



## **The AICP Foundation**

The AICP Foundation is a New York State 501(c)3 non-profit established by the Association of Independent Commercial Producers (AICP) in 2008. As a charitable organization, its goal is to raise monies via events and other donations for the purposes of distributing such funds to other institutions or organizations selected by its Board of Directors with the goal of training and nurturing young talent – and promoting diversity – in the advertising and film industries. From its inception, perennial beneficiaries include: the Streetlights Foundation, and the Made in NY PA Training Program. Other programs by way of application to the Foundation’s Board of Directors are considered on a case-by-case basis.

## **Perennial Beneficiaries**

### **[The Made in New York Production Assistant \(PA\) Training Program.](#)**

The program is a part of [Brooklyn Workforce Innovations \(BWI\)](#).

The “Made in NY” Production Assistant Training Program helps low-income New York City residents get their foot in the door of the dynamic world of film and television. This free program is offered in partnership with the [New York City Mayor’s Office of Media and Entertainment](#). No previous production experience is required. Applicants who do not have a high school diploma, GED, or college degree are encouraged to apply. The program looks for individuals who are available full-time, ready to learn, and eager to work.

### **[Streetlights](#)**

Streetlights mission is to assist talented and motivated young adult minorities, many economically and socially disadvantaged, to achieve long term economic stability and career success. To accomplish true diversity in the Entertainment Industry, Streetlights believes that a minority talent pool must be created to provide companies with ethnically diverse crew members from a range of job categories – from Gaffer to Grip, from Production Assistant to Producer. To that end, Streetlights breaks them into this creative and well-paying business through entry-level Production Assistant Training. As a Job Training, Job Placement and Career Advancement organization, our ultimate goal is to assist our graduates in advancing from entry level Production Assistant to management track positions and Union crews—and ultimately into the behind-the-camera fields which interest them and for which they show aptitude.



## **The Most Next Grant**

Each year the winner of Best of Show ([Most Next](#)) in the AICP Next Awards is given a \$5,000 grant to direct to an educational or arts organization. Here is the list of recipients to date:

Year	Winner	Winning Entry	Recipient
2012	TBWA\Chiat\Day	Sony & Nissan's "GT Academy,"	LIGHT BRINGER PROJECT/ROOM 13
2013	R/GA	Nike's "Nike+ Fuelband."	AAHPERD (Active Schools Fund managed by Partnership for a Healthier America)
2014	Leo Burnett	AllState's "Social Savvy Burgler"	MARWEN
2015	Ogilvy	IBM "A Boy & His Atom"	P-TECH PATHWAYS TO TECHNOLOGY HIGH SCHOOL
2016	Here Be Dragons	NYT's "The Displaced"	ASHOKA: INNOVATORS FOR THE PUBLIC
2017	McCann	Lockheed Martin "Fieldtrip to Mars"	Girls Inc. of the Washington, DC Metropolitan Area
2018	McCann	State Street Advisors "Fearless Girl"	Girls Who Invest
2019	Leo Burnett Madrid	Pernod Ricard "The Time We Have Left"	Reboot & Recover
2021	FCB New York	Michelob ULTRA, Microsoft, NBA "Michelob ULTRA Courtside"	Move United
2022	Leo Burnett Chicago	Wingstop "Thighstop"	MARWEN
2023	FCB New York	Michelob ULTA "McEnroe vs. McEnroe"	Move United
2024	FCB Chicago	Digital Public Library of America "Banned Book Club"	Digital Public Library of America
2025	Edelman Canada	IKEA "SHT"	Off the Street Club
2026	Imagine	Gusher's "FruitHead"	Kinds in Need Foundation

## **Past Beneficiary**

The VCU Brandcenter AICP Scholarship Fund benefitted graduate students attending the school. The scholarships provided support to students who in need of assistance with day-to-day tools and resources to further their education. Over a 10-year period dozens of scholarships were awarded – more details can be found [here](#).

## **AICP Equity & Inclusion Committee and Initiatives**

AICP's Equity & Inclusion Committee implements initiatives, programs and tools to help AICP members affect change and provide more access to underrepresented groups. Through its efforts, the Committee has developed relationships with groups and initiatives promoting inclusion in the advertising, production and post production spaces. All are potential beneficiaries of the Foundation