

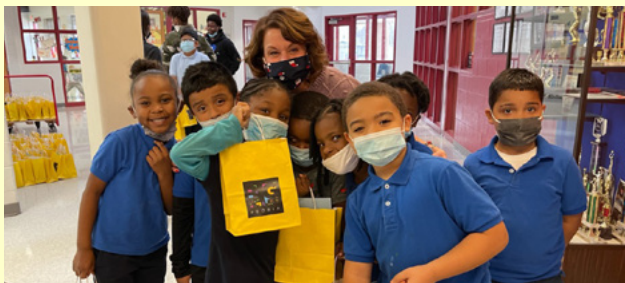


WHO WE ARE

Founded in 2018 by a group of dedicated volunteers who believe that art has the power to change our community, Big Picture Initiative is a 501(c)(3) nonprofit headquartered in Peoria, IL dedicated to:

Arts Education

Empowering students through arts



Public Art

Increasing community vibrancy through arts



Arts Advocacy

Supporting and uplifting artists



Working Together

Collaborating for community enhancement





Executive Director

In 2021, the demand for Big Picture's services and programs grew beyond the capacity of the volunteer board.

The organization hired its first executive director, Dr. Mae Gilliland Wright, in June.



Dr. Mae, as she is known by students, holds a Master's Degree and Doctor of Philosophy in the digital humanities field from the University of Edinburgh, Scotland. In addition to her position as Executive Director at Big Picture, she is an adjunct professor at Bradley University. Mae is a freelance writer, ghostwriter, and consultant, and has a teaching background in the sciences and humanities. She currently sits on the Board of Directors for the Women's Fund of the Community Foundation of Central Illinois and the City of Peoria's Public Arts Advisory Commission. In the past, she sat on the Board of Directors for ArtsPartners of Central Illinois, where she served as the Vice President and chaired the Sky Art Peoria committee. She also served on the Board of Directors of Acorn Equality Fund, the Public Relations Association of Central Illinois, and ART, Inc., along with various other committees with area organizations like Align Peoria and the Community Foundation of Central Illinois.

2021 Board of Directors Officers

Doug Leunig, President and Co-Founder
Mark Misselhorn, Vice President
Eileen Leunig, Secretary/Treasurer,
Co-Founder

2021 Board of Directors

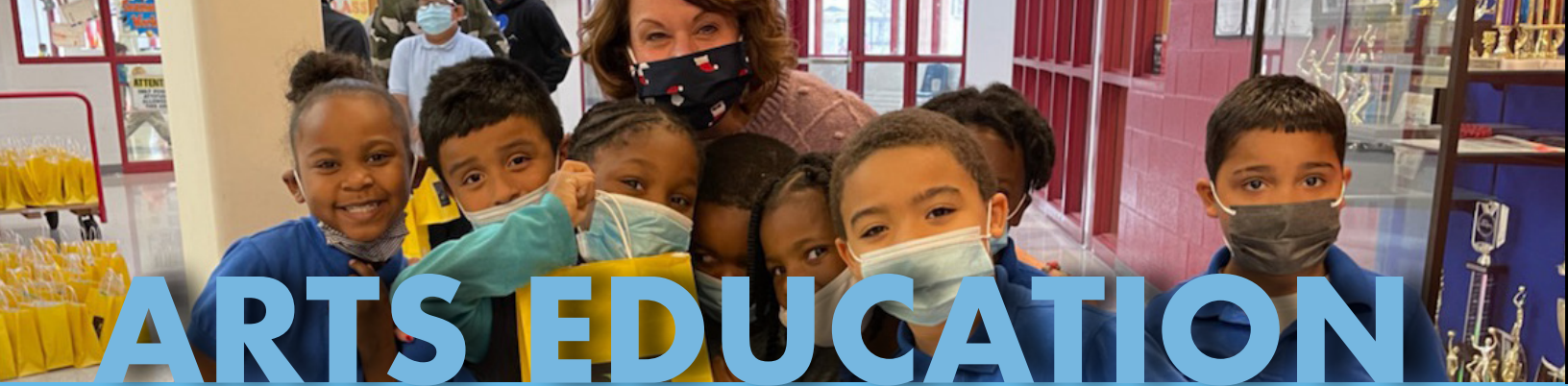
Heather Brammeier
Heather Ford
Maggie Misselhorn

Intern

Jamie Wunning, a senior attending Bradley University, has been an intern for Big Picture Initiative since April



of 2020, and serves as the art director for Giving Voice. She is a student in Bradley's highly recognized Interactive Media department majoring in Animation with a minor in User Experience Design. As a member of Bradley's Honor's program, Jamie strives for academic excellence. Along with designing for Big Picture, additional Peoria non-profits, and her classes, she serves as the president for several clubs on Bradley's campus focused on art and exploring Peoria. Jamie is passionate about creating art for others in the form of animation, video editing, traditional art, photography, design, and any other way she can.



ARTS EDUCATION

500

Imagination Starter Kits for Children

To empower children through the arts and help them achieve skills in the four Cs: Critical thinking, Creativity, Communication, and Collaboration.

