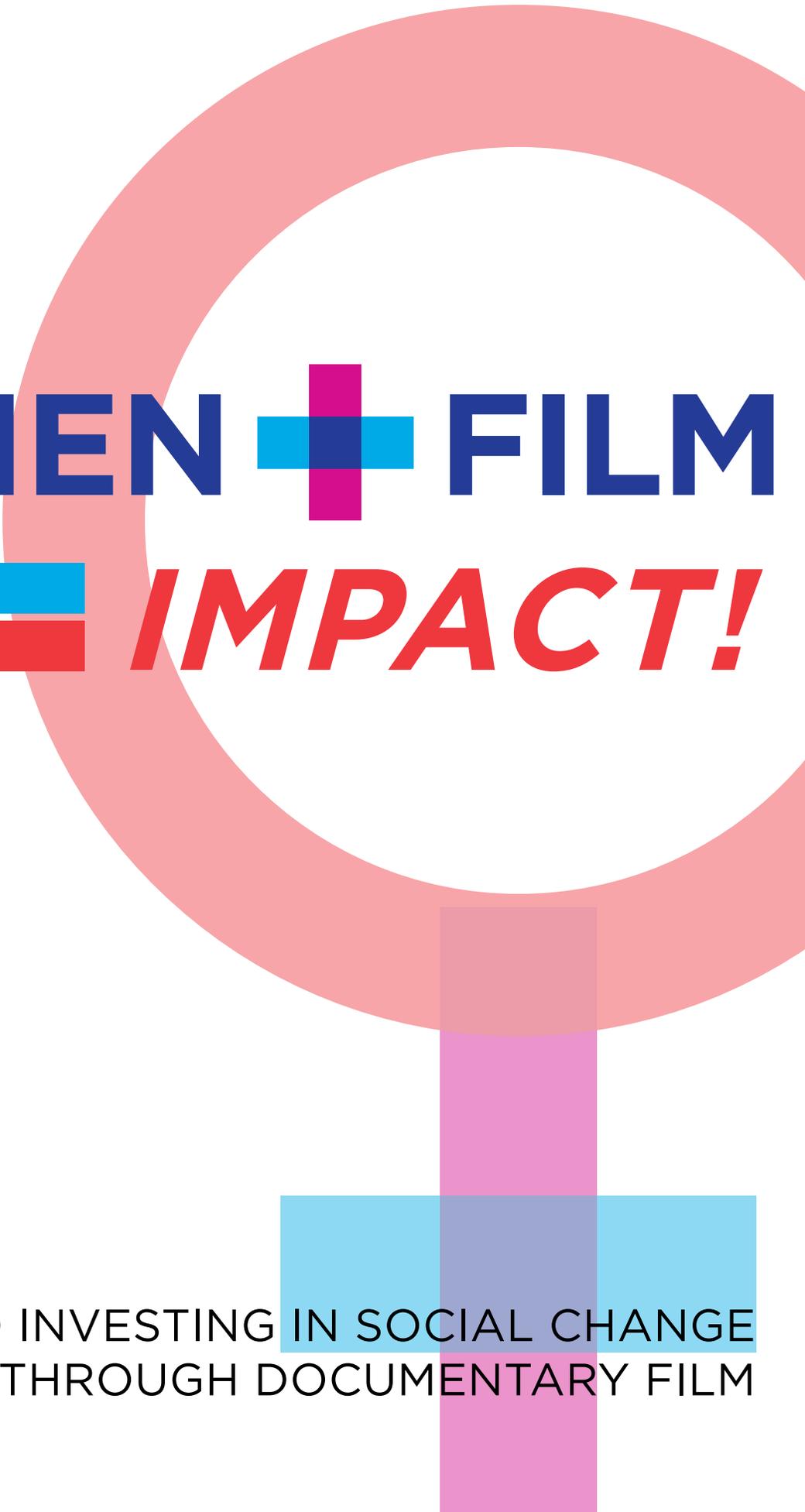


**WOMEN
MOVING
MILLIONS**



WOMEN + FILM
= *IMPACT!*

A GUIDE TO INVESTING IN SOCIAL CHANGE
THROUGH DOCUMENTARY FILM

“There have been great societies that did not use the wheel, but there have been no societies that did not tell stories.”

- Ursula K. Le Guin

WHO WE ARE

Women Moving Millions is a dynamic community of over 240 members who have each given \$1 MM or more to organizations or initiatives promoting gender equality across the globe. Our mission is to catalyze unprecedented resources toward the advancement of women and girls around the world. We believe that in order to create a gender balanced world, we must invest in women’s philanthropic leadership to catalyze greater resources and promote gender-lens philanthropy.

The Women Moving Millions Film Circle is dedicated to empowering our members to use film and media as a philanthropic strategy, including mobilizing resources to support documentary film by, for, and about women. The Circle is chaired by Ruth Ann Harnisch and Jacki Zehner, and includes many Women Moving Millions members who are deeply experienced in media and documentary filmmaking.

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THE POWER OF STORY

In 2006, *An Inconvenient Truth* sparked worldwide awareness and debate on global warming, and jump started a new wave of environmental and sustainability activism. In 2012, *The Invisible War* introduced the world to the crisis of rape in the United States Military, and led to sweeping changes and reforms to the policies that govern the prosecution of sexual assault in all branches of the military. In 2013, *Blackfish* resulted in an outpouring of outrage over the treatment of orca whales in captivity, and contributed to significant drops in SeaWorld's ticket sales, revenue, and stock prices.

These three films could not have more different subject matters, but they all belong to the same extraordinary category of cinema: films that have changed the world.

And they are just a few of the most well known examples of documentary films that inspired social change. From Academy Award nominees such as *How To Survive A Plague*, which introduced the world to the small group of heroes who turned AIDS from a death sentence into a manageable health condition, and *Super Size Me*, which shone a spotlight on America's obesity crisis, to Academy Award winners like *Inside Job*, which told the true story behind the financial crisis of 2008, and *The Cove*, which captured on film the barbarity of dolphin hunting practices in Japan; documentary films can educate, raise awareness, and inspire change like few other forms of media. In a world where visual media dominates and social media is the channel through which we communicate, there is no better tool for changing hearts and minds than the feature-length documentary film.

“All that’s needed is the belief in the power of story to inspire social change.”

In recent years, independently produced documentaries have become one of the chief ways through which we gain an in depth understanding of our world, the challenges we face, and the potential solutions to solving them. In particular, films that highlight social issues have become, in our time, the lens through which we see our world, and the tools through which we seek to change it. This is why it is vitally important that documentary filmmakers receive the funding and the support needed to produce their films, and in particular, to get these stories in front of an audience.

From financial contributions to being a dedicated audience member, there are many ways to support documentary films and the countless important stories just waiting to be told; information on all of which can be found in the following pages. All that's needed is the belief in the power of story to inspire social change.



“The destiny of the world is determined less by the battles that are lost and won than by the stories it loves and believes in.”

- Harold Clarke Goddard

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**WOMEN
MOVING
MILLIONS**



“We tell ourselves stories in order to live.”

- Joan Didion

#ALLINFORHER #POWEROFSTORY

A BRIEF HISTORY OF DOCUMENTARY FILMS

The first recorded film was a documentary, and it also happened to be about women. In 1895, Louis Lumière turned the new film camera he had invented onto the women in his own factory and created the short film, *Workers Leaving the Lumière Factory*. Ever since then, documentary filmmaking has been at the center of motion picture storytelling.

In the earliest years of cinema, from the dawn of the 20th Century through the 1920s, documentary filmmaking focused on advancing the aesthetics and stretching the possibilities of this new art form. Films like *Man with a Movie Camera*, *Berlin*, *Symphony of a City*, and *Nanook of the North* all sought to push the boundaries of the beauty and power of cinema as an art form, as a way of telling stories, and as a way of seeing deeper and more broadly into the world than we can with our own eyes.

With Leni Riefenstahl's *Triumph of the Will*, and John Grierson's *Drifters*, the 1930s ushered in a new period in which filmmakers and their funders sought to use documentaries to focus on social issues - to inspire, to propagandize, to inform, to infuriate, and to create change. This tradition of documentary as a vehicle for social change has continued strongly through to our day.

“Documentary’s power to structure reality as a story that informs us, inspires us, and moves us to make change has always been present.”

As the decades wore on, new genres blossomed within documentary. In the 1940s and 1950s, the historical film, employing archival footage, entered the documentary vernacular. In the 1960s, cinéma vérité was born from the creation of new film cameras light enough to carry on one's shoulder. In the 1980s, a more personal kind of diary-like storytelling arrived. Around this time, Errol Morris' singular voice introduced a new kind of metaphysical approach to documenting reality.

Through it all, documentary's power to structure reality as a story that informs us, inspires us, and moves us to make change has always been present. In the last 30 years, documentary films have become more established as entertainment, as well as being important. Films like *Roger & Me*, *Paris is Burning*, *Fahrenheit 9/11*, and *An Inconvenient Truth* have entertained millions of people around the world, and have succeeded in raising awareness on issues such as inequality, gender identity, war, and climate change.



