



goodpitch

goodpitch
VANCOUVER
2020 PROGRAM REPORT
SUE BIELY, EXECUTIVE PRODUCER

WHAT IS GOOD PITCH?



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Good Pitch brings together documentary filmmakers with foundations, NGOs, campaigners, philanthropists, policymakers, brands and media around leading social and environmental issues - to forge coalitions and campaigns that are good for all these partners, good for the films and good for society. It was created by the DocSociety in the United Kingdom in 2008, and has since been to more than fifteen countries.

Story Money Impact entered into an agreement with DocSociety to launch and deliver the Good Pitch program in Canada. This happened under the Executive Producer, Sue Biely, who raised the financing, hired the team (including Outreach Director Anthony Swan), and oversaw the program, which consisted of:

- Call for applications
- Two phase jury process (included 2 international jurors)
- Multi-day Impact Lab
- Development of Impact strategies customized for each film
- 3 months of research, outreach and networking to bring stakeholders and potential partners to the Event Day to support the films' impact campaigns
- Multi-day Pitch Lab
- Hosted reception dinner for Film Teams, Case Study Presenters, Doc Society International Team, attending film subjects and SMI Good Pitch Vancouver staff team
- Full-day live Good Pitch Vancouver event day at The Anvil Centre (205 people)
- Evening social reception at The Yaletown Distillery Bar & Lounge
- Follow-up breakfast meetings for film teams and out of town guests
- Collation of pledged resources in packaged materials to be shared with film teams and partners

IMPACT LAB



THE IMPACT LAB — November 1st-3rd 2019

The five selected films for the Good Pitch Vancouver Second Edition program participate in an Impact Lab to develop a customized strategy for their films, influenced by the issue they are covering. By reviewing selected case studies and working with experienced Global Impact Producers, we tease out appropriate methods and approaches. The participants are encouraged to think beyond traditional funding and distribution models. The focus is on how to get the film out to communities who need to see it or who can use the film as a tool to encourage alliances between changemakers and citizens that are relevant to the content of the film. [Watch the slideshow!](#)

Experts who supported the Impact Lab include:

- Leena Minifie, Stories First (Vancouver, BC)
- Erin Sorenson, Third Stage Consulting (Los Angeles, California)
- John Dippong, Telefilm Canada (Vancouver, BC)
- Tracey Friesen, Story Money Impact (Vancouver, BC)
- Sue Biely, Story Money Impact (Vancouver, BC)
- Anthony Truong Swan (Toronto, ON)
- Malinda Wink, DocSociety (Sydney, Australia)
- Vanessa Cuervo, DocSociety (Bogota, Colombia)

FEEDBACK FROM IMPACT LAB PARTICIPANTS

The teams give the experience on average a 98% rating.

“Good Pitch is on the front lines so that filmmakers can deliver from the trenches.”

“I am a documentary filmmaker because I believe in the power of storytelling through documentary to make the world a better place. Story Money Impact and Good Pitch Vancouver are vanguards in Canada. They are leading the way to help fill the critical gap that exists between the telling of the story and the work required to use that story for positive social change. Story Money Impact and Good Pitch Vancouver take the power of documentary to the next level!”

“The Impact Lab is immensely inspiring and motivating. It is superbly organized and provides ample case studies, as well as space for questions, discussions and reflections. Highly recommendable for producers new to the field, but also experienced experts. It’s amazing how much valuable info could be packed into two and a half days, very intense and still digestible. Looking forward to the next lab!”

RESEARCH & OUTREACH



STRATEGY BUILDING — November 2019

Immediately after the Impact Lab, each film team began to articulate clear and concrete impact goals. This was done over a three week process with the Outreach Director, who helped each film team build a succinct two page package to go out in an invitation to potential partners which included a film still, synopsis, clear impact goals and strategies that ranged from short to long term goals, from local to global, depending on potential reach of the film.

The strategy building portion of the programme also served to fully on-board the Outreach Director to the needs and desires of each team, and also to avoid approaching existing partners.

