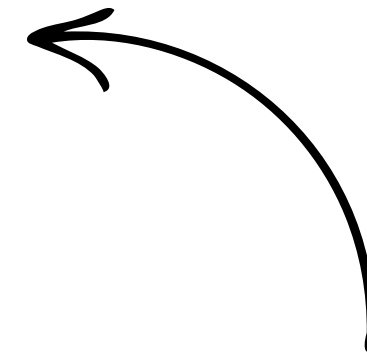


▶ **TAKE TWO  
MEDIA  
INITIATIVE**

# **TAKE TWO MEDIA MOVEMENT**

**Creating Student Media  
Leaders for a Better Tomorrow**



Click here

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**“a video says a thousand words”**



# WHY TAKE TWO?

**Take Two Media Initiative, is a non-profit based in NYC that focused on media literacy and wellbeing.**

**This summer, we launched a program that teaches high school students about media literacy, media wellbeing, and the harmful effects of media algorithms. Our participants are now leading talks and workshops to help parents and school communities create agreements around smartphones and social media.**

**We're looking to train more students across NYC multiple districts this winter, spring, and summer, each program cost 30,000 to run so we are hoping to run 4 before the end of the school year.**







**We are fostering a generation of media literate youth who engage in purposeful, healthy, and age appropriate use of media.**

Click to watch







# THE PROBLEM

**Most children navigate media pitfalls uneducated, because they're afraid of social exclusion online**

**Children are growing up in a media saturated world**

**According to CDC studies; 40% of children are "persistently sad" and 29% are suffering from poor mental health**

**95% of youth 13-17 use social media an average of 3.5 hours per day**

**Schools and parents lack the support needed to create media literate & healthy communities**

**40% of children age 8-12 use social media**



# MEDIA MOVEMENT

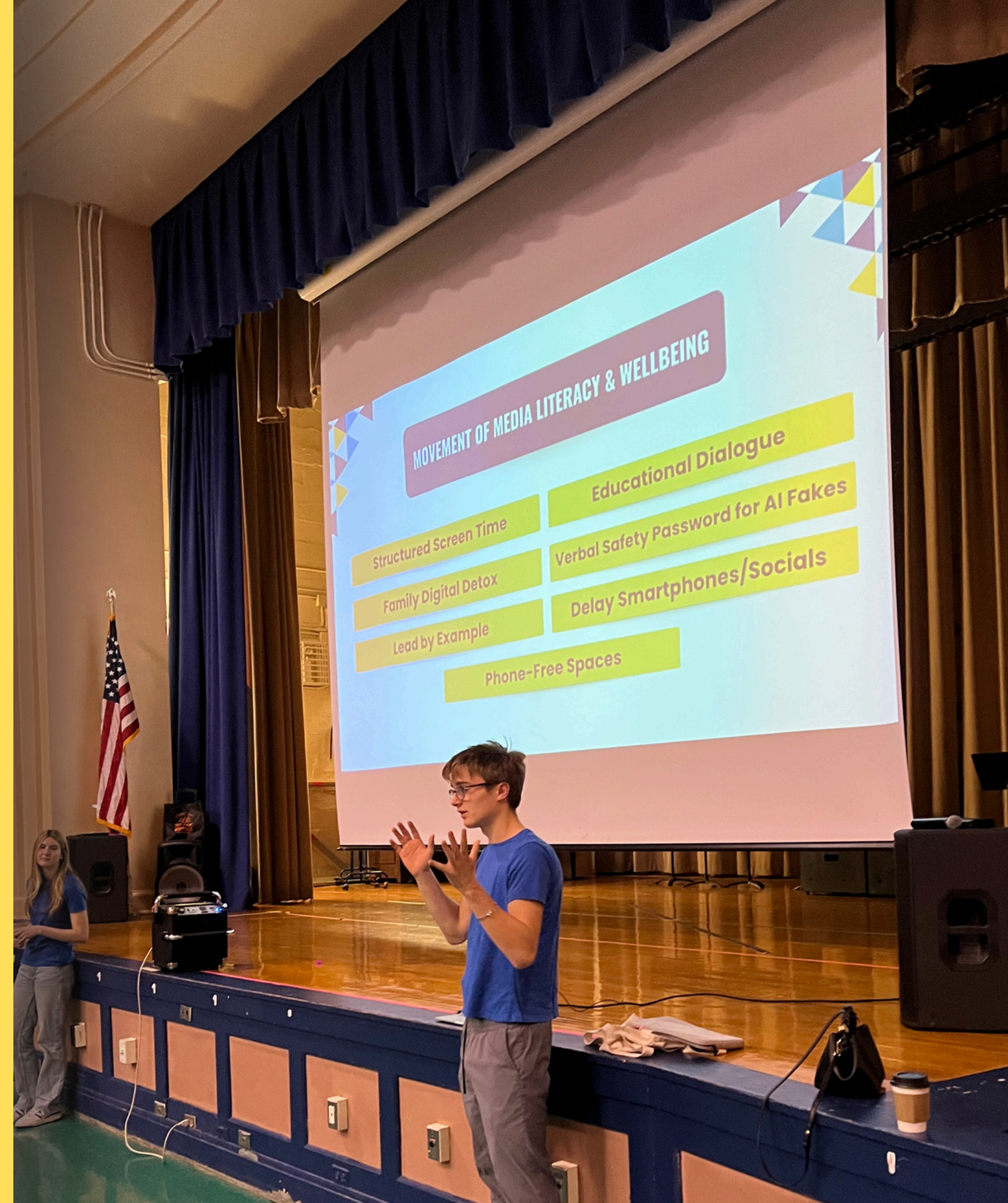
**Take Two's Media Movement Lab trains and empowers youth activists to engage school communities in prioritizing media literacy and media wellbeing by creating community agreements that support healthier media habits.**





