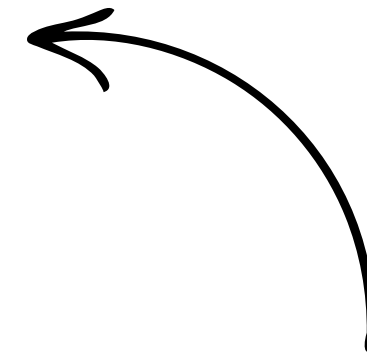


▶ **TAKE TWO
MEDIA
INITIATIVE**

TAKE TWO MEDIA MOVEMENT

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



Click here

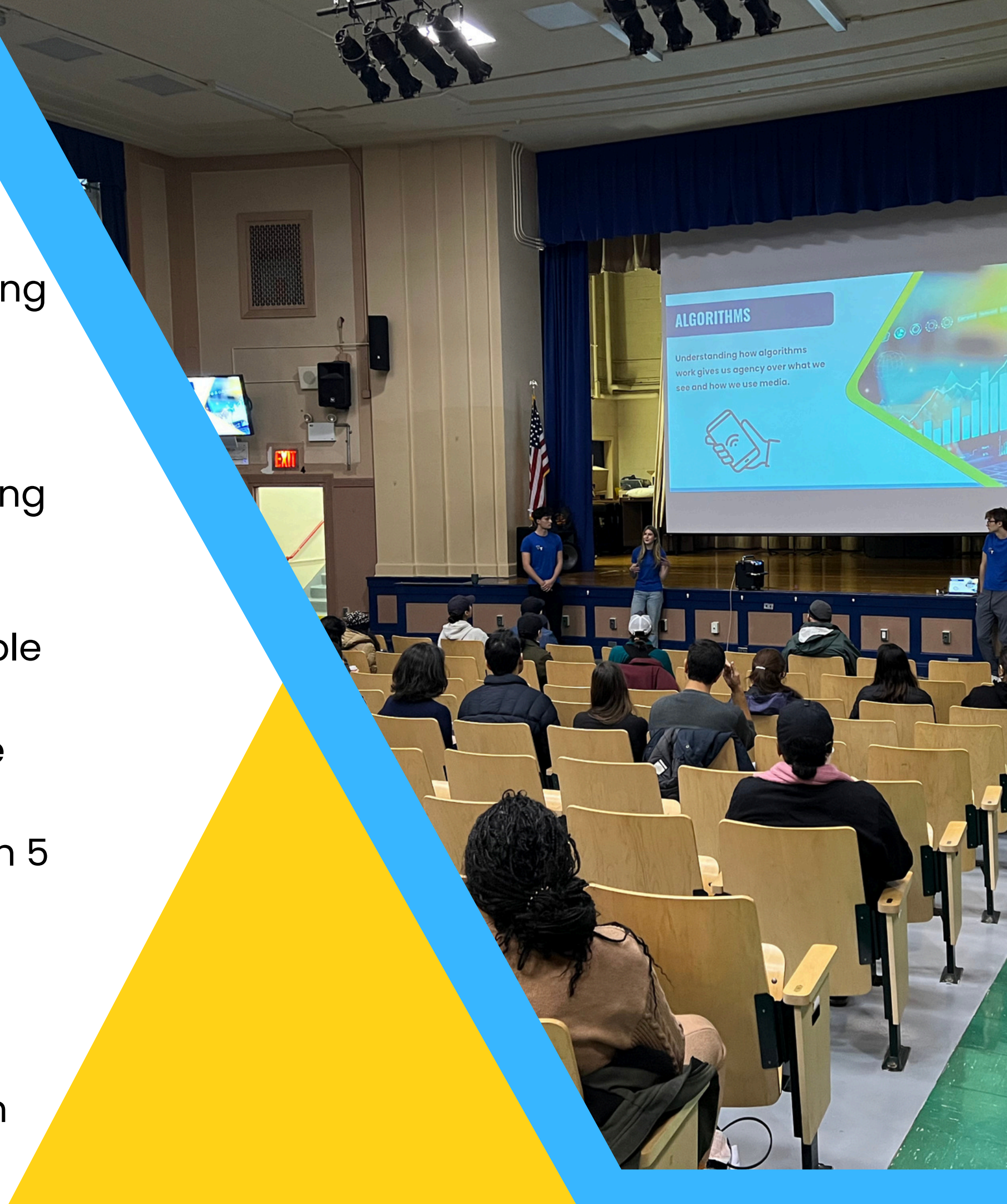
“a video says a thousand words”

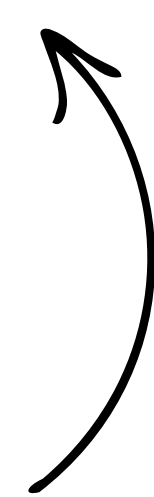
WHY TAKE TWO?

Take Two Media Initiative is a New York City-based non-profit dedicated to fostering media literacy and promoting well-being in the digital age.

