Dear Friends,

We had many emotional ups and downs at Brave New Films last year. Our staff is always affected by the content we create, but this year it was personal. Our work on Immigration Reform and Criminal Justice hit close to home. In spite of trying times, 2017 was a year of impact.

With your help, we reached tens of millions with our critical work. Over seven million people watched 16 Women and Donald Trump and ignited a firestorm that brought Trump’s sexual misconduct back into the mainstream media. Our Immigrant Prisons film and Home is a Human Right educators/faith package continues to expose the abuses of the deportation industrial complex to audiences near and far. And our work on ending cash bail and restorative justice led to significant policy changes.

Your support makes a difference. Together we have created a community of activist storytellers, a network of strategic partners from on-the-ground advocacy groups, to faith communities, to social media influencers. And it’s working; we’re putting a human face to policy, lending a voice to the voiceless, and challenging silence by calling for action. When we have an impact, our impact is significant. All of this coming from our headquarters, an old former motel in Culver City.

This Annual Report is your chance to read about the impact created by the campaigns and content produced and distributed this past year that you helped make happen.

2017 was a year of impact — breakthrough content, groundbreaking grassroots distribution, and continuous growth across all platforms. As we look forward to the future the stakes are high, the world is changing, and the challenges are significant. In reflection comes four core values we bring with us to 2018:

REMEMBER WHO WE WORK FOR — the people who have trusted us to tell their stories and share those stories with the world.
MOVE QUICKLY — push yourself beyond your comfort.
BE BOLD — take risks.
PERSPECTIVE — look for unique points of view.

Lastly, the impact we have had on people’s lives whom we have never met does not go unnoticed. It’s the stories, letters, and social media posts from complete strangers that love the work we do that continues to inspire us. From the millions of people sharing our content online, to the thousands of students and faith screening participants that experience our content together, to the 8-year old girl that finds hope through our content.

Thank you for speaking up and standing with us.

In Solidarity.

Jim Miller
How can we lead the way to a more informed electorate? And how can strategic partnerships help us reach millions and make an impact?

Our distribution is a powerful grassroots model that can reach millions online, and thousands more in schools and faith communities all over. We’ve invested in strategic partnerships to help distribute content that educates, provokes reflection and debate, and ultimately encourages civic participation and engagement. Through our Screenings for Dialogue and Change Programs, we’re bringing content directly to the audience where they live, work, and learn.

Our stories continue to bring people together and our programs continue the dialogue and debate.

**IMpact**
- Over 3,000 Strategic Partnerships
- 1,619 New Strategic Partners
- 1,940 Total Screening Signups

**BRAVE NEW EDUCATORS**
Provides free educational resource packages to start a deep dialogue with students and educators across college campuses and high schools, including facilitation training and tools to encourage critical thinking. Meeting the next generation of the American electorate where they learn, we foster a more informed electorate. In 2017, we had 1,092 educators screening with our network of over 2,000 colleges and high schools. To date, we have had 3,273 screenings in colleges and high schools all across the country.

**BRAVE NEW SCREENINGS**
Supports individual facilitators and partner organizations with our discussion and film resources for screenings. Through this partnership network, we connect large audiences to advocacy groups on the ground. In 2017, we supported 311 home and community screenings, in venues ranging from the ASU Human Rights Film Festival to the Peace and Justice Center of Eastern Maine.

**BRAVE NEW FAITH OUTREACH**
Uses our films as resources for reflection and action around social justice, including reflection guides to start the conversation and guide their faith-based advocacy. We are changing perceptions and encouraging civic engagement among an audience that is already inclined and often talking about, social justice. In 2017, we had 567 screening signups with our network of 431 faith partners.
HOME IS A HUMAN RIGHT
[FILM SCREENING AND ADVOCACY FAIR]
We partnered with St. Athanasius Episcopal Church at the Cathedral Center of St. Paul, a Sanctuary church in Los Angeles, to host a film screening and advocacy fair premiering The Call to Sanctuary. Nearly 100 people attended, and more than 12 immigrant rights groups joined us in action. After viewing three of our latest immigration shorts and holding a discussion with advocates from the immigrant and refugee communities, we hosted a resource fair that allowed attendees to connect directly with local immigrant rights groups. After the event, we surveyed both the groups and the audience members, and 89% of respondents said that they connected with at least one organization.

