

fourth annual **community weekend**

August 16-18th, 2024

Three-day event to give back to the Kensington Community and gather Philadelphia's best photographers and creatives.



MORE THAN A STUDIO, COME CREATE.

- About the Foundation
- Theory of Change
- Mission and Vision
- Our Inspiration
- Our Impact
- Community Weekend 2024



About the Foundation

The CJ Wolfe Foundation seeks to expose Philadelphia youth to photography.

The CJ Wolfe Foundation

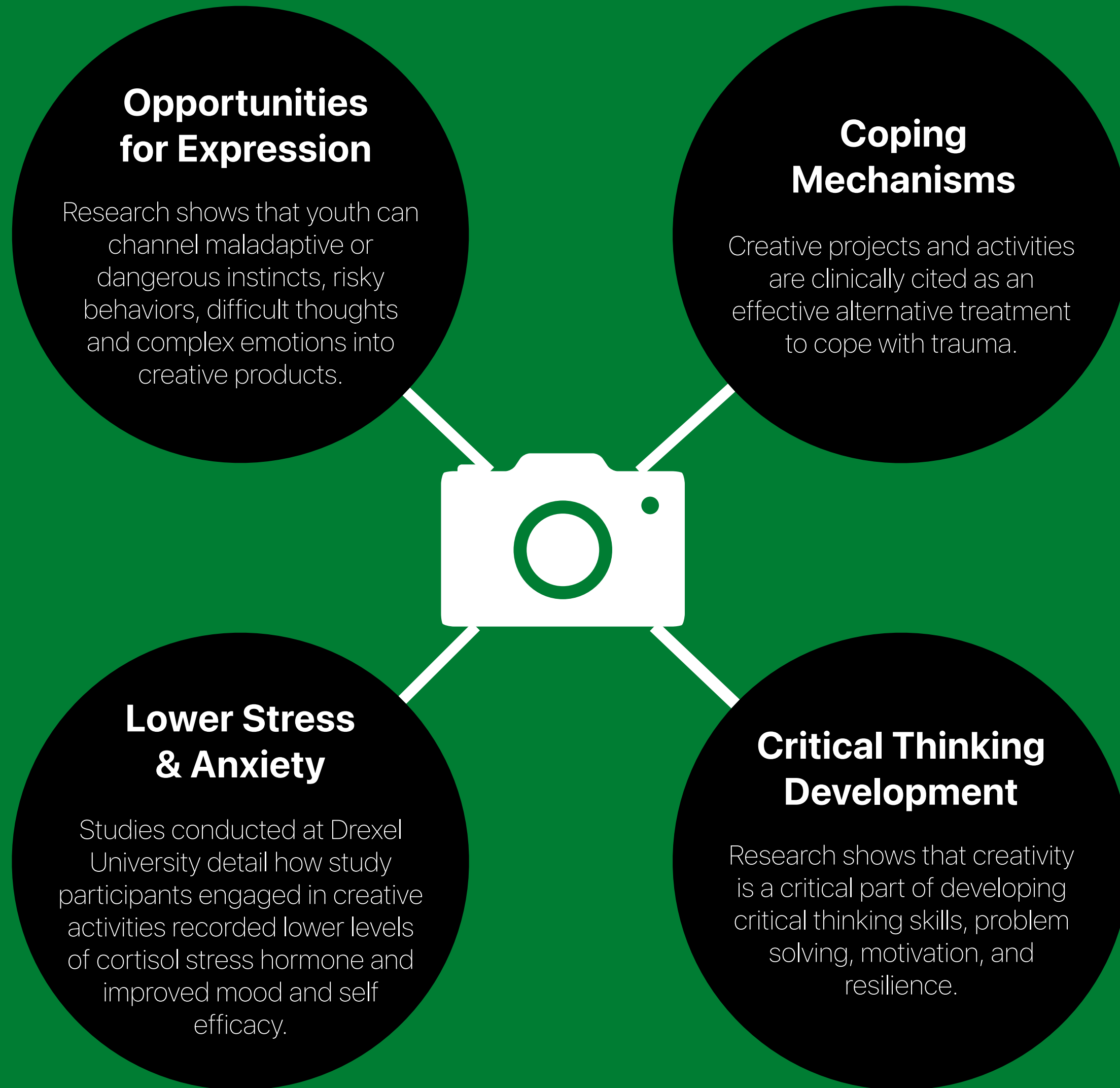
- **Hosts Youth Photography Classes,**
- **Hosts Community Events, and**
- **Partners with youth serving organizations**

To bridge the gap between opportunities in Philadelphia and photography.