Our program empowers students to become Media Ambassadors, equipping them with a deep understanding of media literacy, the impact of technology on mental health, and the addictive nature of media algorithms. Through this training, Ambassadors not only gain valuable insights but also take on leadership roles, guiding workshops and discussions for parents and peers. These sessions focus on creating healthier relationships with smartphones and social media, and introduce the Teach 5 technique, a method that encourages participants to share and teach others what they've learned.

By cultivating a community of informed and engaged Media Ambassadors, we aim to inspire lasting change in how we interact with technology.





Click to watch

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





THE PROBLEM

Most children fall prey to media and tech pitfalls, because of lack of media literacy education

Parents are unaware of their own media and tech addictions and unable to steer children behavior

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

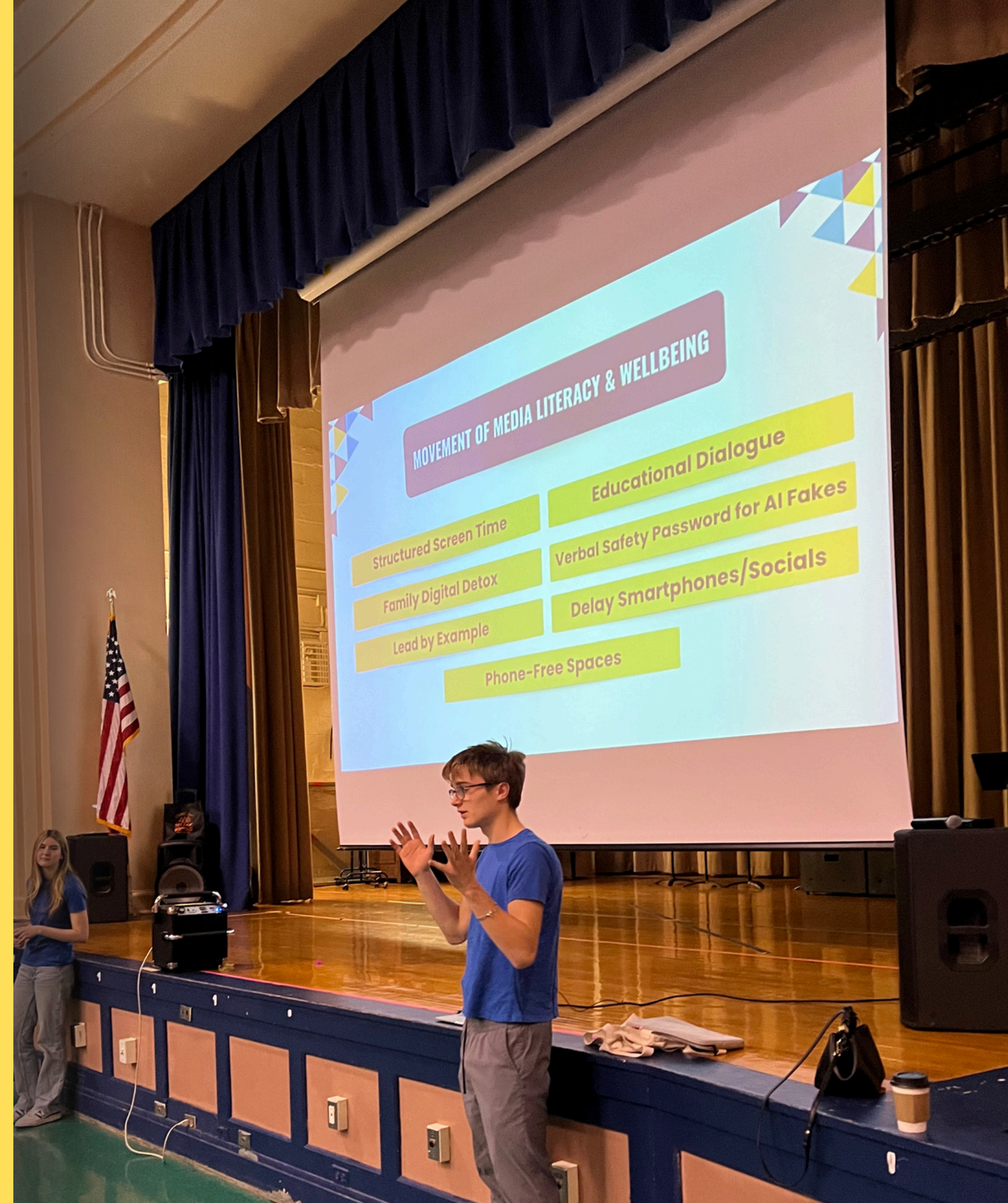
MEDIA MOVEMENT

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 and the "Teach 5" technique that support healthier media habits.