“I thought it was wonderful. I was crying during the first one, I mean it was just amazing. We need places like Brave New Films to show us where to go next. We have a sanctuary task force, and we’re opening a resource center here for immigrants, we’re very inspired, but this is exactly the kind of event that needs to happen to get people to take the next step.”
-Sally David, Audience Member

NEW PACKAGES
We launched 3 new packages: Immigrant Prisons, Home is a Human Right, and The Bail Trap.

THE BAIL TRAP DISTRIBUTION CAMPAIGN #ENDMONEYBAIL
In 2017, we launched a house party and community screening program in California to support bail reform at the state level in conjunction with the release of The Bail Trap: American Ransom screening package. We organized house parties and community screenings across the state where audience participants viewed the film, participate in a discussion of the issue, then we’re given tools to immediately contact their state legislator to advocate for bail reform.

This effort was supported by our California Coalition partners, and we tapped into our vast network of faith communities and educators from Brave New Educators to make an impact.

“The film was very powerful. Many participants had no idea how the bail system works or how devastating its effects. Everyone was moved to take action.”
Barry Price, Faith Screening, Bend the Arc SLO (San Luis Obispo, CA)
We have cultivated a membership of over one million people via email, YouTube, Facebook, Instagram, and Twitter, and have built partnerships with over 200 local, regional and national media and social change groups that distribute and share our campaigns and content.

Our digital distribution strategies are crafted with the goal of meaningful impact by culture-shifting within media coverage of an issue by targeting mainstream news sources, community media outlets, social media networks, and stakeholder blogs. As a result, our work in 2017 was featured everywhere from The New York Times to Jezebel, VICE, to The Hill. Our work in 2017 garnered 687 press hits with a reach of over three billion.

With over 1.9 billion active users, Facebook is a revolutionary tool for social movement building throughout the world. To mobilize grassroots support for issues we know are important, 2017 marked a big year for our live streaming. In our continued effort to move quickly and remain adaptable, we stepped out of the box of edited documentaries and reached millions live.

Live Impact: 3,764,949 people reached by 12 live streams.

**LIVE - URGENT PROTEST AGAINST RAIDS**

When 100 people in Los Angeles were picked up by ICE raids in one day we took to the streets and documented the resistance live.

- 1.8m people reached
- 220,002 views
- 39,293 engagements

**LIVE - #NODAPL ACTION TO STOP THE PIPELINE**

After police forcibly removed Standing Rock Protectors, our community stood in solidarity with those prosecuted. By documenting the protest in Los Angeles and using our platform to share with audiences all over we reached over 360,000 people.

- 363,452 people reached
- 42,940 views
- 6,910 engagements
Less than twenty-four hours after the new Administration took office we took to the streets in the first demonstration of massive resistance. We renewed our commitment to using our expertise to continue this resistance movement, to produce compelling videos that put a human face to policy, hold the political elite accountable, and work to flip the dominant power structure on its head. Throughout the year we produced and distributed a steady stream of content attacking horrible policy proposals, investigating corruption, and motivating audiences to act.

**INDIVISIBLE: A PRACTICAL GUIDE TO RESISTING THE TRUMP AGENDA**
In partnership with Indivisible, this film connects audiences to a step-by-step guide on how to take the most important actions and navigate the political world to make sure their voices are heard. Over 500,000 people have downloaded this guide. This film was featured on the CBS Evening News with Scott Pelley and CNN.

www.bravenewfilms.org/indivisible

397,422 people reached
523,000 views
20,665 engagements

**PROTECT PUBLIC EDUCATION: STOP BETSY DEVOS**
Working with over 20 group partners to oppose DeVos, we mobilized thousands of calls to representatives, exposing DeVos and holding our Senators accountable.

www.bravenewfilms.org/stopdevos

7,786,215 people reached
1,917,487 views
664,666 engagements

**TAX DODGE: THE CARRIED INTEREST LOOPHOLE**
Created in collaboration with Hedgeclippers this film exposes Trump’s hypocrisy and failure to hold the rich fiscally accountable for paying their fair share in taxes.

www.bravenewfilms.org/taxdodge

567,937 people reached
218,200 views
42,816 engagements
No fewer than 16 women have come forward to report being sexually harassed or assaulted by the President. Sadly, when these brave women originally came forward to publicly tell their stories they were ignored. But we vowed to listen, support, and speak out.

