

FUNDING APPLICATION

GENERAL INFORMATION

Organization Information

Legal Name: TRL Productions		Federal Tax ID#: 81-1376877		501(c)(3) Public Charity 509 (a)(1)	
Address: 13802 Sienna Ct.		City: San Antonio		State: TX	
				Zip Code: 78249	
Website: bexarfest.org		Fax: (210) 467-2509		United Way Funded: No	

Fiscal Year: January 01 to December 31
--

Head Of Organization

Name: Randy Lankford		Title: Executive Director	
E-Mail Address: admin@trlproductions.org		Phone: (210) 467-2509	

Application Contact

Name: Randy Lankford	Title: Executive Director	E-Mail Address: admin@trlproductions.org	Phone: (210) 467-2509
--------------------------------	-------------------------------------	--	---------------------------------

Has the organization applied to the Najim Family Foundation in the past and been declined? Yes 2016, 2017, 2018, 2019
--

Grant Amount Requested \$: \$10,000	Total Project Budget \$: \$102,400	Organization's Annual budget \$: \$102,400
---	--	--

Mission Statement: To create caring, capable kids.
--

PROJECT INFORMATION

Program / Project Title: BexarFest
--

PROJECT TIMELINE

Start Date 08/24/2020	End Date 02/17/2021
---------------------------------	-------------------------------

Harvey E. Najim Family Foundation Priorities: Education

Education Priorities: Elementary to High School

Program / Project Description:

BexarFest is the only event of its kind in America. The festival pairs high school media production teams from Atascosa, Bandera, Bexar, Comal, Guadalupe, Kendall, Medina and Wilson counties with local nonprofit organizations to create media the nonprofit can use in its outreach campaigns.

Produced by TRL Productions, a 501(c)3 nonprofit organization, the festival was created to serve both students and the charitable community. By giving students media production experience and an inside look at the day-to-day operations of a nonprofit organization, the festival increases high school students' marketable job skills while fostering a commitment to community service.

At the same time, interacting with students gives the nonprofits the opportunity to connect with the next generation of volunteers, donors and even staff members, all while spreading their message throughout the community.

In 2019 the festival reached even further into the community by introducing the "BexarFest Poster Contest" to junior highs and middle schools. More than 140 schools were invited to submit their designs for the cover of the program that will be distributed at premiere night.

All the media assets produced for the festival are unveiled at a premiere event every spring at the Tobin Center for the Performing Arts and then donated to the featured nonprofits for their use in their outreach campaigns. Awards for technical and creative excellence are presented to the schools. Students get to see their productions on the big screen, and nonprofits get a showcase for their missions.

The festival includes categories in:

- o Video production
- o Still photography
- o Graphic design
- o Original music

The objectives of the festival are to:

- o Expose high school students to the inner workings of a nonprofit organization.
- o Make them aware of career opportunities in the community service sector.
- o Provide real-world work experience
- o Encourage high school completion, career development.
- o Raise awareness of nonprofit agencies in South Texas.
- o Provide agencies with free marketing assets.
- o Create a showcase for nonprofit services.
- o Establish communications channel between agencies and teens.

Evaluation Plan:

Anecdotal feedback from participating school faculty members and nonprofit staff members is used to determine the effectiveness of the festival and solicit ideas for improvement. Analytics from online outlets such as YouTube, Facebook, Instagram and nonprofit websites provide hard data for evaluation. For example, during the two weeks immediately following the 2018 premiere, videos entered in the festival were viewed more than 2,400 times on the TRL Productions YouTube page. Award-winning teams in the festival are asked to provide a 30-second "We Won" video in which students describe their festival experience and what they learned from their participation.

Plans to sustain project beyond the term of this request:

BexarFest participation has grown significantly since its founding in 2017. Entering its fifth season, BexarFest has hosted 60 high schools from eight counties which have produced outreach media for 120 San Antonio-area nonprofit organizations.

