

# Welcome

Thank you for your time

The following presentation introduces our organization's mission, projects, and purpose, what it has accomplished through the arts, and how it seeks to serve and partner with others who share our concern and love for younger generations.



Mission

Teaching and Enhancing Lives  
Through Visual Storytelling

501 c 3 nonprofit

*Songs with  
Meaning, Inc.*

Trading as

**ART** for **Growth**



# The Little Nonprofit That Could

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For 25 years, Art for Growth has focused on developing its mission and the people it serves. A small organization, touching lives in a big way.

Thanks to ALMIGHTY GOD and loyal volunteers, Art for Growth has never depended on grants or other institutional funding sources to fulfill its purpose.

Revenue from its community programs, direct services, and a handful of steadfast supporters have sustained the nonprofit allowing it to reach thousands of young participants.

But now, “the little organization that could’ must spread its wings and reach across the world.





# Why We Do What We Do

There are countless ills and issues in need of consideration and support. Most of which pertain to the health and well-being of the human body or physical life.

However, little consideration is given to what can cause harm and deficiency of the human spirit and its symptoms. This should be of tremendous concern to believers for younger generations, especially Generation Z.

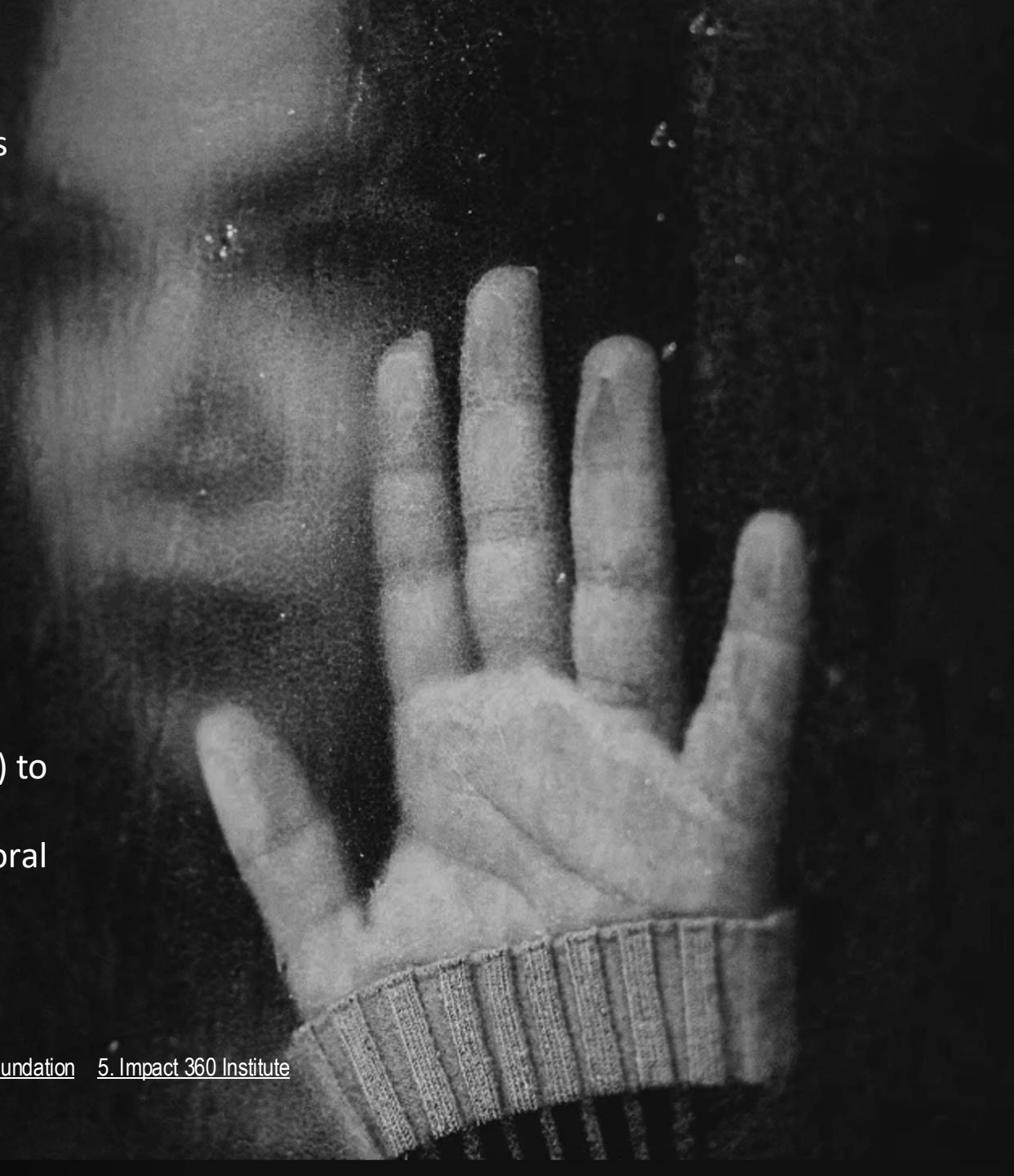
Generation Z (those born 1997-2021, currently ages 11-26), according to the Christian Scholars Review, is the newest and largest generation in America. It is 25.9% of the current population.

