



Tower of Youth



General Information

Contact Information

Nonprofit	Tower of Youth
Address	3711 Dell Rd Carmichael, CA 95608
Phone	(916) 944-0100
Web Site	towerofyouth.org
Facebook	http://www.facebook.com/towerofyouth
Twitter	http://www.twitter.com/towerofyouth

At A Glance

Year of Incorporation	1984
Organization's type of tax exempt status	Public Supported Charity

Mission & Areas Served

Statements

Mission Statement

Educate, organize & influence youth, 13 - 20, and their mentors to master media arts and digital technology to forge universal creative media literacy and expression. Modernize the education system & build a 21st century, world-class workforce for career, economic & community transformation through digital media art and technology.

Background Statement

Now entering our 20th year, Tower Of Youth (TOY) began as a Sacramento Sierra (5 county -Sacramento, Placer, Yolo, Nevada, El Dorado), youth media organizational magnet, built around 2 annual, competitive, media festivals, The Teen Digital Reel Showcase & Awards, and the North American All Youth Film & Education Day. *Image engagement* by youth is the central draw for the new world *Digitalism* economy. It is revolutionizing all societal emerging relations and institutions. TOY disseminated \$2.5 million in state-of-the-art hardware and software as festival awards to build regional educator capacity and a river of student careerists. Our Festivals advance workforce standards curricula and interdependent member organizations that include media teachers (*Sacramento Sierra Digital Arts Studio*), parents (*Parent Digital Media Circle*) and our youth (*Youth Broadcast Media Association*).

Our California legislative blue print (*Digital Arts Studio Partnership and Workforce Development Act 2002, 2007, 2008*) established a policy based "sector intermediary" organization linking schools, non profits, businesses, professionals, and youth, This became our outreach tool for stake holders to organize and the basis of our position paper, "CA Creates", sketching our analysis and strategy for system change. Everything led to a new imperative and paradigm for how society must prepare its children to create a just and democratic, all digital based culture. Beyond the 20th Century Information Technology (IT) or Science, Tech, Engineering and Math (STEM) focus, the radical impact of 21st Century audio-visual and social media communications now defines all youth life and our transforming world!

TOY guides schools to embed digital media arts and project-based learning in teacher training and across all academic classes to produce a 21st Century Arts Media and Entertainment Career pathway and workforce to populate every business where internet and video are essential to competitive entrepreneurial success. TOY demonstrates model sports media partnerships with the River Cats Baseball Team and Sacramento Kings Basketball Team. We advance environmental visions with Sacramento Municipal Utility District, and cultural visions in partnership with the CA State Fair to inspire and multiply high value, real world media projects.

Needs Statement

- Training our teen members in planning, leadership skills and awareness, event and meeting organizing, public relations skills & project production is our central priority. Need full time Youth leadership training professional (\$50K)
- Supporting parent and family organization to understand and advocate 21st Century education and civic policy change, media arts teacher support, peer digital pedagogy dialogue & engagement at PTA/PTO and School Board Meetings is a critical need if student arts media and entertainment pathway career success expansion is to occur. Need: Half time organizer able to attend school parent groups and staff our Parent Digital Media Circle (\$35K)
- Need Full time Executive Administrative Assistant to the CEO for film festival, web, data management, daily operations and non profit business affairs. (\$50K)
- Need: Implementation costs to reach, assemble all movie entries, invited 7000 alumni participants and implement the "TOY 20th Ann. North American All Youth Film Day" and "Creative Careers Bloom" returning Alumni event October 7 & 8, 2016 (50 social media volunteers and \$25K)