In 2017 something started to change in our society, and finally powerful men were being held accountable for harassing and abusing women. We released a short documentary recounting all 16 stories of Trump’s accusers. Seeing their stories together is incredibly powerful, and damning.

16 WOMEN AND DONALD TRUMP

We put together the stories of 16 women who have reported being sexually harassed or sexually assaulted by Donald Trump. Seeing these women’s stories, one after another, is incredibly powerful – it’s time to listen and act accordingly.

www.bravenewfilms.org/16women

6,105,963 people reached
6,114,883 views
622,073 engagements

LIVE PRESS CONFERENCE: TRUMP ACCUSERS SPEAK OUT TO DEMAND INVESTIGATION

Three brave women share firsthand accounts of sexual misconduct by Donald Trump and demand an investigation by Congress.

www.facebook.com/bravenewfilms/videos/10154875961657016/

1,77,769 people reached
1,368,030 views
69,900 engagements

Over one million people watched live as we held a press conference with three of President Trump’s accusers. Our goal was straightforward — force the press to stop giving Trump a pass on his behavior and call for an investigation into the President’s sexual misconduct. These three brave women worked through their pain to share their stories so that others don’t have to suffer as they have.

The press we received was phenomenal, and a testament to the importance of sharing these stories with the world. We’re using our platform to demand an investigation so that these 16 women can fully tell their stories and we can have justice.

Every major network carried the story and the press conference and short film have garnered over 75 press hits.
As storytellers and activists, we work for the people whose stories we capture and who trust us to share their voices with the world. This year has marked an incredibly dark time in our country, and we believe it’s our responsibility to speak up, question terrible policy, and share the stories of those suffering.

We joined forces with the Indivisible Team and the National Immigration Law Center to show, step-by-step, how to create safety in your community. Together we can protect the most vulnerable by pushing our cities and counties to take up Sanctuary and uphold the constitutional rights of all.

www.bravenewfilms.org/sanctuary
188,320 people reached
68,000 video views
7,142 engagements

In partnership with United We Dream we created this film to support those who are most vulnerable in Trump’s America by demanding elected officials defend immigrants and push for permanent protections.

www.bravenewfilms.org/pursuingthedream
165,296 people reached
51,768 video views
5,194 engagements

We collaborated with the organizers of the effort to free Pastor Noe to create a rapid-response film and elevate awareness of his story. Pastor Noe Carias preaches at a thriving Assemblies of God church in Los Angeles. He is also an undocumented immigrant who was jailed by Immigration and Customs Enforcement (ICE) on July 24, 2017. This film reached over 290,000 people, was shared by more than 35 partners and helped advocate for his release by making his case known to a more broad audience.

www.bravenewfilms.org/pastorne
290,000 people reached
108,307 video views
9,694 engagements

After two months of being locked up in an immigrant prison, Pastor Noe Carias was released!
A short film featuring award-winning actor Martin Sheen, documents the story of Andres Magana Ortiz, an immigrant living in Hawaii deported under the Administration’s immigration crackdown. We were inspired to tell this story when we read Judge Reinhardt’s decision in the deportation case…his decision to speak up is a powerful statement of humanity. The film became a powerful advocacy tool to bring attention to the case and was picked up in more than 39 press articles.

www.bravenewfilms.org/andres

144,652 people reached  
50,520 video views  
6,825 engagements  
Over 39 press hits

The film become a powerful  
advocacy tool to bring  
attention to the case.

DIVIDED BY DEPORTATION: #SCHOOLSNOTPRISONS

Over five million families in America are at risk of being divided by deportation. This heartbreaking and important series is told from a child’s point of view on immigration. What happens to U.S. born children that are uprooted from their home after an undocumented parent is deported? What challenges do U.S. born children face in a new country?

12 videos in series  
1,012,896 total views  
117,640 total engagements

HIGHLIGHTS OF THE MOST VIEWED VIDEOS

DIVIDED BY DEPORTATION: UPROOTED Since 2008, nearly 500,000 children - all of whom are U.S. citizens - have gone to Mexico after their undocumented parents were deported. Many of these children have never been to Mexico, don’t speak Spanish, and have left everything - friends, clothes, favorite toys - behind.

