

LIVING BY OUR

CORE VALUES

**SELF ACTUALIZATION**

WISDOM OF THE CROWD

**DIRECT COMMUNICATION**

HONORING OUR WORD

**INNOVATION**



OPEN MEDIA  
FOUNDATION

# LETTER FROM THE EXECUTIVE DIRECTOR



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2015 marked our best year yet from the standpoint of OMF's earned income. We continue to expand our staff and the impact of the organization, but with that growth has come cultural shifts and challenges staying aligned and unified around the core values and founding principles of OMF.

The core values of an organization cannot simply live on a wall or Annual Report. They must inform and pervade actions and business decisions every day on a microscale in order to be realized at a higher level.

OMF's approach of providing communications Services, Training, and Tools still encapsulates the "what" we do. Our mission of "putting the power of the media in the hands of the people" remains unchanged and describes "why" we do what we do. Our core values are the best guide to "how" we do it.

**Self Actualization:**

OMF exists to equalize opportunities such that everyone can reach their fullest potential and shape their world into the place they want it to be.

**Wisdom of the Crowd:**

Widespread engagement and free expression is the goal. The more stakeholders involved in a decision, the better the outcome will usually be.

**Direct Communication:**

We don't aim to be the voice of the voiceless; we aim to eradicate voicelessness. We speak our truth and welcome free speech and debate.

**Honoring Our Word:**

We expect to be held to our word by our community. Accountability is a gift, not a punishment.

**Innovation:** If we're not doing things better or different, we're better off supporting others. Through Measured Continuous Improvement, change is our constant state.

In 2015, we revisited these core values, distilling them to 5 from the original 8 guiding principles, posted them at the entrance of our workspace, in implemented a program aimed at recognizing daily successes and failures in regards to our core values through cards exchanged between staff members. We aim to have these core values guide everything we do, and we invite you our community, to hold us to them.

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## CORE VALUES

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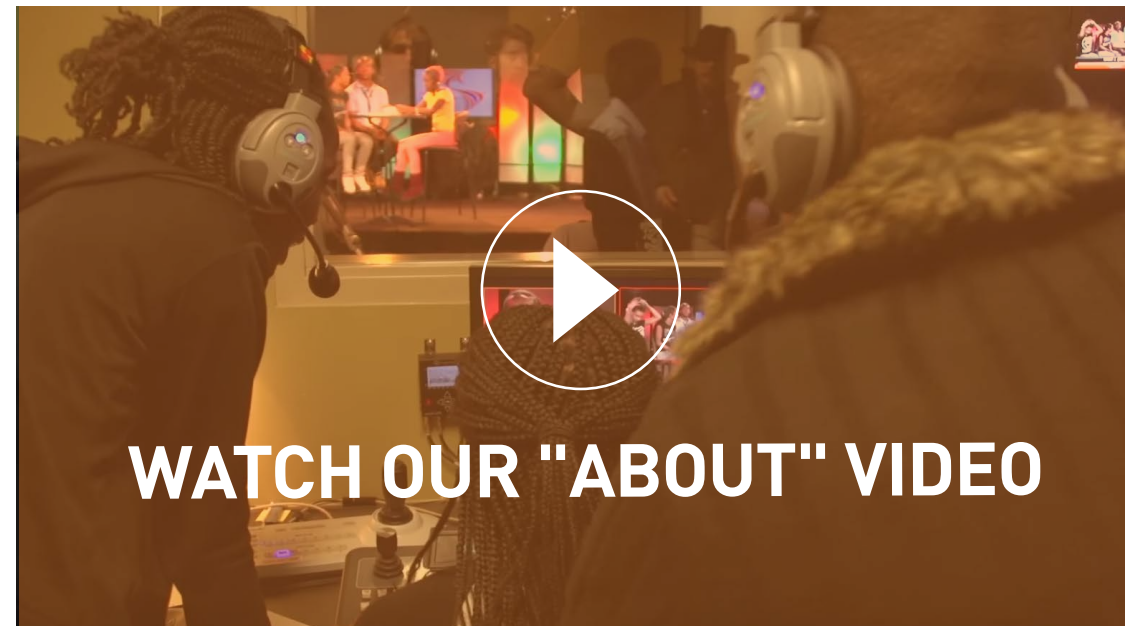
### SELF ACTUALIZATION

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OMF exists to equalize opportunities such that everyone can reach their fullest potential and shape their world into the place they want it to be.



# WHAT WE DO / HOW WE DO IT



## What We Do

The Open Media Foundation (OMF) is an innovative media and technology nonprofit organization dedicated to putting the power of the media in the hands of the people, enabling everyone to engage in their community and bring about the change they wish to see in the world.

