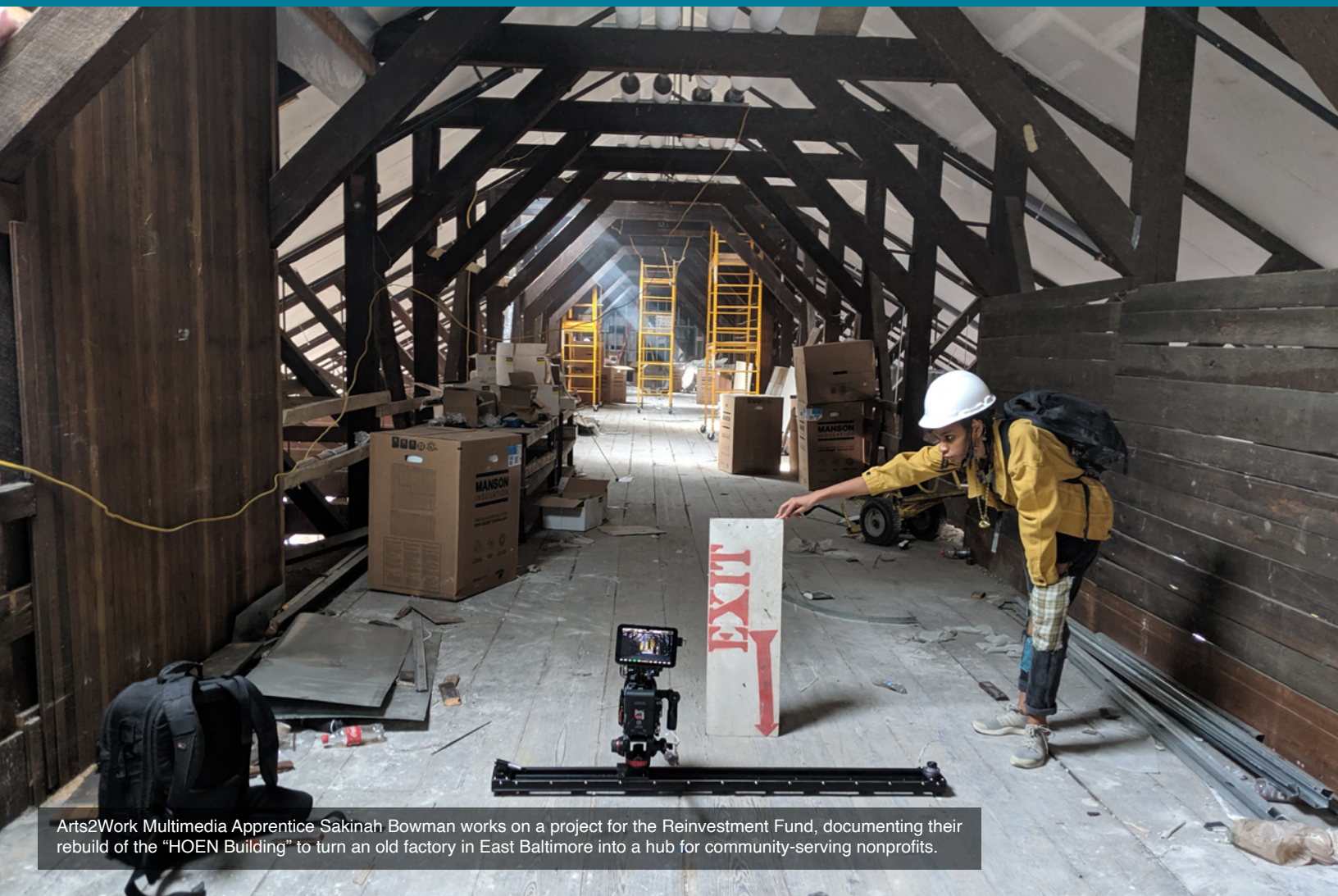
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Catherine Zadoretzky
Nancy Zhang
Jeffrey and Jennifer Zwillenberg



Arts2Work Multimedia Apprentice Sakinah Bowman works on a project for the Reinvestment Fund, documenting their rebuild of the "HOEN Building" to turn an old factory in East Baltimore into a hub for community-serving nonprofits.

TRIBUTES & RELATIONSHIP

Cole Barton, In Honor of Amanda B. Fisher
Davida Breier, In Memorial of Wayne Countryman
Robyn Brickel, In Honor of Emily Sanders, LPC
Jennifer Cassada, In Memorial of TLC
Christine Doby, In Honor of Leah Michaels
Michael Hankin, In Honor of Askia Jackson
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Susan Seitz, In Honor of Jack Seitz and Savanna Lyons
Susan Seitz, In Memorial of Jake Seitz
Amy Seto, In Honor of Askia Jackson
Barbara Sloan, In Honor of David Sloan
Mark Sloan, In Honor of David Sloan
Susan Smulyan, In Honor of Jason Loviglio
Christina Ralls, In Memorial of Steve Quinter
Marianne Reynolds, In Memorial of Jerry Reynolds

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Bamikole Gbangbalasa
Bramble Baking Company
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Kiana Jones
Pablo Jusem
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Maryland Institute College of Art, Office
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Monument City Brewing Company
Jeffrey Myers
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“As a former intern at Wide Angle, I can attest to how impactful the experience was for me and my career. Thank you all for the work you do!”

– **Jackie Randell**, Donor and Former Intern

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Intellectual Property lawyer & Founder of SDOT Solutions LLC



“As an African American teenager, I find it strenuous to communicate my emotions verbally... The ‘Camera’ in my hand was like how a mother held a newborn baby, I was given the possibility to create something amazing... In that moment, I realized that my art was me and I was my art, the picture I had taken was my soul’s given form. So, to those who never pictured themselves as a photographer, or an artist in any form of media, take a picture of yourself or anything around you, BOOM, now you’re a photographer. Embrace it.”

– **Freedom King** (left), Mediaworks Participant

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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



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