481,023 people reached  
180,289 views 34,818 engagements

DIVIDED BY DEPORTATION: TO MEXICO Meet a young boy who was sent to Mexico when his father was deported. When told he was moving, the boy said, “What’s Mexico?”

90,341 people reached  
26,746 views  
5,508 engagements

DIVIDED BY DEPORTATION: USE THIS TO EMPOWER YOURSELF Approximately 180,000 children have been detained at the border and have gone through traumatic experiences that will remain with them for many years.

483,553 people reached  
129,497 views  
28,574 engagements
Locking up more and more people for longer and longer won’t make us safer. We can do better. Real solutions exist that are fact-based and tested. In 2017, we advocated for bail reform and explored sentencing reforms that can make our nation safer and more just. We collaborated with local and national partners to maximize our impact and connect audiences to groups on the ground doing vital work.

**SENTENCING REFORM: PART I - THE POWER OF FEAR**

Our first video in a new series on sentencing reform explores the scope and source of mass incarceration. The forthcoming series will highlight the symptoms of mass incarceration and present real, fact-based alternatives.

[www.bravenewfilms.org/srpt1](http://www.bravenewfilms.org/srpt1)

- 382,202 people reached
- 108,679 video views
- 1,003 engagements

**COMPASSIONATE RELEASE**

Presented with Families Against Mandatory Minimums, this film tells the story of Allison’s father, who she hoped would be granted compassionate release from prison when he was given just three months to live.

[www.bravenewfilms.org/5tolife](http://www.bravenewfilms.org/5tolife)

- 103,777 people reached
- 31,432 video views
- 5,182 engagements

Robert appeared on an episode of *America’s Lawyer* to discuss how the bail industry traps the poor. The bail system is a modern-day debtors prison and is keeping people in jail for one reason – being too poor to bail out.

Brave New Films, ACLU of Southern California, The Young Turks, and Da Poetry Lounge presented *How Much Is Your Freedom Worth?* at a live streaming premiere and panel discussion. Over 33,000 people tuned in to watch.
THE BAIL TRAP — Film series and advocacy campaign — four-part series produced as part of a major campaign to end the unjust and ineffective system of money bail. With a large coalition of organizations, we launched a 4-week campaign to #EndMoneyBail with coordinated events and on the ground action.

HOW MUCH IS YOUR FREEDOM WORTH?
Presented in partnership with The Young Turks Network and premiered at Da Poetry Lounge, this uses a spoken word format to tell the story of the impact of bail on a young family.

Tai’s Story: Bail or College?
Presented in partnership with Ella Baker Center, this tells the story of a mother fighting to survive when her college-bound daughter is struck with a $100K bail for a low-level, first-time offense.

A Deal with the Devil
Presented in partnership with Homeboy Industries, this film delves into the problems with plea deals from a lawyer’s perspective and the perspective of plea deal victims.

The Bail Trap Game
We tackle the injustice of our money bail system through an 8-bit video game.
SHAPING THE FUTURE OF OUR NEXT GENERATION OF DOCUMENTARY STORYTELLERS

Each year, five Fellows from around the world undergo a paid training program to learn our process of filmmaking and advocacy organizing. By working alongside experienced staff, fellows build practical skills in digital storytelling, production, post-production, campaign strategies, outreach, and social media. We’re investing in the next generation of activist changemakers capable of creating and distributing media that makes an impact.

Following their yearlong fellowship, BNF staff help fellows conduct a job search that includes tapping into the contacts they’ve made throughout the year, tapping into BNF networks, and putting together content highlights and resumes for their search. Come December we are sad to see them go, yet so excited to see what the future holds for these talented and passionate individuals.

