



EXECUTIVE SUMMARY

Kids tell honest and important stories, yet they often go unheard.

BYkids is a non-profit organization pairing American filmmakers including Albert Maysles and Ric Burns with youth (ages 8-21) from around the world to create short documentaries that educate Americans about globally relevant issues.

By giving these kids the tools and mentoring to make documentary films about their lives and packaging those films for a wide American audience, **BYkids** gives voice to youth from diverse cultures, and encourages international understanding and engagement by offering viewers concrete ways to respond.

Each year, the Story Search Committee – UNICEF and a group of nationally recognized journalists, filmmakers, teens and non-profit leaders -- creates a list of potential stories from which five are chosen. These five stories carry the universal values of courage, perseverance and dignity.

Each story is given to a **BYkids'** Film Mentor (an American film master), who spends one month helping the young person make the film. UNICEF provides transportation, lodging, communications, security, local networking and other diplomatic resources in each project country.

Yearly, **BYkids** packages the films for wide distribution including film festivals, television broadcast, video on demand, DVD distribution, school programs and web downloads. The distribution strategy targets an audience of at least two million viewers.

These are stories that reflect critical global issues from a perspective rarely told in the mainstream media. **BYkids** is contributing to international awareness within the American public, stimulating debate through virtual and grassroots networking, and offering new solutions to global issues.

At the end of each film there is a list of ways to become involved:

financial support, partnerships with non-profits in each project country, manuals for starting a community-based action group and information on U.S. legislation.

Any proceeds from the films go back to the **BYkids** foundation to fund the following year's program.

The strength and stature of the **BYkids** Board of Directors, Story Selection Committee and the Film Mentors ensures funding, successful story development, publicity and effective outreach. Holly Carter, an established international journalist and filmmaker, runs the foundation. Contact (212) 362-2001 or Holly@BYkids.org.

The total yearly budget is \$692,000. This will allow the production of five films annually. Each film costs approximately \$140,000.

BOARD OF DIRECTORS

Lucy Price, Chair

Interior Designer/Philanthropist, Austin

Hilary Adams

Writer and Video Producer, NYC

Stacy Boge

Photographer/Boge Creative Group, NYC

Ric Burns

Documentary Director and Producer/Steeplechase Films, NYC

Holly Carter

Founder and Executive Director/BYkids, NYC

Cleo Godsey, Treasurer

Film Distributor and New Media/Estee Lauder Companies Online, NYC

Melanie Grisanti

Executive Producer, Kids Programming, NYC

Susan Hoenig, Vice President and Secretary

Television Producer, LA

Eduardo Martinez

Citigroup, Managing Director/Fixed Income, NYC
and London

Albert Maysles

Documentary Filmmaker/Maysles Films, NYC

Graham Messick

60 Minutes Producer, NYC

Michele Mitchell

Journalist and Executive Editor of Filmat11.tv, NYC

Alan Murray

The Wall Street Journal Editor/Columnist, NYC

Jonice Padilha

J. Sisters Salon Owner, NYC

Tamsin Smith

Tamsin Smith, Social Entrepreneur, San Francisco

FILM MENTORS

Dr. Neal Baer

Ric Burns

Joyce Chopra

Susan Hoenig

Albert Maysles

Dirk Simon

Campbell Scott

Mary Soan

Chris Zalla