

BayKids spreads the joy of filmmaking with Dropbox for Business



BayKids is a nonprofit that uses the art of filmmaking to help heal seriously ill children. By writing, starring in, and producing their own films, kids get to express their creativity and develop teamwork skills.

Casting a new lead

BayKids knows the extraordinary healing power of imagination, and the intricate logistics that can be required to bring imagination to life. In its years of helping more than 5,000 children produce films, the organization has had to maintain a small army of portable hard drives to store and share young filmmakers' footage.

When BayKids discovered Dropbox for Business, staff members suddenly had a new way to work on projects remotely, exchange footage with volunteer editors, and safely back up everything — without the need for additional computing hardware. According to Executive Director of BayKids Devora Kanter Kothari, "Dropbox for Business changed our world pretty dramatically."

On-demand viewing

Film development processes have become smoother since BayKids adopted Dropbox for Business. But perhaps more importantly, the ability to retrieve and share children's projects with family, friends, and the greater community has become easier.

Kothari remembers participating in a community event soon after installing Dropbox, and wondering if she'd loaded a child's film about "wrestling with cancer" onto her laptop. "I was talking to another event attendee, thinking how great it would be to pull up the movie," she explains. "Then I realized I could go to Dropbox and get it. Dropbox

really allows us to bring our films to life. It lets us instantly connect people to our work, so they can see firsthand the importance and impact of what we're doing."

Production value

Dropbox for Business now serves as a sort of film library for BayKids, giving team members a central location to access all of the organization's files. A recent switch to HD video may have increased file sizes, but with Dropbox for Business, BayKids never has to worry about storage limits. And when you're making memories for children struggling with illness, every megabyte and every moment matters.

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As Program Manager Jade Waters-Tippo attests, "The footage we capture is cherished artwork for families and we don't want to lose one second of it. Having storage that's backed up in Dropbox — where a fire or flood can't touch it — makes all of us breathe a little easier.'"