Impact

- **310** applications, **30** application from **15** countries outside of the United States
- **Produced and distributed** 100+ videos and memes created by Fellows, this work has reached **millions** of people
- **Hundreds** of hours of career advancement training and **18** speaker and networking experiences from 2017
- Throughout the year we schedule special training and speakers for the Fellows to broaden their experience and knowledge base. Trainings 2017: Adobe Premiere, Adobe Photoshop & Social Media, Database and website management, After Effects, Camera Equipment Orientation, YouTube Workshops, Cinematography

Meet our 2017 Fellows

**Claudia Ramirez**  
Social Media Fellow  
"Growing up has put many obstacles in my access to resources, networks, and even career options. I felt that this was the opportunity that I’ve been looking for to finally merge my social justice background with media."

**Mehak Anwar**  
Outreach, and Research Fellow  
“As someone with a journalism background, this fellowship presented the perfect opportunity for me to improve my storytelling abilities, become a better organizer, and learn new skills that will serve me well for years to come.”

**Miguel Gutierrez Jr.**  
Post-production Fellow  
“BNF’s multifaceted approach combines the strengths of activism and digital media.”

**Jessica Estelle Huggins**  
Outreach, and Research Fellow  
“I chose this fellowship to dive deeper into social activism. I want to be around people who may not have the same background as me but who want to make the same positive changes in this world that I want.”

**Mitchelle Jangara**  
Post-Production Fellow  
“I was incredibly moved by the social justice work Brave New Films does and longed to be a part of it.”
OUR PROGRAM CONTINUES TO THRIVE AS OUR FELLOWS FLOURISH.

To date our Fellowship program has:

Successfully graduated nine Fellows over two years to utilize their skills at organizations ranging from the Fair Sentencing project to Code Pink to The Young Turks. Come January we will be welcoming five new Fellows for our 2018 class.

Focused on fair and transparent working environment, each fellow receives a salary of $772 per week, fully paid healthcare, sick-time and three weeks of paid vacation.

Fostered a competitive application and recruitment process where we’ve received over 1,000 applications and created an extensive review committee to interview and select finalists.

Welcoming our 2018 incoming Fellows

Introducing our 2018 Fellows: Laura, Paolo, Elizabeth, Diana, Emelda, with Fellowship Coordinator, Angel Mortel

Laura Barrios
Elizabeth Cho
Emelda Ochieng
Diana Yip
Paolo Jara Riveros

Where are they now?

2017 Fellows Mehak, Mitchelle, Claudia, Jessica, and Miguel, will all be moving on to great opportunities in 2018.

Jessica Estelle Huggins is the Distribution Coordinator for ITVS in the Bay area. She has a variety of creative material under her belt as she’s served in many different roles as producer, director, writer for several short films, music videos, web-series and a feature film.

Mehak Anwar is a Program Director at Fair Sentencing Project. She has published writing on intersectional feminism, LGBTQIA rights, food insecurity, gun control, institutionalized racism, and media representation of marginalized communities.

Claudia Ramirez is working as a social media director for CODE Pink. She is an immigrants rights activist queer woman raised in MacArthur Park (Los Angeles). The early years of immigrant rights activism have shaped much of Claudia’s commitment to social justice.

Mitchelle Jangara will be returning to her native Kenya to use the skills she has learned to create social justice shorts on local issues. Mitchelle has work experience in film, taking up different roles such as Editor in Art is the Weapon and Street Art Graffiti, Line Producer in Ririkana, and Assistant Director in Let’s Play Pretend.

Miguel Gutierrez Jr. is working as a Content Producer for the Attorney General of New York. He is a first-generation college graduate, and in 2015 earned a dual M.A. in Latin American Studies and Journalism from the University of Texas at Austin.
When a friend dared us to try to find something positive in these terrifying times, we decided to give it a shot. We did not expect to be so profoundly moved, even changed by the experience. This experience made us feel as though we had somehow caught hope on film, that empathy is not the end but rather a beginning, a place to move forward from.

40 STRANGERS, 50 QUESTIONS

Through a series of strategic questioning and body placement, we aimed to break bias and harbor a sense of unity in the room. Inspired by a Danish advertisement, we conducted a social experiment with 40 strangers answering 50 questions, and we documented the whole thing.

www.bravenewfilms.org/50questions

1,573,469 people reached
479,346 video views
89,527 engagements
11 press hits

To start, we had participants group themselves apart from one another by ethnicity – only to come together in solidarity over the things they shared.

For each answer: The yeses walked to one box, then stood together for a group photo; the nos to another, for their picture. That was it. Just this slow, beautiful dance, this coming together, splitting apart, joining and rejoining.