Women filmmakers have always been central to documentary film. Leni Riefenstahl's 1935 *Triumph of the Will* is still recognized as one of the greatest achievements in the history of documentary. The legendary Barbara Kopple learned her trade under the wings of cinéma vérité greats Al Maysles and D.A. Pennebaker, and was recognized with an Academy Award for her masterpiece, *Harlan County, U.S.A.* Sheila Nevins at HBO has been the most important executive in documentary film, man or woman, for the last 30 years. In today's documentary film community, which includes filmmakers like Liz Garbus, Laura Poitras, Jehane Noujaim, Rory Kennedy, Heidi Ewing & Rachel Grady, Judith Helfand, and many others, women dominate the documentary world as much as men.

Today, documentary filmmakers, both women and men, see themselves as artists, storytellers, provocateurs, and activists. This richness in the community, as well as documentary's power to both entertain and inspire, will keep documentary filmmaking healthy and vibrant for decades to come.

"Stories are a communal currency of humanity."

- Tahir Shah

STORIES OF IMPACT

It is easy to be cynical about a single film's ability to change the status quo, but history has proven time and time again that there is no greater tool for change than the power of storytelling. Facts can be easily forgotten, but stories live on for generations to come.

Documentary films boast an impressive track record of telling stories that have had huge impacts on the world at large. The following films have been selected for their ability to illustrate the enormous potential for social change through the medium of documentary films.

LIONESSE

Directors: Meg McLagan and Daria Sommers

Release: 2008

SYNOPSIS

Although the Pentagon gave the official go ahead for women in the U.S. Military to serve in combat zones in 2013, the realities of insurgent combat in Iraq and Afghanistan meant that women were in the line of fire long before official policy said that they could. *Lioness* tells the story of five female soldiers who were deployed to Iraq in support positions, but who often found themselves being sent into direct combat zones, and ended up fighting in some of the bloodiest battles of the Iraq war. This film tells their story publically for the first time, and reveals the physical and emotional toll these experiences have had on their lives.

IMPACT

- *Lioness** has become a training tool for the U.S. Department of Veteran Affairs (VA) and military healthcare personnel.
- The film played a pivotal role in passing two important pieces of legislation relating to improving female veterans' access to healthcare in the VA: 1) The Women Veterans Healthcare Improvement Act, and 2) The Compensation Owed for Mental Health Based on Activities in Theater Post-traumatic Stress Disorder Act.
- Partnerships were forged with the Center for Women Veterans and Disabled American Veterans to further expand the film's political reach.
- Screenings of the film occurred at numerous high profile events, including the National Summit of Women Veterans' Issues (2008), the Evolving Paradigms II Conference (2009), and the Defense Department Advisory Committee on the Status of Women in Services (2009).
- *Lioness* participated in the ITVS' Community Cinema program, which brings free community screenings of Independent Lens documentaries to 50 different cities and towns across the United States.

*A case study of this film's impact can be found on the website for The Fledgling Fund:
<http://www.thefledglingfund.org/case-studies/lioness>



A SMALL ACT

Director: Jennifer Arnold

Release: 2010

SYNOPSIS

When he was a child in Kenya, Chris Mburu was able to attend secondary school through the generosity of a stranger; a Swedish woman named Hilde Back who financially sponsored his education. Mburu eventually went on to graduate from Harvard Law School and became a human rights lawyer for the United Nations. Upon returning to his native Kenya, Mburu decided to set up an educational fund that would provide the necessary support to send students to secondary school, just as was done for him all those years ago. In gratitude towards his donor, he named the fund the Hilde Back Education Fund, and he tracked down the woman who changed his life to show her just exactly what her generosity had inspired. *A Small Act* is a powerful film and a testament to the idea that a small act of kindness can have the potential to change the world.

IMPACT

- Since the film's release, \$2 million has been donated to support and sponsor secondary education in Kenya.
- The Hilde Back Educational Fund sponsored 10 students every four years prior to the film's release, and to date the fund has provided 530 scholarships to 26 counties in Kenya.
- *A Small Act* debuted at the 2010 Sundance Film Festival, and over the course of the 10-day festival, audience members who saw the film independently donated \$90,000 to the Hilde Back Educational Fund.
- Inspired by the response to the film, a social outreach program was started titled, "What's Your Small Act?" This program encourages people to donate to charitable organizations and volunteer their time, no matter what the quantity of dollars or hours, as even the smallest of gestures can have an enormous impact on the world.
- The film team partnered with Network for Good and created 'Small Act Good Cards' gift cards, which are redeemable as a donation to any of the 1.8 million charities on the Network for Good website.
- In 2013, *A Small Act* and the Hilde Back Education Fund partnered with Purple Cake Day, an organization based in New Zealand that raises money for charities around the world that deal in education.
- The Hilde Back Education Fund is discussing a partnership with the University of Wisconsin-Parkside to help grantees study beyond secondary school. Patrick Kimani, who was featured in the film, is currently attending the university.
- To date, the film has held 340 community screenings.

MISS REPRESENTATION

Director: Jennifer Siebel Newsom

Release: 2011

SYNOPSIS

The media is often the lens through which we consume culture, and more often than not, the message for young girls and women from the mainstream media is that their looks, youth, and sexuality are more important than their intelligence or their capacity to lead. This message is dangerous, not just for impressionable young girls, but for society as a whole. Women are underrepresented in positions of power in nearly every industry in the United States, and *Miss Representation* examines this issue in terms of how negative and disparaging portrayals of women in the media are contributing to the underrepresentation of female voices in positions of power and influence throughout America.

IMPACT

- The Representation Project, a call to action campaign, was born out of the national conversation that *Miss Representation* inspired about the portrayal of women in the media.
- Screenings have been held in all 50 states and in 49 countries across the globe.
- The Representation Project produces curriculum for primary, secondary, and post-secondary schools, which teaches students about the negative effects of the media's portrayal of women. These curriculums are currently being used in 17 different countries, including the United States.
- The Twitter campaign #notbuyingit was created to call out sexist and misogynistic pieces and images in the media.
- The hashtag #mediawelike was created to collect and crowd-source empowering and positive portrayals of women and girls in the media.
- Over 120,000 people have taken The Representation Project's pledge to stand up and speak out about the media's portrayal of women and girls.
- In 2012, a partnership was launched with Spark, I Am That Girl, LoveSocial, and Endangered Bodies. This campaign was called the Keep It Real Challenge, and resulted in *Seventeen* magazine publically renouncing the unrealistic standards of beauty produced by photoshop.



THE INVISIBLE WAR

Director: Kirby Dick

Release: 2012

SYNOPSIS

A female soldier in the U.S. Military is more likely to be raped by a fellow service member than be killed by enemy fire in combat zones. In 2011, 20% of all active duty female soldiers were victims of sexual assault. Studies estimate that up to 20,000 male soldiers are the victims of sexual assault every year. Very few of these victims ever see justice, with a mere 244 convictions recorded in 2010. *The Invisible War* looks at the epidemic of sexual assault in the U.S. Military, and how cover-ups, denials, and mismanagement have destroyed lives, ruined careers, and allowed rapists to escape punishment for their heinous actions. More importantly, it tells the stories of the survivors, and chronicles their fight for justice and their struggle to rebuild their lives.

IMPACT

- Two days after viewing *The Invisible War*, Secretary of Defense Leon Panetta introduced new initiatives to combat this issue, including setting up Special Victims Units in each branch of the military, and ending the practice of commanders judging cases from within their own ranks.
- Senator Kirsten Gillibrand introduced the Military Justice Improvement Act as a direct result of viewing the film.
- The Pentagon has increased spending by \$50 million annually to help combat sexual assault in the military.
- *The Invisible War* has begun to be used by the Army, Air Force, and National Guard as a tool to educate and train service members to try and curb the prevalence of sexual assault in the military.
- In 2013, 60 serving personnel were dismissed due to revelations of sexual misconduct. This was the largest dismissal for sexual crimes in the history of the U.S. Military.
- In the year following its release, 20 pieces of legislation were introduced to address the epidemic of sexual assault in the military.



MEMBER SPOTLIGHT: REGINA SCULLY

Regina K. Scully is an Academy award nominated and two-time Emmy award winning Executive Producer, most recently for the 2013 documentary, *The Invisible War*, which also received the 2012 Sundance Audience Award and a Peabody Award. In 2011, Ms. Scully executive produced the award winning documentary, *Miss Representation*, and co-founded TheRepresentationProject.org, a call to action campaign that the film inspired. Ms. Scully has also been involved in numerous other critically acclaimed and award winning films, including *Fed Up*, *Alive Inside*, *Anita Hill: Speaking Truth to Power*, *The Hunting Ground*, *Dreamcatcher*, and *Healing Quest*, a PBS Series that explores various therapies of healing and transformation. Ms. Scully is the Founder and CEO of the **Artemis Rising Foundation**, a philanthropic organization dedicated to transforming our culture through media, education, and the arts.

GIRL RISING

Director: Richard E. Robbins

Release: 2013

SYNOPSIS

Worldwide, 65 million girls are not in school, and across the globe, only 30% of all girls receive a secondary school education. *Girl Rising* is not just a film; it is a global movement that champions the idea that every girl deserves the right to an education. The film tells the story of nine extraordinary girls from nine developing countries around the world, and chronicles their struggle to overcome the challenges that exist in their lives merely because of their gender. Each story was written by a local writer from the nine countries represented, with narration provided by some of Hollywood's most respected actresses.