32 gifts

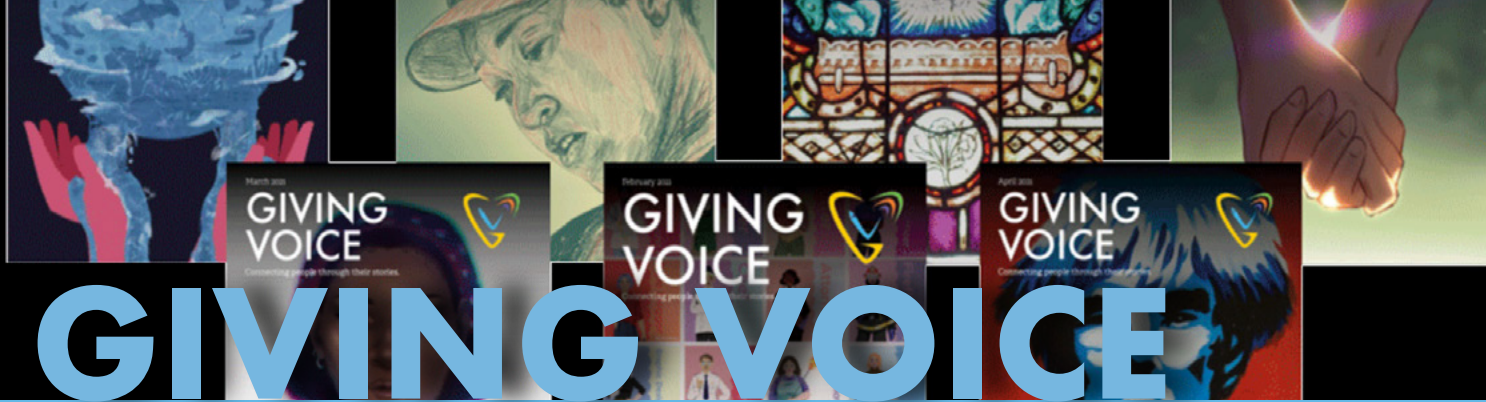
of art supplies for Peoria School of Art students

500 Imagination Starter Kits for children distributed through the Peoria RiverFront Market, Peoria Heights Fine Art Fair, Riverfront Association spring event, and Lincoln School where 90% of the students are low-income.

2 mural classes

for 10 families, 17 children at the Peoria Playhouse, and at the Peoria Art Guild's summer camp





GIVING VOICE

91 articles published

on topics ranging from community to the environment to social justice to sports

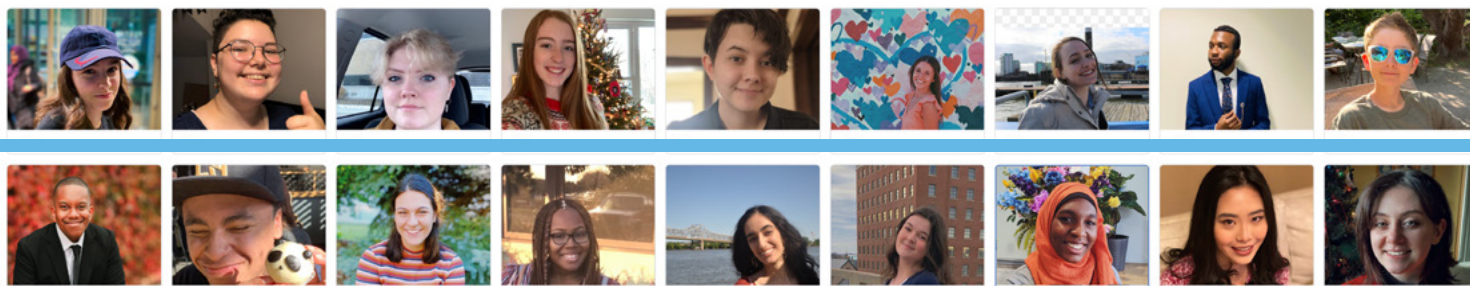
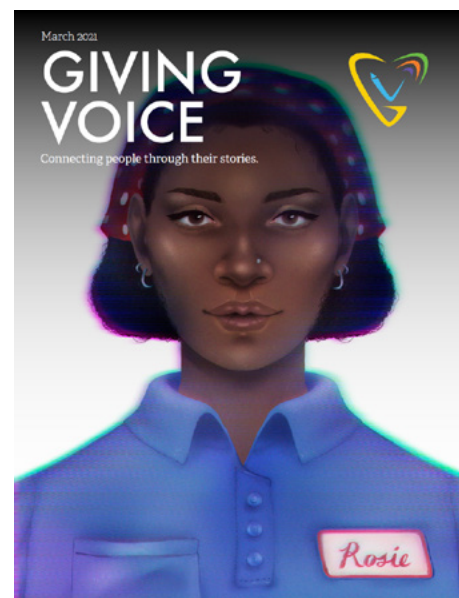
42 illustrations rendered

by high school and college students

15 portraits of influencers

15 high school students created portraits of their heroes and described why they chose that person as their hero

Thanks to a generous contribution provided by the Gilmore Foundation, we are proud to offer literary and visual arts jobs to student writers and creators through our digital magazine, *Giving Voice*. Each *Giving Voice* issue is written, illustrated, and designed by students working with paid professional mentors who are experts in their fields.



The student writers and artists of *Giving Voice*.

THE GIVING VOICE TEAM



Editor-in-Chief

Mae Gilliland Wright, PhD



Design Director

Jamie Wunning



Submissions Coordinator and Mentor

Jordan Delgadillo



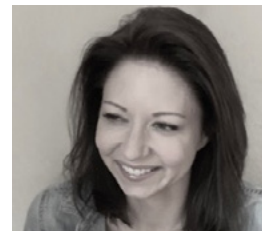
Ideas and Vision Team

Doug and Eileen Leunig



Outreach Coordinator and Mentor

Pierre Paul



Mentor and Strategic Partner

Alison Ferolo



Peoria High School student mural.



Bradley student working on the Hello Peoria building.



Mayor Ali dedicating the Portraits of Peoria.

Big Picture Initiative believes that public art plays a vital role in a bright future for Peoria. Portraits of Peoria is a collaborative project with Discover Peoria and ArtsPartners of Central Illinois thanks to a generous contribution from Sharon and John Amdall. Public art reveals our culture and shows that the people of Peoria are proud of our home. Not only do public art installations create beauty, but they can also be a catalyst to connect different audiences and publicly illustrate a community's identity and vision for the future.

