



Program:

Application #: 240848

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Application / Project Name:

Youth Film Program - 240848

Application Party ID:

38385

Organization ID#:

15095

Please complete the fields below for your organization. If your program is sponsored by a fiscal agent, please complete the information for the sponsor organization.

Organization Legal Name:

Indie Memphis

WHEREtoGIVEmidSouth.org Profile URL:

<https://wheretogivemidSouth.org/guidestar.org/NonprofitProfile.aspx?OrgId=1145575>

Organization Address:

1910 Madison Avenue, # 632, Memphis, TN 38104

Organization Phone Number:

9012145171

If your program is sponsored by a fiscal agent, please list the name of your program.

Grant Admin Name:

Ryan Watt

Grant Admin Title:

Grant Admin

Grant Admin Email:

ryan@indiememphis.com



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Grant Admin Phone:

9012409660

Total Project Budget:

\$100,820.00

Grant Amount Requested:

\$7,500.00

As stated in the application guidelines, an eligibility requirement for this application is a published, reviewed WHEREtoGIVEmidsouth.org profile for the applying organization. To meet eligibility: if the applying organization needs to submit a new WHEREtoGIVEmidsouth.org profile OR updates and edits to an existing profile, it must be submitted for review by January 24, 2019.

I understand this requirement.

Yes

As stated in the application guidelines, a representative from each organization chosen as a finalist must give a 3-5 minute presentation at the GiVE 365 Finals event on a weekday evening in early April. (Time and location to be announced soon.)

I understand this requirement.

Yes

Has your organization ever received a GiVE 365 grant?

Yes

Please provide a brief 2-3 sentence summary of your project for use in communications with GiVE 365 members and for The Finals event printed program, should your application be chosen. (The description may be edited by staff. A Finals event program example can be found on the GiVE 365 webpage.)

As part of our mission to create community and support the development of filmmakers in all genders, ethnicities, and economic backgrounds, the Indie Memphis Youth Film Program provides



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7th to 12th grade students year-round support. Career development is accessed through workshops, mentoring, and apprenticeship all at no cost, culminating in student short film premieres at the annual Youth Film Fest on September 9, 2019.

Please describe the project or program for which you are seeking funding and how it addresses the grant theme, Pathways to Success: programs that provide workforce training and career development.

Funding from GiVE365 in 2016 launched our program with a single event, the first Youth Film Fest. Now four years later, the program has grown into year-round career development. We are seeking GiVE365 support to grow our career track with mentoring, workshops, and the new apprentice initiative.

In 2019 the Indie Memphis Youth Film Program will provide support to at least 50 new short films produced by young Memphis directors with over 300 students working in various roles including screenwriter, actors, camera operator, lighting, production design, costume and makeup, picture editor, sound recording, music composition, special effects, and more.

Mentors will support 9 short film teams, each receiving \$500 budget grants, leading 27 students through the milestones and schedule to complete their films. At least 4 additional students will be selected for our new apprentice program, providing one-on-one career mentoring and real world experience, shadowing film professionals on-set and introductions to their vertical networks. The apprentice program bridges the gap from youth beginners into advanced instruction heading into adulthood for employment.

Content is in high demand from media companies. The opportunity for career advancement is greater than ever for content creators and jobs on productions. Structure for training and development is needed in Memphis, very few schools offer support.

Young artists and technicians in the program produce their own media. Skills learned in the collaborative art of filmmaking are supportive for other careers including communication, creative expression, problem solving, critical thinking, esteem, networking, organization, developing personal narrative, self-discipline, teamwork, and technical abilities.

Workshops are hosted throughout the year for young filmmakers of all experience levels to learn skills and seek advice while they are working on their films. Students may also visit our partner Cloud901 at the Benjamin L Hooks - Central Library for additional support.



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Students produce their films in the Summer and to submit by the August deadline. Films are reviewed by a panel of Indie Memphis staff and committee volunteers. Jury members are selected from outside of Memphis to select awards, including cash prizes and the grand prize production package valued at \$4,000. Free passes to the Youth Film Fest are available to any interested students in grades 7 - 12, including workshops and screenings.

What is the target population(s) addressed by your program or project?

Grades 7 - 12, all genders, all schools in the Memphis Metropolitan area, with an emphasis on Shelby County Schools and underserved zip codes.