IMPACT

- *Girl Rising* has become a worldwide campaign for girls' education. Millions of people have seen the film on six different continents, and Girl Rising Ambassadors come from backgrounds as diverse as Islamabad, Detroit, Nairobi, and La Paz.
- Partnerships have been forged with some of the leading non-profit organizations in the world, including CARE, Plan International, World Vision, Room to Read, A New Day Cambodia, Girl Up, and Partners in Health.
- In partnership with USAID, Girl Rising: ENGAGE (Empowering Next Generations to Advance Girls' Education) is being launched in India, West Africa, and the Democratic Republic of Congo.
- Backed by the Pearson Foundation, Girl Rising is providing educational curriculums to teachers free of charge to help educate students on the importance of girls' education.
- In 2013, Girl Rising organized over 2,000 events in 150 different countries to help spread awareness about the impact and importance of girls' education. This was a month-long advocacy campaign to correspond with the celebration of the United Nations' International Day of the Girl Child.

“To be a person is to have a story to tell.”

- Isak Dinesen



GIDEON'S ARMY

Director: Dawn Porter

Release: 2013

SYNOPSIS

The landmark Supreme Court Case, *Gideon vs. Wainwright*, established the right to counsel, however, estimates indicate that nearly 80% of felony defendants in large states are unable to pay for their own legal representation, leaving public defenders overworked, underpaid, and facing seemingly insurmountable challenges within their jobs. *Gideon's Army* follows three courageous young public defenders in the Deep South who are not just trying to survive a criminal justice system that is strained to the breaking point, but who are also trying to reform a system that has quadrupled the prison population of the United States since 1980.

IMPACT

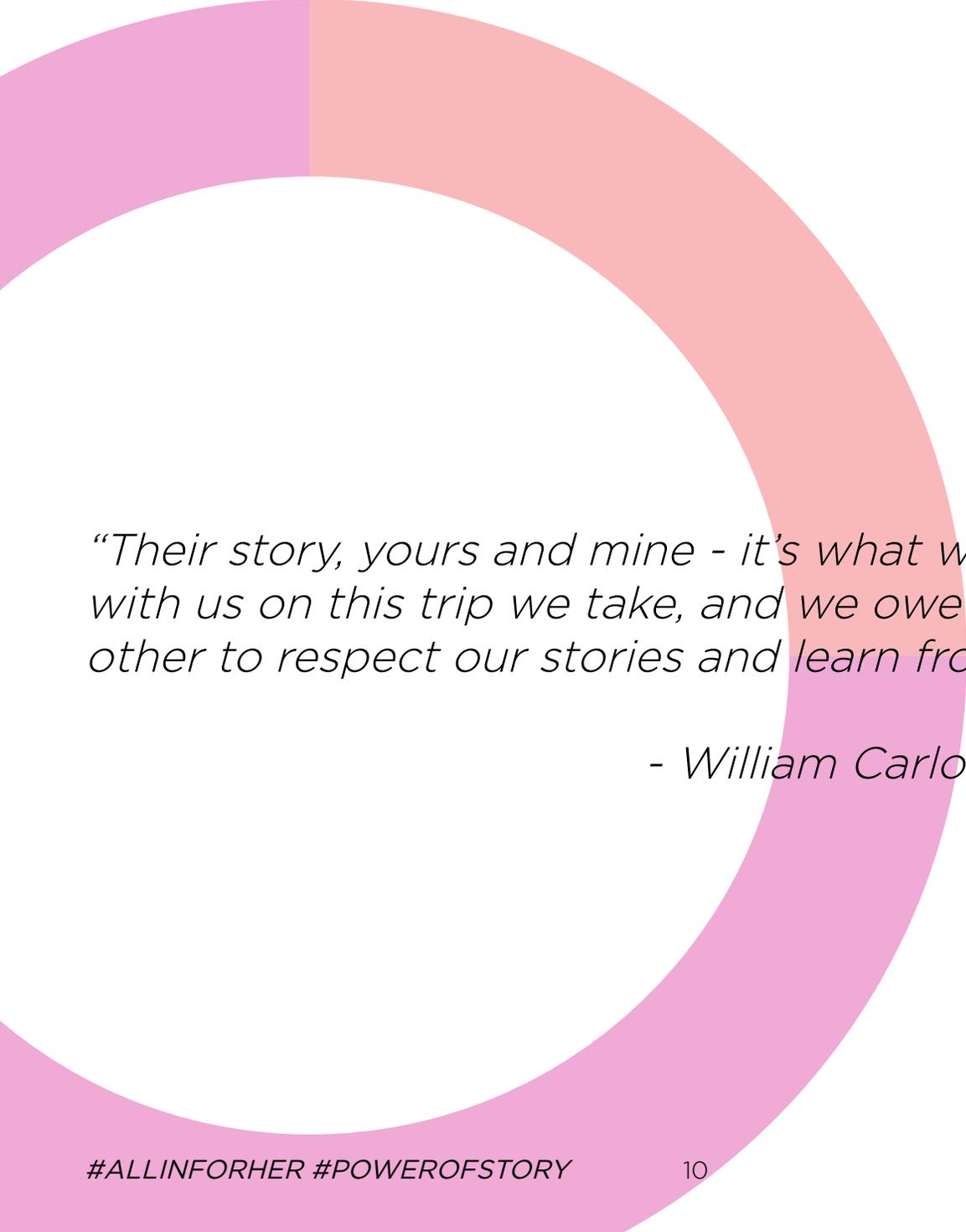
- Attorney General Eric Holder introduced the film to an audience of over 400 at a Washington, D.C. screening, and later cited the film in a Justice Department brief urging more funding for public defenders. He then awarded \$2 million to Gideon's Promise, the organization featured in the film, to support training for new public defenders across the country.
- In 2014, Jonathan Rapping, the inspirational mentor featured in the film, was awarded the prestigious MacArthur Genius Grant. The film's director wrote on his behalf urging the committee to bestow the award upon him.
- The film has been screened on more than 100 college campuses and in legal offices across the country. *Gideon's Army* has influenced public policy discussions, forums, and communities across the country.
- In Idaho, the ACLU organized three seminal events - a community screening attended by over 250 audience members, including the local public defender and members of a criminal justice task force charged with writing new legislation, the local rotary club, including civic community leaders, and a radio interview with Director Dawn Porter on a local morning broadcast that is popular with college students. In a subsequent legislative session, Governor C.L. Butch Otter signed into law House Bill 542, which established a new initiative, the Idaho Public Defense Commission, with a budget of \$300,000 for the commission to immediately begin its work.
- More than 100 organizations, including universities, law firms, and civic groups have purchased copies of the film to assist with their training and education.
- Through iTunes and Netflix, *Gideon's Army* continues to be used in classrooms and legal offices around the country and the world.
- More recently, the film was shown in four cities in China, where panel discussions with the film's director and a United States legal expert were held.

LISTS, LISTS AND MORE LISTS!

New to documentary films? The following lists have been compiled to provide a window into the thousands of incredible documentary films that have been produced over the years. Of course, any lists such as these are, at their core, completely subjective, and doubtless any another documentary aficionado could curate a list with 10 completely different entries and be completely justified in doing so. Nonetheless, at the very least, the filmmakers on these lists deserve to be in any collection of historically significant documentarians, and the films listed represent some of the most extraordinary work in the documentary film space.

So settle in, grab a bowl of popcorn, and get ready to be amazed by the power of story.

- **10 Historically Significant Documentary Films**
- **10 Must See Social Issue Documentaries**
- **10 More Must See Social Issue Documentaries - Illuminating Women's Experiences**
- **10 Important Female Documentary Filmmakers**
- **10 Documentary Film Festivals to Attend**
- **Top 10 Questions to Ask Yourself Before Investing in Documentary Films**



“Their story, yours and mine - it’s what we all carry with us on this trip we take, and we owe it to each other to respect our stories and learn from them.”

- William Carlos Williams

10 HISTORICALLY SIGNIFICANT DOCUMENTARY FILMS

1. TRIUMPH OF THE WILL (1934) by Leni Riefenstahl

Leni Riefenstahl's infamous propaganda film documenting the Third Reich's 1934 Nuremberg Party Rally features a cast of thousands - including Adolf Hitler, Heinrich Himmler, Joseph Goebbels, Rudolf Hess, Hermann Goering, and other top officials. Images of cheering crowds, precision marching, military bands, banners lining Nuremberg's streets, and Hitler's climactic speech illustrate with chilling clarity how Germany fell under his spell.

2. TITICUT FOLLIES (1967) by Frederick Wiseman

The only American film banned from release for reasons other than obscenity or national security, this observational documentary was filmed inside the Massachusetts Correctional Institution at Bridgewater, a prison hospital for the criminally insane. *Titicut Follies* and *Don't Look Back* are key examples of one of documentary's greatest genres - cinéma vérité.

3. DON'T LOOK BACK (1967) by D.A. Pennebaker

Hailed as the greatest documentary ever made about a performing artist, D.A. Pennebaker's portrait of Bob Dylan captures the seminal singer-songwriter on the cusp of his transformation from folk prophet to rock star. Shot during Dylan's 1965 British concert tour, *Don't Look Back* employs an edgy vérité style. Pennebaker's access to Dylan reveals his shifting moods as he performs, relaxes with his entourage (including then lover Joan Baez), and jousts with other musicians, fans, and press.