Portraits of Peoria

A celebration of our diverse history shown in window portraits created by local artists. Of the eight notable Peorians who were chosen to be portrayed in this first round of our portrait program, Dr. Romeo B. Garrett by artist Kevin Bradford and Betty Friedan by artist Eliza Von Zerneck were unveiled in June 2021 at the Central Building in downtown Peoria. The Peoria Public Library in downtown Peoria will be home to additional portraits in 2022.

Hello Peoria

What started as the wall for a public paint fling at Big Picture’s 2018 street festival has turned into an amazing work of public art by Heather Brammeier, Big Picture board member and Bradley art professor, and her students. The mural is listed on the Atlas Obscura, an international online database of notable travel destinations. Peoria Mayor Rita Ali values public art, and Big Picture Initiative presented her with a framed photo of the Hello Peoria building that now hangs in her mayoral suite.



The beginnings of transforming the Hello Peoria building paint fling abstract to an impressive work of public art.



Presenting Mayor Ali her framed Hello Peoria print (left to right) Eileen Leunig, Mae Gilliland Wright, Mayor Ali, Heather Brammeier, Doug Leunig



The Big Picture team and volunteers doing their part by cleaning up the grounds around Hello Peoria.



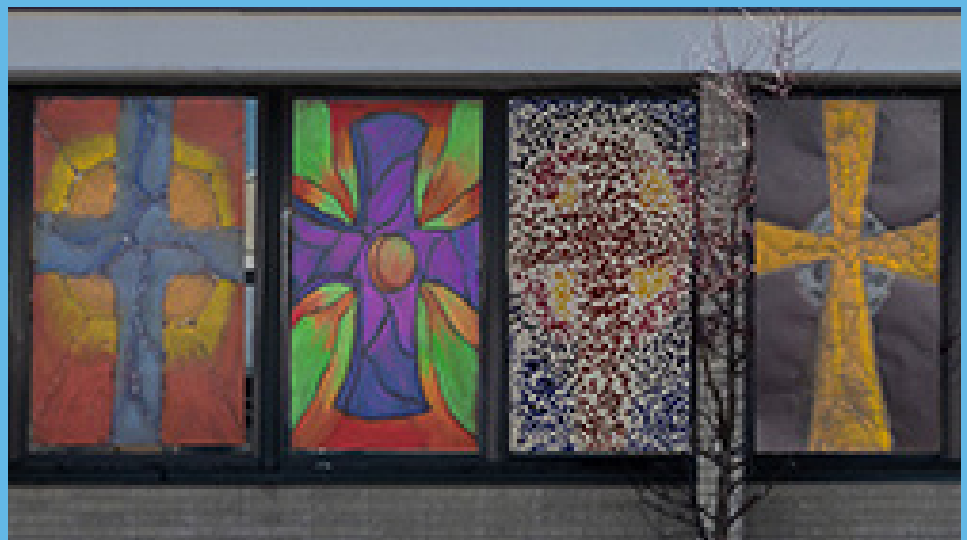
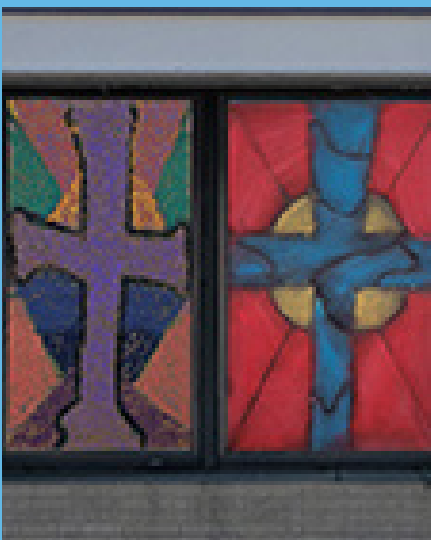
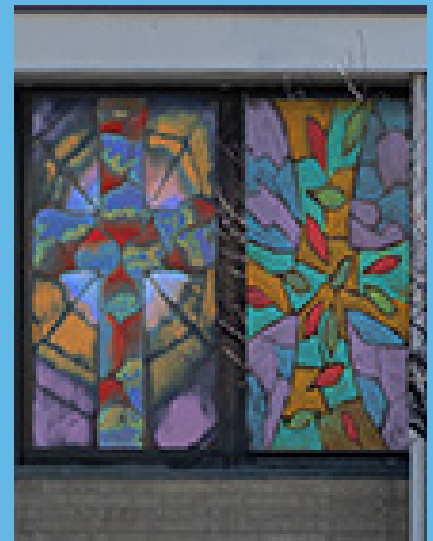
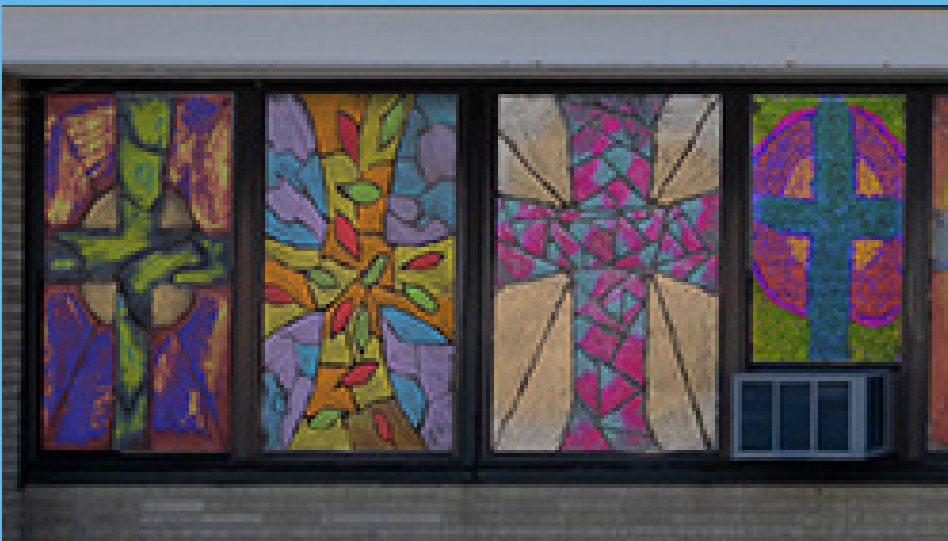
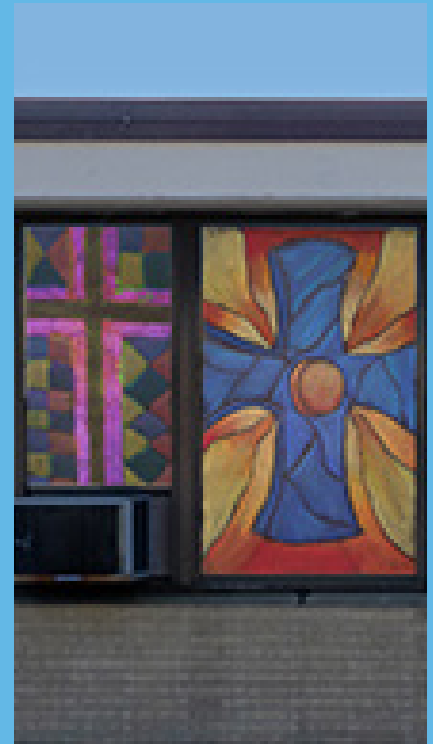
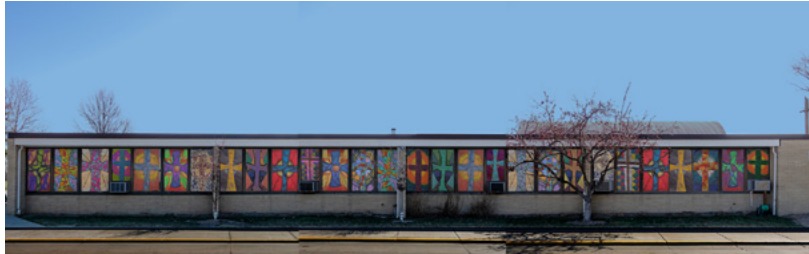
From One Step to Another