How does your program specifically address the needs of this target population? Do you partner with any other organizations to further address these needs?

Students from 41 different schools have completed films in our programs and many more have attended workshops.

We partner with the Memphis Grizzlies Foundation and Cloud901 for our mentoring and apprentice program. Cloud901 serves as the primary meeting space for the mentor teams, including computers used for editing. Shelby County Schools and many theater programs share our opportunities for events and submission deadlines to their students and parents. Recently the City of Memphis has incorporated a filmmaking camp into their MPLOY work program. We support the MPLOY program so those same students can receive continued support in our Youth Program and show their work at the Youth Film Fest.

The program is structured for the widest access with all free events and submissions. Workshops and events occur throughout the year and students are encouraged to receive additional instruction and equipment support at our partner location Cloud901.

Additional program emphasis is developing young women interested in filmmaking as we seek to reach parity of 50% women filmmakers supported by Indie Memphis.

We have seen the success of previous years reaching the target population, with the majority of award winners recognized in 2018 being people of color and women filmmakers.

During the grant period, approximately how many community members will be served by this project or program?

300



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The grant period extends from May 2019 to April 2020. Please provide a timeline or important dates for the proposal within this date range.

May, June, July 2019 - "CrewUP" Mentor Teams produce their short films
May 2019 - Apprentices selected
June, July 2019 - Workshops
June, July, August 2019 - Apprentices shadow crew members on-set and work with mentors
August 1, 2019 - Mentor Teams and all other youth films deadline to submit
August 2019 - Film selections for Youth Film Fest announced
September 7, 2019 - Youth Film Fest (a dozen or more workshops and premiere of films)
November 2, 2019 - Indie Memphis Film Festival: Youth Award Winners screening
December 2019 - "CrewUP" Mentee Applications due for 2020 program
January 2020 - "CrewUP" Mentee Orientation
February, March, April 2020 - "CrewUP" Mentee Team Pre-Production Meetings & Milestones

Please detail the staff members and/or volunteers who will run this project or program during the grant period.

Ryan Watt - Executive Director
Joseph Carr - Artist Services Director
May Todd - Youth Fest Director
Amanda Willoughby - Youth Mentor Coordinator
Brett Robbs - Youth Committee Chair
Brett Hanover - Mentor
Kyle Taubken - Mentor
Jessica Chaney - Mentor
Martina Boothes - Mentor
Sean Winfrey - Mentor
Jyo Carolino - Mentor
Myron Swift - Mentor
Arnold Edwards - Mentor
John Hamilton - Mentor
Lisa Lax - Acting Workshop
Numerous other filmmakers will lead workshops.

How and when will you evaluate your program or project?

Progress year over year is tracked by number of films submitted and accepted, number of filmmakers completing films, number of schools represented, zip codes represented, gender breakdown, number of students participating in workshops, number of mentees, number of



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apprentices, students accepted to college, students receiving scholarships, students receiving jobs, and ultimately the quality of the work.

Surveys are sent to all students at the end of each year to learn how we can continue to improve the program.

The increasing number of filmmakers offering to volunteer to lead workshops, become mentors, and provide equipment is another evaluation method.

Define success for your project by the end of the grant period. What goals do you have to measure effects or outcomes for participants?

Success is defined as growing total students reached, total school represented, films completed, quality of work all increasing over 2018 data. Specific goals per initiative:

Year-Round Workshops

Goal: 150+ attendance at five workshops throughout the year

Mentoring: "Crew UP" Team Filmmaking

Goal: 9 teams of three students each (27 students) each completing films, \$500 budget provided to each team

Apprenticeship:

Goal: Launch Summer 2019 with at least 4 apprentices, each supported by a mentor, receiving on-set experience and career coaching

Youth Film Fest: September 7, 2019

Goal: 60+ short film submissions from Memphis youth, 225+ youth attendance, 30+ schools represented with completed films, gender parity

Indie Memphis Film Festival:

Goal: Connect young Memphis filmmakers to industry across the country, with success measured by filmmakers discovered and ultimately premiering at festivals beyond Memphis.

Define long-term success for your project. What do you expect the long-term effects or outcomes to be for participants?