4. THE SORROW AND THE PITY (1972) by Marcel Ophuls

Marcel Ophuls' acclaimed documentary chronicles how residents of a small French industrial city coped under Nazi occupation and represents a highlight in the genre of historical documentary filmmaking. Archival newsreels and footage of Maurice Chevalier entertaining Nazi troops reveal the propaganda fed to French citizens, while interviews paint a realistic portrait of daily life under Nazi rule.

5. GREY GARDENS (1975) by Albert & David Maysles

Documentary pioneers the Maysles brothers capture poignant moments in the lives of Edith Bouvier Beale, Big Edie, and her middle-aged daughter, Little Edie - relatives of Jackie O - at their decaying estate, Grey Gardens. The women shut out their bleak present by recalling richer times and lost loves, and while Little Edie confides that she'd like to leave, the camera captures a codependency destined to continue.



6. HARLAN COUNTY, U.S.A. (1976) by Barbara Kopple

This film about the 1973 coal miners' strike in Harlan County, KY, won an Oscar for Best Documentary. Highlighting the struggles of mining families who live in shacks with no indoor plumbing and endure hazardous working conditions, the film details the conflict between the Eastover Mining Company and the laborers determined to join the United Mine Workers of America. *Harlan County, U.S.A.* is one of the great examples of what we now consider "social issue" documentary filmmaking.

7. GATES OF HEAVEN (1978) by Errol Morris

Iconoclastic documentarian Errol Morris trains his lens on obsessive pet owners and the zeitgeist that supports them, including pet cemetery owners and embalmers. Pet owners talk candidly about their deep, deep affection for their dear, departed pets, and the challenges they face dealing with feelings of bereavement. With *Gates of Heaven*, Morris introduced a new spirit of metaphysical inquiry into the often-literal documentary world.

8. SHOAH (1985) by Claude Lanzmann

Director Claude Lanzmann's 9.5 hour epic documentary of the Holocaust (Shoah in Hebrew) sheds light on one of the darkest periods in the history of mankind. The film, which relies solely on the testimony of Holocaust witnesses, is universally acclaimed as the best Holocaust film and one of the most engrossing films ever made.

9. SHERMAN'S MARCH (1986) by Ross McElwee

Filmmaker Ross McElwee grew up in the South, and marveled at how Southerners were affected by Union General William Tecumseh Sherman's legacy. Aiming to delve deeper into the region's interest, McElwee revisits the path of the general's march. However, the tone of his documentary changes when he learns his girlfriend has left him, causing him to second-guess himself with each woman he meets during the shoot. Together with *Roger & Me*, this film helped launch a new first-person approach to documentary storytelling.

10. ROGER & ME (1989) by Michael Moore

In this blistering, satirical documentary, ex-journalist Michael Moore gives a personal account of the tough times in his hometown of Flint, MI, after the town's General Motors plant was closed in the mid-1980s. The film revolves around Moore's dogged attempts to gain an interview with Roger Smith, the insulated head of GM responsible for the massive layoffs that eliminated more than 30,000 jobs and left the town destitute. *Roger & Me* is a great example of two documentary genres coming together - the first-person documentary and the social issue film.

10 MUST SEE SOCIAL ISSUE DOCUMENTARIES

1. SHOAH (1985) by Claude Lanzmann

Director Claude Lanzmann's 9.5 hour epic documentary of the Holocaust (Shoah in Hebrew) sheds light on one of the darkest periods in the history of mankind. The film, which relies solely on the testimony of Holocaust witnesses, is universally acclaimed as the best Holocaust film and one of the most engrossing films ever made.

2. THE THIN BLUE LINE (1988) by Errol Morris

Errol Morris' groundbreaking documentary set the standard for all films tackling criminal justice stories. Using expressionistic reenactments, *The Thin Blue Line* tells the controversial story of the arrest and conviction of Randall Adams, who was on death row for murdering a Dallas policeman. In the first film of its kind, Morris effectively proved that Adams was not guilty of the murder, and Adams was exonerated shortly after the film's release.

3. THE FARM: ANGOLA, U.S.A. (1998) by Liz Garbus & Jonathan Stack

Nominated for an Academy Award, *The Farm* tells the story of five men expecting to live the rest of their lives behind bars at the Louisiana State Penitentiary in Angola, Louisiana. Going deep inside the minds of these prisoners and the world of this prison, *The Farm* is an epic exploration of crime and punishment.

4. BOWLING FOR COLUMBINE (2002) by Michael Moore

Michael Moore's Academy Award winning documentary takes aim at the gun industry in an attempt to understand America's obsession with guns and violence. In his signature style, Moore brings humor and a no-holds-barred attitude to a somber topic, redefining what the style of a social issue documentary could be.

5. AN INCONVENIENT TRUTH (2006) by Davis Guggenheim

Academy Award winner and one of the highest grossing documentaries of all time, *An Inconvenient Truth* presents Vice President Al Gore's travelling presentation on global warming to create a poignant wake-up call for one of the most pressing issues of our time. One of the most successful social issue films, *An Inconvenient Truth* fundamentally changed the public conversation on climate change in the U.S. and beyond.



6. FOOD, INC. (2008) by Robert Kenner

An extraordinary exploration of where our food comes from and why we might want to change this, *Food Inc.* crystallized the ideas developed over many years of the slow food and organic food movements into a story with power, humor, and deep emotional impact.

7. THE COVE (2009) by Louie Psihoyos

Academy Award Winner for Best Documentary of 2009, *The Cove* follows a team of activists, filmmakers, and divers as they embark on a covert mission to penetrate a remote and hidden cove in Taiji, Japan, and shine a light on a dark secret. Using state-of-the-art techniques, the team uncovers how this small village serves as a horrifying microcosm of massive ecological crimes happening worldwide. The result is a provocative mix of investigative journalism, eco-adventure, and arresting imagery, and it was a story that inspired audiences worldwide to action.

8. HOW TO SURVIVE A PLAGUE (2012) by David France

Nominated for an Academy Award for Best Documentary and featured on over 15 top-ten lists, *How To Survive A Plague* is the story of the brave young men and women who successfully reversed the tide of an epidemic, demanded the attention of a fearful nation, and stopped AIDS from becoming a death sentence. Made up almost entirely of archival footage, *How To Survive A Plague* is a classic tale of activism that has since inspired movements for change in everything from breast cancer research to Occupy Wall Street.

9. THE INVISIBLE WAR (2012) by Kirby Dick

Nominated for an Academy Award – and highlighted in one of the impact stories above – *The Invisible War* is a powerful, groundbreaking investigation into one of America's most shameful and best-kept secrets: the epidemic of rape within the U.S. military. Bringing a virtually unseen issue to the forefront of public discourse, *The Invisible War's* impact was immense, launching congressional hearings, internal investigations, and reforms within the military itself.

10. CITIZENFOUR (2014) by Laura Poitras

Winner of the 2015 Academy Award for Documentary Feature, *Citizenfour* gives audiences unprecedented access to filmmaker Laura Poitras and journalist Glenn Greenwald's encounters with Edward Snowden in Hong Kong as he hands over classified documents providing evidence of mass indiscriminate and illegal invasions of privacy by the National Security Agency (NSA). *Citizenfour* marks a new era of social issue films, where documentary filmmakers are integral to breaking the news on the most pressing issues of our day.

10 MORE MUST SEE SOCIAL ISSUE DOCUMENTARIES

Illuminating Women's Experiences

1. A HEALTHY BABY GIRL (1997) by Judith Helfand

A Healthy Baby Girl is a deeply personal film from filmmaker and co-founder of Chicken & Egg Pictures, Judith Helfand. Helfand turns the camera on herself to document her battle with cancer caused by DES, a drug prescribed to her mother during pregnancy. In the course of the film, Helfand turns from patient to activist, underscoring how the personal is often political, especially in stories of women's health.

2. BORN INTO BROTHELS (2004) by Zana Briski & Ross Kauffman

Academy Award winner *Born Into Brothels* follows several children who live in Calcutta's red light district where each of their mothers work as prostitutes. Through photography lessons, these young girls begin to record and see their world from a new perspective, and practicing their photography gives them a sense of self-worth and empowerment. *Born Into Brothels* is a rare film that explores human trafficking through a more uplifting lens of hope and humanity.

3. THE EDUCATION OF SHELBY KNOX (2005) by Marion Lipschutz & Rose Rosenblatt

In *The Education of Shelby Knox*, the titular character Shelby is a real-life role model for young girls. A feisty 15 year old, Shelby single handedly takes on her high school's abstinence only policy on a mission to bring comprehensive sex education to her conservative home town of Lubbock, Texas. Through the course of *The Education of Shelby Knox*, Shelby grows from an outspoken teenager to a self-assured activist, while tackling issues of education, reproductive rights, religion, and feminism.

4. FREEHELD (2007) by Cynthia Wade

Winner of the Academy Award for Best Documentary Short Subject, *Freeheld* tells the story of a women's fight for equal rights and justice through the personal experience of Detective Laurel Hester and her partner Stacie. For 25 years, Hester protected the citizens of Ocean County, New Jersey, but must stop working when she is diagnosed with terminal lung cancer. She wants to give her pension to Stacie, but is denied this right by her elected officials - the Ocean County Freeholders. *Freeheld* follows Hester until the very end as she battles both cancer and injustice.