RESEARCH & OUTREACH — December 2019-March 2020

The Outreach team researched potential partners using various methods:

- Reading literature and reports from issue experts
- Pulling names and organizations from up-to-date news using Google alerts and tailored search terms
- Exploring the networks of community partners and funders of each targeted organization through directories or conversations with points of contact.
- Three online “Friend-Raiser” events to which high-level community members were invited. During three 60 minute sessions, attendees generated 452 contacts and leads for the five films.

Research on invitees continued well into the outreach process until the end of February, generating **963** contacts, all highly aligned to at least one of the films. Out of these, a response was received from 371, and 270 conversations that responded positively with support or a willingness to explore with the films teams. **171** people attended the event in person.

PITCH LAB



PITCH LAB

Gathered for two days at the Vancouver Film School (VFS) Café, the film teams met together again to develop their pitches for the event and began to tie in the invited partners into their impact campaigns.

- Leena Minifie, Stories First (Vancouver, BC)
- Erin Sorenson, Third Stage Consulting (Los Angeles, California)
- Tracey Friesen, Story Money Impact (Vancouver, BC)
- Sue Biely, Story Money Impact (Vancouver, BC)
- Anthony Truong Swan (Toronto, ON)
- Malinda Wink, DocSociety (Sydney, Australia)
- Vanessa Cuervo, DocSociety (Bogota, Colombia)
- Linsey Lee, Good Pitch New Zealand (Aotearoa, New Zealand)
- Dan Shanan, Good Pitch New Zealand (Aotearoa, New Zealand)
- Michelle Plascencia, Good Pitch Mexico (Mexico City, Mexico)

The five teams presented several drafts of their pitches over two days. Focused collective discussion and feedback was given on messaging, potential miscommunication, and effect. Notes on the film teaser or trailer were also shared. The outreach director revealed some of the partners sitting at the roundtable for the film's presentation, informing them on who they might wish to address directly with their pitch. The lab wrapped up with teams having a polished pitch for event day. [Watch our slideshow!](#)

FEEDBACK FROM PITCH LAB PARTICIPANTS

"This PitchLab was a transformative experience in learning to re-frame goals of our documentary towards making impact and getting real traction in the world. It's a vital part of the documentary landscape and nothing like it exists in Canada. I feel privileged in having been part of it and I can say with certainty that my film is better because of it. An incredible team and experience."

"Good Pitch Vancouver is a one-of-a-kind opportunity. In Canada it is so difficult to find resources to support the impact of the documentaries we create and yet, this is the reason we create them in the first place. To have the incredible team at Good Pitch Vancouver working so hard for the impact campaigns of our films is invaluable. When your project is invited to Good Pitch you have already won the lottery!"

EVENT DAY



Good Pitch Vancouver introduced Canadian filmmakers and organizations to the deepening network of change makers in the global Good Pitch network.

The second Canadian edition of this program was a great success, welcoming 171 representatives from national and international organizations. Over 216 pledges and partnerships were ignited with the aim of enriching the lives of individuals, transforming communities and tackling some of the most urgent issues our society is facing.

[Have a look at the photos of Good Pitch Vancouver day to experience it!](#) Or this [2-minute video form Robert Ouimet and Bigsnit Media.](#)

EVENT DAY



EVENT PLEDGES

Pledges of help, advice, funding and networks for the five selected film teams included:

Inspirit Foundation, Chris Lee

\$20,000 to support the impact campaign of *Food for the Rest of Us*.

Good Grief Network, Sarah Jornsay-Silverberg

Pledge digital facilitation packages and other resources form their global climate grief counseling program to bring to other communities around the world.

UFCW1518, Patrick Johnson

Pledge to use film to connect with workers and address how worker data is stored and managed but not accessed or owned by workers.

Vancouver Food Policy Council, Kelsey Timler

Host fundraising screenings across community centers and help get local food into federal prisons and other marginalized populations.

