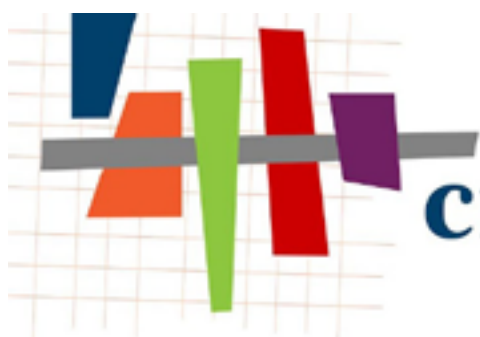


# BAYCAT & The Golden State Warriors: *A Case Story*



**creative youth**

DEVELOPMENT

**This publication is part of a series of tools created to enable deeper connections between creative youth development program leaders and funders:**

- [Building Funding Pathways: A Strategy Towards Expanding Funding for the Creative Youth Development Field](#)
- [Mapping Skill to Will: Approaches to Funding Creative Youth Development in the United States](#)
- [BAYCAT & The Golden State Warriors: A Case Story](#)
- [Memphis Music Initiative & ELMA Philanthropies: A Case Story](#)
- [The San Diego Creative Youth Development Network & The Clare Rose Foundation: A Case Story](#)
- [YMCA Lighthouse Project & The Heinz Endowments: A Case Story](#)

## Acknowledgments

A special thanks to Jessica Mele of The William and Flora Hewlett Foundation, and Villy Wang, Moran Laurie, and Jessica Pullano of BAYCAT.



The National Creative Youth Development Partnership is a collaborative effort by youth and adult field leaders committed to the CYD values of Racial Equity & Social Justice, Youth Voice and Leadership, and Collective Action in and with the community.

[www.CreativeYouthDevelopment.org](http://www.CreativeYouthDevelopment.org)



Dedicated to the development of thriving communities and a more just world, Creative Generation works to inspire, connect, and amplify the work of young creatives who catalyze social transformation and those who are committed to cultivating their creative capabilities.

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*Suggested citation:*

Poulin, J. M. *BAYCAT & The Golden State Warriors: A Case Story*. New York: Creative Youth Development National Partnership, 2019.

## Introduction

In 2019, the Creative Youth Development (CYD) National Partnership engaged in a project to better understand the funding landscape of their field. To illustrate their findings, researchers connected with funders and CYD program leaders in four settings to better understand the dynamics of their partnerships.

The following is a case story that showcases a partnership between a regional industry partner and a local CYD program, demonstrating the low skill-high will traits of the funder. For a glossary of terms, please see the last page of this publication.

## Key Partners

As with most creative youth development initiatives, there is a complex web of individuals and organizations who collaborate to make it happen. For this case story, we will examine the relationship between the two key players:

- Golden State Warriors
- BAYCAT

## Big Takeaways

Through an examination of several examples across the country, numerous themes emerged to provide guidance to both funders and CYD leaders to enable strong partnerships. For this case story, the following themes are illuminated:

- Invest in personal and institutional relationships
- Articulate a common and multi-faceted set of goals

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*Make the space for relationship building – relationships may not yield right away, but they are often worth it in the long-run. As a creative youth development leader, give yourself permissions to pursue a long-term cultivation process for beneficial partners: they probably just need to learn more and be brought along.*

”

## What's the Story?

Fifteen years ago, Villy Wang recognized two things about her community in California's Bay Area:

1. there were lots of community youth programs which focused on workforce development, but none that focused on the creative industries, and 2. young people in their region lacked access to digital media arts programs. Thus, BAYCAT, the hybrid, social enterprise organization, was born: their mission is to end racism and sexism and to create greater social and economic equity through storytelling. They believe that, by placing more storytellers into the community from under-represented backgrounds in the field, the stories will more accurately reflect the community – “change the storytellers, change the world,” says BAYCAT founder, Villy Wang.

Several years into their work, BAYCAT was invited by a large regional funder to join a cohort of organizations and participate

in a capacity building initiative. Through this effort, they were introduced to an industry partner – the San Francisco Giants, one of two Major League Baseball (MLB) teams in the area – who hosted a BAYCAT youth for a job placement. The organization’s relationship, fostered by a single staff contact, eventually grew to involve the team’s foundation and marketing team for an exploration of client work: youth media artists telling the team’s stories. However, the staff contact left and found a new position with the Golden State Warriors, the area’s National Basketball Association (NBA) team.

BAYCAT followed their contact to the Warriors and began exploring a new relationship there. Due to the increased interest of the staff at the Warriors and a hands-on educational approach from BAYCAT staff, the relationship blossomed beyond a simple work placement almost immediately. As more staff got involved from the Warriors, more people learned about the possibilities of collaboration, including the community affairs team and the team’s philanthropic arm.

Today, youth media artists from BAYCAT produce 50 stories per year on the team’s social impact. The two organizations have identified a shared vision, which includes the development of a diverse workforce (particularly for media arts and marketing/ communications professionals), investment in the Bay Area community, and the telling of impactful stories through youth creativity.

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*Ideally collaborations with business or industry partners can be multifaceted to include a donor relationship, client work, and that they can be a future employer of the youth in your program. It’s like a Venn Diagram – you want to select partners that fit in the middle.*

”

## ***Glossary of Terms***

***Creative Youth Development*** — *A recent term for a longstanding theory of practice that integrates creative skill-building, inquiry, and expression with positive youth development principles, fueling young people’s imaginations and building critical learning and life skills.*

***High Skill/High Will (Field Builders)*** — *This category of funders actively funds and supports CYD and CYD-adjacent organizations and programs and identifies as part of the CYD landscape of their community or funding region.*

***Low Skill/High Will (Potential Stars)*** — *This category of funders actively funds or seeks to fund CYD and CYD-adjacent organizations and programs, but struggles with aligning those investments to existing strategic priorities.*

***High Skill/Low Will (Reluctant Allies)*** — *This category of funder actively funds and supports CYD and CYD-adjacent organizations and programs, but does not see themselves as part of the CYD ecosystem.*

***Low Skill/Low Will (Potential Stars)*** — *This category of funders does not currently fund CYD organizations or programs nor is currently knowledgeable about CYD as a field of practice. They do, however, demonstrate potential based on their strategic funding priorities.*

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