BexarFest has received funding from numerous corporate and charitable supporters including the Santikos Charitable Foundations, the San Antonio Area Foundation, the Texas Commission for the Arts, Hulu, Harland-Clarke, Whataburger, RBFCU, Bexar County, the City of San Antonio, James Avery Jewelry, Grande Communications and HEB.

By expanding its service area and developing opportunities to engage more students, BexarFest is positioned to partner with even more corporate and charitable supporters in the coming years.

In the summer of 2021, KLRN will air a 60-minute documentary following one of the teams through the entire BexarFest season, from the time the high school and nonprofit are partnered together in September through the premiere event in February.

Children Impacted:

How many unduplicated children will the TOTAL PROJECT INITIATIVE impact?	How many unduplicated children will NFF REQUESTED FUNDS impact?
600	600

Please provide the percentage of each group below that will be served by the project in which funds are being requested. Do not leave any area blank. If that specific group will not be served, include zero. The percentage should total 100%.

A. Population Served Age		B. Population Served Ethnicity	
Infants (0-5)	0%	African American	10%
Children (6-13)	0%	Asian American	0%
Young Adults (14-18)	100%	Caucasian	50%
TOTAL:	100%	Hispanic/Latino	40%
		Native American	0%
		Other and Define	0%
		TOTAL:	100%

City Council District for Which Children are Being Served:

District1, District2, District3, District4, District5, District6, District7, District8, District9, District10

Line item Budget:

Line Item Description	Total Project Funds Allocation	Najim Funds Allocation
Personnel	\$78,650	\$6,100
Accounting	\$1,200	\$1,200
Legal	\$500	\$0
Marketing	\$1,000	\$0
Graphic design	\$500	\$0
Online subscriptions	\$1,000	\$1,000
Website	\$1,200	\$1,200
Software	\$500	\$500
Computer hardware	\$1,500	\$0
Mileage	\$1,200	\$0

Advertising	\$3,000	\$0
Promotional material	\$8,000	\$0
Premiere venue rental	\$4,150	\$0
TOTAL:	\$102,400	\$10,000

OTHER FUNDING RESOURCES

For Project being Requested: Funding sources and amounts, pending and committed.

PROJECT - PENDING

Funder Name	Amount Requested
San Antonio Area Foundation	\$10,000
John L. Santikos Charitable Fund	\$5,000
Hulu	\$5,000
Whataburger	\$5,000
RBFCU	\$5,000
Charity Ball Association	\$10,000
Bexar County	\$5,000
City of San Antonio	\$5,000
Texas Commission on the Arts	\$10,000
Santikos Entertainment	\$5,000
Harland Clarke	\$1,000
HEB	\$5,000
Holt Family Foundation	\$5,000
TOTAL:	\$76,000

PROJECT - COMMITTED

Funder Name	Amount Requested
San Antonio Area Foundation	\$7,000
SAWS	\$2,500
James Avery	\$2,500
Whataburger	\$500
HEB	\$250
Hulu	\$3,000
Grande Communications	\$6,000
TOTAL:	\$21,750

Other funding sources and amounts, pending and committed not specific to this request.

ALL OTHER ORGANIZATION REQUESTS - PENDING

Funder Name	Amount Requested
Earned income	\$5,000
TOTAL:	\$5,000

ALL OTHER ORGANIZATION REQUESTS - COMMITTED

Funder Name	Amount Requested
--------------------	-------------------------

	\$0
TOTAL:	\$0
BOARD OF DIRECTORS	
What percentage of your board contributes financially to the organization?	
100%	
If Board giving is not at 100%, please explain why?	
How are board members expected to participate in your organization?	
Board members provide governance of TRL Productions. Board members also have a financial commitment to support the organization either through fundraising, direct donation or earned income opportunities.	
LIST OF BOARD DIRECTORS	
Name & Office Held	Corporate Affiliation
Buddy Calvo, Board President	Machina Cinema
Randy Lankford, Vice President	TRL Productions
Katy Silva	Rivard Report
Linda Westendorg	Hulu
Allysun de Leon	Self-employed
Signature	