5. PRAY THE DEVIL BACK TO HELL (2009) by Gini Reticker

Pray the Devil Back to Hell follows a remarkable group of courageous Liberian women who came together to end a bloody civil war and bring peace to their shattered country. The film documents how thousands of women came together to pray for peace in a silent protest outside of the Presidential Palace, demanding a resolution to the country's civil war. Ultimately, their actions were a crucial element toward reaching an agreement in the stalled peace talks. *Pray the Devil Back to Hell* is a testament to the inspirational work of these women and the power of grassroots activism.

6. ROUGH AUNTIES (2008) by Kim Longinotto

Winner of the World Cinema Grand Jury Award at Sundance, Kim Longinotto's *Rough Aunties* follows a group of fearless women who work tirelessly to protect abused and neglected children in Durban, South Africa. An intimate portrait of these wise, caring women, *Rough Aunties* demonstrates how a small group of women can band together to battle apathy and corruption and foster change.

7. MISS REPRESENTATION (2011) by Jennifer Siebel Newsom

Miss Representation exposes the detrimental way our media portrays women and girls, and the ramifications of these limited and degrading portrayals on politics, culture, and society as a whole. With illuminating interviews with experts, activists, politicians, and celebrities, *Miss Representation* makes the incisive argument that women's presence in the media hampers their ability to achieve leadership positions, and to feel that they have agency in American society.

8. AFTER TILLER (2013) by Martha Shane & Lana Wilson

After Tiller explores the highly controversial subject of third-trimester abortions in the wake of the 2009 assassination of practitioner Dr. George Tiller. The filmmakers follow the four remaining doctors in the country who provide the procedure, as they risk their lives each day in commitment to the health and rights of their patients. A moving portrait, *After Tiller* examines the issue of reproductive rights in an intimate, levelheaded, and thought-provoking way.

9. PRIVATE VIOLENCE (2014) by Cynthia Hill

Through moving portraits of two survivors, *Private Violence* examines the disturbing and deeply entrenched issue of domestic violence in the United States. Bearing witness to the complex emotional impact of domestic abuse, the film sheds light on the laws and institutions that fail victims of domestic violence, while beginning to ask questions of how we can combat this abuse in our communities.

10. THE HUNTING GROUND (2015) by Kirby Dick

Playing in theaters now, *The Hunting Ground* is Kirby Dick's and producer Amy Ziering's crucial follow-up to *The Invisible War*. A harrowing exposé of sexual assaults on college campuses, and the ways institutions routinely ignore, dismiss, and discourage survivors, *The Hunting Ground* is essential viewing for college students, parents, professors, and anyone interested in the future of higher education.

10 IMPORTANT FEMALE DOCUMENTARY FILMMAKERS

Just as important as the stories being told are the people telling those stories. While the number of top grossing box office narrative films directed by women continues to languish in the single digit percentage points, female documentary filmmakers have thrived in recent years, and a recent study of films screened at the Sundance Film Festival revealed that fully 34.5% of the documentaries were directed by women compared to 16.9% of the narrative films.

Listed below are 10 important women documentary filmmakers, both historical and working today, whose work will stand the test of time. This list could go on and on, as there has been an abundance of truly amazing female documentary filmmakers working throughout the history of the medium, and is merely an entry point into discovering their vast body of work.

1. **HEIDI EWING & RACHEL GRADY** (*Jesus Camp, Detropia*)
2. **LIZ GARBUS** (*The Farm; What Happened, Miss Simone?*)
3. **RORY KENNEDY** (*Ethel, Last Days In Vietnam*)
4. **BARBARA KOPPLE** (*Harlan County, U.S.A.; American Dream*)
5. **JEHANE NOUJAIM** (*Control Room, The Square*)
6. **LAURA POITRAS** (*My Country, My Country, Citizenfour*)
7. **LENI RIEFENSTAHL** (*Triumph Of The Will, Olympia*)
8. **AGNES VARDA** (*The Gleaners & I, The Beaches Of Agnes*)
9. **LUCY WALKER** (*Waste Land, The Crash Reel*)
10. **PAMELA YATES** (*When The Mountains Tremble, Granito*)



MEMBER SPOTLIGHT: ABIGAIL DISNEY

Abigail E. Disney is a filmmaker, philanthropist and the CEO and president of **Fork Films**. Disney's longtime passion for women's issues and peace building culminated in producing her first film, *Pray the Devil Back to Hell* (winner, Best Documentary Feature, Tribeca Film Festival 2008). She then executive produced the five-part PBS series, *Women, War & Peace*. Since then, she has produced numerous acclaimed social-issue films, including *1971*, *Citizen Koch*, *Family Affair*, *Hot Girls Wanted*, *The Invisible War* (2012 Academy Award Nominee, Best Documentary Feature), *Return and Sun Come Up* (2011 Academy Award Nominee, Best Documentary Short). Upcoming projects include *The Trials of Spring*, and her directorial debut, *The Armor of Light*. Disney is also the founder and president of Peace is Loud, a nonprofit organization that seeks to identify and support women who are stepping up for peace in their communities.

Documentary films are often hard to find in our local cinemas, and therefore one of the best ways to experience the power of documentary films is to experience them in the context of attending a film festival. Film festivals are constantly growing in popularity and number, with many around the world dedicated solely to screening documentary films. Listed below are 10 important film festivals for documentary films to get you started, listed in the order of upcoming events.

- 1. SUNDANCE FILM FESTIVAL**
Park City, UT: January 21 to 31, 2016
- 2. BERLIN INTERNATIONAL FILM FESTIVAL**
Berlin, Germany: February 11 to 21, 2016
- 3. ATHENA FILM FESTIVAL**
New York, NY: February 18 to 21, 2016
- 4. TRUE/FALSE FILM FESTIVAL**
Columbia, MO: March 3 to 6, 2016
- 5. FULL FRAME**
Durham, NC: April 7 to 10, 2016
- 6. TRIBECA FILM FESTIVAL**
New York, NY: April 13 to 24, 2016
- 7. HOT DOCS**
Toronto, Canada: April 28 to May 8, 2016
- 8. SHEFFIELD DOC/FEST**
Sheffield, United Kingdom: June 10 to 15, 2016
- 9. TORONTO INTERNATIONAL FILM FESTIVAL (TIFF)**
Toronto, Canada: September 8 to 18, 2016
- 10. INTERNATIONAL DOCUMENTARY FESTIVAL AMSTERDAM (IDFA)**
Amsterdam, The Netherlands: November 16 to 27, 2016



MEMBER SPOTLIGHT: BARBARA BRIDGES

In 2006, Women Moving Millions member **Barbara Bridges** founded **Women + Film**, an organization dedicated to supporting and advocating for women's voices in narrative and nonfiction filmmaking. Women + Film presents film screenings throughout the year with in-person guest directors that spark discussions around women in leadership roles and global issues facing women today. In addition to its year-round program, the organization has a platform in the Denver Film Festival each November and presents the Women + Film Festival each March, which recently wrapped up its fifth edition and was named Best Mini-Film Festival by Denver's *Westword Magazine*. The *Denver Post* named Barbara as one of Colorado's Top Thinkers in Arts and Culture. In addition to its yearlong program, the organization presents the annual Women + Film Festival. The sixth edition of this festival will run March 15-20, 2016 in Denver, CO.

TOP 10 QUESTIONS TO ASK YOURSELF BEFORE FUNDING A DOCUMENTARY FILM

You want to support documentary filmmaking, and you've found a film you're interested in supporting. Before moving forward, here are the top 10 questions to ask yourself before taking that leap.

- 1. Is this film about a subject matter I care about deeply?** Has a film like this been made already, or is this film going to break new ground on this issue?
- 2. How do I want to interact with the filmmaker?** Is my participation in this film mostly about helping the film get funded, or is it also about learning about the filmmaking process?
- 3. How much risk do I want to take?** Funding offered at the very beginning of a film is the most risky, but it is also the most valuable for a filmmaker. Funding that comes at the end of the process is less risky but also very valuable.
- 4. Is recouping my funding a consideration?** Should I consider making an equity investment rather than a grant? Do I have a foundation out of which I can make a program-related investment?
- 5. Has the filmmaker I am considering supporting made a previous film that demonstrates their skills as a storyteller?**
- 6. Do I believe in this filmmaker as a person?** Will they persevere through the many challenges of making a documentary? Will they use my funding wisely?
- 7. Do I want to receive a credit on the film or do I want to remain an anonymous supporter?**
- 8. Have I communicated all my goals, expectations, and interests to the filmmaker clearly?**
- 9. Are there other funders involved who I know and respect?** Am I going to be expected to support this film on my own, or is there a strong coalition of which I will be a part?
- 10. Are there ways beyond funding that I can support the film and filmmakers?** Can I make introductions to other potential funders, or people who are important to the story and subject the film is addressing? Are there other kinds of in-kind support I can offer?



“The universe is made up of stories, not atoms.”

- Muriel Rukeyser

NOW, HOW CAN YOU GET INVOLVED?

Have you answered all of the previous questions? Are you ready to start supporting documentary films as an integral part of how you want to make a change in the world?

Next we outline the many different ways you can support documentaries and the filmmakers behind them. Money is a crucial component to support documentary films, and therefore we have discussed the many different ways you can make financial contributions. However, money is not everything, so keep reading to discover the many different ways you can support documentary films.



GOING DEEPER...



- Financial Support**
- Institutional Support**
- Audience Support**

Grants are one of the simplest ways to financially support documentary films. Documentary filmmakers often have cash flow issues, and making a grant to support a film can be critical in helping them push through roadblocks in production and post-production. Most documentaries have a non-profit fiscal sponsor, effectively affording the film non-profit status so donations and grants are tax-deductible.