# MEDIA LEADERSHIP

- Take Two Media Lab interns learn critical media literacy & wellbeing skills
- Interns build professional skills including public speaking, communication, collaboration, & advocacy
- Interns emerge as media ambassadors within their communities
- Media ambassadors give talks at schools and provide schools with a Media Movement School Resources
- Schools create a team to support media literacy & wellbeing at their school
- Schools use the resources to create shared media agreements & sustain the work in their communities



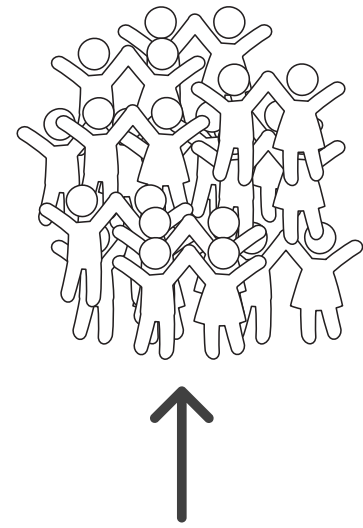


# MEDIA LAB BUDGET

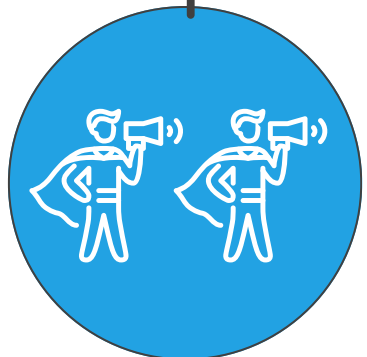
		NOTES
<b>EXPENSES</b>		
G&A Expense	\$2,250.00	
Facilitators	\$8,000.00	
Swag/Materials	\$2,000.00	
Travel	\$1,000.00	
Food	\$1,750.00	
	\$15,000.00	
<b>Paying 20 Interns</b>		
Lab	\$9,000.00	30 hours @ 15.00/Hour
Payment/Talk	\$6,000.00	30 schools/cohort
	\$15,000.00	
<b>Total Cost</b>	<b>\$30,000.00</b>	