CEO/Executive Director Statement

We are a unique and unprecedented organization, as a “sector intermediary”, challenging the norms and tolerances of traditional corporate and foundation funding sources. Our agenda is hugely complex, and not aimed at solving problems but creating solutions. Our view and definition of youth is not as a "problem" or being "at-risk" but as a "solution" in an "at-risk" society. We operate in a paradigm that presumes our outmoded school system will absolutely change from 6 period days to 24/7 virtual learning within a radically new economic framework we call “*Digitalism*”. The possibilities and realities of learning, creating, producing, socializing will know no traditional limitations of space, time and experience. Our children, formally educated or not, will live out that transformation, as did the children at the outset of the 20th Century faced with their Century's new technology and mass new immigration. It is incumbent on visionary and bold leadership to anticipate the challenges ahead, with no familiar blueprint, call on new alliances and interdependent leaders, face entrenched and often hostile opposition to changes to the status quo that are irrevocable, and inspire boundless optimism and innovation to advance human being. Intergenerational power relations will absolutely change, and traditional “community” will be replaced by boundaryless productive “studio” communities. The "arts" must be made a central strut within Science Technology, Engineering and Math (STEM) to STEAM) because design, beauty, taste, aesthetics are fundamental to all human endeavor and success. The Tower of Youth stretches to integrate these perspectives, axioms, and challenges in its program work, aiming everything it does towards building a new 'citizen', an empowered youth organization, a global vision and a new economy ... Never spectacle or just 'human doing' for its own sake, each TOY activity and program element must have a paradigmatic and transformational role or it is worthless. William Bronston, MD President and CEO

Areas of Service

Areas

Sacramento County

Yolo County

El Dorado County

Placer County

Sutter County

Placer County

Service Categories

Primary Organization Category

Arts,Culture & Humanities / Film & Video

Programs

Programs

Teen Digital Reel Showcase & Awards (TDR)

Description	In 1997, TOY began a Sacramento Sierra regional competition movie festival as a magnet to advance digital media creative arts across our public and private high school programs. This advanced workforce standards and values in our jury rubrics for youth entry creative expression. TDR incentivized educator and school system modernization, digital media mastery, school and civic engagement. A Production Portfolio and Youtube.com upload was required of all entries. Nine content categories were developed to motivate students and enhance career education. Our Towerofyouth.org website displayed all the program elements –Guidelines, industry jurors, sponsors, participating CA media colleges, industry career-vision guest speakers - for each annual TDR event. The 17 consecutive annual competition events recruited and disseminated \$2.5 million in state-of-the-art software and hardware awards for youth/mentor teams to build regional capacity.
Budget	\$20,000.00
Category	Arts, Culture & Humanities, General/Other Film & Video
Population Served	Adolescents Only (13-19 years)
Program Successes	<ol style="list-style-type: none">1. Dissemination of \$2.5 million in professional software and hardware has maintained & expanded digital media programming in 15+ Sacramento-Sierra region High Schools directly impacting 1000 participating students and their teachers to model & reinforce media arts and technology career pathway pursuits.2. 10 program partnerships with our top sports, environmental, community businesses & the non profit sector now exist. 10 social media tools are used to build youth 'studio' and broad public awareness of youth media power.3. Curriculum and professionalism in broadcast journalism has expanded through our award distribution of 8 NewTek Tricaster units with 5 major high schools who have risen to national award stature in the Student TV Network & US Educational TV Annual Conferences.4. Perpetuated regional, media organization development among 1000 youth (YBAMA), parents (PDMC) and teachers (SSDASP), advancing arts, media & entertainment career pathways now exists.
Program Success Monitored By	The objective expansion in quantity and quality of youth media production projects has been displayed on Youtube.com/towerofyouth with 5 years site utilization displayed. Complex data describing skill sets, interests, project training and creative priorities exists for each of the 400 YBAMA members through the required membership Survey Monkey personal interest profile. Targeted interview assessment and survey work has been aggregated as a result of the Digital Arts Partnership Project shows significant attitude and skill changes from the dozen partnership productions between high schools and non profit agencies. Video production projects with the River Cats led to Cats professional acknowledged commercial quality works. 40 video projects were generated for SMUD in the formal partnership established. The universal written evaluations from all youth participants in YBAMA training workshops show across the board skill growth and high value with the experiences.

Youth Broadcast & Media Association (YBAMA)