Grants are ideal for supporting projects on issues you are passionate about but do not necessarily have big commercial potential, or that might already have a large amount of equity funding in the first position (see Financial Support: Equity).

A grant can be any amount you feel most comfortable with, ranging from small amounts to \$500,000 or more. It can be helpful to ask the film team what they could use for different stages of the filmmaking process, i.e. what amount would fund a shoot, or travel/accommodations on location? What do they need to hire an editor, or to complete post-production? Connecting in this way can help you as a funder engage with the filmmaking process.

Grant-making is usually a fairly streamlined process: you make a donation to the film's fiscal sponsor, and the fiscal sponsor transfers it to the film's account minus a small sponsorship fee. Often, if you are making a substantial grant - usually \$50,000 or more - you will have a Co-Executive Producer or Executive Producer credit on the film. It is a good idea to discuss upfront what your credit expectations might be with the filmmakers.



Different from grants, gifts are the simplest form of financial support. Not every financial contribution has to come with a charitable deduction or a return of capital. Simply writing a check will go a long way to helping a filmmaker tell an important story.

“Never believe that a few caring people can’t change the world. For, indeed, that’s all who ever have.”

- Margaret Mead

FINANCIAL SUPPORT

EQUITY

Equity investment is common practice in the narrative feature world, and it is now becoming increasingly common in the documentary world as well. If one of your goals is to recoup your funding and potentially even make a profit, you could invest with equity rather than making a grant. When investing in social issue documentaries, an equity funder's goal is generally a dual-bottom line: if a film is successful, they can get their investment back plus a premium (if all goes well), and the film will start a global conversation about a pressing social issue and make an impact. Since they will be receiving recoupment, equity investors can often give a substantial amount of funding – sometimes even a film's entire budget – which can be instrumental for the filmmakers to complete fundraising quickly and move forward with production.

There are many different ways to approach an equity investment, and they can vary from film to film. As an equity investor, you would negotiate what your premium should be – the % of profit you receive on top of receiving the full amount of your investment back – and what position you have in the revenue waterfall – meaning, at what point will the revenue the film generates come back to you. If you are considering making an equity investment in a film, it makes sense to consult with an advisor or lawyer about the best way to structure this investment. It's not rocket science, but an experienced advisor can help a great deal here.

Many equity investors are individuals or companies, but foundations can also participate by making Program-Related Investments or PRIs (investments in charitable activities that involve the potential return of capital). PRIs are another way for foundations to participate in funding films.

Equity investment is a fantastic way to support documentary films especially if you're interested in being more involved in the business process or learning how the business side of documentary film works. As with any investment, there is always risk affiliated with equity.

The concept of soliciting financial and/or labor contributions from a group of people to complete a project is not a new one. This practice goes back centuries when artists such as Mozart and Alexander Pope used early forms of crowdfunding to complete their artistic works, and projects such as the Oxford English Dictionary and the Statue of Liberty were finished due to the generosity of thousands of donors.

The modern term crowdfunding was first coined in 2006, and in less than a decade, this technology-enabled phenomenon has become a multi-billion dollar industry, turning the financial models of many artistic mediums on their head. Today, anyone with an Internet connection can appeal directly to their fans to back a project, and the impact of these funding tools on filmmaking has been staggering. Films that may never before have seen the light of day are being made in ever greater numbers every year thanks to crowdfunding, and this trend shows no signs of slowing down.

Crowdfunding platforms are different from grants, gifts, or equity, as they offer funders of all income levels the chance to participate in a project's creation, with reward levels often starting at just \$1. On the next page are three crowdfunding platforms that are popular with filmmakers, on which numerous amazing film projects are waiting for your support right now.

“Tell me a fact, and I’ll learn. Tell me a truth, and I’ll believe. But tell me a story, and it will live in my heart forever.”

- Native American Proverb

KICKSTARTER

www.kickstarter.com

Kickstarter helps artists, musicians, filmmakers, designers, and other creators find the resources and support they need to make their ideas a reality. Since its founding in 2009, over \$2 billion from over 9 million unique backers have been pledged to fund over 96,000 creative projects. Over 52,000 film projects have been launched on this platform, with the completed projects going on to play in some of the most prestigious film festivals in the world to critical acclaim, and in 2013, *Inocente* became the first Kickstarter funded film to win an Academy Award.

INDIEGOGO

www.indiegogo.com

Indiegogo is a way for people all over the world to join forces to make ideas happen. Since 2008, millions of contributors have empowered hundreds of thousands of inventors, musicians, do-gooders, filmmakers—and other game-changers—to bring big dreams to life. By offering the option of flexible funding, and by not limiting campaigns to solely creative projects, Indiegogo offers a flexible alternative for projects that may not fit the mold of other platforms. Over 40,000 film projects have been launched to date, and these projects have supported all stages of a film's journey to the big screen and beyond, including financial support to attend festivals, distribution, and Oscar campaigns.

SEED AND SPARK

www.seedandspark.com

Combining the crowdfunding resources needed to complete a film, and the distribution channels needed to get films seen, Seed and Spark is a new and unique platform on the crowdfunding scene. Conceived as a way to empower diverse voices in storytelling, Seed and Spark doesn't just limit funding to merely financial contributions. Funders are offered the chance to back projects with specific resources through the WishList loan feature, where backers can contribute and/or loan needed items such as cameras, set and props items, and craft services. The idea behind this innovative new platform is to focus not just on the funding aspect of filmmaking, but on the process of filmmaking as a whole.



A WHO'S WHO IN SUPPORTING DOCUMENTARY FILMS

While funding grants and equity investments are a great way to financially support individual documentary films, novice funding supporters may not know where to begin this process. Additionally, finding and choosing amazing projects requires substantial knowledge about projects that have already been produced and/or are currently in the works. With thousands of new documentaries being released every year, this process can quickly become overwhelming.

Thankfully, there are numerous organizations dedicated to assisting the production, sale, and impact of documentary films, all of which can be used as resources for finding films/issues to support, learning more about the social impact of documentary films, and discovering what it means to be an investor in this space. Furthermore, many of these organizations are grant-making institutions themselves, and therefore by supporting them directly, you will be helping them to continue their mission of supporting documentary filmmakers.

Organizations that welcome financial support are noted with an asterisk.

On the following pages we list some of the incredible organizations working in the documentary film space today, presented in alphabetical order.

“Stories live in your blood and bones, follow the seasons and light candles on the darkest night - every storyteller knows she or he is also a teacher.”

- Patti Davis

CHICKEN & EGG PICTURES*

A Non-profit Organization
www.chickeneggpics.org

Chicken & Egg Pictures is the nation's leading nonprofit dedicated to supporting women non-fiction filmmakers whose artful and innovative storytelling catalyzes social change. Chicken & Egg Pictures envisions a world in which women non-fiction filmmakers representing a range of diverse experiences and backgrounds are fully supported to realize their artistic goals and visions, build sustainable careers, and achieve parity in all areas of the film industry. Founded in 2005 by award-winning filmmakers and producers Julie Parker Benello, Wendy Ettinger, and Judith Helfand, Chicken & Egg Pictures matches strategically timed grants with creative mentorship to help filmmakers leverage their films during critical production and distribution phases. The organization has awarded over \$3.7 million in grants and 5,220 hours of mentorship to more than 170 film projects. Chicken & Egg has just hired their first Executive Director, Jenni Wolfson formerly Managing Director at Witness, a non-profit organization that advocates the use of video in documenting human rights abuses. Films supported by Chicken & Egg Pictures include *Ai Wei Wei: Never Sorry*, *Brooklyn Castle*, *Freeheld*, *Gideon's Army*, *Lioness*, *A Small Act*, *(T)error*, and *Hot Girls Wanted*.



MEMBER SPOTLIGHT: JULIE PARKER BENELLO

Julie Parker Benello is the co-founder of **Chicken & Egg Pictures**. Her work has always been driven by a shared belief in the power of women storytellers to illuminate and partner with movements for social justice, equity, and health. She is also a Founder and Managing Director of Gamechanger Films, a recently launched equity fund that is actively investing in a slate of independent narrative films by women directors. Julie previously served as Executive Producer on a host of award winning and critically acclaimed films, including Jill Soloway's 2013 Sundance award-winning debut feature, *Afternoon Delight*; Dee Rees' feature *Pariah*; and Leigh Janiak's debut horror film, *Honeymoon*. She also co-produced the 2002 Sundance award-winning HBO documentary, *Blue Vinyl*, directed by Judith Helfand.

CINEREACH

Film Foundation and Production Company
www.cinereach.org

Cinereach offers adaptive financial and creative support that frees the filmmaking process from systemic barriers and commercial pressures to make way for innovative work. It seeks projects and collaborators that can offer audiences new experiences and understanding, stimulate the imagination, and grapple meaningfully with the complexities of our time.

Cinereach has supported close to 200 films globally, including *Citizenfour*, *Point and Shoot*, *Cutie and the Boxer*, *It Felt Like Love*, and *Pariah*. Recent Cinereach productions include *Teenage*, *The Cold Lands*, and *Beasts of the Southern Wild*, which was nominated for four Academy Awards including Best Picture.