Marisa Bernotti, Uruguayan multidisciplinary artist, hand-painted a mural that was highlighted by news outlets both locally and internationally. Bernotti's mural can be seen on the back of the Hello Peoria building.



Peoria Holy Family School

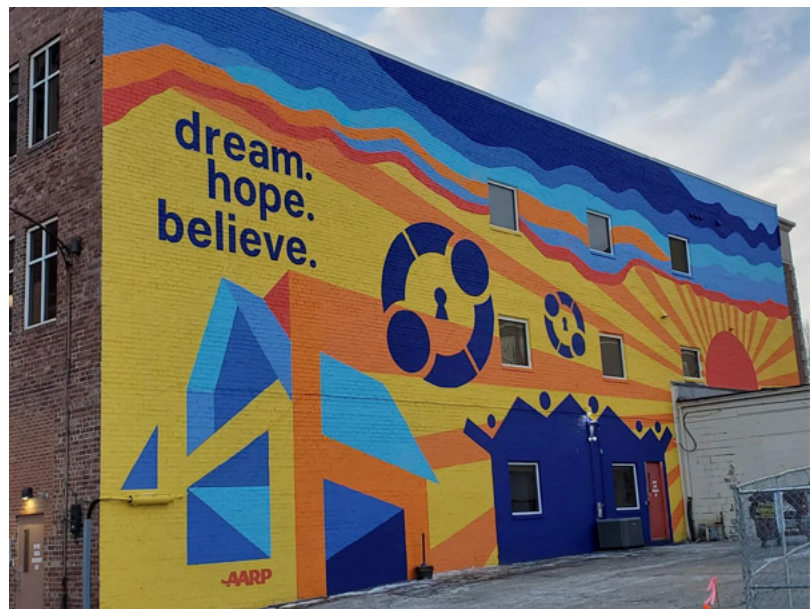
The Peoria Holy Family School team reached out to Big Picture for help with a mural project, which turned 18 works of student art into large colorful window murals.





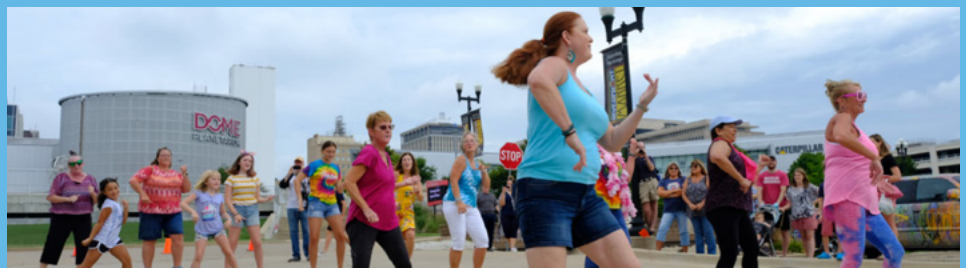
Dream. Hope. Believe.

Big Picture contributed financially and supported a mural painted on the downtown Peoria headquarters of Phoenix Community Development Services. The mural was designed by Heather Ford, Big Picture board member and Bradley University UI/UX Program Head. Ford surveyed the Phoenix community residents before designing the mural and created the final work based on their input. It was painted by artists Jeremy Berkley and Hannah Offutt.



Two Inaugural Mural Tours

In conjunction with OLLI at Bradley and Peoria Outdoor Adventures, Big Picture hosted public art tours that highlighted the work of local artists. Additional tours are being planned for 2022.