# AMBASSADOR IMPACT



School A



AMBASSADOR TEAM



School B



School C



National Average Kids/School = 470

## 1 Media Lab

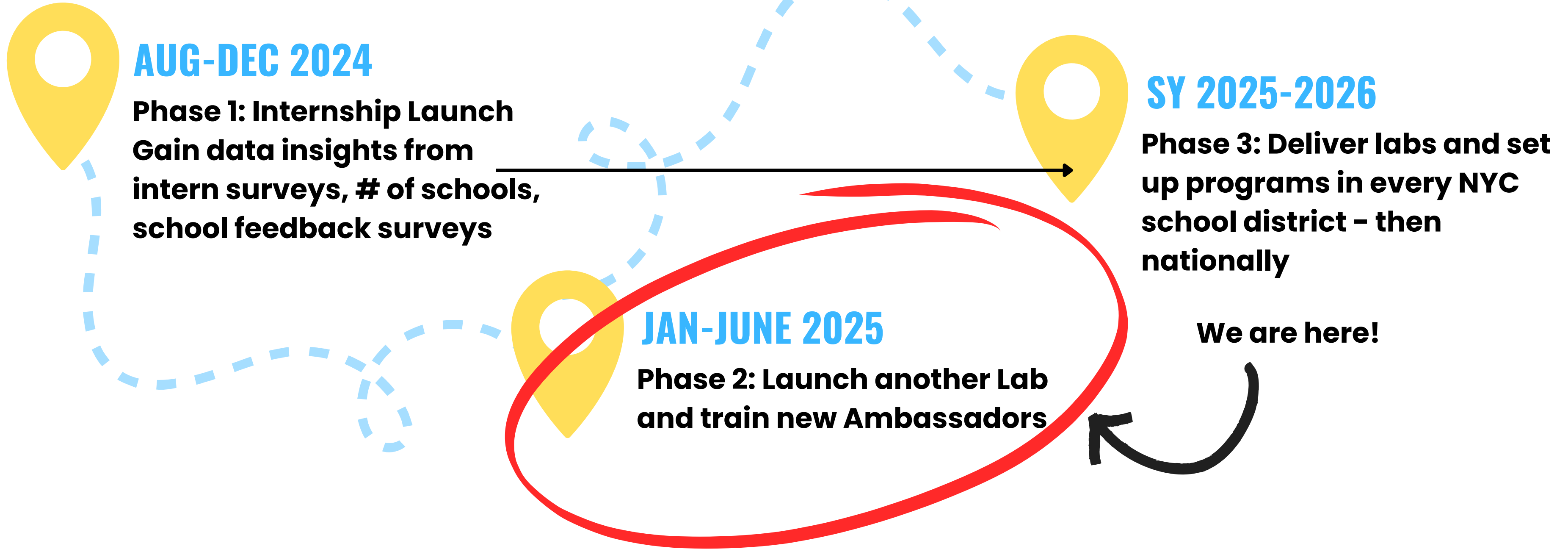
- Will train 20 Ambassadors/10 Ambassador Teams.
  - Each Team will run a workshop to 3-4 schools.
  - Each school has an average of 470 students.
- 1 Media Lab will reach 14K-19K Students**

## Funding

- Each Lab = \$30,000 to run & operate paying the Ambassadors
- \$1.5 Dollars to Impact 1 Family**



# ROADMAP TO IMPACT





# 3 YEAR BUDGET

**Take Two Media Initiative  
Financials  
January 2025 - June 2027**

	Total			NOTES
	SY 24-2025	SY 25-2026	SY 26-2027	
<b>INCOME</b>				
Program Revenue	80,000	150,000	200,000	Schools Pay
Foundation Donations	200,000	570,000	1,000,000	
Individual Donations	50,000	250,000	500,000	
<b>Total Income</b>	<b>330,000</b>	<b>970,000</b>	<b>1,700,000</b>	3,000,000
<b>EXPENSES</b>				
Personnel	150,000	350,000	750,000	ED, AED, CMO, Admins
Subcontractor Services	75,000	300,000	350,000	2 Teaching Artists/Lab
Events	20,000	55,000	85,000	Fundraising Events
Marketing/Comms/SWAG	22,000	100,000	150,000	
Insurance	10,000	15,000	50,000	
Legal	12,000	50,000	75,000	
Travel	20,000	55,000	100,000	
T&E	15,000	30,000	100,000	
Office Supplies	5,000	10,000	28,000	
Accounting	1,000	5,000	10,000	
Bank fees	200	1,000	2,000	
<b>Total Expenses</b>	<b>\$ 330,000</b>	<b>\$ 970,000</b>	<b>\$ 1,700,000</b>	\$ 3,000,000
<b>Net Operating Income</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>	





**Support Take Two Media Initiative in creating a generation of youth who shift the way children use media for a better tomorrow.**