## How We Do It

We empower nonprofits, governments, and individuals to shift the media conversation (and thus social awareness) from the corporate interests of our commercial media system towards the human interests of an open, diverse, engaged public.

To accomplish our mission, we begin with providing affordable, highend media and technology services.

We follow up by offering training and tools that enable everyone to represent their own voice in the media conversation.

## CORE VALUES

### WISDOM OF THE CROWD

Widespread engagement and free expression is the goal. Where and how people direct that engagement and expression is up to them.



# SERVICES



## Nonprofit and Government Client List

48 Hour Film Festival	Get Outdoors Colorado Website	Bravo Vail Colorado Trust	Piton Foundation	Denver Metro Community Parent Resource Center	University of Denver
Colorado General Assembly	Kansas Get Outdoors	One Earth Future Foundation	City of Louisville	The Center	Colorado Channel
Family Tree	BlueAura media	Brett Family Foundation	Denver Botanical Gardens	Colorado Alliance of Research Libraries	Ebb & Flow Design
Access la Alma	Colorado Nonprofit Association	Community Television of Santa Cruz County	Project PAVE	Denver Public Schools	Volunteers for Outdoor Colorado
Colorado Health Foundation	Knight Foundation	Padres Unidos	City of Thornton	The Consortium	Colorado County Officials Employees Retirement Association
Free Speech TV	Book Trust	Cambio	Denver Foundation	Colorado Anti-Violence Program	Eden Alternative
Andre Center	Colorado Participation Project	Conservation Impact	Radical Honesty	Denver Public Schools Foundation	WESTAF
Colorado Humanities	Michael D. Palm Center	Partnership University	CiviCRM	Town of Basalt	Colorado Cross Disability Coalition
Gary Community Investments	Boulder Housing Partners	Campus Compact of the Mountain West	Denver Housing Authority	Colorado Campus Compact	Elephant Circle
Backlund Land Surveys	Colorado Prevention Alliance	COPDGene Study	Rolfe Larson Associates	Denver School of Science and Technology	Women's Wilderness
Colorado Judicial Branch	Muslims of the West	Peak Academy	CiviSMTP	Translation Excellence	Colorado Education Initiative
Hunger Free Colorado	Boulder Mountainbike Alliance	CASB	Denver Kids Inc	Colorado Casa	Extended Hands of Hope
Believe Kids	Colorado Progressive Coalition	Creating Transitions	Second Wind Fund	Developmental Disabilities Resource Center	Colorado Futures Center
Colorado Kids Outdoors	National Ski Patrol	Pitkin County	CO Department of Local Affairs		Family Star
International Institute for Indigenous Resource Management		City of Littleton	Denver Media Services		
Bell Policy Center		Denver Art Museum	Susan Kaplan		
			Colorado Alliance for Environmental Education		

**92**

organizations served by the Services Department

**5** of our fundraising videos helped clients raise a combined total of over

**\$2.3**

**5** new or redesigned websites launched with a combined total page views of **490,000+**

**MILLION**

# 2015 POPULATION SERVED



## Education

1,343

individuals served

516

youth served

{educational tours and  
Open Media Generation}

676

hours of training  
provided

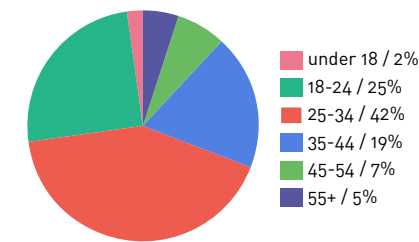
## CORE VALUES

### **DIRECT COMMUNICATION**

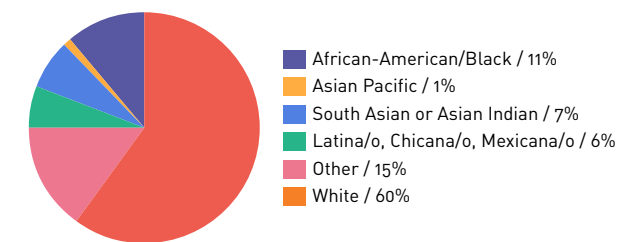
We don't aim to be the voice of the voiceless; we aim to eradicate voicelessness. We speak our truth and welcome free speech and debate.

## Attendee Demographics

### AGE



### ETHNICITY



\*Excludes youth served through educational tours and youth group.

