

BIG PICTURE ALLIANCE

OUR MISSION & VISION

Big Picture Alliance (BPA) empowers marginalized Philadelphia youth to define their own narrative through filmmaking & digital media. We provide transformative learning experiences and a supportive pathway for youth to have their voices heard, develop as young professionals, and reach their full potential.

We envision a city where ALL youth have access to media tools & education, creative community, professional mentorship and career pathways. We aim to amplify marginalized voices and cultivate a new generation of diverse storytellers and media professionals contributing to a more inclusive, equitable, and just society.



WHO WE SERVE



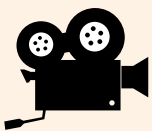
BPA serves youth (ages 12-24) from marginalized communities across Philadelphia who lack access to media education & career paths.

We annually serve **300** Philadelphia youth through over **1000** hours of programming. **90%** of program participants are BIPOC and low income.

Since 1994, BPA has served **10,000** youth through **200** partnerships resulting in **150** scholarships, **260** paid apprenticeships, and **1000** films.

OUR GOALS

Our goals are for youth to excel in digital literacy, graduate, and pursue meaningful careers while using their films to drive social change and promote diversity and equity in the film and media industry.



Digital Media Literacy: Youth learn digital storytelling through creating original films from script-to-screen.



Self-Expression: Youth represent themselves through thoughtful storytelling stemming from their own life experience, perspectives, research, and imagination.



Social-Emotional Empowerment: Youth build positive connections with peers and mentors through teamwork, collaboration, and a safe/supportive learning environment.



Professional Development: Youth develop career skills and work experience under the mentorship of professionals through portfolio development, industry field trips, and paid apprenticeships.



Civic Engagement: Youth engage with their community through collaborative projects - sparking dialogue and self-advocating around issues impacting their lives.

Engage, Educate & Empower!

Big Picture Alliance's pathway of after school, summer and workforce programs mentor Philly youth from script-to-screen and from curiosity-to-careers. We bring professionals into classrooms and communities to teach digital storytelling through hands-on project-based programs in partnership with schools, industry leaders, and cultural institutions. Youth develop digital literacy, self-expression, social-emotional empowerment, civic engagement and 21st-Century skills through producing original films that explore their perspectives, amplify their voices and uplift their communities. We are at the intersections of Arts & Culture, Youth Development, and Workforce Development.

PROGRAM COMPONENTS



Workforce Programs & Paid Apprenticeships



After School Programs & Summer Intensives



Big Picture Film Fest & GroundFloor Studios

IMPACT SNAPSHOT

300 youth served through 1000 program hours

92% passed digital literacy assessments

92% completed a film from script-to-screen

93% completed paid industry apprenticeships

92% presented their work at a screening or a broadcast

*Data as of 2023

GET INVOLVED

We believe that media is a powerful tool for shaping society, yet youth from marginalized communities often lack access to media education and career opportunities. In Philadelphia, 30% of youth live below the poverty line, and BIPOC youth receive 25% fewer arts credits, leaving them underrepresented as storytellers in an industry where less than 15% of directors and screenwriters are people of color. By investing in BIPOC youth, we aim to diversify our \$30 billion creative sector and create a future where Philly's young talent can thrive in the media industry.

Help us empower Philadelphia youth to define their own narrative through filmmaking! Please visit our website for volunteer and donation opportunities.



“BPA provided me with the tools, mentorship, and a safe space to express myself, develop my craft as an artist, gain professional skills, and become a voice for my community. This supportive community enabled me to pursue a career I love while getting paid to learn.
~BPA Participant”



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