

EXODUS FILM SCHOOL

THE MISSION

OUR MISSION IS TO REDUCE THE NUMBER OF BLACK MALE VICTIMS OF GUN VIOLENCE BY EXPANDING CAREER OPPORTUNITIES FOR THE YOUTH OF JACKSONVILLE, FL COMMUNITIES.

THE VISION

OUR VISION IS THAT NO BLACK MALE IS A VICTIM OF GUN VIOLENCE IN JACKSONVILLE.

THE METHOD

WE WILL ACHIEVE THIS BY INTRODUCING PARTICIPANTS TO THE FUNDAMENTALS OF FILMMAKING, EQUIPPING THEM WITH A HEALTHY AND CREATIVE WAY TO EXPRESS THEMSELVES, AND POSITIVELY IMPACT THEIR LIVES.





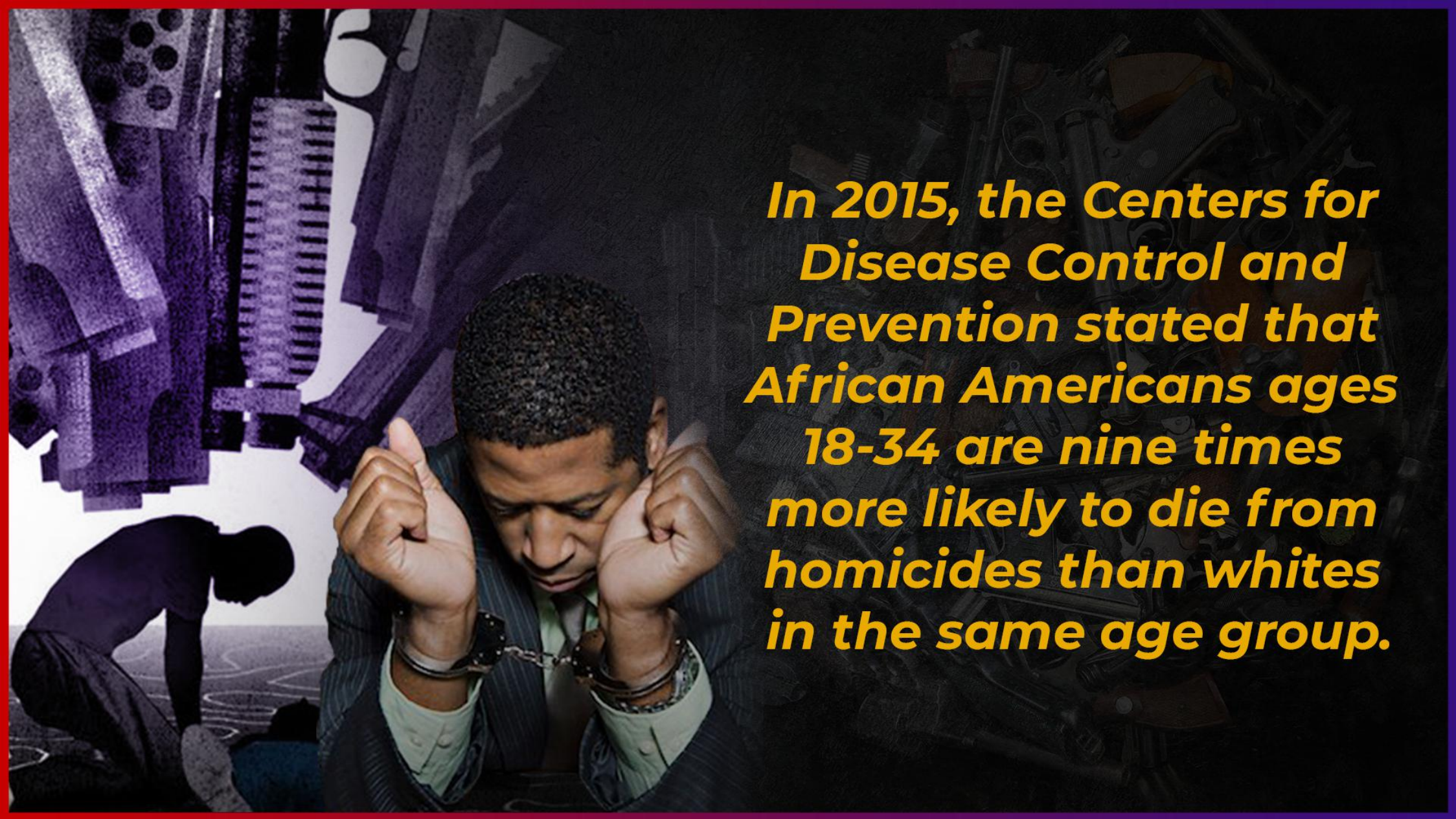
Having an identified career path and steady income is essential in curbing the gun violence that has overwhelmingly engulfed the Jacksonville community. According to an article published in the Juvenile Justice Information Exchange in December 2021, Jacksonville, Florida, has been named the gun-murder capitol. It was further reported that since the 1970s, Jacksonville's rate had surpassed the state's and nation's.