Dr. Gloria Gutman, International Society for Gerontechnology

Screenings for Gerontology Research Centre, SFU Gerontology Program, Canadian Association of Gerontology Conference, International Association of Gerontology, and consult on addressing LGBTQ+ and POC issues to create an inclusive and representative impact campaign.

DIGITAL REPORTS

We've created public Digital Packages for each film project which are easily shareable with board members, colleagues and partner organizations. They include the film team's pitch, trailer, pledges and photos to relive the day, and contact details for the filmmakers.

HIGHLIGHTS



ALL FEMALE DIRECTORS

Good Pitch Vancouver is not only getting behind great stories that matter, it is also supporting voices that are under-represented and need to be heard in today's media landscape.

NATIONAL PROGRAM

This year's five films come from three provinces and two territories – British Columbia, Alberta, Quebec, Yukon, and Northwest Territories.

COLLABORATIVE

Make Money Online is an international co-production with France, *Love, the Last Chapter* and *The Magnitude of All Things* are co-productions with the National Film Board.

IMPACT FUNDS RAISED

\$75,850 was raised at Good Pitch Vancouver 2020.

GOING FURTHER

Air Miles and Aeroplan donations at GPV2 will facilitate 16 domestic, North American, or international flights for the five film teams.

ATTENDING ORGANIZATIONS

Highbury Foundation, David Suzuki Foundation, Inspirit Foundation, The Circle on Philanthropy, Canadian Centre for Elder Law, International Society for Gerotechnology, Vancouver Food Policy Council, BC Association of Farmers' Markets, Canadian Centre for Policy Alternatives, UFCW1518, Public Health Association of BC, Canadian Media Producers Association, CBC documentary Channel, Friends of the Earth, Extinction Rebellion, Canadian Psychiatric Association, University of British Columbia, Simon Fraser University, Kwantlen Polytechnic University, The Tye, National Observer, PwC, National Film Board, Bateman Foundation, Vancouver Foundation, Vancouver Magazine, Canada Helps...

TESTIMONIALS



Having been fortunate to experience two Olympics in Calgary and Vancouver, I can attest that Good Pitch is the Olympics of giving.

Mat Boyer, *VoiceStory Foundation*



When describing the power of leverage, Archimedes famously exclaimed: "Give me a place to stand and I will lift the world." By amplifying the social impact of outstanding documentary films, Good Pitch Vancouver is, quite literally, uplifting the world. Want to know where to stand? Stand in support of Good Pitch Vancouver.

Mark Jacobs, *Notional Space*

This is where real community is built, in a room together sharing strengths and stories. I made connections, learned new things, shared my ideas and felt a part of something larger than myself.

Sophie Yendole, *Planned Lifetime Advocacy Network*



Filled my hope cup to overflowing.

Kelsey Timler, *Vancouver Food Policy Council*

Seeds of potential were sown. Good Pitch attentively prepared the fertile ground of caring humans and committed organizations. Now, we nurture the films and filmmakers to flourish and nourish our society. Excitement of unknown growth allows us to dream. Just imagine a garden filled with colourful social change, diversity, passion and hope. Thank you for inviting us to tend our world in this uniquely powerful way.

Yoshi Sugiyama, *Cedar Isle Farms*

CONTACT



Good Pitch Vancouver 2018

THE GPV2 TEAM

SUE BIELY

sue@storymoneyimpact.com

ANTHONY TRUONG SWAN

anthony@storymoneyimpact.com

Program Report

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

GOOD PITCH

www.goodpitch.org

SOCIAL MEDIA

Twitter [@goodpitchvan](https://twitter.com/goodpitchvan)

Facebook [@goodpitchvancouver](https://www.facebook.com/goodpitchvancouver)
goodpitchvancouver@gmail.com

SUPPORTERS

creativeBC



INSPIRIT FOUNDATION FONDATION INSPIRIT



TELEFILM CANADA



COMMUNITY PARTNERS



JUSTIN MORRISON



Namesake writing services



GLOBAL PROGRAMME MADE BY



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