The CJ Wolfe Foundation is **dedicated to harnessing the power of photography to uplift underserved communities.**





Our Theory of Change

Creative Programs including photography have been shown to provide benefits to support young people's

- Growth,
- Development,
- And Educational and Career Trajectory.

Our Values

Mission

The CJ Wolfe Foundation seeks to expose Philadelphia youth to photography.

The CJ Wolfe Foundation functions as the philanthropic arm of Immortal Vision Studio.

Vision

Providing transformational experiences for youth age 10-18 across every Philadelphia school through photography.



Our Why

Photographer and creative genius—CJ Wolfe—picked up a camera 5 years ago that changed his life.

Growing up in Philadelphia, Wolfe disrupted the cycle of violence in his community after he discovered photography. Graduating from college in 2019 as a student athlete Wolfe worked as a corporate financial advisor. Wolfe walked away from a financial career in less than 24 months and created one of the best photography studios and creative communities that Philadelphia has ever seen.

Wolfe has been impacting sports, athletes' and artists' lifestyles through his creativity behind the scenes and most importantly behind the camera. CJ has produced work for Revolt TV, Footlocker, Ethika, Pure Fuel, Lil Uzi Vert, Meek Mill, Allen Iverson, Will Parks, and John Wall to name a few.





Our Why

Throughout his journey as a photographer, Wolfe identified a notable gap within Philadelphia—a deficiency in safe spaces for photographers to refine their craft, showcase their talents, and establish professional networks. As a response, Immortal Vision Studio was established in 2020. Since its establishment, the boutique studio has evolved into a cornerstone of Philadelphia's creative community, averaging more than 800 appointments per year and becoming the trusted rental powerhouse for photo and video in its 2,000 SQ FT space.

Most recently, Wolfe has been putting focus on Immortal Vision Agency—a creative agency that creates compelling content for brands and businesses. CJ focuses on employing staff from his creative studio to complete projects for clients to bridge the gap and give creatives opportunities for bigger projects.

Our Impact

402 Local Youth Engaged
17 Community Partnerships
20 Free Educational Classes

Creators leaving a positive impact in the community.



Our Annual Giveback



Immortal Vision Studio has worked with the CJ Wolfe Foundation to collaborate with local businesses and community serving organizations to provide resources and creative opportunities to the Kensington Community in the last weekend in August.

- **Free Creative Sessions and Financial Literacy Class**
- **Back to School Drive**
- **Kensington Block Clean-Up**
- **Grocery Give-Away**
- **CJ Wolfe Foundation Scholarship**

Community Weekend has grown to serve over 350 community members.

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Community Service

Friday, **Aug 16th**

Studio Block Clean-up + Photography Classes

Saturday, **Aug 17th**

World Photography Day Party

Sunday, **Aug 18th**



fourth annual community weekend

DAY 1 | August 16

9:00am-1:15pm: Soup Kitchen at St. Francis Inn

DAY 2 | August 17

9:00am-11:00am: Studio Block Clean-up

11:00am-1:00pm: Free Youth Photography Class

1:00-3:00pm: Master Your Settings Photography Workshop

DAY 3 | August 18

3-7pm World Photography Day Party

Friday, August 16th

Community Service

Immortal Vision Studio activates 20 staff and volunteers to donate time to St. Francis Inn's Soup Kitchen.

As fellow disruptors in the Kensington, St. Francis Inn's tradition of radical hospitality has met the daily needs of the Kensington Community with dignity since 1979.

9:00am-1:15pm

Group Volunteering Meal Prep and Meal Service at St. Francis Inn



FRIDAY

Saturday, August 17th

Community Service

Immortal Vision Studio activates 30 staff and volunteers to clean up their block in Kensington to ensure a clean and safe environment for photographers to learn and create in

Since 2020, we've organized our community of photographers to take action and be the change we hope to see in our studio's local neighborhood.