### INCOME LEVEL



# 2015 POPULATION SERVED



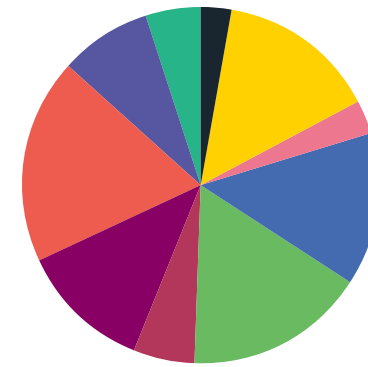
## Shows Produced

1,095

total shows

33,921

total hours of content



- Academic/Info
- Youth
- Faith
- Arts and Film
- News, Business and Govt.
- Community Issues and Advocacy
- Well-being and Lifestyle
- Cultural Perspectives
- Music and Entertainment
- GLBTQ

## CORE VALUES

### HONORING OUR WORD

We expect to be held to our word by our community. Accountability is a gift, not a punishment.

## DOM Organizational Members

- |  |  |                                      |   |
|--|--|--------------------------------------|---|
| Al Frente de Lucha                     | Colorado Muslims Community Center                | Divine America                       | Prince of Peace                             |
| Arapahoe County Communication Services | Denhac   | Issachar Center for Urban Leadership | Project Voyce                               |
| Boys & Girls Clubs Metro Denver        | Denver Center for International Studies-Downtown | Just Media                           | Sistas of Soul                              |
| Centers for Spiritual Living           | Denver Hospice                                   | KGNU                                 | Voice of Destiny Inc - Youthpreneur Project |
| Colorado High School Charter           | Denver Film Society                              | My Father's House                    | Wonderbound                                 |
| Colorado Independent                   | Denver Foundation                                | Opera Colorado                       |   |

# 2015 CORPORATE AND FOUNDATION DONORS



## Corporate & Foundation Donors

Alamo Draft House  
Apiezza  
Beast of Burden Jewelry  
Beatrice and Woodsley  
Boulder Book Store  
Boulder Organic Food  
Breckenridge Distillery  
Buntport Theater  
Butterfly Pavillion  
Canvas and Cocktails  
Chipotle  
City, O' City  
Colorado Athletic Club  
Colorado Ballet  
Colorado Symphony Orchestra  
Comedy Works  
Corepower Yoga  
Curiosities  
Curious Theatre  
Dawn Greaney- Turning Perplexity into Clarity  
Denhac  
Denver Botanic Gardens  
Denver Broncos  
Denver Center for the Performing Arts  
Denver Film Society  
Denver Museum of Nature & Science  
Denver Zoo  
Edible Beats (include restaurants Linger, Root Down, and Ophelias)  
Global Girlfriend  
Icelandic  
Illegal Pete's  
Indy Ink  
International Film Series (Boulder)  
Justin's  
KGNU Radio Station  
Kirkland Museum of Fine & Decorative Art  
Lake Steam Baths  
Landmark Theatres  
Make My Notebook  
Native Foods Cafe  
Nooch Vegan Market  
Open World Learning  
Pandora on the Hill  
Pink Fog Studios  
Popculture Classroom  
Rio Grande Mexican Restaurant  
Ruperts at the Edge  
Savory Spice Shop  
SOL Store of Lingerie  
Soul Haus  
Steuben's/ Vesta Dipping Grill/ Ace Eat Serve  
Stories on Stage  
Teatulia  
Vision Box  
Voodoo Doughnut  
Wild Women Wine  
Wonderbound

## CORE VALUES

### INNOVATION

If we're not doing things better or different, we're better off supporting others. Through Measured Continuous Improvement, change is our constant state.