In 2015, the Centers for Disease Control and Prevention stated that African Americans ages 18-34 are nine times more likely to die from homicides than whites in the same age group. Therefore, **The Exodus Film School** is being launched in 2022 as a tool for black males between the ages of 12 and 17 to receive education on film theory, hands-on film training, and a mentor.

Research shows that providing legitimate activities and opportunities such as **The Exodus Film School** is an effective strategy to curtail and negate gun-violence. WHYY.org, a partnership with National Public Radio and PBS, shared a new study out of Philadelphia, PA that states there is a direct correlation between chronic unemployment and gun violence. The results of this research conducted in 2021, identifies the need for "employment initiatives that include training and mentorship" (Moselle, WHYY, 2021). The Exodus Film School will partner with crime control professionals, public health and health professionals, victim's families, educators, lawmakers, criminologists, community members, the armed services, the Federal Communications Commission, and the U.S. Civil Rights Commission who can all advocate and help save our youth from gun violence.

Exodus Film School introduces participants to the first principles of cinematography and camerawork while integrating principles of self-awareness, self-management, social awareness, relationship skills and responsible decision making. Students will complete Exodus Film School having gained technical skills to creatively express themselves through film, as well as valuable social and emotional skills to positively impact their daily lives.





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Exodus Film School is a program created by author, Pastor and Jacksonville, FL native, E-C Weston. Weston has more than 20 years of experience in working with youth and is surrounded by a host of talented experts from the entertainment industry to curate an immersive camp that explores every aspect of film production, videography, and creative writing.

In addition to the hard skills learned, youth will also learn healthy social and emotional skills and that by possessing such skills, are more likely to succeed in school, work, and life. Students will learn how to practice responsible decision making, implement positive thinking and build relationship skills such as how to effectively resolve conflict. Students will also learn how to resist negative social pressure, manage stress and anxiety and learn social norms. At **The Exodus Film School**, you will find the recipe for achievement in curtailing gun-violence and giving our youth a creative opportunity at success.





BOARD OF DIRECTORS

E X O D U S F I L M C A M P



Cedric L. Singletary is the husband of one wife, father of 5 children, and founder/pastor of Church 542 formally known as “The Church Without walls of Jacksonville.” He is a native of Jacksonville, FL, raised on the Northside.

He currently holds a Master’s Degree in Counseling and will be continuing his education in the fall at Liberty University to pursue his Doctrine of Divinity Degree. He is a teacher-preacher of God’s Word. Pastor Singletary is a mental health professional, an international substance abuse provider, and a certified case manager who owns several businesses. He is unique because he has a giving heart that’s unconditional. Pastor Singletary's humbleness is found in this “I don’t know everything, but it’s certain that I know the Lord.”

Sarah Jones is a native of Pittsburgh, Pennsylvania residing in Jacksonville, FL. She is an Assistant Principal currently working towards a doctoral degree in Educational Leadership. She is also a member of Alpha Kappa Alpha Sorority, Incorporated®.

As a mom of two 2 boys ages 14 and 9, she strives to help them become Godly young men and considers them her main priority in life.

Sarah has always taken on leadership and service activities throughout her life such as a “Big Sister” for Big Brothers Big Sisters organization, managing free tutoring programs, and offering empowerment and entrepreneurial workshops to young males through her Jr. Legacy brand. She also enjoys leading her girl scout troop while helping them realize the strength they have within and developing them into young leaders.

Sarah proclaims that she has always been a servant leader. Since a small child, she found joy in helping others. As this is engrained in her DNA, service is the foundation upon which she operates.

One of the mantras which Sarah lives her life by is “The best way to find yourself is to lose yourself in the service of others.”

— Mahatma Gandhi



Antonio Leonard Gadsden was born in Jacksonville, Florida, on June 13, 1975, to the proud parents of Jerry and the late Beverly Gadsden. Antonio's father, Jerry Gadsden, was born in Jacksonville, Florida where he graduated from Duval County Public Schools and worked as a car wholesaler. Antonio's mother, Beverly Gadsden, was born in Jacksonville, Florida, where she graduated from Duval County Public Schools and worked in the Health Care Field prior to her passing. His grandmother, the late Andrulene Morgan, instilled faith and wisdom in him which has a big impact on his success today.

Antonio attended George Washington Carver Elementary and Northwestern High School, then graduated from William M. Raines High School c/o 1993. While attending Raines High School, he met the love of his life and now wife Tracy Cobb Gadsden. After graduating from high school, he continued his education at Florida State College at Jacksonville. Antonio and Tracy later married on February 26, 2000 and they have three gorgeous daughters: Ancuria, Aryana and Tonyai Gadsden.