9:00am-11:00am

Group Volunteering for IV Studio Block Clean-up with CLIP



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Saturday, August 17th

Free Youth Photography Class

IVS Staff host youth from across the city to teach photography basics and work with professional cameras, lighting, and photography equipment at Philadelphia's Most Booked Studio.

Up to 50 students aged 10-18 welcome to enjoy class.

11:00am-1:00pm

Free Youth Photography Class



Saturday, August 17th

Master Your Settings Photography Workshop

Student will unlock the full potential of their camera diving into the world of aperture, shutter speed, ISO, and more, guided by expert IVS staff.

Designed for hobbyists, amateurs, and professionals seeking to enhance their skills. First 50 photographers to sign up pay what they want to register.

1:00pm-3:00pm

Master Your Settings Photography
Workshop



Sunday, August 18th

World Photography Day Party

We could not be Philadelphia's Most Booked Photo Studio without a creative community supporting and embracing our vision.

We commit to nurturing creative talent and transforming aspiring photographers into industry professionals. Celebrate with photo activations, photo exhibitions of 5 nominated studio photographers, and CJ Wolfe Foundation Scholarship Awarded.

*Free ticket for participation in any of the community service events

3:00pm-7:00pm

World Photography Day Party



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AUGUST 16-18
2024



FRIDAY
COMMUNITY
SERVICE



SATURDAY
FREE
PHOTOGRAPHY
CLASSES




SUNDAY
WORLD
PHOTOGRAPHY
DAY PARTY



IMMORTAL
VISION
STUDIO

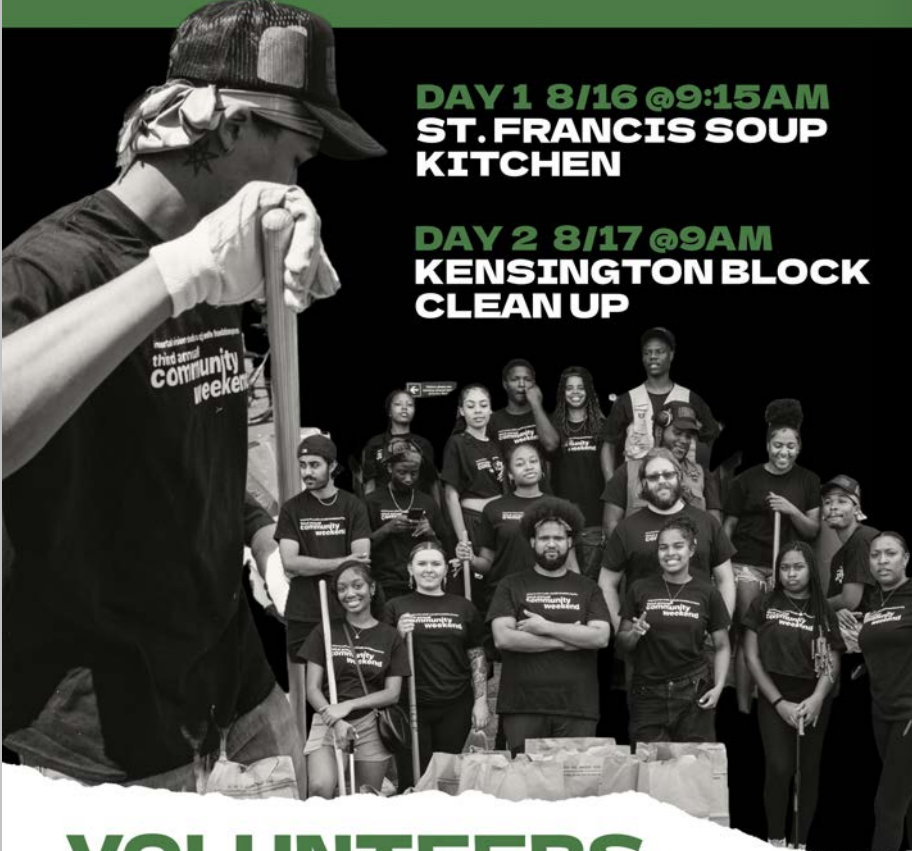


MORE INFORMATION www.cjxwolfe.com/foundation

fourth annual **community weekend**  IMMORTAL VISION STUDIO


DAY 1 8/16 @9:15AM
ST. FRANCIS SOUP KITCHEN

DAY 2 8/17 @9AM
KENSINGTON BLOCK CLEAN UP



VOLUNTEERS NEEDED!