# 2015 INDIVIDUAL DONORS



## Individual Donors

Alice Kassinger	Candace Grosz	Dianna M Janda	Jill Fricker	Kenneth Wheeler	Matthew Van Deventer	Ronald Otsuka
Amanda Wells	Catherine Mangan	Douglas Smooke	Jill Nelson	Kevin White	Megan Marquez	Sally Munoz
Andrew Novick	Charles Frye	Elena Nunez	Jim Sawyer	Kristin Nolan	Michael Donahue	Sam Fuqua
Ann Theis	Cheryl Loetscher	Elizabeth Brown	Jocelyn Hittle	Lambert & Lisa Bunker	Michael O'Brien	Sandra Syring
Anonymous	Cheryl Zeeb	Elizabeth Klepper	Joe Haines	Lance Hukill	Mike Roque	Scott Kinnamon
Anthony Prichard	Cheyenne Hughes	Emily Kinsella	Joe Mauro	Laura Bernero	Nancy T. Ritter	Seth Pensack-Rinehart
Anthony Shawcross	Christiano Sosa	Eric Galatas	Joe Senart	Lea Devereaux	National Translator Association	Shannon Altner
Anthony Stonaker	Christina Miller	Erika Martinez	John Aden	Leah Anne Teeters	Pamela Clifton	Shannon Shearer
Barbara Davis-Arguello	Cindy Bacher	Gregory Barman	John Michael Shae	Lion's Bridge Recording	Patricia Calhoun	Shelly Stephens
Barbara Jaynes	Claire Lanier	Heather Crandall	John Schoch	Lisa Gedgaudas	Patrick Hackett	Susan Greene
Barbara Pagano	Claudia Czajkowski	Henry Ansbacher	Jose J. Lopez	Liz Lane	Patrick O'Brien	Susie Scott
Beth Graham	Colorado Gives	Howard & Sally Shawcross	Joseph Richey	Liz Wurster	Paula Rhoads	Teresa Hurst
Beth Teeters	Corrine Fowler	Izaiah Buseth	Julie Martinez	Maria Segura	Peter Lively	Tim Winkler
Brad Stabro	Courtney Steele	James Laurie	Juliet Golden	Mark Walker	Rachel Bruce	Tina Romero
Brandi Vos	Cynthia Jackson	Jane Angulo	Kaleen Barnett	Mary Kaye Shawcross	Ray Merenstein	Towanna Henderson
Brandon Stiller	Dan Mooney	Janelle Ayon	Karynne Rayner	Mary Lanus	Rise Anne Keller	Tricia Wackerly
Brendan Picker	David Charmatz	Janet Martel	Kate Hawthorne	Mary Otanez	Robin Whitelaw	Uzeke Digital
Brian Nemeth	David Murphy	Jared Petsche	Katie Dahl		Ron Marquez	Voradel Carey
Bruce Davis	Debra Brown	Jason Gavaldon	Kayla Rael			Yigal Levi
	Diana Aqra		Kelsey Mischke			

STAY UP TO DATE

FOR THE LATEST





# BOARD & COMMITTEE MEMBERS



## Board

Sam Fuqua  
 Cheryl Zeeb  
 Eric Galatas  
 Tanya Ishikawa  
 Ronald Otsuka  
 Jared Petsche  
 Mark Walker  
 Denis Moynihan  
 Angelia D. McGowan  
 Joey Del Hierro  
 Lisa Gedgudas

## Executive Committee

Sam Fuqua, **President**  
 Cheryl Zeeb, **Vice President**  
 Eric Galatas, **Secretary**  
 Angelia D. McGowan, **Treasurer**

## Inclusiveness Committee

Alice Kassinger  
 Ann Theis  
 Cheryl Zeeb  
 Eric Galatas  
 Gavin Dahl  
 Kelsey Mischke  
 Nicole Marquez  
 Rita Wold  
 Sarah Ford  
 Shannon Altner  
 William Schear

## PR/Dev Committee

Alice Kassinger  
 Daniel Day  
 Danielle Kent  
 Denis Moynihan  
 Jared Petsche  
 Joey Del Hierro  
 John Aden  
 Kate Hawthorne

Kelsey Mischke  
 Lea Devereaux  
 Mark Walker  
 Michael Donegan  
 Nicole Marquez  
 Paul Karolyi  
 Rebecca Saltman  
 Ron Otsuka

## Interns

AJ Jamison	Chad Hryhorysak	Dani Kent	Graham Marshall	Jesse Lockwood	Kevin Mahoney	Morgan Love	Shannon Mullane
Alberto Cabrera	Chandler Toffa	Darin Lammers	Ivy Pharr	Jiang Zhan	Maria Matsaridis	Nicolas Turner	Taylor Ready
Allie Scheu	Charlie Haug	Davon Brown	Jack Carstens	Jing Zhang	Maxwell Ryan	Paul Hatfield	Veronica Fernandez-Diaz
Ana Garcia	Colin Markiewicz	Diana Garcia	Jacob Boyce	Johanna Fuentes	Melissa Bray	Paulina Nunez	Viviana Acevedo
Angelina Cillo	Connor Randall	Dominique Silverman	James Cook	Joy Andrews	Melissa Huff	Penny McGovern	
Bane Thomas	Courtney Dunson	Finnegan Wells	James Thompson	JR Nielsen	Michael Bliss	Priyam Shah	
Bryan Dougherty	Dana Thibault		Jeremy Marsico	Kat Lockwood	Monique Gallardo	Roy Dudley	



PLAN FUTURE  
**MONITOR & SUPPORT**  
 IMPLEMENTATION  
**STRATEGIC PLANNING**  
 STAY UPDATED



# HIGHLIGHTS & ACCOMPLISHMENTS



**This year brought** great opportunities to partner with other non-profits, teach and train, and grow ourselves and our services. Below are a few of our favorite highlights throughout 2015.