Flash Mob

In August 2021, Big Picture joined forces with Peoria Area Performing Arts School to host a flash mob at the Peoria RiverFront Market as a celebration of a brief respite from the pandemic. Participants delighted the crowd by dancing to Abba's "Dancing Queen."



8 artists

for Portraits of Peoria murals

Big Picture Initiative was founded by artists who know that artists are valued members of our community and our economy. For too long, artists have been undervalued and often asked to donate their talents for local causes. Big Picture Initiative's goal is to support and uplift artists through paid opportunities and public recognition.

1 artist

for the "Find Yourself" AR mural at the Metro Centre

2 AR Developers

for interactive murals

1 international mural artist

for the Hello Peoria art park

2 artists

for the "Dream. Hope. Believe." mural

4 teaching artists

for mural classes



5 artists

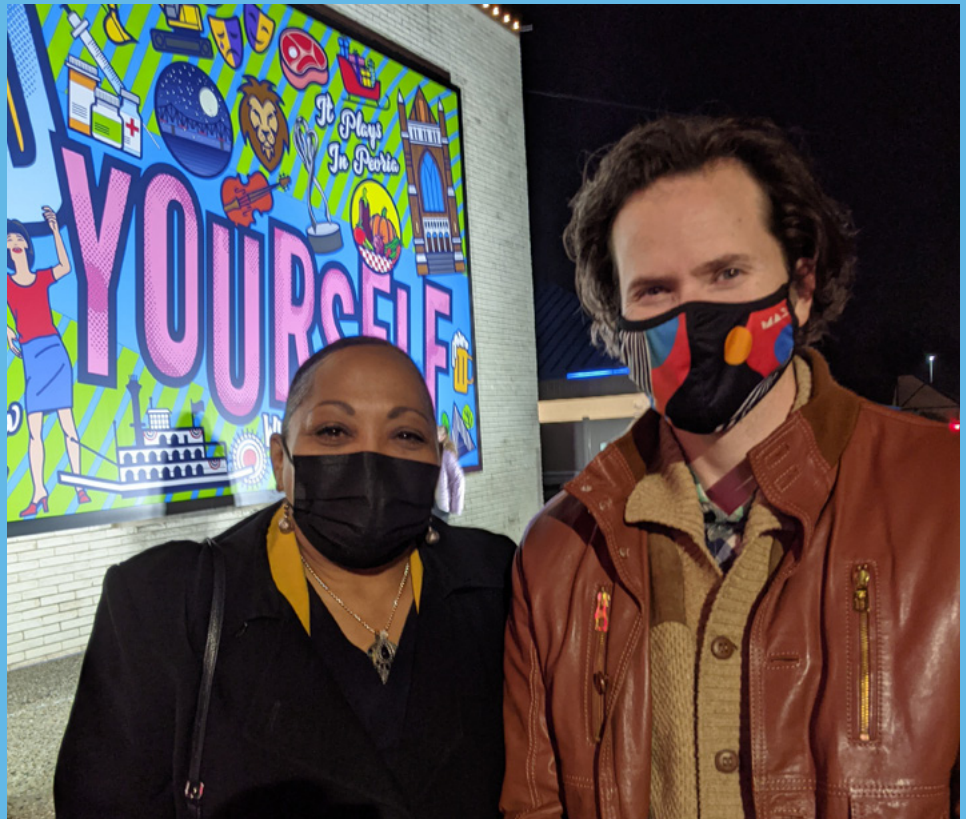
for the collaborative fruit stand project in low-income neighborhoods

1 woodworker

who built the fruit stands

9 artistic mentors

for Giving Voice



Mayor Rita Ali with artist Jeremy Berkley at the dedication of the Metro Centre mural.



24 student contributors

15 student portrait artists

for Faces of Influencers

2 performance artist instructors

at the flash mob

WORKING TOGETHER

Big Picture Initiative knows that wonderful things are achieved in our community when there is teamwork and collaboration. Big Picture's fourth foundation pillar is the guiding principle that we raise up everyone by joining hands and efforts for common good. In 2021, we were fortunate to partner with the following organizations and nonprofits on projects ranging from fruit stands that provide fresh food for Peorians and children living in food deserts to public art to teaching children the importance of our most valuable natural resource—water.





2,354
Facebook Followers

1,269
Instagram Followers




 @BigPicturePeoria


 BigPicturePeoria.org



Mural artist Marisa Bernotti on broadcast news in her Uruguay homeland



LOCAL NEWS

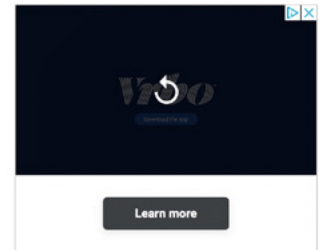
Community celebrates 'Hello Peoria' collaborative mural



by: Annie Kate

Posted: Nov 6, 2021 / 09:38 PM CDT / Updated: Nov 6, 2021 / 10:43 PM CDT

PEORIA, Ill. (WMBD) — Saturday, Nov. 6, Big Picture Peoria hosted a community dedication for the “Hello Peoria” mural located in downtown Peoria on Adams St. near Pecan St.