FiReFILMS*

www.futureinreview.com/firefilms

Strategic News Service – host of the annual Future in Review (FiRe) conference – and the FiReFilms Steering Committee carefully select potentially world-improving documentary films to bring to the attention of the SNS/FiRe global corporate community of C-level executives in technology, finance, and world press to help filmmakers achieve their goals, “from completion to distribution to solution,” as a powerful tool for world and social improvement.

“Featured” and “adopted” FiRe films, chosen for addressing what we see as the very important strategic issues in our time, at the intersection of technology and social change, are screened each year at FiRe, held annually in May at the Montage Laguna Beach, California.

THE FLEDGLING FUND*

Private Foundation

www.thefledglingfund.org

The Fledgling Fund is a private foundation driven by the passionate belief that film can inspire a better world. It focuses on documentaries as agents of social change, and seeks to fund films that address and focus on social issues that can be used for educational purposes. By partnering with other funding resources, the Fledgling Fund has helped support numerous films such as *Saving Face*, *The Invisible War*, and *Miss Representation*, many of which have gone on to be nominated and/or win a variety of awards and honors, including the 2012 Academy Award for Best Documentary Short Subject for *Inocente*. Since 2005, The Fledgling Fund has awarded a total of \$11.9 million in grants to 333 creative media projects.

The Fledgling Fund’s website has an incredible resource section, including a whitepaper on Assessing Creative Media’s Social Impact.



MEMBER SPOTLIGHT: DIANA BARRETT

Diana Barrett founded **The Fledgling Fund** in 2005 after a long career at Harvard University, where she taught in both the Harvard Business School and the School of Public Health. At Harvard Business School, she was a member of the Social Enterprise core group teaching Business Leadership in the Social Sector as well as various executive programs. Her areas of interest included the use of public private partnerships for global poverty reduction, and specifically, in addressing the social and personal burden of disease such as HIV/AIDS. She received both her Masters in Business Administration and her Doctorate in Business Administration from the Harvard Business School. Fledgling provides an opportunity to further those interests by focusing on innovative approaches to complex social issues including the use of media to ignite social change.

FORD FOUNDATION: JUSTFILMS

Private Foundation

www.fordfoundation.org/work/our-grants/justfilms

JustFilms believes that independent film and digital storytelling are vital tools in the pursuit of justice and equity. They inspire imagination and new understandings, encourage civic dialogue and active community engagement, strengthen freedom of expression, and showcase the rich diversity of the human experience.

JustFilms supports work that educates, entertains, and creates progress towards social justice by telling stories that have the power to transform how we think and act. They build networks internationally to connect courageous visual storytellers and the organizations they work with, amplifying their messages and extending the impact of their projects.

JustFilms lifts up the voices of vulnerable communities, expanding opportunities for civic discourse and community building and affirming the central role of culture in social justice work. Their strategy is informed by the foundation's long history of supporting transformative independent documentaries that have had a profound effect on the public consciousness.

FORK FILMS

Film Production Company

www.forkfilms.net

Founded in the belief that film has a unique capacity to shed light, evoke compassion and stir action, Fork Films invests in and creates media that make an important social contribution, with a particular emphasis on material that has been overlooked, people who tend to be underestimated, and stories that have been left out of the mainstream historical record.

Fork Films awards grants to full-length non-fiction films that foster a culture of understanding and work towards a more peaceful and just society, while utilizing powerful and artistic storytelling methods.

Specifically, Fork Films seek films that promote peace building, human rights, and social justice, with a particular emphasis on projects that bring women's voices to the forefront. Fork Films was founded in 2011 by CEO and President Abigail Disney and Creative Director Gini Reticker.



GOOD PITCH

A project of UK nonprofit, BRITDOC, in partnership with Sundance Institute Documentary Film Program

www.britdoc.org/real_good/pitch

Created in 2009 by BRITDOC & The Sundance Institute, Good Pitch is dedicated to bringing together filmmakers with NGOs, foundations, philanthropists, brands and media around leading social issues to forge coalitions and campaigns and to form powerful alliances around groundbreaking films. To date, more than 90 documentary projects have been presented at Good Pitch events in London, Oxford, New York, Washington, D.C., Toronto, San Francisco and Johannesburg.

IMPACT PARTNERS

Film Investment Group

www.impactpartnersfilm.com

Focusing exclusively on independent documentary films, Impact Partners brings together filmmakers with investors and philanthropists. The films supported by Impact Partners address social issues and current events, and are intended to spur debate and raise awareness with the hope of creating social change. Members pay an annual fee to be presented with investment opportunities in films. You 'opt in' to films, and the investment amount is dependent on the amount asked for by the filmmaker and number of members choosing to invest. Films in Impact's portfolio that focus on women include, Eve Ensler's *Essence Road*, Academy Award winner Freida Mock's *Anita*, Sundance Award winner Kim Longinotto's *Dreamcatcher*, and Nisha Pahuja's *The World Before Her*. Impact Partners was founded by GERALYN DREYFOUS and DAN COGAN.

INFLUENCE FILM CLUB

Film Foundation & Investment Group

www.influencefilmclub.com

Influence Film believes that in a world of sound-bites, documentaries provide an opportunity to think, understand, share, and connect with the world. They are controversial, divisive, fascinating, unexpected, and surprising. They can be thrillers, dramas, comedies, romance, adventures, and feel-good films. Influence Film Foundation provides grant funding to late-stage documentary film projects. Because it's increasingly difficult to find the resources needed to make great documentaries, Influence actively participates in unlocking new funding opportunities. Influence Film Features provides investment funding to feature-length documentaries. More than ever before, it's important to support the production of quality non-fiction media that tells the stories of our time. Through an annual fund, Influence offers individuals the opportunity to invest in documentary filmmaking.

MACARTHUR FOUNDATION

Private Foundation

www.macfound.org/programs/media

MacArthur supports the production and distribution of news and documentary programs for television, radio, and the web that help inform the American public about important domestic and international current affairs and policy issues.

MacArthur's grantmaking in public interest media is one of the Foundation's longest-running and most widely recognized areas of work. The media grantmaking was initiated in 1983 with a focus on supporting independent and diverse perspectives on broadcast television. From 1983 to 2000, the grantmaking emphasized the production of independently produced documentaries for public television, strengthening community media centers around the country (which supported the field of independent documentary producers), and supporting public radio. Since 2000, the media program has continued to support documentary films, while also adding support for investigative journalism and for deep and analytical reporting on television, radio, and the web. In particular, the MacArthur Foundation places special emphasis on international news intended to inform American audiences, and they have also supported work to promote the innovative use of digital technology in the production and dissemination of public interest media.

The Foundation's goal is to fund the development of and use of content toward advancing public education, reaching a broad public with the highest quality reporting conducted in such a way as to inform, educate, and inspire reflection and action.

MEDIA IMPACT FUNDERS*

Resource Network

www.mediaimpactfund.org

Media Impact Funders (formerly Grantmakers in Film + Electronic Media) is a network of funders, working broadly on media and technology issues, in order to create social change. It serves as a learning resource for grantmakers interested in using media to further their missions, a catalyst for philanthropic partnership and networking, and a convener to advance media and technology focused philanthropy. Media Impact Funders is an affinity group, with members representing foundations, government agencies, donor affinity groups, philanthropic advisors, and individual donors.

THE SUNDANCE INSTITUTE DOCUMENTARY FILM FUND*

Non-profit Organization
www.sundance.org

Robert Redford founded Sundance Institute in 1981 to foster independence, risk-taking, and new voices in American film. Through its programs, the Institute seeks to discover, support, and inspire independent film and theatre artists from the United States and around the world, and to introduce audiences to their new work.

The Sundance Documentary Film Program supports non-fiction filmmakers worldwide in the production of cinematic documentaries on contemporary themes. Established in 2002 with founding support from Open Society Foundations, the Program is a vibrant global resource for independent non-fiction storytelling. Recent projects include *The Square*, *The Queen of Versailles*, *Rich Hill*, *The Invisible War* and *CITIZENFOUR*.

Within the Sundance Documentary Film Program, the Fund provides strategic financial support to cinematic, feature documentaries from independent filmmakers globally. The fund provides \$1M-\$2M in non-recoupable financing annually across all stages of development, production, post-production, and strategic audience engagement.

The Program also offers creative opportunities and community through a suite of editorial consultation, fellowships and residential Labs which bring together a community of world-class documentary directors, editors and producers to support the development of Documentary Fund grantee projects from around the world.



MEMBER SPOTLIGHT: JACKI ZEHNER

Jacki Zehner's favorite film is *The Way We Were*, starring Robert Redford. Growing up in a small town in Canada she never dreamed that one day she would be sitting beside Mr. Redford talking about the importance of supporting independent artists to make films that tell amazing stories. Not only is she a member of the Board of Trustees of **The Sundance Institute**, and chair of the development committee, but she is a co-founder of their women's initiative which works to foster gender equality in American independent cinema. She is also a member of Impact Partners (a documentary film investment group), an early investor in GAMECHANGER Films (the only feature film fund for women directors), and is executive producing documentary films that focus on women and girls.

