



goodpitch
VANCOUVER

Produced by Story Money Impact

THE WORLD IS BRIGHT

PRESENTED AT
GOOD PITCH VANCOUVER 2018

YING WANG, JIAN PING SU & LAWRENCE LE LAM

THE PITCH



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The World is Bright

Ying: I am Ying Wang. I am the director.

Jian Ping: I am Jian Ping Su. I am the cinematographer and producer.

Lawrence: I'm Lawrence Le Lam, and I'm the editor and co-writer.

Ying: How would you respond if your only child died and was buried in another country? This is the story I've followed for the last 11 years. Since 2007, I've been documenting the journey of these two parents as they sought to understand what happened to their son in Canada. Here is the trailer to our film: *The World Is Bright*.

<https://vimeo.com/243954208>

Password: twib

Ying: The film's title is a literal translation of the young man's Chinese name, Shi Ming: Shi - means World; Ming - means Bright. The father gave his son the name with the expectation of a brighter future in front of him.

Having disbelief with Shi Ming's mental illness and the alleged suicide, the parents migrate from Beijing to Vancouver to investigate the truth. As they retrace his footsteps, they experience the same culture shock, social isolation, the helplessness in the face of government bureaucracy as Shi Ming did. Eventually the parents have their own encounter with depression and even begin to consider their own suicide. This is when they begin to truly understand their son.

Lawrence: Their personal journey exposes the vulnerability to mental illness that can immigration create. While mental health has become a part of mainstream conversations, it remains a huge taboo within immigrant communities.

That is why our first goal must be to create a space for immigrants to talk about mental wellness for themselves and for their loved ones.

THE PITCH



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The World is Bright

Jian Ping: We need help with community outreach to host screenings of our film, and to host these events in their native language. We need to partner with community leaders in mental health, immigration and refugee settlement to engage and mobilize the whole communities so that we can effectively challenge the taboo and stigma.

We would also like a web presence to help promote the film and provide additional resources to encourage public discussion.

Ying: Shi-Ming's story could have been different if the Canadian Border Services Agency and Immigration Canada had understood how to better deal with his illness.

Lawrence: The criminalization of mental illness is well documented. This story exposes an additional challenge: Individual immigrants who commit even minor crimes where their mental illness was factor, and then are subject to immigration troubles and deportation. Like in the case of Shi Ming, who believed the FBI was after him, and got in a bar fight as a result.

We will need your help to amplify the important conversation about law and policy when it comes to immigrants living with mental illness who find themselves in trouble with the law.

Jian Ping: That is why our second goal is for the Canadian Border Services Agency to establish an in-house mental health authority that can consult on cases that are in process: the first step to reforming the CBSA so that their leadership understands these issues and can address the mental health needs of immigrant populations.

Ying: We live in a time of massive global migration. Meanwhile, there is rising anti-immigration sentiment happening around the world. We believe this story is more important than ever.

The parents made a courageous choice to participate in this film. Sharing their grief has now become an act of hope. We are looking forward to working with you. We believe the future can be bright!

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ON THE DAY



WHO WAS AT THE TABLE?



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WHO WAS AT THE TABLE?

Official Opposition Critic of the Ministry of Mental Health

Jane Thornthwaite MLA

Noted the lack of government resources committed to fight stigma surrounding mental health. Offered introductions to school boards and leaders in all levels of government including MPs to support change; to advance potential screening and invitation to the provincial legislature.

S.U.C.C.E.S.S.

Expressed concern that mental wellness is a taboo subject with many newcomers and film could help open dialogue. Offered to host several screenings and filmmaker panels for community members and staff.

MOSAIC, Sherman Chan

Committed to introducing the film and advocating to 200 service agencies across the country; to introduce to Immigration Refugees and Citizenship Canada; to share the film with community and settlement workers and as part of settlement materials.

Richmond School District, Connie Easton

Noted that mental health literacy training for school staff is already underway and includes the issue of stigma. Will confer with team regarding integrating the film in grade 9 curriculum as well as with international students. Offered to reach out to School Counsellors Association.

One university

Offered to host a screening at university and to share with researchers and academics at upcoming conferences; collaboration on grants that support integration of the film in the curriculum.

Kickstarter, Liz Cook

Offered pre-launch strategy for crowdfunding consultation and help from social media team during campaign, and use of theatre in Brooklyn.

InSpirit Foundation, Sadia Zaman

Offered networked introductions to advisory board of Hot Docs and broadcasters. Would like to explore funding the impact campaign and impact producer.

Health Authority, Natalie McCarthy

"Richmond has the highest immigrant population in Canada and is home to Vancouver's international airport." Offered community screenings to promote dialogue; introductions to health authorities, and the Canadian Border Security Agency.

AUDIENCE MICROPHONE



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The World is Bright

AUDIENCE PLEDGES

FINALE Post Production

Pledged \$5,000 for post services towards finishing the film.

Simon Fraser University's Vancity Office of Community Engagement

Offered venue for screening and panel discussion.

One national psychiatry association

Offered key introductions including to the president of the organization.

Three personal donations

\$400 donation
\$1,000 donation
\$2,000 donation

Two immigration community organizations

- Will support message and advocacy alignment. Will organize and/or facilitate screenings in whatever language needed.
- Offered screenings and to start sidewalk conversations. Invited filmmakers to daydream with them.

One immigration consulting agency

Offered \$10,000 pro-bono services for international students who don't have money for representation. Will promote with social media network.

Documentary Organization of Canada, Mathieu Dagonas

Offered free membership to the filmmakers; introductions, including to the Federal Minister of Immigration. Will help facilitate screenings.

One hospital director

Noted that they may have personally failed the subject of this film. Will screen the film at the hospital for hospital staff to help make their services better.

Fadinta Design, Michael Levett

Pledged to build and fully host a website.

One media company

Offered to host screening with media partners to help trigger coverage. Offering consultation to help develop media packages for media.

One translator

Will help translate into Arabic and Turkish.

ON THE DAY



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CONTACT



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STORY MONEY IMPACT

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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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