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In his book *Meet Generation Z*, James E White reveals that Gen Z is more Biblically and Spiritually illiterate than any other generation that's come before it. However, their fascination with the supernatural and the occult is prevalent.

Based on Art for Growth's decades of serving and watching the generation mature, we are convinced that the above statement is the root cause of the following symptoms.

- Gen Z suffers more from mental health problems and illnesses than any other generation.<sup>1</sup>
- Suicide is the second leading cause of death among Gen Z.<sup>2</sup>
- Gen Z is far more likely to identify as atheist or agnostic.<sup>3</sup>
- Gen Z (42%) is about twice as likely as Americans over 25 (23%) to battle depression and feelings of hopelessness.<sup>4</sup>
- Today's teens are less Christian and more confused about moral and spiritual truth than ever.<sup>5</sup>



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Many articles and experts attribute Gen Z's struggles to the impact of COVID, gun violence, and other social concerns. However, the preceding list of symptoms outdates such social conditions.

As followers of Christ, we see and understand. We are not surprised by the spiritual ramifications that Gen Z faces and the effects it can have on the generation that follows.

Though there are causes all over the world in need of support, this one literally represents THE FUTURE.

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# Let There Be Light

## Now for the good news.

In addition to movies and streaming series, Generation Z prefers to watch short digital videos. They also seek new ways to interact with friends.

One-fourth (25.7%) of US Gen Z adults use YouTube more than any other social platform.<sup>6</sup>

Reaching Generation Z requires meeting them where they are, which means not only producing films but also short video content on YouTube and other social platforms.<sup>6</sup>

Why is that good news?

***Because producing entertaining and inspiring films and short visual content is what we do.***

6. Insider Intelligence



Programs

&

Projects





In the movie Jesus Revolution, a few leaders in Christ saw past a young generation's outward expressions and actions to their desperate need for GOD.

The world sees Gen Z's amazing potential and what it can contribute to society. We at Art for Growth see it too. They are extraordinary.

But, as a Christ-Centered organization, we want to contribute to what the world has overlooked.

Our contribution consists of three programs tied together to accomplish four goals.

## OVERVIEW

- ✓ Produce community projects consisting of powerful short films and other visual content to inspire and edify younger generations.
- ✓ Partner with film industry leaders, studios, and production companies, to produce and distribute life enhancing industry standard feature films developed for America's younger generations and their families.
- ✓ Develop a community of viewers consisting of Christ-centered congregations, youth ministers, teachers, young leaders, and other believers with a heart and concern for the spiritual welfare of younger generations.
- ✓ Use online social platforms and promotional resources to reach young generations all over the world.

# Short Films

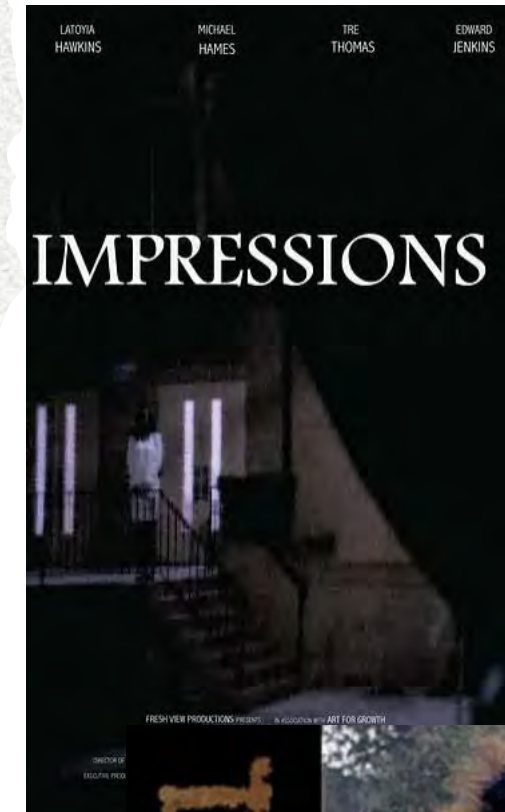
Storytelling has influenced civilizations since the beginning of time. Now that technology has made it possible to produce Visual Stories, that influence is more potent than ever.