Description	<p>YBAMA was first framed in 1998. It is a regional, pre-professional, digital media industry-wide membership guild, for youth 13 – 20. Youth join to seek access to the best knowledge, friendships and experiences in the field and forge an annual calendar for their creative projects, build peer “studio” relationships and develop pathways to advanced school and career success. Members establish a rigorous personal interest profile upon which their projects and activities are based. Planned access exists to •industry wide, direct and on-line, professional mentoring, •ybama.org website, •Theatron training workshops, •Talentearth.com portfolio and resumes •creative media partnership productions, •producing and exhibiting works in the 2 Tower of Youth annual movie festivals, •amplifying youth values, interests, community service projects, and •cross economy workforce exchanges. The members meet to plan regularly, establish studio clubs in their schools, dialogue with PTA and PTOs, and seek regional corporate collaborations.</p>
Budget	\$25,000.00
Category	Youth Development, General/Other Youth Leadership
Population Served	Adolescents Only (13-19 years)
Program Successes	<ol style="list-style-type: none">1.Organization of regular weekend “Theatron” training workshops in Producing, Directing, Acting, Sports Media, Sound & Music Design, Documentary, School and Civic Affairs, Makeup, Costume, Hairstyling, and, most significantly, Career Success skills.2.Established partnerships with emblematic corporations to promote learning & creative media projects. eg. the Sacramento Municipal Utility District (SMUD), to produce video on environmental and energy sustainability; with the River Cats & Sacramento Kings where sports corporation media professionals teach and jury lead competition media works to market their operations and exhibit to their audiences to provide skills and recognition for YBAM media production teams.3.Production and management of annual Teen Digital Reel Showcase & North American All Youth Film & Education Day (35 consecutive)events since the inception of YBAMA, to drive large festival event management skills, experience and mass youth visibility.
Program Success Monitored By	<p>Individual evaluation forms are obtained from each Theatron participant and blogs of each are published on the web. Selective Survey Monkey data from the membership is structured. Regular YBAMA Leadership meetings analyze strengths and weaknesses for each operation detailed in Minutes to all youth members. Movie project outcomes are broadcast, webcast and constantly vetted by multiple publics - professional and lay. Critical professional media reviews and coverage are published in the Bee, Sactown Mag, SNR and web blogs. Weaknesses exist in the difficulty of establishing stabile studio clubs on campuses as media arts is highly fragile and student leaders matriculate and media classes are lost. Reliance on all volunteer and changing adults to support youth organizational planning and operations is a strategic deficit and has hampered our ability to do long term follow-up of member's lives and choices derived from their media arts experience and pedagogy.</p>

North American All Youth Film & Education Day

Description	Begun 19 years ago, outreach to all North American high school and community sources of youth movie production in the US and Canada gathered the generation's state-of-the-art best movies, longer than 3 minutes each, that are juried by 24 teens who view, score and curate the annual 6-hour showcase each October. 16 youth host and 40 manage the extraordinary school day festival, introducing each of the 40 winning entries that are webcast live. Reps from 18 top CA media colleges attend to market their schools. A major industry career vision speaker is a part of the day long program. The event is attended by up to 1000 teens to view the peer best of creative expression, workforce pathway standards and civic engagement. Our goal is to inspire career passion and rivet our audience with the spectrum of their peer's messages and productions, facilitate access to Arts, Media & Entertainment career pathways & leverage school curriculum modernization. The power and influence of youth movie self-revelation are compellingly demonstrated in their movies and subsequent pedagogy.
Budget	\$25,000.00
Category	Arts, Culture & Humanities, General/Other Film & Video
Population Served	Adolescents Only (13-19 years)
Program Successes	<ol style="list-style-type: none">1. The top (2 - 4 dozen) leadership of TOY and YBAMA is reforged annually through the summer-long jury and event production and hosting community service experience.2. An Annual permanent collection of the evolution of state of the art teen made movies is added to public access media, educator standards and a perpetually accessible archive for your media arts creativity. Best practices are demonstrated for educators to expand full movie making skills and pedagogy. Regional media teacher YBAMA & parent organization is advanced!3. Profound insights into the range of human rights and society's values challenges are invariably captured and presented from a youth generation's perspective to enrich the region's civil dialogue. A North American Youth Movie Origins Network is annually strengthened and engaged in field development. Entries are shared to jumpstart emerging youth media school and community sites and support other national media competitions.
Program Success Monitored By	The 19 year-old, annual competition festival, a public showcase, is webcast live and subsequently broadcast by disseminated edited DVD packages to selected US cable access stations for perpetuity. Our Board and regionally organized educator body, The Sac-Sierra Digital Arts Studio Partnership provide quality oversight and feedback for the event. Rigorous critical deconstruction occurs afterwards and annual collective planning and refinement happens through regular educator meetings. Critical feedback is obtained from the media college representatives regarding their experience including our industry professional guests to obtain their input and recommendations. The most sensitive indicator is attendance numbers that are wholly derived from school field trip & expensive bus transportation arrangements, school by school, on a Friday that requires strong confirmation of the pedagogical value of the event. Professional media critical reviews are published in the region's mass media.