MORE INFORMATION www.cjxwolfe.com/foundation



fourth annual **community weekend**  IMMORTAL VISION STUDIO

FREE YOUTH PHOTOGRAPHY CLASS

AGES 10-18
SAT 08/17 11AM-1PM

RESERVE YOUR SPOT NOW

↓

WWW.CJXWOLFE.COM/FOUNDATION

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MASTER YOUR CAMERA SETTINGS WORKSHOP

SATURDAY, AUG 17TH 1-3PM

\$ PAY WHAT YOU WANT

Unlock the full potential of your camera with our workshop, designed for hobbyists, amateurs, and seasoned professionals alike.

Learn pro tips to master your aperture, shutter speed, ISO, and more, guided by expert Immortal Vision Studio Staff.

Reserve your spot now at www.cjxwolfe.com/foundation

 IMMORTAL VISION STUDIO


fourth annual **community weekend**

WORLD PHOTOGRAPHY DAY PARTY

TICKET SALES SUPPORT CJ WOLFE FOUNDATION PROGRAMS

08.18 - 24

3:00PM-7:00PM
PRIVATE LOCATION
@CJWOLFEFOUNDATION

 IMMORTAL VISION STUDIO



Digital Content	<i>Price</i>
3-Day Event Photography	\$350.00
3-Day Event Video	\$1,750.00
Logistics and Program Materials	
Youth Photo Class Instruction (5 Instructors)	\$700.00
Master Your Camera Settings Instruction (5 Instructors)	\$1,000.00
IV Studio Rental (6 hours) \$150.00 ea	\$900.00
Stage Rental (6 hours)	\$1,500.00
Canon - EOS Rebel T7 DSLR Video Camera with 18-55mm Lens (5) \$479.99 ea	\$2,400.00
Disposable Cameras (48) \$12.50 ea	\$600.00
Party Venue Rental (4 hours)	\$4,000.00
Exhibition Frames	\$500.00
Printing (Class Materials and Exhibition)	\$2,500.00
Event Merchandise	
Community Weekend T-Shirts (100)	\$1,350.00
Volunteer Lanyards (50)	\$350.00
Event Flyer Printing	\$1,000.00
Catering	
Friday Evening Dinner (20 Volunteers)	\$200.00
Saturday Morning Breakfast (80)	\$400.00
Saturday Lunch (50)	\$500.00
Party Catering (200)	\$2,500.00
	\$22,500.00



Get Involved Sponsorship

	\$500.00	\$1,000.00	\$2,500.00	\$5,000.00	\$10,000.00
Limited Edition “A Camera Changed My Life” 2024 Community Weekend Shirt	X	X	X	X	X
Sponsor 3 Students for Free Youth Photography Class	X	X	X	X	X
Sponsor 3 Students for Master Your Camera Settings Workshop		X	X	X	X
Company Logo on All Event Materials and Content		X	X	X	X
Sponsorship Graphic for Social Media			X	X	X
5 Professional Sponsorship Images			X	X	X
30-45 sec Sponsorship Reel for Social Media			X	X	X
5 Tickets to World Photography Day Party				X	X
Table Reservation at World Photography Day Party					X
Presenting Sponsor for CJ Wolfe Foundation Scholarship					X
Access to Event Attendee Database					X

Impact

In 2022 we served:

30 creatives at our Creator Classes

68 families at Hissey Playground
Back-to-School Drive

43 photographers in at our
Photo-Walk

32 attendees at our Creator Panel

2022 SPONSORS



In 2023 we hosted:

30 creatives at our Block Clean-Up

Collected **25** bags of garbage

175 families at Hissey Playground
Back-to-School Drive

Gave out **39** bags of groceries

Raised over **\$3,000.00**

2022 SPONSORS



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A CAMERA CHANGED MY LIFE.

Thank You!