The long-term goal is to develop the future generation of storytellers with full access no matter the student's school or neighborhood. The work they create will open minds, shape narratives, and



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enhance the culture of Memphis and beyond. For a single filmmaker to reach the heights of Memphis directors Craig Brewer or Tom Shadyac will have a huge effect, creating numerous productions that employ hundreds of people. Growing the talent base of crew is also important for larger film and television productions to hire locally.

Program success stories include the award winning film from our first mentor program, Sensitive, involving themes of toxic masculinity by filmmakers from Gateway, Central, and Middle College. Grand Prize Winner, The Death of Hip Hop, by Janay Kelley at White Station High. Mikey Thomas from Melrose premiering his film Wildfire, produced with the Grand Prize production award he received for his documentary on Emmett Till. Vivian Gray being accepted to the prestigious USC film school. Galen Hicks from Central receiving the Grizzlies Foundation "Mentee of the Year" award for his creation of original music videos and acting talent. Georgian Hill Junior High students winning an award for their film Binghampton Stories about Carpenter Art Garden. Junior High students at Booker T Washington creating the original music video "Stop The Violence".

In order to keep GiVE 365 members informed of the grant's progress, grantees are required to provide brief updates that can be shared with members three times in the twelve-month grant period. Will you be able to provide updates on the project that can be shared with GiVE 365 members through some or all of the following methods: social media, photos/videos, site visits, etc.? Creativity is highly encouraged. Please explain how you plan to share about the project.

Yes, we have an extensive social media presence and email reach, regularly posting updates on workshops and highlighting the young filmmakers. All GiVE365 members are encouraged to attend the Youth Film Fest on September 7, 2019 to see the premieres of the films and attend the showcase screening of award winners at the Indie Memphis Film Festival in November.

High School journalism students also cover the Youth Fest with video, interviews, and stories for their respective school projects and newspapers.

A site visit to the mentor and apprentice meetings at Cloud901 is encouraged to see the process as each student works through the milestones to complete their film by the deadline.

The films, with approval from the students, will also be shared online and promoted through our communications.

Please remember to provide a project budget by uploading it in the Application Uploads table once you have saved this form.



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Full Name of Executive Director or Authorized Signer:

Ryan Watt

Date:

2/7/2019

Indie Memphis

INDIE MEMPHIS - 2019 YOUTH FILM PROGRAM		2/6/19
Revenue for Youth Film Program. Confirmed revenue is specified along with pending estimates for sponsors and grants. 20% of general operating grants are allocated to program.		
\$34,000	Grizzlies Foundation - Mentor Program support	
\$6,000	Lynne & Henry Turley - Mentor Program support	
\$12,000	Brett Robbs - Sponsor	
\$17,600	Operation Grants - 20% Allocation	
\$7,500	GiVE365 Grant - PENDING	
\$20,000	Additional Grants & Sponsors - PENDING	
\$1,000	Lichtenman Lowenberg Foundation	
\$1,000	Youth Fest - Ticket Sales (free for youth)	
\$3,000	Donations	
\$102,100	TOTAL REVENUE	
Expenses for Youth Film Program. Salary staff and admin costs are allocated at 20% for the program.		
	PAYROLL	
\$48,820	Staff 20% Allocation	
	- Executive Director	
	- Artistic Director	
	- Artist Services Director	
	- Director of Operations	
	- Marketing Coordinator	
	- Payroll Taxes	
	CONTRACTORS	
\$12,000	Mentor Coordinator	

\$2,500	Youth Fest Director		
\$9,000	Mentor Stipends (9 x \$1,000)		
\$2,000	Apprentice Mentor Stipends (4 x \$500)		
	OPERATIONS		
\$880	Insurance - 20% Allocation		
\$5,500	Venue Rental		
\$500	Equipment Rental		
\$4,920	Administrative - 20% Allocation		
	- Office Rent, Office Supplies		
	- Telephone, Internet		
	MARKETING		
\$1,000	Printing		
\$1,000	Social Media Ads		
\$2,500	T Shirts & Merchandise		
\$200	Photography		
\$3,000	Food & Beverages		
	PRIZE MONEY		
\$4,500	Mentor Film Team Budget Grants (9 x \$500)		
\$2,500	Prize Money		
\$100,820		TOTAL EXPENSES	