



# SAN FRANCISCO GREENFILM FESTIVAL

2014 ANNUAL REPORT



# Our Progress Through 2014



**We're on a mission to use the power of film to bring Bay Area residents into the global conversation on what it means to live sustainably.**

In 2014, our fourth year, the festival has grown in size and scope, increasing our ability to deliver even more of the films & discussions that you crave.

We saw significant growth in our funding and operations and strengthened our partnerships across the city.

This year, we passed the \$100,000 milestone in dollars raised and moved from being under a fiscal sponsor to becoming a 501(c)3 non-profit organization.

We made key hires in our festival staff and formed a new Board of Directors. We thought strategically about how to deliver impactful programs for years to come.

And, of course, we continued bringing the most relevant and compelling new films to people across the Bay Area.



# 2014 Programs



From May 29 – June 4, 2014, the 4th Annual San Francisco Green Film Festival was at the Aquarium of the Bay & Roxie Theater for our biggest year yet.

We handpicked relevant & compelling new documentaries on the most pressing green issues, bringing audiences stories from close to home & around the world. Year-round we reached a broad & diverse audience at our film programs at SF Public Library & Ninth Street Independent Film Center.



- **30+** environmental programs with **64** films from **22** countries.
- **300** people joined us at Opening Night at Aquarium of the Bay for the SF Premiere of *DamNation*.
- Festival theme *Water in the West*, with **6** new feature films, panel discussions, activities & action resources.
- **91** guest speakers at panels, Q&As and networking events: **39** filmmakers & **52** experts, incl. author Jonathan Franzen, marine scientist David Ainley, & agriculturalist Cary Fowler.

# 2014 Attendance & Global Reach



**We are committed to reaching more people across the Bay Area each year.**

Our 4th Annual Festival and year-round programs brought over 3,000 people together to watch films, take part in debates and share ideas for action.

And it's not just about inspiring local audiences: the festival has impact in the Bay Area and beyond through our media coverage and partnerships.



- **24% increase** in attendance at the 2014 Festival compared to 2013.
- Offered **over 300** complimentary tickets for youth and nonprofits.
- **1 in 5** of our screenings were free – in line with our vision of ensuring diverse audiences.
- Social networks grew to over **16,000** members and we had over **19,000** unique visitors to our website.
- Our new online Film Archive includes **90 of the 275** films we've screened since 2011 and is being added to all the time.

# Inspiring Action



**We curated our programs to provide a bridge for audiences between the issues in the films and environmental issues.**

Every screening had a call to action – on screen, through interactive panels, activities or handouts - for the audience to be inspired & motivated to do their part.

The many collaborations with our filmmakers, environmental speakers & community partners were central to this programming.



- **90** filmmakers & environmental speakers brought audiences personal stories, local information & positive solutions to today's environmental challenges.
- Our expanded *Lights! Camera! Take Action!* Program covered **9** environmental topics.
- We launched **32** partnerships with local organizations; including Litquake, SPUR, Friends of the SF Public Library, NAMAC, Green for All, 350.org and others.
- **80%** of attendees say they have been inspired to take action or change something.

# SUPPORTING FILMMAKERS



**We work with filmmakers to provide them, as well as the Festival, the greatest exposure possible.**

The Festival is an opportunity to connect filmmakers with local press, film & environmental leaders in the Bay Area.

This year, we supported the work of over 70 filmmakers in sharing their films and making connections.



- **60** films at our annual festival with **37** filmmakers in attendance.
- **Third** of films by local filmmakers & **third** of films by International filmmakers.
- **Over 50%** of the feature films from women directors.
- **8** films from local youth filmmakers.
- **Five** new SFGFF Award winners.
- The **third year** of our successful filmmaker residency.
- Our **ongoing** work-in-progress series continue to make waves.

# Encouraging Youth



**We support local film contests for aspiring environmental filmmakers and showcase young filmmakers at the Festival.**

We're encouraging more schools to see the power of environmental documentaries with free school screenings and tickets for students to get involved in the Festival.

In a new collaboration with UC Berkeley's Student Environmental Resource Center (SERC), our student leadership program is supporting the next generation of environmental leaders.



- **17%** of all the films screened were from young filmmakers.
- **12%** of all tickets at paid screening were made available for free to schools, youth groups and non-profits.
- **10** young filmmakers watched their films on the big screen at *Future Filmmakers: Going Green*.



