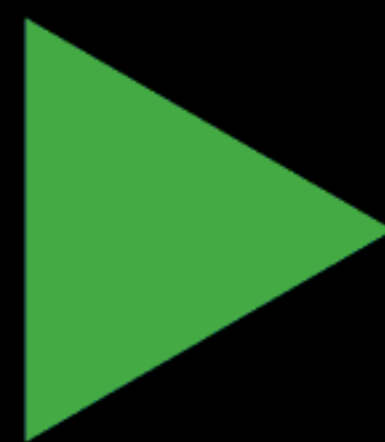
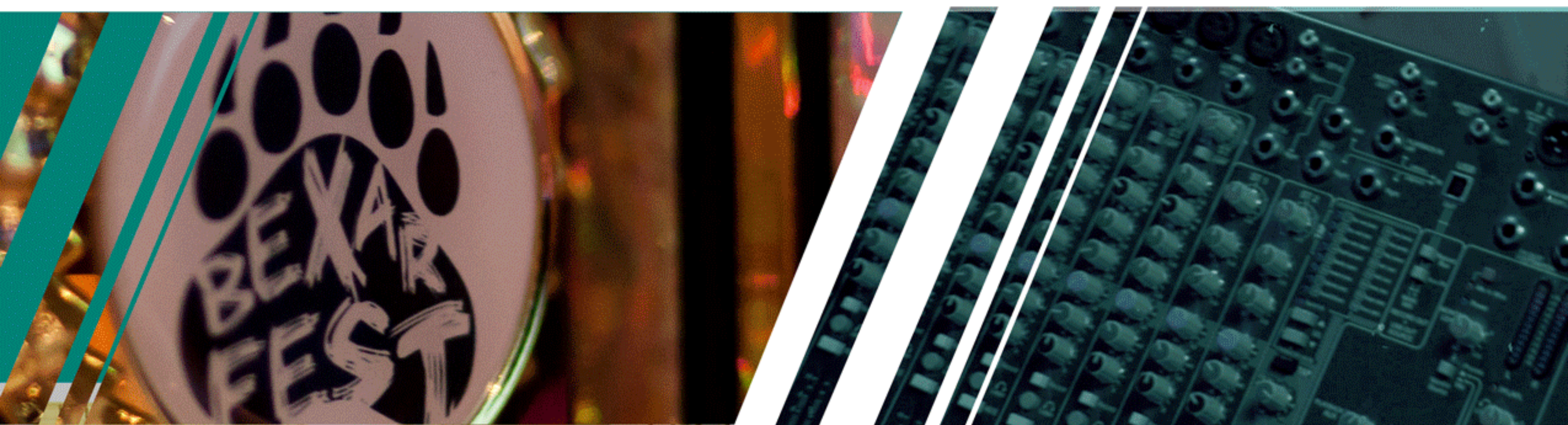


TRL productions

THE RIGHT LIGHT PRODUCTIONS



THE RIGHT LIGHT PRODUCTIONS
IMPACT REPORT
FOUNDING - 2022





DEAR FRIENDS AND SUPPORTERS:

I officially joined The Right Light Productions in January 2021 after the passing of my friend and former TRL Executive Director, Randy Lankford.

I have supported the mission and vision of TRL since 2016 and I am proud to be a part of the organization's success and excited about where TRL can go next.

TRL has a strong reputation in our community, schools, surrounding counties and within other nonprofits through our premiere event BexarFest. Leveraging the success of this event, our organization has launched a new program, the Alamo Arts Academy, to not only showcase students' talents and abilities but also develop them. This has transformed TRL into a one-of-a-kind organization that provides hands-on education to students while giving back to the community.

Over the next three years we will reach more nonprofits and develop students like never before. We will have a direct impact on the youth of our communities by providing the multimedia education young creatives in low-socioeconomic and disenfranchised areas could not receive before.

What our organization has achieved in the last five years are the building blocks for what is to come. As we have grown, we have discovered what opportunities we are best suited to address and we are excited to have a new vision going forward: to foster student's desires to explore creative industries.

As you read more about our impact and plans, I hope you will imagine yourself as a TRL supporter and help us positively impact our youth and communities.