Short films can leave as strong an impact on young minds and hearts as full-length and episodic media.

Though critics may deem faith-based feature films as preachy or didactic, short stories written to deliver a specific message, moral, or for evangelistic purposes can be more memorable and better received; the shorter, the better.

When it comes to getting the attention of Generation Z, shorts could succeed in ways that feature films cannot.

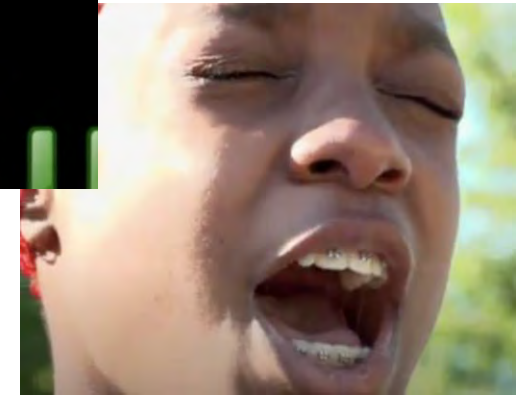
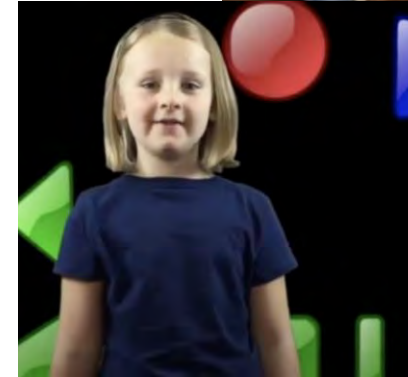
These are just a few reasons why Art for Growth uses this powerful medium to reach younger generations, develop new leaders, and give voice to young and should-be creative writers.



# Short Films

## OUTCOMES:

- Short-edifying content to share with younger generations in person and across the internet
- An affordable production process to teach, and reach young viewers.
- A nonintrusive tool youth ministers, teachers, parents, and young leaders can use to address many issues and challenges faced by younger generations
- A means of visual expression for writers who wish to use their talent to fulfill GOD's purpose for their lives





# SparkLights

## Audible Storyboards

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In the world of film production, there are five stages. Art for Growth uses all but one of those stages to produce Audible Storyboards.

### WHAT ARE AUDIBLE STORYBOARDS?

Art for Growth's production team creates storyboards as part of the animation or film pre-production process. We then skip the photography/cinematography stage of the process and release beautifully illustrated storyboards with dialog and sound effects (SFX) to the public.

# SparkLights Audible Storyboard Shorts

Due to the nature of our programs and mission, we realize that we can only plant seeds of hope and light, leaving the rest to the one with the power to give the increase (1 Cor 3:6-8).

Therefore, our outcomes are in accordance with our goals. We understand that the more stories we produce, the more we can share, and the more we share, the greater the impact.

## OUTCOMES:

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A Christ-centered Media Production Community

Community Flicks (CF) is the content production branch of Art for Growth. It's also the fiscal sponsor for the feature film, Stroke of Genius, a FreshView Production.

Learn more about this powerful and beautiful film at:

<https://www.freshviewproductions.com/>

## OUTCOMES:

- Potential to reach believers and light seekers across the country and throughout the world with stories that shed light and hope.
- A position within one of the most powerful and influential industries affecting younger generations.
- Ability to use memorable, visual content to address the issues and challenges younger generations struggle with today.
- The potential to open doors for other screenwriters and Christ-centered filmmakers.
- Ability to contribute motivational and inspiring entertainment as beautiful works of art to our community viewers and insiders.



A Christ-centered Media Production Community

# Songs with Meaning, Inc., trading as

*Thank you for taking the time to discover  
Art for Growth and its mission.*

EIN: 52-2110385

We hope to serve and support our brothers and sisters in Christ and the young souls they cherish and oversee. We pray that together we can be used by our Heavenly FATHER to help offset the adverse effects of today's media and culture on young minds and hearts, and to produce quality feature films for viewers of all ages.

For more information, or to make a contribution visit [Artforgrowth.org](http://Artforgrowth.org), or call us at 240 302-0700.

Art for Growth is the trade name of the 501 c 3 nonprofit Songs with Meaning Inc. It's part of the Central Arts & Community Production Hub (CACPH) located at 5627 Allentown Road, Suite 205, Suitland, MD 20746.

You can call between 11 am and 6 pm to schedule a visit.

To register to become a Community Flicks' Viewer or Insider visit [communityflicks.org](http://communityflicks.org).

