



2016 Annual Report

San Francisco Green Film Festival continues its commitment to champion bold, independent environmental filmmaking. Bringing these vital stories to San Francisco Bay Area audiences.

Our signature program, the annual **Green Film Fest**, reached new heights in 2016 with our move to the historic Castro Theatre. From April 14 - 20, Green Film Fest was a city-wide celebration for Earth Day and became a fixture in the San Francisco cultural calendar. Over 4,000 audience members came together for 70 new environmental documentaries, with over 100 filmmakers and environmental guests, and 60 community organizations taking part.

Festival highlights included 11 World Premieres, including Denis Delestrac's ***Freightened: the Real Price of Shipping*** and Mark Decena's ***Not Without Us***. Actress & activist Virginia McKenna received the Inspiring Lives Award in a 50th Anniversary tribute to 1968 classic ***Born Free***, underscoring 2016 theme, *Keep it Wild*.

In addition to this signature program, we presented year round events with partners across the region, including our **Encore Series** and **Science on Film**, as well as programs to support local youth and filmmakers.

The purpose of all our programs is to create a unique window into the world, engaging diverse audiences on topics like water, food, energy and climate change. We're reaching more people year-on-year, we saw a 26% increase in attendees across all our programs and 93% of audience members rated the films as "good" or "excellent".

In the year ahead, we believe films with artistic excellence, scientific accuracy, and environmental action are more important than ever. Our goals are to find ways to serve new audiences, grow attendance, and take the Festival and its films to new places across the region.

Over the past seven years we've grown rapidly, despite having a small team. We're committed to growing our core team and board of directors, to ensure San Francisco Green Film Festival will go from strength to strength.

Highlights

- 1) First Opening Night at the Castro Theatre
- 2) Audience Award winner ***The Babushkas of Chernobyl***
- 3) Our first Reel Stories: Youth Filmmaker Workshop
- 4) Over 100 Green Pledges made at our events.
- 5) Virginia McKenna at the 50th Anniversary Screening of ***Born Free***
- 6) The **Encore Series** with SF Public Library.
- 7) Members night screening of ***When Two Worlds Collide***.
- 8) Working with an amazing volunteer team.





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Our Impact

Our mission is to educate and connect communities through forward-thinking programs of environmental films, dialogue, and action opportunities.

CURATING FILM PROGRAMS

We brought audiences relevant & powerful environmental documentaries. Our signature annual event, Green Film Fest and year-round events are curated to present high-quality filmmaking, from a range of film styles and techniques. Our audience rated **93% of films as “good” or “excellent”**.

*“A rare amalgam of elevation, activism, education and inspiration, the Green Film Festival is the kind of event where you can pick a film, any film, from the program and walk away thrilled. This year’s theme is a beaut: Keep It Wild.” **Michael Fox, KQED***

INSPIRING ACTION

We use film to inspire audiences to find their environmental passion. We work with all our filmmakers & **68 community partners** to connect people to the ideas in the films & ways to get involved. At Green Film Fest 2016 over **100 people made a Green Pledge** (written on a postcard) setting out how they plan to take action.

“The best thing about visiting the Festival was being inspired to change.”

*“Wonderful to see so many passionate people in one place.” **Green Film Fest attendees***

SUPPORTING FILMMAKERS

We believe who is behind the camera is as important as who is in front of it. We still need to do more, but we’re proud to give particular attention to Bay Area filmmakers; women filmmakers; and youth. We support filmmakers to increase the impact of their stories with our First Cut - Works-In-Progress; Green Film Now workshops; & Filmmaker Residency.

*“What can I say, but that I love SF Green. We are very proud to have our world premiere right here in San Francisco.” **Mark Decena, filmmaker, Not Without Us***

ENCOURAGING YOUTH

We expanded our programs to give young people access to green films & filmmaking. We launched our free Youth Filmmaker Workshops for young people to learn to script, shoot, and edit short films; provided **300 complimentary tickets** to Green Film Fest to schools and youth groups; and presented seven youth film awards.

*“I can tell you that all of my class attended and said they learned a great deal from the films and related discussions. I am starting to grade their festival reflection paper assignment now and it also clearly points to a big impact on the students from the films.” **SF Educator***

AT A GLANCE

- **71** films
- **16** countries,
- **62** total programs;
- **26%** increase in attendance at all events;
- **53%** average capacity at all events;
- **34%** of films from the Bay Area;
- **44%** of films international;
- **33%** women directors;
- **11** first time feature directors;
- **9** youth filmmakers;
- **133** filmmakers, environmental experts & community leaders speaking at our events.