Perla Rivera
Executive Director





January 2016

The Right Light Productions is founded.

May 2018

The Bexar County Commissioners Court honors BexarFest and its participants.

April 2020

TRL launches new podcast BexarCast

February 2021

Due to the COVID pandemic, TRL hosts BexarFest via livestream.



February 2017

The first ever Bexar County Film Festival (now BexarFest) takes place in San Antonio, Texas and features 22 schools and nonprofits.

February 2019

TRL serves over 50 schools and nonprofits through BexarFest.

January 2021

With the passing of our founder, TRL announces our new Executive Director, Perla Rivera.

March 2021

TRL announces our new multimedia educational program, the Alamo Arts Academy.





CAPTURED OUR CULTURE

Working with the students was a great opportunity for us to reflect on our work and what it means to the greater community. The students did a great job of getting to understand our programs and people, and relayed the message in an up-beat and positive video that really captured our culture.

Eric Estrada
Executive Director



**BexarFest is the only
multimedia event of its kind.**



No other program in any city in America, provides an infrastructure for high school students to learn real-world multimedia job skills while volunteering with local nonprofit organizations. And no other organization is giving nonprofit organizations the resources to create outreach media to advance their missions. BexarFest makes it possible for these organizations to have marketing tools they could not otherwise afford or produce on their own. Partnering with schools creates a collaborative relationship that lasts long past the conclusion of the event, and provides a meaningful connection to the next generation of donors and volunteers.



115

1K

60



76
Nonprofits
Served

1000+
Students
Served

53
Participating
High
Schools



SINCE FOUNDING



Minutes of
Nonprofit
Storytelling



Counties
Served



Practicum
Hours



Worth of Media
Production Services
Provided

100%

100% of nonprofit respondents reported:

The media deliverables created through TRL will strengthen the ability of their organization to be successful

They would participate in another TRL event in the future

98%

98% of school respondents reported:

BexarFest produced outcomes that provided students with the knowledge and experience teachers can implement in their lessons

BexarFest exposed their students to new ideas through practicum education that will positively impact their work

91%

91% of student respondents reported:

After their experience in a TRL event, they plan on pursuing a career in multimedia production



PROFESSIONAL QUALITY

Nothing but a wonderful experience with the schools and the quality of the work presented was professional. We can't wait to participate again.

Neale Parker | Executive Director



THE CHROMOSOME 18
REGISTRY & RESEARCH SOCIETY



ALAMO[®] ARTS ACADEMY

MASTERING MULTIMEDIA

GAME CHANGER

It is my pleasure to endorse the Alamo Arts Academy multimedia educational program. [AAA] has been a game changer for many students, introducing a new generation of multimedia enthusiasts to opportunities never thought possible. This program is unique as it was founded by a filmmaking professional who is also a certified teacher. It is that understanding of both the classroom and the workplace that makes the [AAA] curriculum something special. This program will have a huge impact on our community as an economic stimulant, as it offers professional certifications, preparing students for both college and the workforce.

Diego M. Bernal
State Representative
House District 123



Multimedia Education: Film Production, Graphic Design, Audio Engineering, Digital Photography



ALAMO ARTS ACADEMY®

Through our years of building BexarFest, we began realizing there was a discrepancy in resources and a desire from the students to bring multimedia education to the underserved communities. Alamo Arts Academy was created to provide multimedia learning opportunities and practicum experiences to bridge the gap in the educational system. We are running our pilot year during this 2021 - 2022 school year, and we've been met with tremendous support and enthusiasm in San Antonio, Dallas, and beyond. In fact, we exceeded our number of students projected for year one. Now more than ever, we're dedicated to reach more schools and connect industry professionals to eager students.





SINCE FOUNDING IN AUG 2021:

167

**STUDENTS
SERVED**

88

**LESSONS
TAUGHT**

15

**INSTRUCTORS
& INDUSTRY
PROFESSIONALS**

613

**HOURS
LEARNING**

3,674

**PROJECTS
COMPLETED**

256

**PRACTICUM
HOURS**



ARIANA

Ariana lost her father in 2021. She had a love for photography and video, and was always capturing her mom and dad in their everyday lives. When her father passed, Ariana put the camera down and didn't feel like picking it back up. It wasn't until Alamo Arts Academy was introduced in her school, that she was able to find her passion again. "My mom says this is my destiny and my dad would have wanted me to start again, so that's why I'm here." We're so honored to teach students just like Ariana. Not only are we able to help them find their creativity within and learn important skills to guide them in their future, but we are able to provide an atmosphere of exploration and catharsis through what are oftentimes challenging stages of life for many students.



