



goodpitch
VANCOUVER

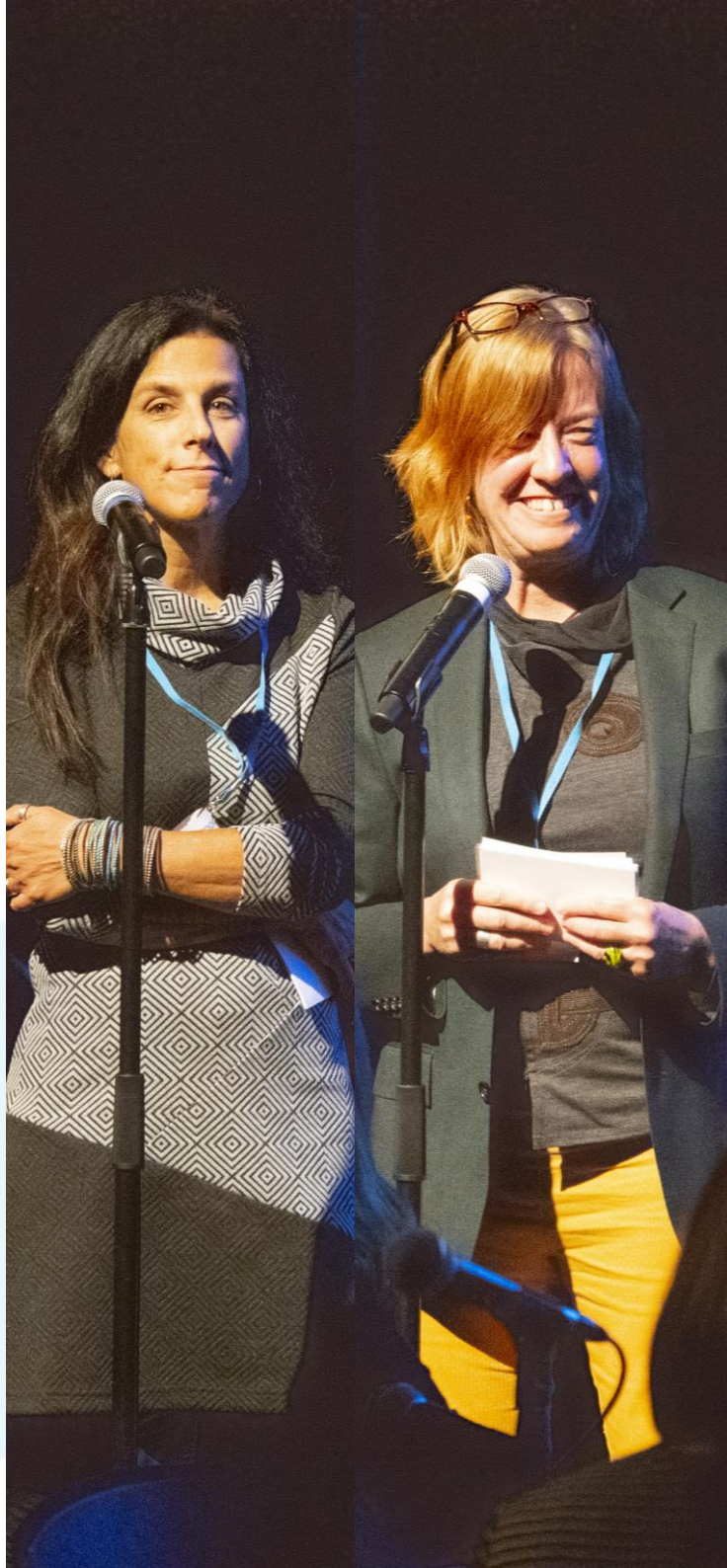
produced by Story Money Impact

CONVICTION

PRESENTED AT
GOOD PITCH VANCOUVER 2018

ARIELLA PAHLKE, NANCE ACKERMAN & TERESA MGINNES

THE PITCH



Good Pitch Vancouver 2018

Conviction

Ariella: Good morning! It's so great to be here, in the company of all you changemakers. I'm Ariella, and this is Nance - and we're co-directors of the film *Conviction*.

The making of our film and the Impact Campaign we're developing, have all been created collaboratively. We collaborated with each other, along with our producer Teresa MacInnes. And we collaborated with women at two prisons who generously shared their stories, through artwork, music, writing, and film. And we now realize that we, as a society, are *a/so* complicit in collaborating to keep these women incarcerated. We pay \$100,000 a year to house each woman in provincial prison, and up to \$250,000 a year for Federal. We'd like you to meet the women we've spent the past three years with...

<https://vimeo.com/204936821>

PW: Conviction

Nance: Statistically speaking, out of ten women, like those we met in prison, nine have experienced childhood physical and sexual abuse - trauma that leads to addiction and mental health issues. Eight are mothers whose children have been taken away. And at least four are Indigenous.

Many self-harm, several will attempt suicide, and one will die behind bars. Almost all of them experience poverty. These are the women who represent the fastest growing prison population worldwide. But we learned, that they are also women who are incredibly creative and insightful about why they keep ending up in prison.

Ariella: Our collaboration started with this question: What would you have needed in society to not have ended up in prison?