There was dialogue afterward. We asked the participants how they felt about the experience, and we filmed it.

To recreate this social experience in your community we created guides to support. You can download the guide here: http://bit.ly/2B5HWLj

“I am so proud to have been a part of this experience. It touched me, and all who were there, very deeply. The final video is exceptionally well done!”

“Some of us go through different life experiences. Some of us perceive things differently. But at the end of the day, a lot of us want to live in peace and harmony.”

“This was an amazing experience. I feel blessed to have been a participant. It confirmed on a much deeper level, what I already knew, we are all connected. And Love is the Glue that binds us, even when we don’t know it.”
**REVENUE**

- **Foundations:** $1,489,500
- **Major gifts:** $698,597
- **Email list and content:** $242,938
- **Total:** $2,431,035

**EXPENSES**

- **Program Services:** $2,407,605
- **Fundraising:** $237,232
- **Admin:** $144,487
- **Total:** $2,407,605

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**Special Thanks to our Board Members**

**Brave New Films 501(c)3**
- David Bryan
- Axel Caballero
- Shepard Fairey
- Robert Greenwald
- Roger Lowenstein
- Irene Romero
- Katrina vanden Heuvel

**Brave New Films Action Fund 501(c)4**
- Anna Burger
- Richard Foos
- Robert Greenwald
- Danny Goldberg
- Rick Perez
- Paul Rudd
- Guy Saperstein
- Gloria Totten

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**2017 Contributors - Thank You!**

**$200,000 and above**
- Atlantic Philanthropies
- Bohemian Foundation
- The California Endowment
- Open Society Foundations

**$100,000+ ($100,000 - $199,999)**
- Ford Foundation
- Schooner Foundation

**$75,000+ ($75,000 - $99,999)**
- Barry and Wendy Meyer Foundation

**$50,000+ ($50,000 - $74,999)**
- Francis and Benjamin Benenson Foundation
- Wallace Global Fund

**$25,000+ ($25,000 - $49,999)**
- ACLU
- Arca Foundation
- Quinn Delaney and Wayne Jordan
- Jason Flom
- Park Foundation
- Lawrence and Suzanne Hess
- Paul Rudd
- Wallace Global Fund
- Voqal

**$10,000+ ($10,000 - $24,999)**
- Annie E. Casey Foundation
- Apple Pickers Foundation
- Marilyn Clements
- Cloud Mountain Foundation
- Drug Policy Alliance
- Richard and Shari Foos
- HBO
- Hector Elizondo
- Herb Block Foundation
- Fran and Charles Rodgers Guy
- Saperstein
- Faye and Sandor Straus
- Nathan Cummings Foundation

**$5,000+ ($5,000 - $9,999)**
- Abby Disney
- Tom & Ellen Hoberman
- The Leif Nissen Foundation
- Roger Lowenstein
- Craig Platt
- Linda Rubin
- David Slika

**$2,500+ ($2,500 - $4,999)**
- David Fenton
- Robert and Claire Heron
- T.J. Miller
- Kate and Phil Villers

**$1,000+ ($1,000 - $2,499)**
- Patricia Aufderheide
- Don Bender
- Nancy Blachman
- Linda Black
- Susan Bloom
- Skip Brittenham and Heather Thomas
- David Bryan
- Lygia Campbell
- Community Foundation of Sarasota
- County
- William Dreskin
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- Bertis Downs
- Jane Fonda
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- Dick Heiser
- Heidi Hoogwerf
- Peter Johnson
- Art and Rochelle Lipson
- Jim Miller
- Elliott Ozment
- Stephanie Pappas
- Dave Porter
- Irene Romero
- Tom Safran
- Carol Sun
- Weissberg Foundation
- Bev and Thomas Westheimer
- Abdul Yoosufani
Our Mission

is to champion social justice issues by using a model of media, education, and grassroots volunteer involvement that inspires, empowers, motivates and teaches civic participation and makes a difference.

Our Vision

is an open democratic society that encourages rigorous debate, opportunity, and justice for all.

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Brave New Films is a non-partisan, non-profit, 501(c)(3) organization that carries out the Brave New Films mission by creating and distributing educational films.