

Eyes On Your Mission Celebrates 10 Years of Amplifying Nonprofit Stories Through Video



New York City, New York Mar 12, 2024 ([Issuewire.com](https://www.issuewire.com)) - This year marks the 10th anniversary of the Eyes On Your Mission (EOYM) video grant, a competitive annual application process for nonprofits seeking professional pro bono video production services. Founded by video marketing pioneer Jessica Kizorek, EOYM has spent a decade empowering nonprofits to tell their stories with high-impact digital video.

Eyes On Your Mission, a Miami-based 501(c)(3) organization, helps nonprofits excel in digital storytelling, enabling them to showcase their accomplishments to potential funders, partners, sponsors, volunteers, and board members. Since its inception, the video grant has employed more than 100 creative freelancers, donated three million frequent flier miles, and contributed over one million dollars in video production services, to 35 nonprofits around the world.

Shoot locations have included Miami, Japan, and Brazil. Grantees have ranged from large NGOs like [UN Women](#) to local nonprofits like the [Lotus House Shelter](#). Every year judges choose between 3-5 nonprofits they think could best leverage an investment in visual communications. “While our estimated donation for each local project is approximately \$20,000, the long-term value of this particular gift can be worth millions of dollars in funds raised directly from people who see the video,” explained Mike Firmature, EOYM’s Chairman of the Board of Directors.

According to Kizorek, “Receiving a video grant from Eyes On Your Mission provides nonprofits with a high-quality documentary video that illustrates the powerful work they do in their communities. Our goal is to increase their capacity to raise more money, and therefore, make more impact.” This enhanced digital presence directly supports fundraising efforts by emotionally engaging viewers and inspiring them

to contribute their time and resources.

Last year's grantees who benefitted from EOYM's support include the Network For Teaching Entrepreneurship, Cristo Rey Miami High School, Carrie Meek Foundation, Boys and Girls Club of Martin County, and the EOD Warrior Foundation (first project using artificial intelligence to generate video content). These organizations represent a spectrum of causes, from education and entrepreneurship to shelter and support services. Keith "Fletch" Fletcher, CEO of the Boys and Girls Club of Martin County, praised the initiative, stating, "The team from Eyes On Your Mission and Two Parrot Productions has raised the bar when it comes to our video marketing effort. They are talented as it gets from a nonprofit storytelling perspective."

APPLY for VIDEO GRANT: May 16 - July 18, 2024 @ EyesOnYourMission.org/grants

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