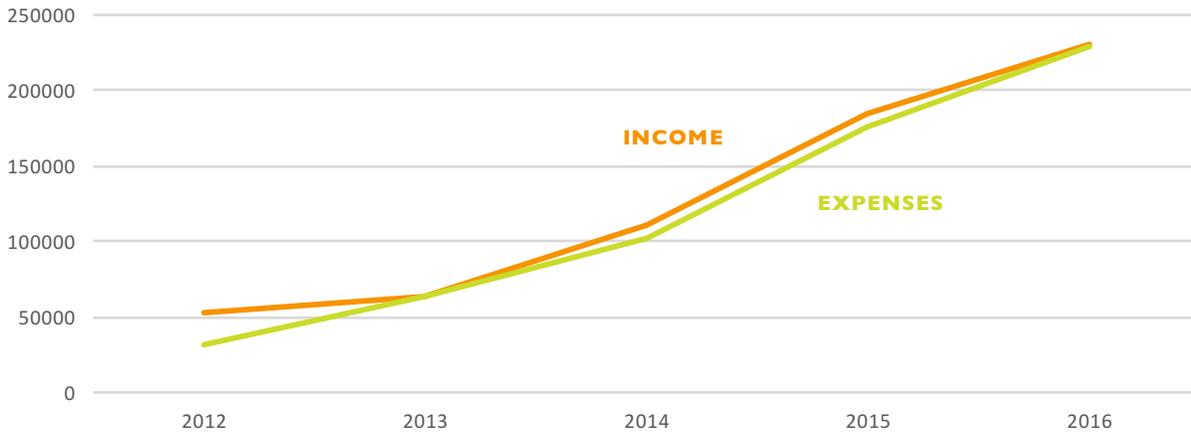


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Our Financials

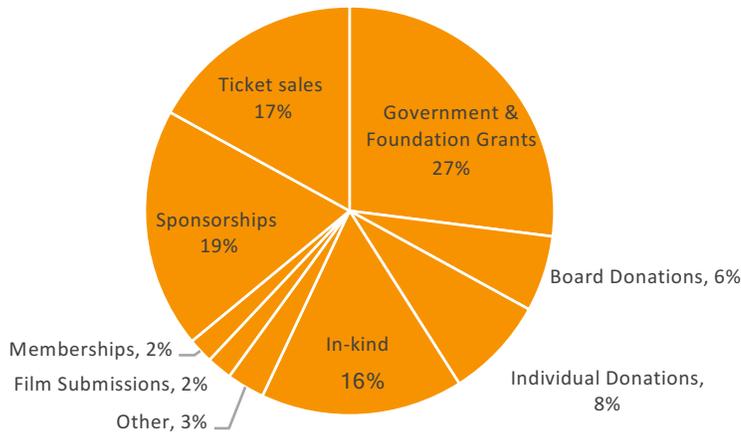
In 2016, we continued to see positive growth in both our cash income and expenses.



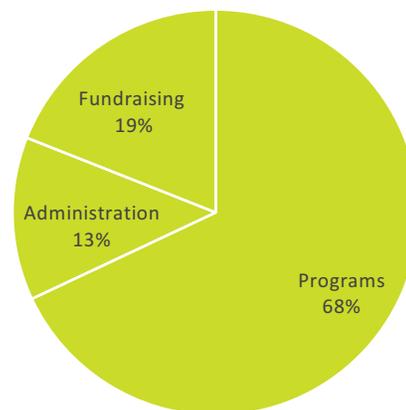
This year, we raised \$230,599, a 9% increase over 2015 revenue. 2016 ticket revenue increased 26% over the previous year. We also had a 99% increase in individual donations and 25% increase in Festival Memberships over 2015. The average donation was \$280, with 100% of these donations going to programs.

As we increase our revenue each year, so we increase our investment in our programs and team

2016 TOTAL INCOME



2016 TOTAL EXPENSES





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Our Team

Every year we're overwhelmed by the support and dedication of our community of staff, board members and volunteers that make this happen.

We have been able to sustain and grow a small full-time staff of two people, plus dedicated seasonal roles including events, operations, and technical positions as well as marketing and publicity personnel.

All this comes together, because of the dedication of over 40 volunteers giving their time, skills and experience. In the office, we're supported by interns in all aspects of production, programming, communications, and fundraising. Plus, the many volunteers that help at venues during our events.

Our Board continues to develop and grow, with the addition of three new members in 2016. Board financial contributions increased 130% over 2015.

Board of Directors

Kevin Krueger (Chairman)

Heather Jackson (Secretary)

Ambika Jain

Rachel Caplan (President, Founder)

Suzanne Harle

Maribel Guevara

Jason Kaminsky (Treasurer)

Heather Louie

Our Supporters

We continue to build a diverse network of support for the Festival. Through cash and in-kind support our sponsors, foundations, partners and individual donors we are providing a stable base for us to bring more green films to San Francisco.

- **48** cash and in-kind sponsors (**33** returning sponsors, supporting year-on-year. **15** new sponsors)
- **8** foundation and government supporters, including The Campbell Foundation, Wallace Alexander Gerbode Foundation, Dean Witter Foundation, Zellerbach Family Foundation & San Francisco Arts Commission.
- **90** people joined our new membership program, part of our increased individual donations .
- **68** community partners in the arts and environment connecting us to wider audiences & campaigns.
- Full list of our supporters: greenfilmfest.org/thanks

Connect

We can't wait to share even more green films and discussions with you in the year ahead.

Find out more: greenfilmfest.org
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