PHENOMENAL EXPERIENCE

Academy of Dallas (Dallas, TX) and Bexar County Academy (San Antonio, TX) Public Charter Schools' partnership and collaboration with Alamo Arts Academy has been a phenomenal experience for the districts' 6th, 7th, and 8th-grade scholars.

The scholars' participation and engagement online and in-person is due to the exemplary program leadership of Mr. Buddy Calvo as he ensures that all scholars are receiving the best learning experience the curriculum has to offer. We are excited to witness the positive student outcomes through this program.

Niquita Spearman
Marketing Director





SINCE FOUNDING



Kerr

1 Nonprofit

Kendall

5 Nonprofits
3 Schools

Comal

1 Nonprofit
4 Schools

Bandera

1 Nonprofit

District 9

4 Nonprofits
4 Schools

District 8

3 Nonprofits
3 Schools

District 10

5 Nonprofits
3 Schools

District 6

2 Schools

District 7

10 Nonprofits
1 School

District 1

24 Nonprofits
15 Schools

Bexar (other)

17 Nonprofits
10 Schools

District 2

4 Nonprofits
5 Schools

Medina

1 School

District 5

6 Nonprofits
5 Schools

District 3

1 Nonprofit
5 Schools

District 4

5 Schools

Wilson

1 School

Atascosa

1 Nonprofit
1 School

Karnes

1 Nonprofit



NONPROFITS SERVED SINCE FOUNDING



Bexar (other)

Alamo City Pitbull Rescue
CAMP
Endeavors
Helotes Humane Society
High Voltage
Make a Wish Central & South Texas
Mojo-Rimba
Pink Berets
Project Angel Fares
Ransomed Life
San Antonio Amputee Foundation
San Antonio Feral Cat Coalition
San Antonio Mastersingers
Snack Pak for Kids
Southwest ISD Foundation
The Goodhood
Wayward Whiskers

District 3

Mitchell Lake Audubon Center

Atascosa

Safer Path

District 5

Guadalupe Community Center
Habitat For Humanity
Inner City Development
Pay It Forward
Urban 15
Voices for Children

Bandera

A Doggie 4 U

District 7

Autism Community Network
Children's Shelter
Chromosome 18
Jefferson Outreach
Meals on Wheels
Rape Crisis Center
San Antonio Clubhouse
San Antonio Humane Society
Special Reach
Volunteers of America

Comal

Family Promise of Greater NB

District 1

Any Baby Can
Alpha Home
Avance
Briscoe Western Art Museum
Children's Ballet of San Antonio
Children's Bereavement Center
of South Texas
Children's Chorus of San Antonio
Conjunto Heritage Taller
Corazon Ministries
Earn-A-Bike
Esperanza Peace & Justice
Footbridge Foundation
Gabriella's Smile
Guide Dogs of Texas
Hearts Need Art
Luminaria
Pride Center San Antonio
Rise Recovery
Rotary Club of San Antonio
San Antonio Education Partnership
San Antonio Sound Garden
Sarah's Heart
Teamability
YOSA

Karnes

Jamie's Ranch

Kendall

Aid the Silent
Hill Country Daily Bread
Open T.R.A.I.L. Ranch
Rainbow Senior Center
Cibolo Center for Conservation

District 8

Kinetic Kids
Ronald McDonald House of SA
Transplants for Children

Kerr

Upward Transitions Equine Therapy

District 9

Any Woman Can
Down Syndrome
Girls on the Run
Last Chance Forever

District 2

First Tee San Antonio
Martinez Street Womens Center
Prosthetic Foundation
San Antonio Zoo

District 10

Epilepsy Foundation
Helping Hands
Low Vision Resource Center
Spare Parts



YOUTH IMPACT

SCHOOLS SERVED SINCE FOUNDING



Bexar (other)