LATEST LOCAL NEWS



Big Picture Peoria



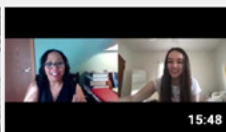
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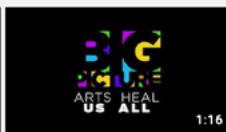
Rita Ali Interview by Adeline Ferolo
63 views · 9 months ago



Lights On, Peoria Discusses Community Activism
10 views · 1 year ago



Imagination Starter Kits 2020
79 views · 1 year ago



ARTS HEAL US ALL
33 views · 3 years ago



Big Picture Changing the Face of Peoria
103 views · 3 years ago

HOLIDAY VACATIONS **OBERAMMERGAU PASSION PLAY** & the Austrian Alps
 Join Kurt Pegler click to **SAVE \$100** per person



LOCAL NEWS

Big Picture Initiative hiring artists for downtown murals recognizing influential Peoria figures



by: [Liz Lape](#)

Posted: Jun 5, 2021 / 07:44 PM CDT / Updated: Jun 8, 2021 / 04:13 PM CDT

PEORIA, Ill. (WMBD) — Partnering with [Discover Peoria](#) and [Arts Partners](#), Big Picture Initiative is looking to commissioning six local artists to create portraits of influential Peorians this summer.

Doug and Eileen Leunig, Co-Founders of Big Picture Initiative, said Portraits of Peoria is a project they've been working on for a few years, starting with "Abraham Blue" on the county Courthouse. They said in

WCBU
1A

NEXT UP

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Satisfaction Guarantee?
Accountability.

Peoria Branch
 7702 N. Grand Prairie Drive
 309-285-8802
schwab.com/peoria

[Let's Talk >](#)
Own your

Big Picture Peoria



Local News

A 'postcard to Peoria': Augmented reality mural unveiled outside Metro Centre

Hannah Alani, December 10, 2021

The mural's augmented reality functions can be accessed through an app developed by a Bradley University student.

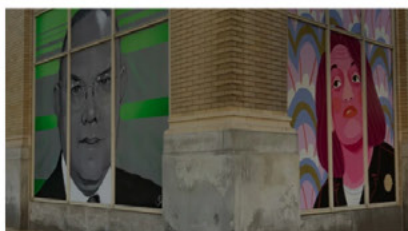
[▶ LISTEN · 5:21](#)


Local News

'Hello Peoria' mural not only offers a warm greeting to the city, but a demonstration of public art's value

Brady Johnson, November 6, 2021

Nearly eighty people came out to celebrate the formal dedication of Big Picture's Hello Peoria mural on SW Adams Street. The large public art display has morphed and altered since 2018.



Local News

Portrait Series To Showcase Notable Peorians In Downtown Windows

Joe Deacon, June 10, 2021

The first two entries in a series of large-scale historical portraits going up in the windows of a prominent downtown Peoria building will be officially unveiled Saturday morning.

ADVERTISEMENT



Big Picture Peoria unveils 'Hello Peoria' mural made by Bradley students



Big Picture Peoria unveiled the new "Hello Peoria" mural on Adams Street and MacArthur Highway. (25 News/Heart of Illinois ABC)

By [25 News Staff](#)

Published: Nov. 8, 2021 at 2:20 PM CST



PEORIA (25 NEWS) - Bradley University students joined a group of volunteers to make the Warehouse District a little brighter with a new mural.

Big Picture Peoria unveiled the new "Hello Peoria" mural on Adams Street and MacArthur Highway.

The project was led by painter and Bradley art professor Heather Brammeier, who gathered the group to paint their own murals across the building.



WHAT YOUR DONATIONS SUPPORT

Arts Education Opportunities

- Two-week Mural Creation Class for Middle School and High School Students
- Semester-long Filmmaking Class
- Little Big Picture Student Team Painting Challenge
- Mentoring with a professional artist or writer

Your donations help fund the efforts of Big Picture Initiative to empower children through arts education and build up our community through public art and arts advocacy. Please consider donating what you can! Pick the program that most interests you or donate to the general fund and let our executive director and board allocate the resources. If you are able to make a recurring monthly donation, you can do so through our website. Big Picture is planning the return of our public festivals after a two-year hiatus due to the pandemic in 2022.

Public Art Opportunities

- Portraits of Peoria
- AR Enhanced Murals



Arts Advocacy And Festivals

- Big Picture Peoria Street Festival
- Big Picture Peoria Film Festival

Ways to Donate:

- Online at bigpicturepeoria.org and click on Donate
- Check sent to
9115 N Picture Ridge Rd,
Peoria IL 61615

OUR SPONSORS



**Sharon and
John Amdall**

**Sid and Flo
Banwart**

**Chris and
Georgia Glynn**

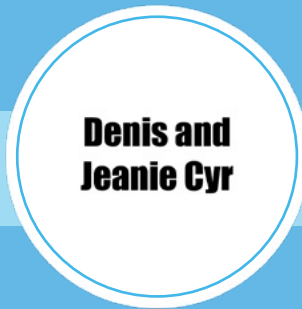
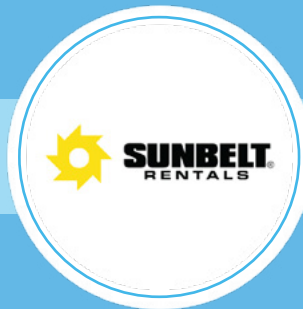