MEDIA LEADERSHIP

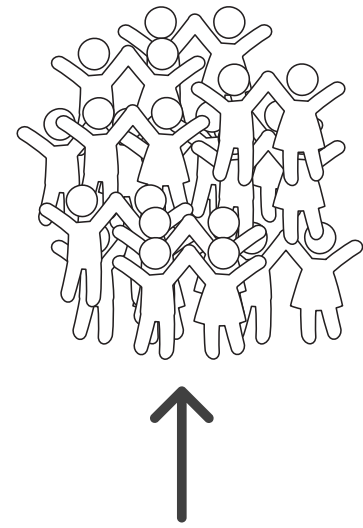
- Take Two Media Lab interns learn critical media literacy & wellbeing skills
- Interns build professional skills including public speaking, communication, collaboration, & advocacy
- Interns emerge as media ambassadors within their communities
- Media ambassadors give talks at schools and provide schools 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



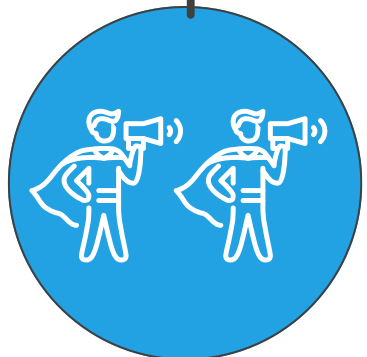
MEDIA LAB BUDGET

| | | NOTES |
|--------------------------|--------------------|-----------------------|
| EXPENSES | | |
| 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 | |
| Paying 20 Interns | | |
| Lab | \$9,000.00 | 30 hours @ 15.00/Hour |
| Payment/Talk | \$6,000.00 | 30 schools/cohort |
| | \$15,000.00 | |
| Total Cost | \$30,000.00 | |

AMBASSADOR IMPACT



School A



AMBASSADOR TEAM



School B



School C



National Average Kids/School = 470

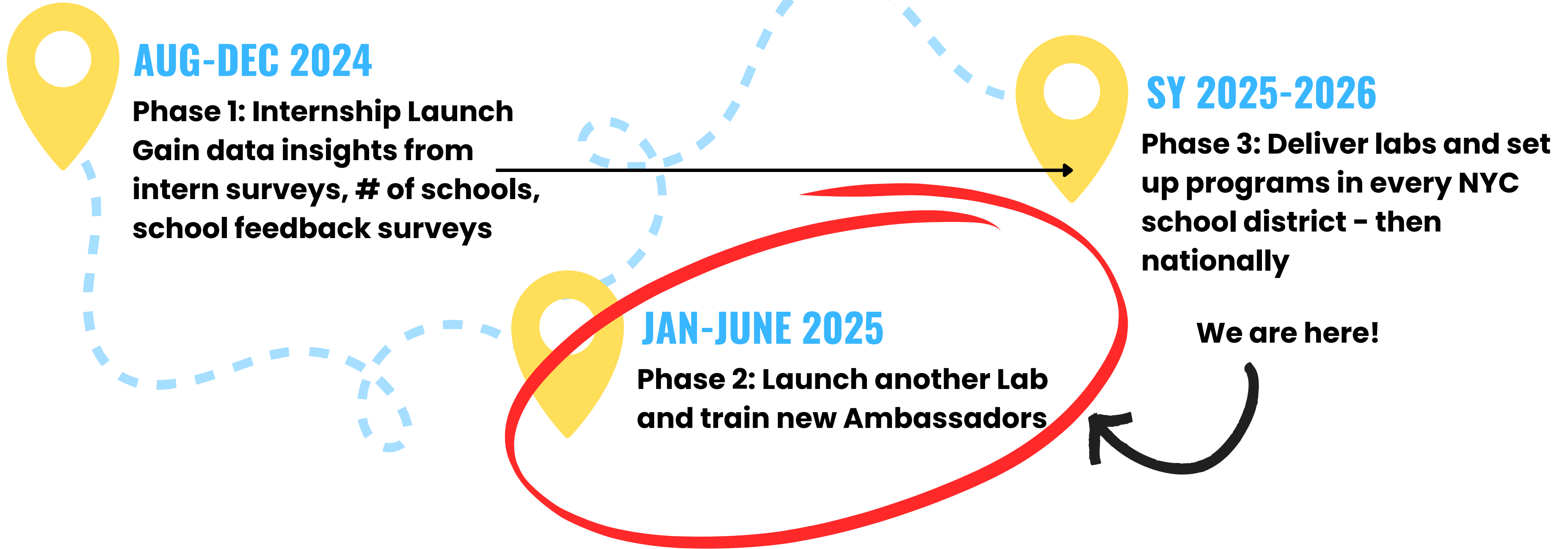
1 Media Lab

- 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 | |
| INCOME | | | | |
| 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 | |
| Total Income | 330,000 | 970,000 | 1,700,000 | 3,000,000 |
| EXPENSES | | | | |
| 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 | |
| Total Expenses | \$ 330,000 | \$ 970,000 | \$ 1,700,000 | \$ 3,000,000 |
| Net Operating Income | \$ 0 | \$ 0 | \$ 0 | |



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