Nance: Their answers were loud and clear. We listened as Treena, Bianca, Caitlin, and Laura, as well as the correctional guard Tanya, give us a clear vision of what a supportive society means to them. And Senator Kim Pate, whose 30-year career as an advocate for the decarceration of criminalized women, gives context to the injustices the women are experiencing... It's her conviction and the women's passion, that gave us the inspiration to bring this project to you.

Ariella: Prison doesn't work - it doesn't work as a detox or rehabilitation centre, not as a mental health facility and not as a corrective institution. It doesn't work as a deterrent. This is what we've learned through our work on the film.

THE PITCH



Ariella: And fifteen years ago the heads of Corrections in Canada stated that if 90% of the women in prison were released, there would be no increased risk to public safety.

Nance: So this is actually not a broken prison film. It's a broken society film. And we believe *Conviction* can be a catalyst for change. Our long term goal is to shift the public consciousness away from a punitive approach.

Ariella: We want *Conviction* to champion the work of Kim, on Parliament Hill, supporting initiatives focussed on human rights of prisoners, eliminating mandatory sentencing, and ultimately decarceration - preventing people from entering prison in the first place.

We're calling for a reallocation of funding from prisons to more effective and less expensive community-based social support networks, like those the women envision - cohesive housing, mental health, and other supports, that are presently sorely underfunded and often inaccessible.

The Documentary Channel and the National Film Board will disseminate the film to a broad audience, but we need partners to get the film out into communities, into prisons, to schools and to the people around the world who still believe prisons work.

Nance: We're asking for financial and in-kind support to work with an Impact Producer to develop and facilitate dialogue through a screening tour in collaboration with our partner, the Canadian Association of Elizabeth Fry Societies and other community organizations.

We also want to create outreach material - social media and print, toolkits and study guides - so people can engage with the film in ways that go far beyond just watching it.

In the short term, women in our film have told us what they need when they're released: Transition Survival Kits - backpacks with all kinds of essentials, harm reduction materials, and most importantly, a designated peer support worker to mentor them on the outside.

Ariella: Now we want to collaborate with you... to change our approach, as a society. Punishment doesn't work. We need alternatives. We can do better! Thank you.

Story Money Impact

ON THE DAY



WHO WAS AT THE TABLE?



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Conviction

WHO WAS AT THE TABLE?

Women's Shelters Canada

"Violence against women and female incarceration are deeply connected."
Pledged to disseminate the film through their network.

Canadian Association of Elizabeth Fry Societies, Diana Majury

"Conviction is a moving tool for public education that makes us care. We want to use it to galvanize social change."

Will explore integrating the film as key component of public education using large network of NGO's, foundations, and communities groups. Offered to help distribute post-release Transition Survival Kits.

John Howard Society, Liz Vick

Offered introduction to national Executive Director.

Collaborating Centre for Prison Health and Education, Dr. Ruth Elwood Martin, MD, FCFP, MPH

Offered to collaborate and introductions to international network, and to share their research and policy with partners.

The Raben Group, Heidi Nel

"Women are often overlooked in criminal justice reform and film is universal and important in examination of decarceration."

Pledged up to \$10,000 in pro-bono services and offered to spearhead screening in Washington at the Canadian Embassy and help to find a funder for the backpacks.

National Council of Women of Canada, Barbara Hall

Pledged to continue to lobby government at the federal and provincial levels for corrections reform, and a film screening at their Annual General Meeting.

LUSH Fresh Handmade Cosmetics

Pledged \$15,000 to support community partners that want to work with film, work with filmmakers to identify these partners, and donate hygiene products for backpacks.

One fundraiser, Elaine Hanson

Raised \$7000 privately and pledged to embed the film and its content into Canadian private school's mandatory co-curricular program, hold planning days of action, institute letter writing campaigns to politicians, and hold backpack fundraisers.

AUDIENCE MICROPHONE



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AUDIENCE PLEDGES

CBC Docs / Documentary Channel

"Conviction is an involving, deep access experience." Pledged to air film, help find best broadcast date and identify festival and other theatrical screening opportunities. Will leverage social outreach and publicity resources.

Urban Rez Solutions, Rod Brereton

Offered to hold conversations around prevention in communities where the film is airing and in communities where issues are prevalent.

Two impact producers

Pro-bono impact producing consulting services

Hoovie.Movie

Use of online community film screening platform for further distribution

Simon Fraser University's Vancity Office of Community Engagement

Offered venue for screening and panel discussion

FASTSIGNS Vancouver

\$300 toward screening signs

Four individual pledges

- 50 drawstring or 20 full shoulder backpacks
- Donation of \$400 towards Transition Survival Kits
- Donation of \$500 towards Transition Survival Kits
- Two guests rooms in Vancouver, lodging for life

VIDEO PLEDGES

West Coast LEAF

Pledged promotional support and access to funding streams

One actress from Orange is the New Black

"I would love to help spread the word" through social media platforms.
"Women in the criminal justice system need nurturance and support."

ON THE DAY



CONTACT



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Conviction

STORY MONEY IMPACT

STORY MONEY IMPACT

SMI is the Canadian producer of Good Pitch.

www.storymoneyimpact.com

DOC SOCIETY

Doc Society is the founding organization of Good Pitch.

www.docociety.org

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