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OUR DONORS



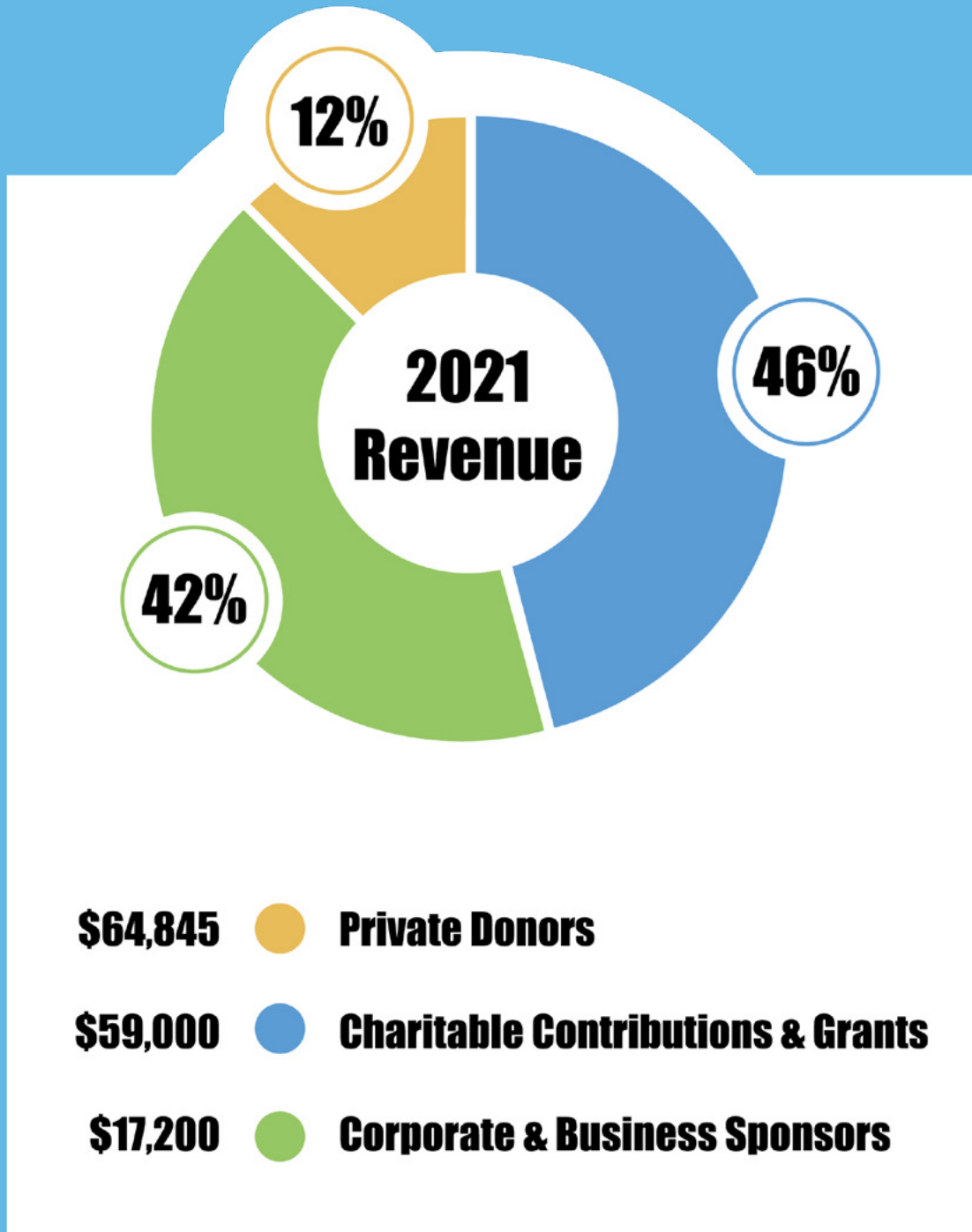


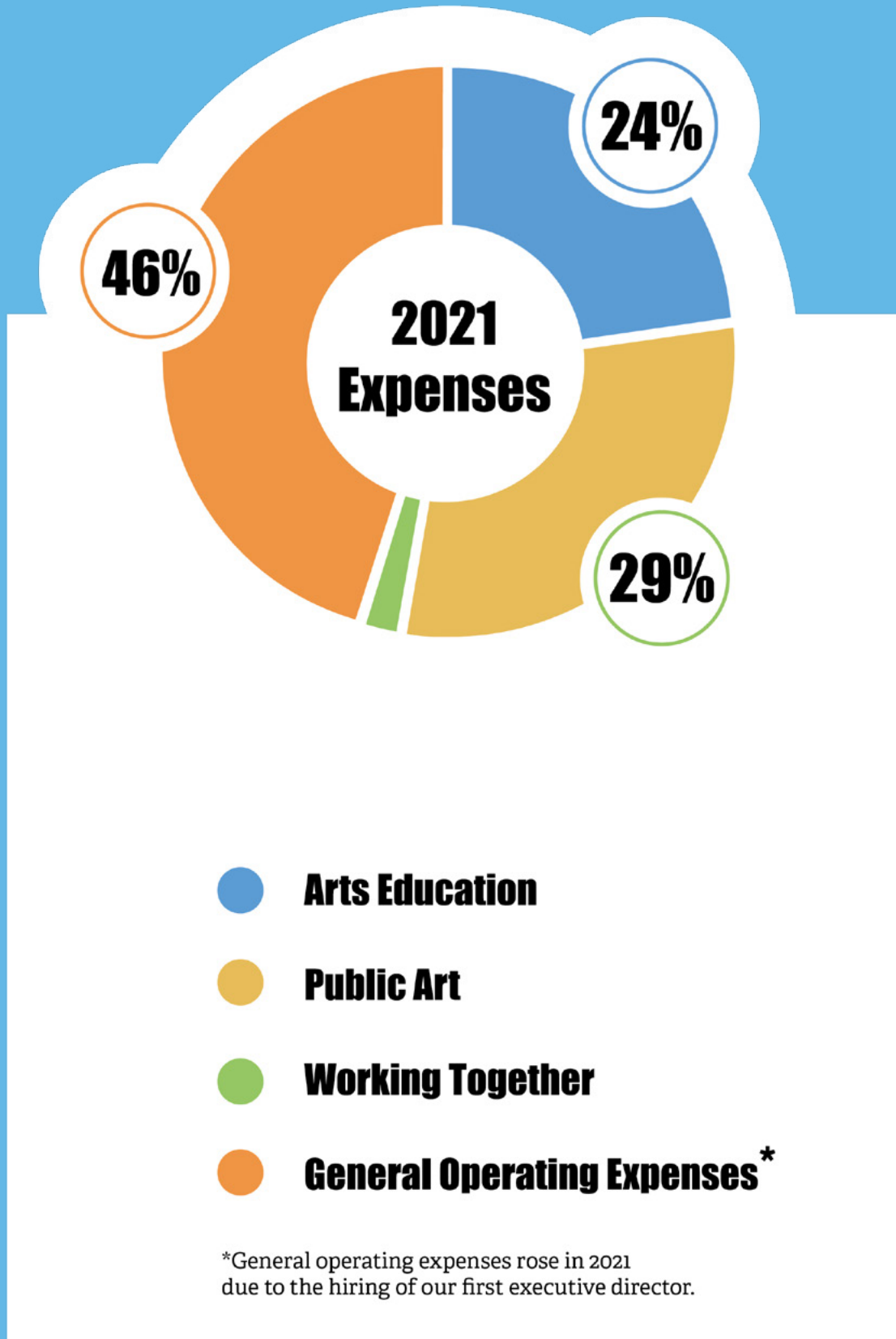
OUR COLLABORATORS





BIG PICTURE 2021 REVENUE & EXPENSES





Sponsorship Levels:

Platinum Legacy \$10,000 and up

Bold Visionary \$5,000-\$9,999

Community Builder \$3,000-\$4,999

Community Canvas \$1,000-\$2,999

I'm In the Picture \$500-\$999



Sponsors & Donors Will Receive:

- Recognition on the Big Picture Peoria website
- Guest of Honor Invitations for Public Events
