



2022 ANNUAL REPORT



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Letter from the Executive Director

Megan Kiefer



The Time Is NOW!

Through the efforts of both our for-profit and non-profit, Take Two has worked with over 100 New York City schools to implement our programs in responsible media consumption and creation over the last 13 years.

We have engaged over 20,000 students by linking our work to the common core - **it is now time to scale!**

With the help of grants and donors we have the opportunity to reach the 1,851 schools and 1.05MM students that are struggling due to this year's budget cuts. During a time when we are still seeing the effects of the pandemic on our students we need innovative programming now more than ever.

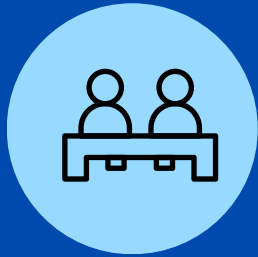
Forbes recently printed that Digital Literacy is the number 1 most important skill needed for the workforce. The Take Two Media Initiative is here to meet that call and do the work necessary to prepare the next generation for a digital and media driven world.

Our Mission Statement



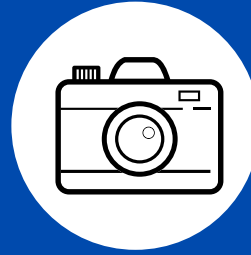
Take Two Media Initiative exists to increase media literacy by teaching responsible content creation and consumption to underserved K-12 schools. By linking our work to the common core, our residencies promote: creativity, collaboration, critical thinking, and career readiness.

2022 in Review



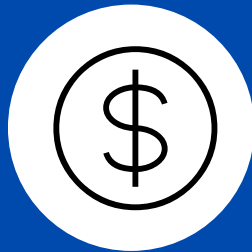
3,600

Students served
through residencies



3

Free residencies
provided to
deserving schools
in NYC



\$4,908.21

Donations raised through
foundations, personal
donations and event
fundraising.



\$125,000.00

In revenue from
business sales

Free Residencies

PS 100 - South Bronx



"Thank you for getting down to the kids level and making media literacy accessible for them."

- Ms. Chiodi, 5th Grade Teacher @ PS 100

PS 48 - South Bronx



"You guys made students that don't participate - participate! You guys spoke their language, and made them feel comfortable!"

-Mr. Martin, 5th Grade Teacher @ PS48

PS 51 - Hell's Kitchen



"Take Two was a great way for my students to build community and teamwork and learn how to edit videos and use computers"

-Ms. Evelyn 3rd Grade Teacher@ PS 51

Our Annual Screening at Lincoln Center



\$2670

Special thanks to

A combination of
attendee tickets, raffle
entries and donations.

Snapshots



“My favorite part of Take Two joining us was just seeing the kids get excited everyday to do something different, new and involving technology”

“We saw more participation in students that are quieter or who struggle academically, this was a way for them to really showcase what they can do in a different way”

-Kristen Schultz, teacher at PS100

Board Members



Megan Kiefer

Executive Director and founder, entrepreneur and educator dedicated to transforming education and the world through media literacy and responsible content creation.



Amy Benziger

drives our strategic roadmap towards the highest potential impact for our community.



Megha Desai

directs her years of non-profit leadership towards TTMI's operational and fundraising needs.



Andrew Riccio

helps TTMI expand its impact and ensure media literacy education reaches an ever growing community



Yomi Tagunde

believes in the power of family and finances to heal and build our communities. Utilizes expertise to bring diversity, equity, and inclusion to TTMI



Jessica Gracyalny

dedicated to the power of storytelling in education and works to supercharge TTMI's fundraising and optimize our parent network.

Financial Information

Take Two Media Initiative Financials

January 2019 - December 2022

	Total			
	Jan - Dec 2022	Jan - Dec 2021 (PY YTD)	Jan - Dec 2020 (PY YTD)	Jan - Dec 2019 (PY YTD)
Income				
Sales	125,000.00	71,000.00		
Donations	4,908.21	30,453.34	18,631.85	50,000.00
Total Income	\$ 129,908.21	\$ 101,453.34	\$ 18,631.85	\$ 50,000.00
Cost of Goods Sold				
Subcontractor Services	136,189.35	28,160.00	22,845.00	26,000.00
Total Cost of Goods Sold	\$ 136,189.35	\$ 28,160.00	\$ 22,845.00	\$ 26,000.00
Gross Profit	-\$ 6,281.14	\$ 73,293.34	-\$ 4,213.15	\$ 24,000.00
Expenses				
Advertising and Promotion	1,200.00	6,185.54	350.00	3,170.00
Bank Service Charges	75.00	50.00		
Insurance Expense	563.00	563.00	803.82	318.00
Legal	934.88		15.00	75.00
Meals and Entertainment	1,756.65	2,161.65	50.00	1,700.00
Office Supplies			91.49	146.94
Accounting			300.00	500.00
Research	390.00			
Shipping			274.18	500.00
Space Rental	9,094.33			4,250.00
Travel	190.39		200.00	176.55
Total Expenses	\$ 14,204.25	\$ 8,960.19	\$ 2,084.49	\$ 10,836.49
Net Operating Income	-\$ 20,485.39	\$ 64,333.15	-\$ 6,297.64	\$ 13,163.51

Your Generosity & Thank You



We would like to thank each and every donor and participant of our Lincoln Center Screening. Whether it was simply your admission or you made a direct donation to support us we cannot express our appreciation enough.

Your Continued Support

It is the generous support of local foundations, parents, co-educators and friends like you that help TTMI serve our community with the third dimension of literacy, media! We would not be able to complete this work without the collaboration of others, even if that means just keeping up to date with our work. We want to extend our many thanks once again and encourage you to keep up with us via social media or over email below!



@taketwomediainitiative



Take Two Media Initiative

What's Next?

In 2023 TTMI looks to grow exponentially, expanding programming to over 100 schools with the helps of local foundations supporting media literacy work. Keep up to date with us!



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