



BYkids
THEIR WORLD THEIR FILMS

MILKEN-PENN GSE PRESENTATION

OUR VISION AND MISSION

VISION

BYkids believes that we can understand the world's challenges – and how to best meet them – through the personal stories of young people.

MISSION

BYkids is a global educational movement that uses storytelling through film to inform, engage and inspire action.

BYkids provides kids around the world with master mentoring and the video cameras to make short documentaries about their lives.

BYkids films enable fresh, new perspectives to be seen and shared by a global community.

WHAT WE DO

- We are a **global educational movement** that uses film, the classroom, social media and community engagement to tell stories that **inform, engage and inspire action.**
- We **empower youth** to tell their story, influence their world and connect to their peers.
- We **foster global understanding and dialogue.**
- We distribute **BYkids** films to over **100 million viewers.**

BYKIDS LEADERSHIP

Holly Carter, Founder and ED of **BYkids**, has worked for 20 years as a journalist, editor, documentary filmmaker, fundraiser and non-profit leader.

- Pulitzer-Prize nominated journalist and editor at *The New York Times*
- Worked as a photographer and journalist in Korea as a Henry Luce Scholar
- Produced the award-winning PBS documentary, *Margaret Sanger*
- *Co-Founded* North Carolina's Full Frame Documentary Festival
- Consulted for George Soros's and The After-School Corporation
- Produced the PBS series *Media Matters*
- Ran the Global Film Initiative

MAJOR ACCOMPLISHMENTS

In five years, BYkids has:

- Produced four artistic films winning top honors at over 100 international film festivals.
- Partnered with Discovery Education to stream our films into HALF the K-12 classrooms in America reaching 35 million students and one million teachers.
- Partnered with UN TV (40 million viewers) and Shorts International (30 million viewers) to broadcast internationally.
- Partnered with Tribeca Institute's Reframe Collection to sell through Amazon.

OUR FILMS AT A GLANCE

STORIES THAT ARE RARELY TOLD IN MAINSTREAM MEDIA

HOME IS WHERE YOU FIND IT

Alcides Soares (16) is one of 500,000 kids in Mozambique orphaned by AIDS and tells of how he recreated family.

MY COUNTRY IS TIBET

Trichen Lhagyari (17), the direct descendent of the great Kings of Tibet, retains his traditional culture in the face of persecution.

FIRE IN OUR HEARTS

Jayshree Kharpade (16) illuminates the immense social and economic potential of educating girls in the developing world.

DISPLACED BUT NOT DEFEATED

María Ceballos (16) reveals how her family and community endure displacement in Colombia by keeping a sense of hope.



OUR GOALS

Scale our educational reach and impact by:

- Developing educational material to accompany each film to dynamically bring our films into the classroom.
- Creating a Communications Toolkit to help teachers and students incorporate film, storytelling and personal narrative into the school day.
- Encouraging online use of these resources and creating a platform for global dialogue by working with partners and adding to our own website.

THE GRANT WILL ALLOW US TO

Create a web-based module for each **BYkids** film with a Communications Toolkit.

For Students: A set of resources and dynamic guided questions matching current thinking on performance-based education and the CCSS (Common Core Standards).

For Teachers: Resources aligned to CCSS by subject area:

- Using film in the classroom.
- How filmmaking involves critical thinking, literacy and collaboration.
- A guide for mentoring a film project – a film tutorial.

TIMELINE AND CONTENT

- Recruit and hire education consultant – 1 month
- Develop BYkids Educational Framework – 1 month
- Develop Educational module (includes review with advisory group) – 2 months
- Pilot and test – 1 month
- Revise module based on testing – 1 month
- Go live online and share with distribution/outreach partners

THANK YOU



APPENDIX

OUR PARTNERS



BOARD OF DIRECTORS

BYkids is led by Holly Carter, Pulitzer Prize nominated journalist, documentary filmmaker, film festival producer and former Executive Director of the Global Film Initiative.

Lucy Price

Interior Designer and Philanthropist

Hilary Adams

Writer and Video Producer

Stacy Boge

Photographer with Boge Creative Group

Ric Burns

Documentary Director
and Producer with Steeplechase Films

Cleo Godsey

Digital Media for Estee Lauder Companies Online

Melanie Grisanti

Executive Producer of Kids Programming

Susan Hoenig

Television Producer

Eduardo Martinez

Citigroup

Albert Maysles

Documentary Filmmaker

Graham Messick

Producer for *60 Minutes*

Michele Mitchell

Journalist, Writer and Executive Editor of Filmat11.tv

Alan Murray

Executive Editor of *The Wall Street Journal Online*

Jonice Padilha

Owner of J. Sisters Salon

Tamsin Smith

Founder and President of SlipStreamStrategy

THE FILM MENTORS

Renowned filmmakers include:

Neal Baer

Ric Burns

Joyce Chopra

Maryann De Leo

Karen Goodman

Jim Hart

Susan Hoenig

Celia Lowenstein

Albert Maysles

Alicia Sams

Dirk Simon

Mary Soan

Chris Zalla

WHAT PEOPLE ARE SAYING

“BYkids reminds us that we are one Humanity.”

- Edmond Mulet, head of U.N. Peacekeeping

“This film is the coolest thing that has ever come to my school. This is how I learn.”

- Maria, High School Student at Frank Sinatra

“BYkids films not only inform, they engage students' imagination and passion - which is always at the heart of true learning, true understanding and insight.”

- Kelli Campbell, Discovery Education

OUR FILMS AT A GLANCE

STORIES THAT ARE RARELY TOLD IN
MAINSTREAM MEDIA

MOZAMBIQUE: **HOME IS WHERE YOU FIND IT**

Alcides Soares (16) is one of 500,000 kids in Mozambique orphaned by AIDS and inspiringly tells of how he recreated family.



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TIBET: **MY COUNTRY IS TIBET**

Trichen Lhagyari (17), the direct descendent of the great Kings of Tibet, retains his traditional culture in the face of persecution.



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INDIA: **FIRE IN OUR HEARTS**

Jayshree Kharpade (16) illuminates the immense social and economic potential of educating girls in the developing world.



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COLOMBIA: **DISPLACED BUT NOT DEFEATED**

María Ceballos (16) reveals how her family and community endure displacement in Colombia by keeping a sense of hope.



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MEDIA

UNITED STATES: **BEING MUSLIM IN NYC – in production**

Faiza Almontaser (17) confronts what it means to be Muslim and American in a post 9/11, post Arab Spring world.



CONTACT INFORMATION

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