# Our Team

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**Our largely-volunteer team consists of 48 incredibly talented and passionate people who are working year-round behind the scenes.**

Individuals with specialized skills contribute to projects or committees such as marketing, graphic design, fundraising, event production, and programming. Office interns & volunteers contribute administrative support throughout the year.

## **Our Board of Directors**

In Fall 2014, we became a non-profit organization and created a new Board of Directors. Our Board drives our fundraising & oversees organizational decisions.

Kevin Krueger (Chairman), Gemma Bradshaw, Rachel Caplan (President), Heather Jackson (Secretary), Jason Kaminsky (Treasurer), Heather Louie, Cynthia Phillips, Ph.D.

## **Our Staff**

Our newly formed non-profit created two part-time employee positions this year: CEO & COO.

## **Our Office Team**

Our dedicated volunteer office team included members from across the USA, plus the UK, Australia, South Korea, China, Malaysia, & France.

At the festival, an additional **39** volunteers donated their time to help us run our busy schedule of screenings and events.

## **Our Office Space**

We continue to lease an office in the **Ninth Street Independent Film Center** and enjoy close collaboration and shared resources with 8 other Media Arts organizations.

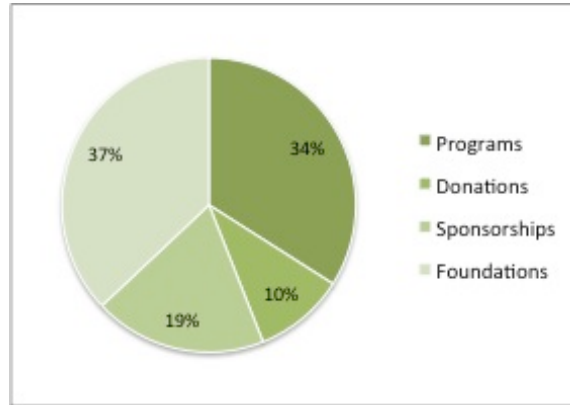


# Our Financials: Income



Thank you, to our amazing supporters who donate time and money to underwrite our programs. We couldn't do it without them.

2014 has been our strongest financial year to date. As a result, we were able to invest in internal infrastructure, as well as inspiring new funds to expand our 2015 programs.



**\$107,000 raised**, passing an \$100k milestone.

- Additional value of donated goods & services: **\$175k**.
- **49% increase** in personal donations. The average individual donation was \$116. 100% of these funds goes to programs.
- We had **58** cash and in-kind sponsors. **36** were returning sponsors, supporting us year-on-year. **22** were new sponsors.
- Support from Foundations **tripled**, with new grants from Full Circle Fund and The Horne Family Foundation.

# Operational Efficiency: Expenses



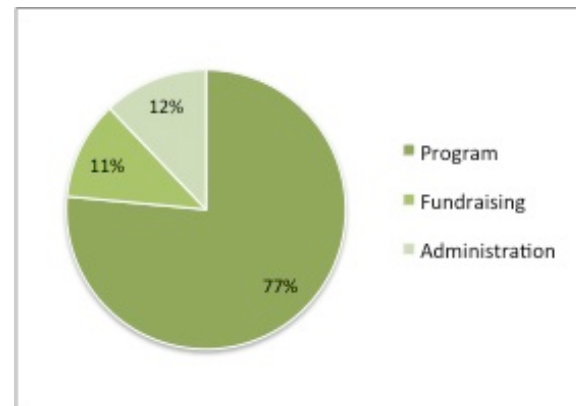
The priority this year, has been to secure the basis for the long-term sustainability of the organization.

Foundation support has been crucial to this end, sustaining the operating costs of SFGFF. Without this, we couldn't raise money for our programs or run the organization.

We invested \$25k of foundation support in our infrastructure, including staff salaries, website & communications, strategic planning, and office operations.

Our largest operational investment is our talented team and, in 2014, we brought on two new part-time employees as CEO and COO.

We've also started compiling our information in the California Cultural Data Project as we continue to track our financial, operational, and programmatic growth year-on-year.



# The Year Ahead



**This has been a growth year for SFGFF, at the same time as being our most successful year to date, we also restructured as a new non-profit organization.**

In the year ahead, our attention is now turned to celebrating our milestone 5th Anniversary.

Our team is hard at work planning exciting new programs, building new partnerships, and seeking new funds.



Join us **May 28 - June 3, 2015** for the annual film festival, and at our community screenings & socials throughout the year.

[greenfilmfest.org](http://greenfilmfest.org)

*Photo credits: Tommy Lau, Pamela Gentile, Whitney Legge, Jonathan Fong*