Antonian College Preparatory HS
Brennan High School
Christian School at Castle Hills
East Central High School
Harlan High School
Judson Early College Academy
O'Connor High School
Somerset High School
Southside High School
Veterans Memorial High School

District 4

Legacy Christian Academy San Antonio
New Life Christian Hybrid
South San Antonio High School
Southwest Legacy
Stevens High School

District 10

MacArthur High School
Madison High School
Saint Mary's Hall

District 1

Advanced Learning Academy
Alamo Heights High School
Blessed Sacrament Catholic School
Brooks Collegiate Academy
Central Catholic High School
Edison High School
Holy Name Catholic School
Legacy of Educational Excellence
North East School of the Arts (NESA)
St. Anthony Catholic High School
St. Anthony Catholic Middle School
St. Gregory Catholic School
St. John Berchmans Catholic School
St. John Bosco School
St. Paul Catholic School

District 5

Brackenridge High School
Kennedy High School
Lanier High School
Say Si
Best Buy Teen Tech

Atascosa

Pleasanton High School

District 6

Harmony Science Academy
Communications Arts High
School (Taft)

Comal

Canyon High School
Canyon Lake High School
Memorial Early College High School
Smithson Valley High School

District 7

Jefferson High School

Kendall

Boerne High School
Boerne Champion High School
Geneva School of Boerne

District 2

Cole High School
Bexar County Academy / Academy
of Dallas
DATA (Roosevelt High School)
Jubilee Academies

District 8

Brandeis High School
Winston School of San Antonio
Lutheran High School

Medina

Lytle High School

District 3

Brooks Academy of Science
and Engineering
Harlandale High School
McCollum High School
Sared Heart Catholic School
Southwest Preparatory School

District 9

Johnson High School
Churchill High School
Reagan High School
San Antonio Christian School

Wilson

La Vernia High School



VISION

To foster student's desires to explore creative industries



MISSION

To provide pathways where young creatives have access to resources and opportunities which will positively impact students and their communities.



CORE VALUES

Intentional Collaboration
Exploration and Discovery
Leadership and Advocacy
Community Impact



#TRLPRODUCTIONS

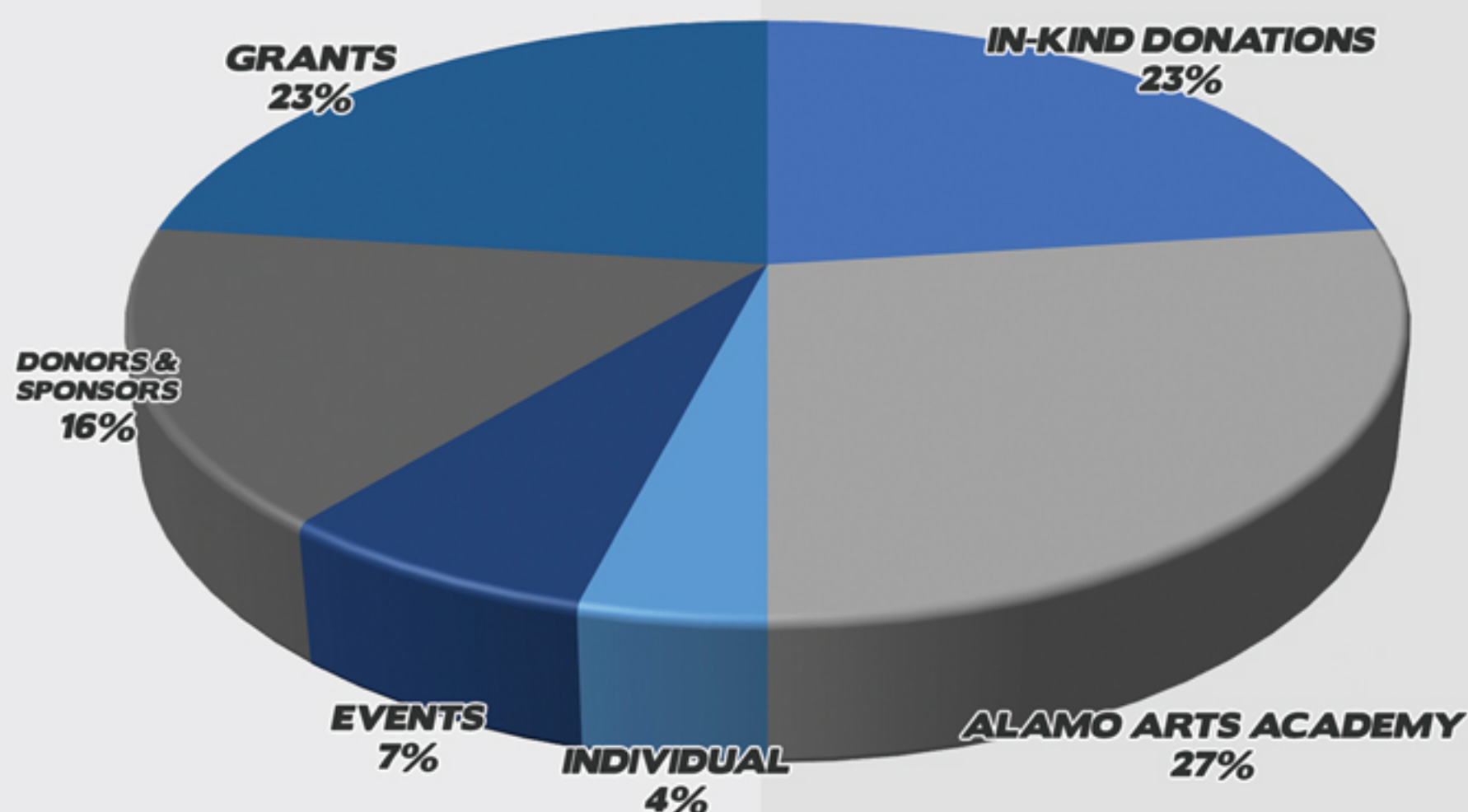
The Right Light Productions Fundraising Strategy

