

# Arts **IN VIOLENCE PREVENTION**

A CAMPAIGN FOR ARTS FUNDING  
(BAY AREA)



*Art* **SAVE  
LIVES**

TO LEARN MORE AND DONATE, PLEASE VISIT  
**WWW.BAYVISIONMG.COM**



**Bay Vision Media Group, LLC**  
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**Dear Community,**

We invite you to join Bay Vision Media Group's Arts in Violence Prevention fundraising campaign. At Bay Vision, we harness the power of arts, storytelling, and filmmaking to inspire change, heal wounds, and unite our community. Since 2006, we've been empowering voices in the Bay Area, and now, we're seeking your support to take our mission further.

Our goal is to raise \$2 million to expand our services and produce two impactful films addressing gun violence and gender-based violence. These projects will involve local youth and community members, giving them a platform to tell their own stories and work with industry professionals. By donating, you'll directly contribute to these vital projects and help us make a real difference.

**Founded by LeJon Loggins, Bay Vision Media Group is dedicated to reducing violence, repairing broken families, and restoring trust within the Bay Area.** Drawing inspiration from the iconic Gordon Parks, LeJon uses film and music as catalysts for hope and healing. His extensive community work includes over 700 memorial programs in collaboration with The Khadafy Washington Foundation for Non-Violence, transforming heartfelt narratives into motion picture scripts to foster hope and healing. His dedication to revitalizing our community extends beyond creative endeavors, deeply rooted in counseling and direct crisis response.

LeJon's impact has been recognized through awards from the Office of Senator Don Perata, The San Francisco Fire Commission, and The San Francisco Board of Supervisors for his heroic actions in saving lives. Collaborating with notable filmmakers like Antwone Fisher, Jeff Allard, Rockmond Dunbar, Bryan Farrell, and Geoff Callan, he brings a wealth of experience and passion to our mission.

Your contribution will:

- **Empower our community to share their narratives** and take control of their stories.
- **Create opportunities for collective healing** through art-based therapeutic programs.
- **Unite diverse stakeholders** in the fight against violence, promoting non-violent social change.

Please visit our donation page at [www.BayVisionMG.com](http://www.BayVisionMG.com) to contribute, and for more campaign details, see attached fundraising plan. Your support, no matter the size, will directly impact the production of these transformative films and the expansion of our community programs. Together, we can create a brighter, safer future for the Bay Area through the power of arts and storytelling.

Thank you for your support in making our vision a reality.

Sincerely,

LeJon Loggins  
Founder, Bay Vision Media Group



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## Arts in Violence Prevention Fundraising Campaign details

### Executive Summary

Bay Vision Media Group, founded by LeJon Loggins in 2006, is dedicated to empowering communities and changing lives through the arts. Our Arts in Violence Prevention Fundraising Campaign aims to raise \$2 million to expand our services throughout the Bay Area and produce two powerful motion pictures. By involving Bay Area youth, adults, and community members in the filmmaking process, we aim to address critical issues, promote healing, and foster non-violent social change.

### Mission Statement

Bay Vision Media Group's mission is to reduce violence, repair broken families, and restore trust within the Bay Area by using creative arts, particularly film, music, and creative writing, as tools for expression, storytelling, and community healing.

### Objectives

1. **Raise \$2 million** to fund the production of two motion pictures addressing gun violence and gender-based violence.
2. **Expand our services** throughout the Bay Area to reach more youth and community members.
3. **Create opportunities** for community members to work with industry professionals in the filmmaking process.
4. **Support art-based non-profits** and therapeutic programs focused on PTSD and violence prevention.

### Services and Programs

- **Film Production:** Engage community members in all stages of filmmaking, from script development to production, to tell their own stories.
- **Workshops and Training:** Provide workshops in creative writing, film production, and music production.
- **Collaborative Projects:** Partner with local organizations to create art-based projects aimed at violence prevention and healing.

### Market Analysis

The Bay Area has a rich cultural history and a vibrant arts scene. However, inner-city violence remains a significant issue. Our campaign addresses this gap by providing creative outlets and professional opportunities for at-risk youth and community members. Our target market includes local businesses, philanthropists, and community organizations committed to social change and violence prevention.

### Marketing Strategy

1. **Community Outreach:** Host community events and workshops to raise awareness about our campaign and engage potential donors.
2. **Social Media Campaigns:** Utilize platforms like Facebook, Instagram, and Twitter to share stories, updates, and testimonials.
3. **Partnerships:** Collaborate with local businesses, non-profits, and government agencies to support and promote our campaign.
4. **Media Coverage:** Seek media coverage through local news outlets, radio stations, and online publications to reach a broader audience.



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## Fundraising Strategy

1. **Donation Campaign:** Launch a donation campaign with a dedicated webpage for contributions.
2. **Fundraising Events:** Organize events such as film screenings, art exhibitions, and benefit concerts.
3. **Corporate Sponsorships:** Secure sponsorships from local businesses and corporations.
4. **Grant Applications:** Apply for grants from foundations and government programs focused on arts and violence prevention.

## Financial Plan

- **Initial Budget:** The initial budget includes costs for film production, workshops, marketing, and administrative expenses.
- **Revenue Streams:** Revenue will be generated from film ticket sales, merchandise, donations, and grants.
- **Profit Sharing:** Proceeds will be shared with art-based non-profits and therapeutic programs focused on PTSD and violence prevention.

## Impact Measurement

- **Quantitative Metrics:** Number of participants in workshops, number of films produced, and amount of funds raised.
- **Qualitative Metrics:** Feedback from participants, changes in community engagement, and media coverage.

## Conclusion

Bay Vision Media Group's Arts in Violence Prevention Fundraising Campaign is a vital initiative to empower the Bay Area community, address critical issues, and promote healing through the arts. With your support, we can achieve our \$2 million goal and make a lasting impact.