Digital Arts Partnership Project (DAPP)

Description	Research & Demonstration high school media and community agency teams are oriented to produce exemplary non profit agency defined, media project with their teachers, post secondary and community professional consultants. The non-profit "clients" represent a broad spectrum of agencies creating community capital. Each DAPP school team produces their commissioned works to advance the message of the non-profits. These community service partnerships aim to promote esteem, lifelong learning, engaged citizens and a skilled workforce linking the essential education and community stakeholders in creative interdependence. The majority of the planning and development is mediated through the social media web tool, Ning.com, , where all communications, decision making and productions are transacted. Full awareness of the significance of the works is then dramatized at a Crocker Art Museum Showcase attended by all school, non profit executive staff, and civic policy leaders to vet the productions and expand the region's partnership zipper between non profits and media classrooms.
Budget	\$50,000.00
Category	Community Development, General/Other Community Development, General/Other
Population Served	General/Unspecified
Program Successes	<ol style="list-style-type: none">1.Established a prototype and sustainable model of teen/adult digital arts studio partnership production teams honed to demonstrate state of the art community service media production and dissemination projects.2.Demonstration of the unique resource within on-line a social media tool (Ning.com) to manage and evaluate complex, multi component, media production teams offering more efficient, intimate and around the clock project management and operational capacities and data.3.Clear achievement of statistically significant attitude, skills and school engagement improvement among all participants derived from the introduction of important and mature creative challenges and community service opportunities to youth with their media arts.
Program Success Monitored By	Meticulous and multiple verbal, on line and written feedback was constructed. Monitoring was planned and applied with written feedback from all student, faculty and non-profit participants. Ning.com was monitored with on line records of all transactions. Administration of myriad meetings and decentralized production operations, were monitored by full time project staff. 15 customized questionnaires, survey tools were applied to move each step of decision making, production pairing, problem definition and solutions and assessment during the formal project. Ultimately the production of the beautiful videos demonstrated the success of the process.

Theatron

Description	Each year, a series 10 - 20 free, professional workforce quality training workshops are held and hosted at grad school venues. Content spans all aspects of media arts and exceeds classroom pedagogy. Sessions lead to interactive outcomes to advance student resume, portfolio or applied skill development. In 2015 YBAMA leadership prioritized • Career Success (Portfolio, Branding, Social Media, Resume, College App, employment application, personal presentation, network building sessions), • Sports Media to prepare competition videos for our Annual River Cats Baseball Youth Media Day, followed by production of a Youth & Sports Media broadcast video. • Sound & Music Design invited each youth participant to bring their projects for pro consultation from the Arts Institute and Pinnacle Audio Arts College staff, • Broadcast Journalism partnered with Access Sacramento to train a team to get certified in a use of their mobile production van to produce a 24 minute broadcast documentary.
Budget	\$10,000.00
Category	None of the above
Population Served	Adolescents Only (13-19 years)
Program Successes	<ol style="list-style-type: none">1. Major digital media technical tool skill development2. Career planning and skill building achievement skills and tool acquisition3. Advanced, afterschool media arts curricula development4. Participant youth production of 50 media broadcast videos5. Major partnerships with regional post secondary art and media colleges
Program Success Monitored By	We obtain individual written evaluations from each participant at each session to assess the experience, production of multiple video products of broadcast quality are a concrete outcome of success, Production of web displayed photo albums and resource rich blogs from each session is posted with member commentary. Professional mentor follow up with consultation and support for all youth seeking more experience. Feedback from educators and parents after Theatron sessions describe quality and impact on their youth.