- Platinum Legacy and Bold Visionary donors will be given additional, tailored-to-fit recognition opportunities that will be discussed with the Big Picture Initiative president

The Big Picture team is happy to provide you with more information about any of our programs.



Big Picture Initiative

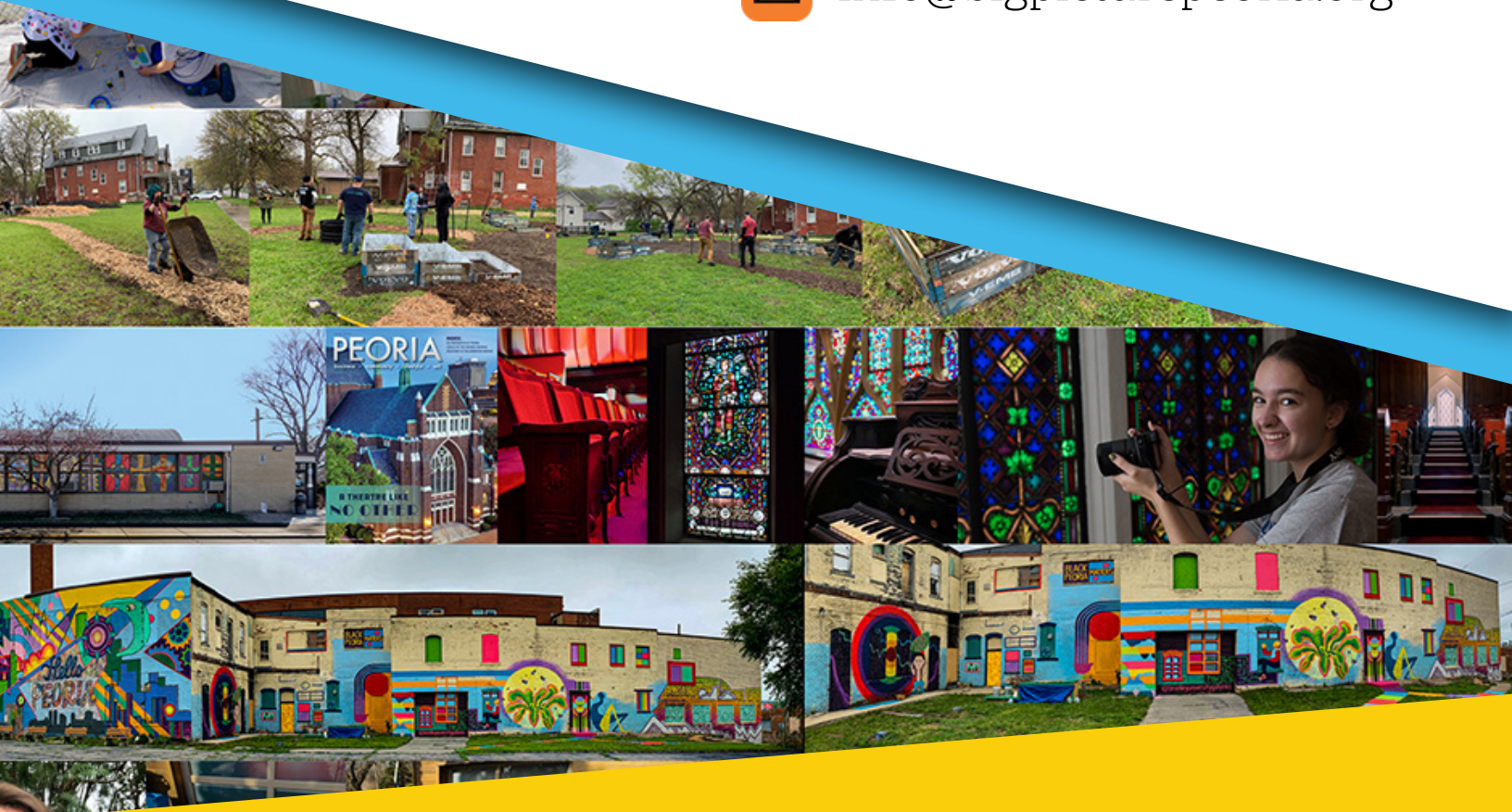
Changing the

Face of Peoria

www.bigpicturepeoria.org

  @bigpicturepeoria

 info@bigpicturepeoria.org



2021 *End of the Year Report*

Big Picture Initiative is a registered 501(c)(3) nonprofit