Before venturing out on his own, Antonio worked at Winn Dixie Warehouse as a foreman. In 1999, he was the Founded 904 Fashions, an urban men's clothing store on the northside. In 2008, he started the Real or Nothin Ent & Magazine that promoted music and entertainment within Jacksonville, Florida and abroad with a deep concentration on African American independent artists and businesses. In 2011, Antonio became the Marketing Director at McGowan Medical Centers where he found his true passion in marketing. However, He did not stop there; he knew he wanted to offer more. Therefore in 2013, Antonio Gadsden he became the Owner of Adtronix Digital, Marketing Genius Marketing, BDAN (Black Digital Advertising Network) and I Shop Black (a directory and lead generator for black owned businesses and professionals). Marketing Genius and its affiliate companies offers digital marketing and advertising options, to businesses through indoor & outdoor digital billboards, online solutions, technology, graphic designs, video production and more.

Antonio's favorite quote is "Instead of focusing on the competition, become the competition that they focus on." His motto is "No Black Business Left Behind".



***“IT IS OUR AIM TO
HAVE STUDENTS
SHOOT CAMERAS...
NOT GUNS!”***





EXODUS FILM CAMP

THE PROJECT

PROJECT GOALS

- PROVIDE A SAFE ENVIRONMENT FOR LEARNING AND CONNECTION
- INTRODUCE PARTICIPANTS TO THE FILM INDUSTRY
- FACILITATE MENTOR-MENTEE RELATIONSHIPS MODEL
- POSITIVE INTERACTIONS

PROJECT OUTCOMES

- 90% OF PARTICIPANTS COMPLETE THE CAMP
- 100% OF PARTICIPANTS REFRAIN FROM GUN USE DURING THE PROGRAM
- 90% OF PARTICIPANTS PLAN TO REMAIN CONNECTED TO THEIR MENTOR AFTER COMPLETION
- 90% OF PARTICIPANTS EXHIBIT POSITIVE COMMUNICATION DURING MEAL TIME



EXODUS FILM CAMP SPONSORSHIP OPPORTUNITIES

Join Exodus Film Camp as an inaugural sponsor!

PRODUCER Level (\$7,500)

SPONSOR FIVE YOUTH FOR ONE SEMESTER OF FILM CAMP

- Weekly commercial on LiT tv for one year
- Logo and website link on LiT tv's partnership page on its website for one year
- Monthly Ad on LiT tv Facebook and Instagram page for one year

DIRECTOR Level (\$4,500)

SPONSOR THREE YOUTH FOR ONE SEMESTER OF FILM CAMP

- Weekly commercial on LiT tv for six months
- Logo and website link on LiT tv's partnership page on its website for six months
- Monthly Ad on LiT tv Facebook and Instagram page for six months

EXODUS FILM CAMP SPONSORSHIP OPPORTUNITIES

Join Exodus Film Camp as an inaugural sponsor!

EDITOR Level (\$1,500)

SPONSOR ONE YOUTH FOR ONE SEMESTER OF FILM CAMP

- Weekly commercial on LiT tv for three months
- Logo and website link on LiT tv's partnership page on its website for three months
- Monthly Ad on LiT tv Facebook and Instagram page for three months

SNACK Sponsor*

(\$500) – SPONSOR ONE WEEK OF REFRESHMENTS

(\$250) – SPONSOR ONE WEEK OF FOOD

(\$250) – SPONSOR ONE WEEK OF BEVERAGES

- Included in sponsor listing on LiT tv's partnership page on its website
- Mention and logo on Facebook and Instagram the week snacks are sponsored

EXODUS FILM CAMP SPONSORSHIP OPPORTUNITIES

Join Exodus Film Camp as an inaugural sponsor!

INKIND Support

- Volunteer to serve snacks during camp
- Volunteer to fundraise for camp sponsorships
- Donate camp supplies such as napkins, cups, plates, and journals
- Donate space to host camp graduation for families

PROJECT BUDGET

THE COST IS \$1,500 PER PARTICIPANT WHICH INCLUDES
THE FOLLOWING AFTER SCHOOL ACTIVITIES:

**30
MINS**

**MINUTES OF
INSTRUCTION ON
FILM THEORY**

**30
MINS**

**MINUTES OF
HANDS-ON TIME
WITH FILM
EQUIPMENT**

**30
MINS**

**MINUTES OF
CONNECTION
WITH MENTOR**

**30
MINS**

**MINUTES OF
GROUP
MEALTIME**

WE CURRENTLY HAVE THE CAPACITY TO ENROLL 20 PARTICIPANTS FOR
EACH CAMP SESSION WHICH IS 8 WEEKS.