



The Possibilities Factory

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The pFactory facts:

What: The Possibilities Factory Show, a 22 minute pilot video available for review, is a program designed for 8-12 year olds about the challenges and triumphs kids face as they create and execute community service projects.

The Possibilities Factory show distills teen service into hip, digestible segments to inspire such ethical values among youth as respect, integrity, altruism, compassion, understanding, and kindness. Like Survivor, the show follows the journey of teenagers cooperatively solving problems; like Zoom, the show provides viewers with inspiration and direction on how to “do this at home.”

Purpose: *The Possibilities Factory* is designed to increase youth self esteem and community altruism. Adolescents are hungry for realistic moral guidance, and *The Possibilities Factory* gives it to them, in their own language. Through empowering youth to take action and highlighting their community involvement, *The Possibilities Factory* spreads the good news that youth can make a difference. *The Possibilities Factory* gives youth positive and powerful behaviors to emulate.

Who: Each episode features a host team, a guest team, and a special guest teen of the week.

Where: Nickelodeon, Sesame Workshop, The Disney Channel, Fox Kids, The Learning Channel, ABC, CBS, NBC, PAX

When: Afternoon.
Targeted to 8-12 year olds.

Website: www.pfactory.org

Tie-Ins: *The Possibilities Factory* incorporates:

- Camps
- A Web site focusing on community, an Internet portal for pFactory members
- After-school programs
- A Motivational speaking circuit for schools and adolescent groups
- A line of organizational goal reaching and inspirational materials for adolescents

“We have been working with Pascha Griffiths and her Possibilities Factory over the past three months and are quite impressed about the professionalism, technical quality, creativity, enthusiasm and commitment that they have brought to the Young Activist Network (YAN).”

**-Leo Burd, Coordinator, YAN,
MIT Media Laboratory**

“I think this camp has helped me become a leader by giving me more confidence to stand up and say what I want to say. It’s also taught me little things that have given me confidence and given me more opportunities to be a leader.”

**-Lauren J.
Possibilities Factory Camp, 2000**

“This whole camp is about either improving yourself or improving the world around you.”

**-Big Sarah
Possibilities Factory Camp, 2000**

“I think the main thing about the Possibilities Factory is that it will help the world see that we teenagers are not the punks, gang members, drug dealers, and ignorant kids that they think we are; but as actual people who are capable of doing great things in our community.”

**-Big Sarah
Possibilities Factory Camp, 2000**

“I think Possibilities Factory built up my confidence in like school and stuff, because I was kind of nervous about things and then this camp taught me to be open on your ideas and stuff like that.”

**-RaeLynn
Possibilities Factory Camp, 2000**