

THE LOOP LAB

872 Massachusetts Ave., Unit 1-5, Cambridge, MA 02139

The Loop Lab is a BIPOC-led nonprofit social enterprise specializing in media arts internships and digital storytelling. **Our mission is to empower Womxn and People of Color in the media arts to develop careers in audio/video through job training and job placement.** As a multi-racial organization, we are committed to ending inequality and racism through digital storytelling.

We educate and train small cohorts of young people from underserved communities without college degrees, teaching them to become audio/video professionals and digital storytellers, so that they may have access to real high-growth careers in the creative economy.

2020 Highlights

Notwithstanding numerous challenges associated with the Covid-19 pandemic, TLL thrived in 2020, adapting operations and programming to provide quality remote education, training and production services to the young people that we serve. Some highlights from 2020:

- We expanded “virtually” to offer new online programming to underserved high school students in Boston and Cambridge, providing three semesters of virtual media arts careers programming; and hired two Loop Lab graduates to teach the students.
- Increased the number of Loop Lab students from 5 to 50 students -- a 900% increase!
- We lengthened our program by 50%, moving from 304 hours of total training to 544 hours. This additional time allows for more one-on-one engagement with instructors/mentors and the scaling of projects to meet the challenges of digital media during the pandemic.
- Paid out over \$50,000 in livable wages to students in 2020.
- The Loop Lab became an official sponsor for AV apprenticeships in the Commonwealth of Massachusetts. We are hopeful that we can develop a robust pipeline of young people of color who will realize AV careers through our apprenticeship program.
- We were one of six nonprofits to be selected into the 2021 cohort for Social Innovator Accelerator for the Social Innovation Forum.
- We continued to develop new partnerships in 2020, and now support the entire local cultural arts ecosystem, including Pao Arts Center in Chinatown, BamsFest, The Boston Foundation LAB grant, Radical Imagination for Racial Justice (City of Boston/MassArts), Isabella Gardner Museum, Oberon Theater,

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and the Celebrity Series of Boston. We enabled a number of these organizations to livestream broadcasts for a variety of events during the COVID-19 restrictions.

- Realized a 25% increase in our production revenue, helping us to address our growing expenses.
- A significant new development was the recent addition of more space for our programming. This adds meaningful program capacity for our agency, in addition to the very limited space we currently lease. Strategically located in the Kendall Square technology hub, the space is being provided by Biomed Realty as an in-kind donation to our agency. We will now be able to more efficiently execute our hybrid program model in 2021 to prepare our young students for the professional work environment. This location/environment will be inspiring and a possible bridge to future professional work for the young people that we serve.

For a full picture of TLL's programs, production, consulting services, and a sampling of Audible Student Films, please visit TLL's website: www.thelooplab.org