

goodpitch
VANCOUVER

THE MAGNITUDE OF ALL THINGS

GOOD PITCH VANCOUVER 2020

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 docsociety  StoryMoney Impact



THE PITCH



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The Magnitude of All Things

Jennifer: About 10 years ago, I was in my garden on Salt Spring Island and it was a beautiful July day, there was a light breeze, the sky was a dramatic orange, and... it was snowing.

I looked up again and realized it wasn't snow at all, but ash from a distant climate change related forest fire.

It was that moment I realized the feeling I had was unmistakably grief: grief for the changing world around us. And very importantly, I recognized the feeling was similar in tenor but different in intensity from the feelings of grief I experienced when my sister died a few years earlier. That was the moment the film was born when I understood that the emotional labour of coming to terms with climate change had parallels to coming to terms with the loss of my sister.

Fast forward to 2019, when I spent the good part of the year travelling with a small but talented team to some of the hardest hit climate frontlines on the planet. Yes, we filmed changing homelands and extreme weather events, but more importantly we talked to these climate frontliners about how they were feeling: their grief, their despair, their rage, their resilience, their hope. Here is a small sampling of these stories.

Trailer: <https://vimeo.com/395798505>
Password: MagnitudeTrailerMarch2020

I've been concerned about climate change for decades but it's only since that moment in my garden that it hit me at the deepest level of my being. I can no longer turn away from the catastrophe in our midst.

And that's what we want our film to do: help audience members face the climate crisis at the deepest level of their being.

For it's our belief that the reason we haven't made substantial progress on the climate front, is because it's such a difficult issue to come to terms with.

Andrew: We want to seize the momentum of this unprecedented moment in human history. Australia has been on fire. Youth are climate striking around the world. Acts of mass civil disobedience are shutting down major cities. Indigenous land defenders are risking their lives and freedom, and sometimes losing both, to protect the earth. In the last few years, ecological grief has become palpable in popular culture, in the news, in the mainstream.

THE PITCH



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The Magnitude of All Things

Andrew (continued): We have an ambitious impact campaign for this film and we are looking for help to share this story. We now need to raise considerable funds for our impact budget and find partners to work with us.

Specifically, we want to take this film to communities most affected by the climate emergency and hold post-screening discussions with local experts and our purpose-built toolkit about grief and action. To start and grow this movement, we need funding, resources and networks. While our budget is big, even amounts like \$500-\$5,000 could help give a community one of these events.

As most people know, Australia has been devastated by catastrophic fires and over a billion animals have died. They are experiencing climate grief. Given this, we believe it's the right place to launch this film.

We want this film to go as many places as possible, as we are all affected. But there's no "one size fits all solution" and we can't be everywhere, so we will build an online Resource Hub that enables people to find their own pathways to grieving, connection and action.

This Hub will be where people find the answers to the frequently asked question, "What can I do?" and will hold information about the campaigns people can join related to stories in our film. For example, the Amazon, or local actions. We need help with digital producing, research, design, infrastructure development and outreach.

A key part of this work will be joining with people from the mental health fields, social work and grief networks to continue the work of this film.

Jenn: Many people find the climate crisis overwhelming and depressing.

We want our film to be used as a tool to FIRE people up, so they can use their strong emotions about the climate crisis to energize, not immobilize.

We want our film to be used as a tool to help people RISE up together in solidarity to create system change.

Andrew: Thank you.

ON THE DAY



WHO WAS AT THE TABLE?



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The Magnitude of All Things

WHO WAS AT THE TABLE?

Good Grief Network, Sarah Jornsay-Silverberg

"Building strong communities is the antidote to the grief."

Digital facilitation packages for their community climate grief program, including relevant resources and how to bring the program to their community. Consultation with founders.

David Suzuki Foundation, Brendan Glauser

Promotion through their digital channels, access to online tool to manage distributed communities that give the film access to affected communities and highly engaged volunteers. A donation of \$5000.

Anxiety Canada, Judith Law

Promote the film through all the channels of their organization. Share the film with Scientific Advisory Committee with the aim of gathering more concrete data. Personally volunteering to build resources for Hub.

Friends of the Earth, Randal Helten

Endorsement of film to Friends of the Earth international chapters. A conference call with CEO to discuss supporting needs of impact campaign.

Bateman Foundation, Peter Ord

Bateman Gallery offered as a fundraising and screening space; use of the film in Nature Sketch program for 60,000 viewers; introductions to Museums for Climate Justice network to discuss additional screenings.

Extinction Rebellion, Janice Oakley

Networking, outreach and screenings to support campaign fundraising.

Canadian Psychiatric Association, Harry Karlinski

Write a position statement for the CPA that highlights that mental health care have responsibility towards climate literacy and sustainable practice. Advocate for further research into the impact of the climate crisis on mental wellbeing. Screenings at education events and conferences.

A Grieving World, Dr. Kriss Kevorkian

Assistance and expertise for hub or toolkit. Share with networks including Legal Rights of Salish Sea and Climate Reality Project. Screen for Walden U, for Santa Barbara Natural History Museum, and 24 venues through *Meaningful Movies* screening series.

AUDIENCE MICROPHONE



SELECTED AUDIENCE & VIDEO PLEDGES

Canadian Mental Health Association, Jonny Morris

As CEO of CMHA, \$5000 to begin exploring bringing climate grief program to Canada.

American Psychiatric Association, Beth Haase

Use contacts in American Psychiatric Association, Climate Psychiatry Alliance to promote film and impact campaign.

Citizens for Public Justice, Willard Metzger

As Executive Director of CPJ, introductions and leverage into faith-based organizations and sector, introductions to climate action Members of Parliament.

Fast Signs Vancouver, Paul LeBlanc

As owner, any signage they need, pro-bono and free of charge.

Green Party / Vancouver Coastal Health, Wes Regan

As Director of Federal Party, screening for Green Party elected officials, staff and volunteers from different levels of government. As VCH Policy Lead, use film as engagement tool supporting regional long-range planning processes underway as part of Metro2050 and Climate2050.

Cool World, Kat Dodds

Cool World will help list building and retention for education and activist sales pitch lists. Will work to bring critical mass for projects.

Screenings

- University of British Columbia by Margot Young
- Simon Fraser University Public Square by Janet Webber
- Climate Access and Cowichan Valley by Cara Pike
- Australian National Parliament by Rebecca Huntley
- Society Promoting Environmental Conservation by Kate Menzies
- Faculty and campus at College of Wooster by Susan Clayton
- Sydney, Australia by Jo Taranto, *Good for the Hood*

Individual pledges

- Donation of \$3000 from Esther Chetner
- Donation of \$5000 from Leonard Schein
- Donation of \$1000 from Hilary Pada
- Donation of \$200 from Anthony Swan
- Donation of \$50 from Julia Hunter

ON THE DAY



THE FILM TEAM

ANDREW WILLIAMSON

Producer

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JENNIFER ABBOTT

Director and producer

HENRIK MEYER

Producer

STORY MONEY IMPACT

STORY MONEY IMPACT

SMI is the Canadian producer of Good Pitch.

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SOCIAL MEDIA

Facebook @goodpitchvancouver

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Twitter @goodpitchvan

DOC SOCIETY

Doc Society is the founding organization of Good Pitch.

www.docsociety.org

www.goodpitch.org



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