Our nonprofit organization has evaluated our goals, capacity, and operating environment and has determined the following six campaigns best fit our situation:

Grants, Program Income from Alamo Arts Academy, Sponsors and Donors, Events, Individuals and In-kind donations.

www.trlproductions.org

Fundraising



Fundraising for

**OPERATIONAL
SUPPORT**



**EDUCATIONAL
PROGRAMMING**

**MULTIMEDIA
EVENTS**





2022

REACH 60+ SCHOOLS AND NONPROFITS THROUGH BEXARFEST

PROVIDE MULTIMEDIA EDUCATION TO 500 STUDENTS THROUGH ALAMO ARTS ACADEMY

SECURE THE FOUNDATION FOR ALAMO ARTS ACADEMY PROGRAM

2023

REACH 70+ SCHOOLS AND NONPROFITS THROUGH BEXARFEST

PROVIDE MULTIMEDIA EDUCATION TO 1,000 STUDENTS THROUGH ALAMO ARTS ACADEMY

EXPAND OUR STAFF AND PRACTICUM OPPORTUNITIES

2024

REACH 100+ SCHOOLS AND NONPROFITS THROUGH BEXARFEST

PROVIDE MULTIMEDIA EDUCATION TO 1,750 STUDENTS THROUGH ALAMO ARTS ACADEMY

EXPAND OUR STAFF AND COURSES OFFERED

1

FOCUS ON OUR CORE CLIENT : STUDENTS AND NONPROFITS

- Affirm our focus on our client
- Continue to build our capabilities to reach more nonprofits and students from urban and low-socioeconomic communities

WHAT WILL SUCCESS LOOK LIKE

- Number of nonprofits and students served increases significantly

2

EXPAND OUR STAFF

- Increase the staff members in TRL operations
- Continue to grow the amount of contractors that work with TRL

WHAT WILL SUCCESS LOOK LIKE

- Community Outreach Coordinator hired
- New instructors for Alamo Arts Academy

3

INCREASE OUR REACH

- Focus on building community relationships through giving back

WHAT WILL SUCCESS LOOK LIKE

- Program funding increase through corporate donations and grants
- Expanding community awareness and support in Districts 1-10



PRESENTING



ALAMO ARTS ACADEMY[®]
MASTERING MULTIMEDIA

ADMIN@TRLPRODUCTIONS.COM