## Services

CSU Futures Center Tax laws are complicated, really complicated. It turns out that certain limits in TABOR actually may be causing some to pay more taxes than others. OMF worked with the CSU Futures Center to distill this complicated issue. The video produced by OMF's team received over 35,000 views on the CSU Future Center's Facebook page.

CEI The Colorado Education Initiative works to ensure that every student in Colorado is prepared and unafraid to succeed in school, work, and life. In 2015, OMF was privileged to create 3 videos for CEI highlighting some of the great work being done in education across the state.

Eliminating educational inequity is not a small challenge. Considered one of the best open-enrollment Science, Technology, Engineering, and Math (STEM) schools in the country, DSST Public Schools boast the highest performance and secondary school growth rate in Denver Public Schools. Illustrating the unique way DSST engages with their diverse community and revamping the current DSST website were the challenges presented to the OMF web team this summer.

An updated version of Gary Community Investments/The Piton Foundation's Community Facts launched in early 2015 and is the first web-based application using expanded geographic reach provided by the Data Initiative. The website is powered by the Colorado Data Engine and provides neighborhood-level data for the Denver metro area's seven counties. By employing census-level data and analysis, community change initiatives can be better supported for community organizations, researchers and direct service providers.

Together OMF and Gary Community Investments developed an engaging, storytelling timeline to feature the history, accomplishments and growth that made GCIC the organization it is today and defined its priorities moving forward. With such a unique project, the OMF web team was able to immerse themselves in the GCIC history and further challenged the team's problem solving and big picture planning - from content curation to choreographing of multiple animation and delving into another level of coding.

## TRAINING

OMF partnered with the AmeriCorps program to bring three AmeriCorps VISTAs service members to the organization to expand its capacity and reach to serve low-income communities.

With continued support from the Ed Limato Foundation, OMF was able to offer free multimedia classes to individuals who identify themselves as gay, lesbian, bisexual, or transgender and to conduct a workshop with the youth from Rainbow Alley at the GLBT Community Center of Colorado.

OMF began to offer classes for Google AdWords, as well as an intermediate Premiere Pro class and an Advanced Field Production workshop.

OMF continued to partner with organizations such as Girls Inc. and 2 Hearts to offer high-quality youth media education programming.

## TOOLS

In 2011 DOM build the Learning Lab complete with 20 iMacs for classes as well as member use. This year, we've updated the old computers with 20 brand new 5K iMacs. We also updated all the computers with the latest FCP, iMovie and Adobe Creative Suite applications.

This year DOM had an overhaul in its Master Control operations in order to provide the highest quality output to the cable channels. We are now fully HD-capable and send full HD signal to both Comcast and our new CenturyLink channels. Comcast SD Channels 56, 57, 219 and HD 881; CenturyLink Channels: SD - 8008, 8009, 8010 and HD 8508, 8509, 8510

Each year, Open Media Foundation's Inclusiveness Committee throw's a Lot Party event to honor the neighborhood we're proud to be part of, Lincoln Park/La Alma. We invited the Lincoln Park/La Alma community neighbors and organizations to join us for OMF's monthly show, Open Music Sessions. Over 200 people walked through our doors to enjoy the live show, community vibe, and learn about our tools!

# FINANCIALS

## SUPPORT AND REVENUES

	2015	2014
Earned Income	1,264,088	1,034,473
In-Kind	537,422	481,477
Government	90,184	95,000
Foundations	6,000	16,064
Individual Contributions	42,538	52,864
Corporate	4,500	1,320

<b>Total Revenue</b>	<b>1,944,732</b>	<b>1,468,568</b>
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## EXPENSES

Salaries & Wages	565,055	512,145
Grants and Scholarships	440,441	349,238
In-Kind	478,041	481,477
Professional Services	68,653	80,839
Bandwidth & Internet	39,188	36,041
Rent	47,892	36,305
Fundraising & Events	49,359	37,881
Office Supplies	3,608	28,782
Accounting Audit	8,005	10,711
Travel	7,015	13,008
Insurance	5,886	5,502
Telephone	3,625	4,312
Dues & Subscriptions	3,750	3,645
Credit Card Fees	1,969	2,507
Equipment Maintenance	8,045	4,985
Postage & Delivery	966	1,616
Printing & Copying	1,235	2,053
Staff Development	8,203	1,333
Deprecation	0	0

<b>Total Expenses</b>	<b>1,870,125</b>	<b>1,582,336</b>
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Net Surplus/Deficit	<b>74,607</b>	<b>98,862</b>
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