Management

Executive Director

Mr. William Bronston MD

E-mail

E-mail

Senior Staff

Name

Title

Mr. William Bronston MD

CEO

Staff

Full Time Staff

0

Part Time Staff

0

Volunteers

40

Contractors

0

Awards

Award/Recognition

Organization

Year

EDITORS CHOICE

SACRAMENTO NEWS AND
REVIEW

1999

EDITORS CHOICE

SACRAMENTO NEWS AND
REVIEW

2000

EDITORS CHOICE

SACRAMENTO NEWS AND
REVIEW

2001

EDITORS CHOICE

SACRAMENTO NEWS AND
REVIEW

2002

EDITORS CHOICE

SACRAMENTO NEWS AND
REVIEW

2003

OUTSTANDING LEADERSHIP IN
EDUCATION

CSUS DEPARTMENT OF
EDUCATION

1998

RESOLUTION OF RECOGNITION

CITY OF SACRAMENTO CITY
COUNCIL

2002

ARTS EXCELLENCE AWARD

ARTS AND BUSINESS COUNCIL

2003

FILM ARTS SERVICE AWARD

SACRAMENTO FILM & MUSIC
FESTIVAL

2008

Governance

Board Chair

Board Chair	Mr. William Glasser
Company Affiliation	Language World Services
Term	Jan 2011 to Dec 2016

Board of Directors

Board Members

Name	Affiliation
Dr William Bronston MD	Tower of Youth, CEO
Ms Verlene Castoreno	VS Creative Events
Mr Alex Greenlee	Natomas Charter Performing Arts High School
Mr Mike Greenlee	Flextronics
Mr Douglas Link	Esquire IMAX Theatre
Ms Peggy Parker	3rd District PTA
Mrs Sherlyn Reafsnyder	Bear River High School
Mr Sal Russo	Russo Marsh Rogers
Mr Scott Sabicer	CA Corrections and Rehab Department
Mr Dennis Spear	N Magazine
Mr Robert Stock	Talenteearth.com
Mr Bill Swan	Big Table Media

Board Demographics - Ethnicity

African American/Black	1
Asian American/Pacific Islander	0
Caucasian	11
Hispanic/Latino	0
Native American/American Indian	1
Other	0

Board Demographics - Gender

Male	10
Female	3
Unspecified	0

Governance

Board Meeting Attendance %	67
Number of Full Board Meetings Annually	3

Financials

Fiscal Year

Apr 01, 2015 - Mar 31, 2016

Detailed Financials

Prior Three Years Total Revenue and Expense Totals

Fiscal Year	2015	2014	2013
Total Revenue	\$89,455	\$100,500	\$111,122
Total Expenses	\$90,477	\$104,125	\$109,174

Prior Three Years Revenue Sources

Fiscal Year	2015	2014	2013
Foundation and Corporation Contributions	--	--	--
Government Contributions	\$0	\$0	\$0
Federal	--	--	--
State	--	--	--
Local	--	--	--
Unspecified	--	--	--
Individual Contributions	\$84,221	\$95,298	\$103,650
Indirect Public Support	--	--	--
Earned Revenue	\$5,227	\$5,190	\$7,459
Investment Income, Net of Losses	\$7	\$12	\$13
Membership Dues	--	--	--
Special Events	--	--	--
Revenue In-Kind	--	--	--
Other	--	--	--

Prior Three Years Expense Allocations

Fiscal Year	2015	2014	2013
Program Expense	\$87,443	\$101,428	\$102,255
Administration Expense	\$3,034	\$2,697	\$6,919
Fundraising Expense	--	--	--
Payments to Affiliates	--	--	--
Total Revenue/Total Expenses	0.99	0.97	1.02
Program Expense/Total Expenses	97%	97%	94%
Fundraising Expense/Contributed Revenue	0%	0%	0%

Prior Three Years Assets and Liabilities

Fiscal Year	2015	2014	2013
Total Assets	\$1,606	\$2,628	\$6,253
Total Liabilities	\$0	\$0	\$0
Total Net Assets	\$1,606	\$2,628	\$6,253

Prior Three Years Top Three Funding Sources

Fiscal Year	2015	2014	2013
Top Funding Source & Dollar Amount	Contributions, Gifts & Grants \$84,221	Contributions, Gifts & Grants \$95,298	Contributions, Gifts & Grants \$103,650
Second Highest Funding Source & Dollar Amount	Program Service Revenue \$5,227	Program Service Revenue \$5,190	Program Service Revenue \$7,459
Third Highest Funding Source & Dollar Amount	Investment Income, Net of losses \$7	Investment Income, Net of losses \$12	Investment Income, Net of losses \$13

GIVING → EDGE