WOMEN AT SUNDANCE & THE FEMALE FILMMAKERS INITIATIVE

Co-founded by Sundance Institute and Women In Film/LA
www.sundance.org/initiatives/womenatsundance

The Sundance Institute works to foster gender equality in American independent cinema by supporting women filmmakers to develop their stories, find audiences for their work, and to grow and sustain their careers. While only 4.2% of the 100 top box office films from 2002-2013 were directed by women, the American independent film sector is one place where opportunities exist to create change, and is a proven pipeline for female artists working across the industry. The Female Filmmakers Initiative, co-founded with Women in Film/LA, collaborates with over 20 allied organizations in the field of women and media to expand the presence of women behind the camera in American independent film. We commissioned three phases of groundbreaking research with USC's Annenberg School for Communications and identified four key areas of opportunity that form the core of our work: Artist Fellowships and Sustainability, Finance Education, Networking, and Raising Awareness through Research and Collective Impact projects.

TRIBECA FILM INSTITUTE*

Non-profit Arts Organization
www.tribecafilminstitute.org

Tribeca Film Institute champions cutting-edge storytelling for social change in our communities and around the world.

Each year, TFI identifies a diverse group of exceptional filmmakers and media artists and empowers them with funding, training, and resources to fully realize their stories and connect with audiences. Its prestigious artist programs include the GUCCI Tribeca Documentary Fund, TFI New Media Fund, Tribeca All Access, TFI Documentary Fund, and the TFI Latin America Fund.

Tribeca Film Institute is a year-round nonprofit arts organization founded by Robert De Niro, Jane Rosenthal, and Craig Hatkoff in the wake of September 11, 2001.



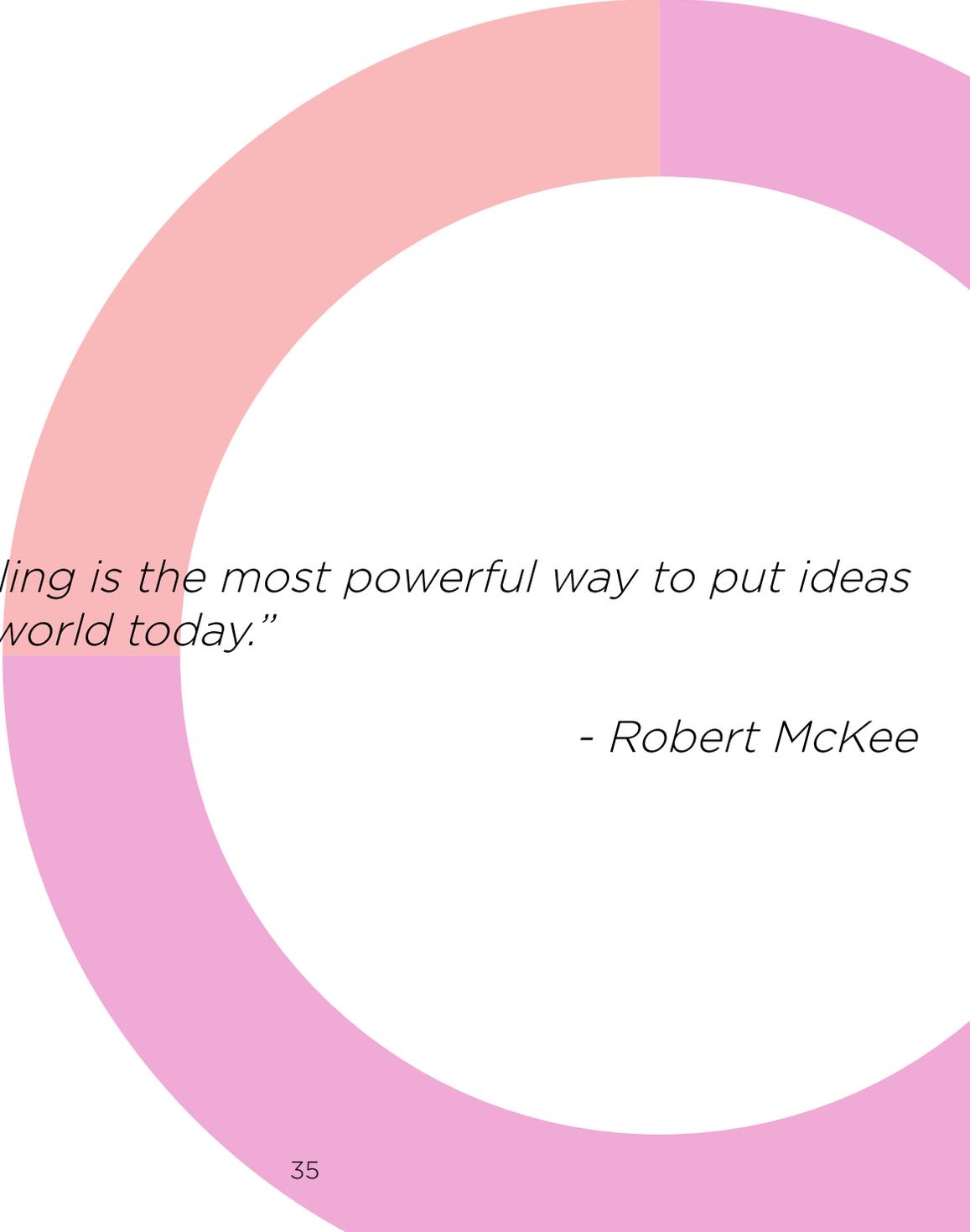
WOMEN MAKE MOVIES

Non-profit Organization
www.wmm.com

Established in 1972 to address the under representation and misrepresentation of women in the media industry, Women Make Movies has grown into a leading non-profit, feminist social enterprise. The organization provides services to both audiences and producers of films, with a special emphasis on supporting work by women of color. Our programs reflect WMM's commitment to outreach, and the development of both emerging and established women filmmakers. Women Make Movies facilitates the development of feminist media through an internationally recognized Distribution Service and a unique Production Assistance Program. For nine of the last ten years, films from WMM have been nominated or won Academy Awards, including this year's *CITIZENFOUR* directed by Laura Poitras.

From cutting-edge documentaries that give depth to today's headlines, to films that push artistic and intellectual boundaries in all genres, Women Make Movies' WMM collection is used by thousands of cultural, educational and community organizations across North America as well as being broadcast on cable and public television. Our collection of more than 500 films represents the diversity of styles, subjects, and perspectives in women's lives; more than half of the films were produced by women of diverse cultures, including work by and about lesbians, older women, and women with disabilities. Recent releases from WMM include *Regarding Susan Sontag*, *Private Violence*, *India's Daughter* and the soon to be released *Dreamcatcher* by Kim Longinotto. In the last three years alone, WMM has returned more than \$1.5 million to women producers in royalty payments.

Women Make Movies' Production Assistance Program provides fiscal sponsorship, training and mentoring to independent filmmakers. We are not a funder; we work with filmmakers to mentor and help them get their projects funded by a wide-ranging community of individuals, foundations, corporations, and government agencies through grants, investments and crowdsourcing. We have assisted in the completion of hundreds of documentaries as well as fiction features like Dee Rees' *Pariah* and 2015 New Directors/New Films opening night film, *The Diary of A Teenage Girl*. Other docs include *Gideon's Army*, *After Tiller*, *Vessel* and *The E-Team* by Katy Chevigny and Ross Kaufman. Over the last 5 years, we have helped our filmmakers raise more than \$17,000,000 and assisted 120 films reach completion.



“Storytelling is the most powerful way to put ideas into the world today.”

- Robert McKee

It should be clear by now that documentary films can have an extraordinary impact on the world. However, this can only happen if these films are given an audience, because it is only through finding an audience that true change can happen. That is why it is vitally important that documentaries be seen by as many people as possible, and as a result, being a dedicated and engaged audience member is an invaluable way to support these films. Below are five tips on how to support documentary films as an audience member.

1. Go see a documentary film on its opening weekend

Very few documentary films manage to secure a theatrical release, and the time they remain in cinemas is often determined by the box office receipts of the film's opening weekend. By supporting a film on the opening weekend, you are helping to ensure that it remains in cinemas for additional weeks, thereby increasing its chances of reaching a larger audience.

2. Watch the first run of the film on television

Documentary films often turn to television for distribution, and similar to a theatrical release, the ratings of a film's initial broadcast will dictate the number of rebroadcasts the film will be granted. Supporting a film on its initial broadcast will help to ensure subsequent airings and a larger audience.

3. Attend a film festival that features documentary films

A good reception at a film festival is a boom to any film, especially to those that may be seeking distribution. By supporting documentary films at these festivals, you are helping to increase awareness and buzz, all of which can translate into distribution and larger audiences.

4. Host a screening of a documentary film

Many public institutions such as libraries or cultural centers often host screenings of documentary films, and it is important to support these events as an audience member. However, people may not know that many documentary films are available for anyone to host a screening, and in fact, many websites for these films include information on how to host/request a screening.

5. Spread the word through social media

It is no secret that we live in a digitally connected age, which means that information now has the ability to span the globe in wholly unprecedented ways. With the sheer volume of information available today, many people turn to their social networks for news, advice, and/or recommendations, and therefore using your social media platform to inform people of films and upcoming screenings can yield huge dividends in terms of audience reach. Most documentary films will have a hashtag campaign built in to their advocacy efforts, so get online, use it, and help spread the word.

READY...

SET...

GO!!!

It's clear that documentary film is a powerful tool that can catalyze positive, sustainable change in our world, and we hope that this guide will be useful to you as you march forth towards our shared vision of social justice and global gender equality. Onward!



**MANY
THX!**

**WOMEN
MOVING
MILLIONS**

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