

### Our Mission

The Blended Future Project and <u>The Blue House</u> created a short documentary and trailer on behalf of <u>The Felege Hiywot Center (FHC)</u> in collaboration with <u>PACE Indianapolis</u>.

The goal being to raise awareness on the topics of prison re-entry, causes and solutions to crime and recidivism.

# THE NEED

**FHC** 

The Strategic Producer

Possessed the capacity and vision to secure resources.



Focused on essential community work, with no capacity to tell their story.



STORYTELLING GAP





LIVED EXPERIENCE

Center the narrative on human faces to create an undeniable emotional connection.



**COALITION OF TRUST** 

A partnership-powered production to ensure authenticity and institutional buy-in.



**MULTI-CHANNEL IMPACT** 

A two-pronged attack: broad awareness (PBS) and deep engagement (screenings).

# THE CHALLENGE



# **UNSTRUCTURED CONVERSATION**

Hours of profound, insightful, but raw conversations without a clear story.

### PIVOT

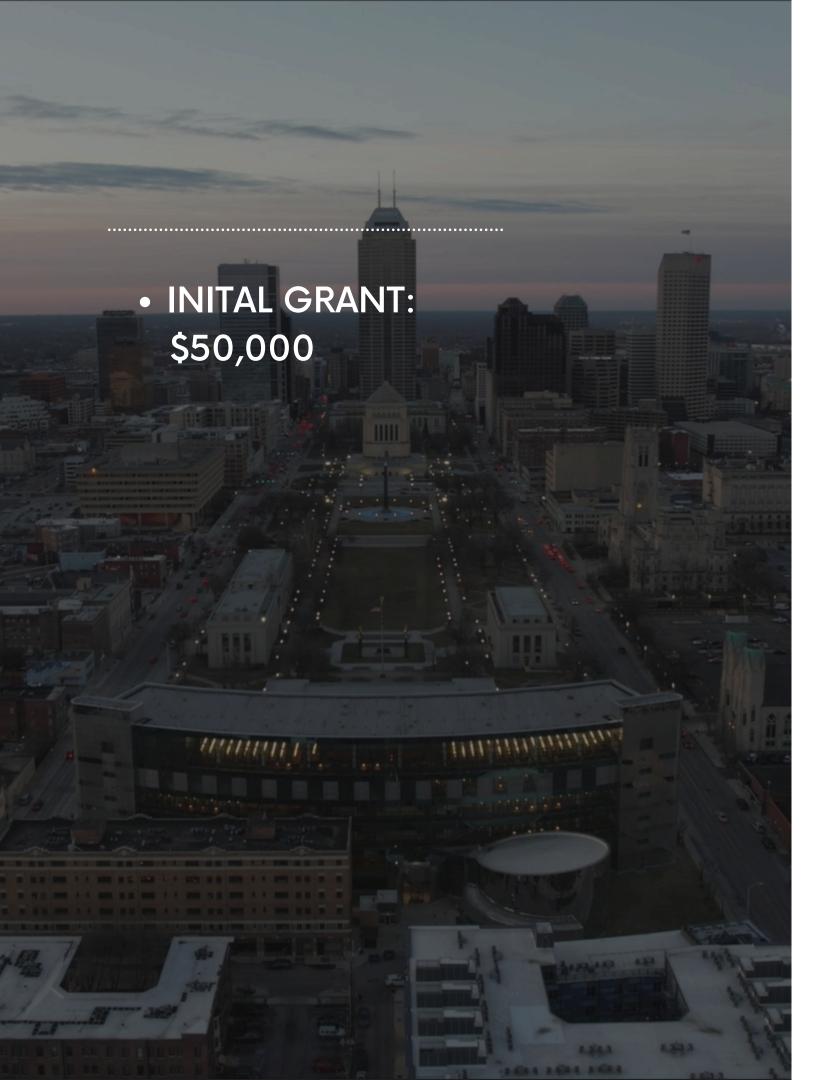


A participant's real-world complication provided the missing piece.



### HIGH-STAKES NARRATIVE

The story gained real stakes, transforming it into a tense, compelling human drama.



### THE RESULTS

# 4X RETURN ON GRANT INVESTMENT

#### NEW FUNDING SECURED

Elevate was used to secure an additional \$200,000 in grant funding.

This funding was used to create special youth town halls and create a youth arts program centered around filmmaking.

Discussion meetings were led by trained facilitators and note takers who captured the causes and proposed solutions to violent crime discussed by the participants.

A special screening was created on World Social Justice Day in collaboration with the Indianapolis Mayor's Office to explore ways to reduce violence

### THE IMPACT

#### PARTNERSHIP GROWTH











The film served as a calling card, building a powerful new coalition of community partners.

#### LONG-TERM VALUE





**TOWN HALLS** 

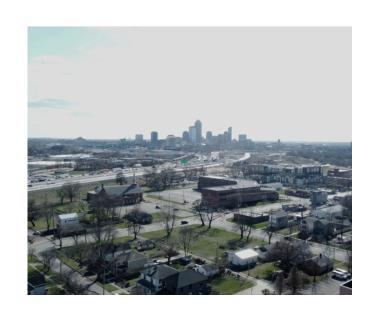
**LOCAL BROADCAST** 



TRAINING ASSET

A permanent, reusable asset that continues to provide value year after year.

# THE BLUEPRINT



#### MEDIA AS A REVENUE ASSET

Reframe strategic film from an expense to a capital investment in a revenue-generating asset.



#### PARTICIPANTS ARE YOUR BEST ADVOCATES

Empowering people to tell their own stories creates an undeniable case for support.



#### **INVEST IN PARTNERS' STORIES**

Think like an ecosystem. Investing in a partner's success raises the tide for everyone.



#### DON'T JUST LAUNCH; ACTIVATE

Impact comes from combining broad credibility (PBS) with deep, personal engagement (community events).

# STORIES ARE STRATEGY

This data-backed model demonstrates how nonprofits can use strategic filmmaking to solve their most critical challenges.

If you'd like to learn more, please reach out:

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