



# Story Money Impact

## ANNUAL REPORT 2022-23



**Story Money Impact acknowledges we are on the unceded territory of the Musqueam, Squamish, and Tsleil-Waututh Nations. Our staff comes from all over Turtle Island and we do our work with an understanding that acknowledgement must then be followed by action.**

# WELCOME

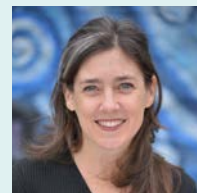
Throughout the past fiscal year, Story Money Impact has continued to innovate, iterate and learn, working with Canadian documentary films from early development to dissemination. Our aim has been to strategically position content to foster empathy, understanding, education, dialogue and action on numerous social and environmental topics. As you read through this report, you'll discover the range of themes we've explored.

Some highlights of how we have continued to develop the impact sector include the extension of our Pod Training program to 6 months thanks to the increased support of the Canadian Media Fund. And, as Executive Director, I joined the North Pine Foundation Canadian delegation at the 2022 SOCAP Social Capital conference in San Francisco. Ideas and relationships generated at SOCAP are influencing SMI's ongoing direction as we continually explore ways to fund impact. Thanks to the Inspirit Foundation and Perspective Fund, we hired a part-time development lead along with our finance director to shore up SMI's operations. Hosting our first silent auction and refining our internal systems positions SMI for an upcoming phase of innovation.

To all our donors, Champions Circle, monthly contributors, and one-time givers, your generosity is truly valued. These unrestricted funds leverage grant funding and enable us to support our dedicated SMI team. Last year, we introduced a greatly appreciated benefits package. If you haven't considered becoming a donor, know we would be delighted to be part of your giving portfolio.

We continue to build relationships and support issues filmmakers passionately document. Our work extends Canadian content to unconventional channels, fostering pride in our creators and highlighting the significance of independent media in Canada.

Best,  
Sue



**Sue Biely, Executive Director**

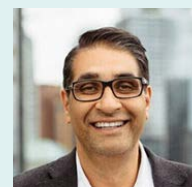
We are grateful to all of our supporters from individual donors, organizations, foundations, and various funds to help move our charity with the needed resources to make Story Money Impact important to the constituents we serve.

The world around us is craving a renewed ethos, we have an important role to help illuminate ideas that can elicit empathy and ultimately drive action to change. We are grateful to the individuals, communities and organizations who share a commitment to change where change is needed. By volunteering time, mindshare and creating stewardship through education coupled with programming we use the power of film and dialogue to bring light to issues that surround our daily lives.

I would like to formally thank our dedicated staff for their leadership. They have successfully designed and run thoughtful programs including our STORY TO ACTION and Pod Program. With screenings, dialogue and events held from Coast to Coast we are driving and redefining the meaning of impact.

We have a responsibility to bring powerful discussions and change to Canada.  
Thank you.

Respectfully,  
Tinu



**Tinu Mathur, Board Chair**



# WHO WE ARE

**Story Money Impact (SMI)** is a registered Canadian charity committed to working with documentary films that educate and raise awareness about environmental and social justice issues affecting citizens' everyday lives. Beyond collaborating on completed justice-based films, where we build partnerships, develop strategies, and organize screenings, we also provide training and mentorship for individuals aspiring to engage in impactful work and create compelling content. These initiatives contribute to heightened awareness, increased action, and momentum surrounding the issues addressed, whether related to the environment, relationships, or social justice.

## What is an impact campaign?

A strategic approach using documentary film as a tool for social change. Impact campaigns go beyond traditional methods of distribution, seeking to actively engage audiences, communities, and stakeholders to create tangible and positive outcomes related to the issues explored in the documentary. The ultimate goal is to transform the audience's experience from passive viewership to active engagement, fostering positive societal change.

## OUR VISION

### Social Well-Being

We envision a more caring, just, and sustainable Canadian society

## OUR TOOLS

### Stories

We work with social and environmental justice documentaries that address change

## OUR METHOD

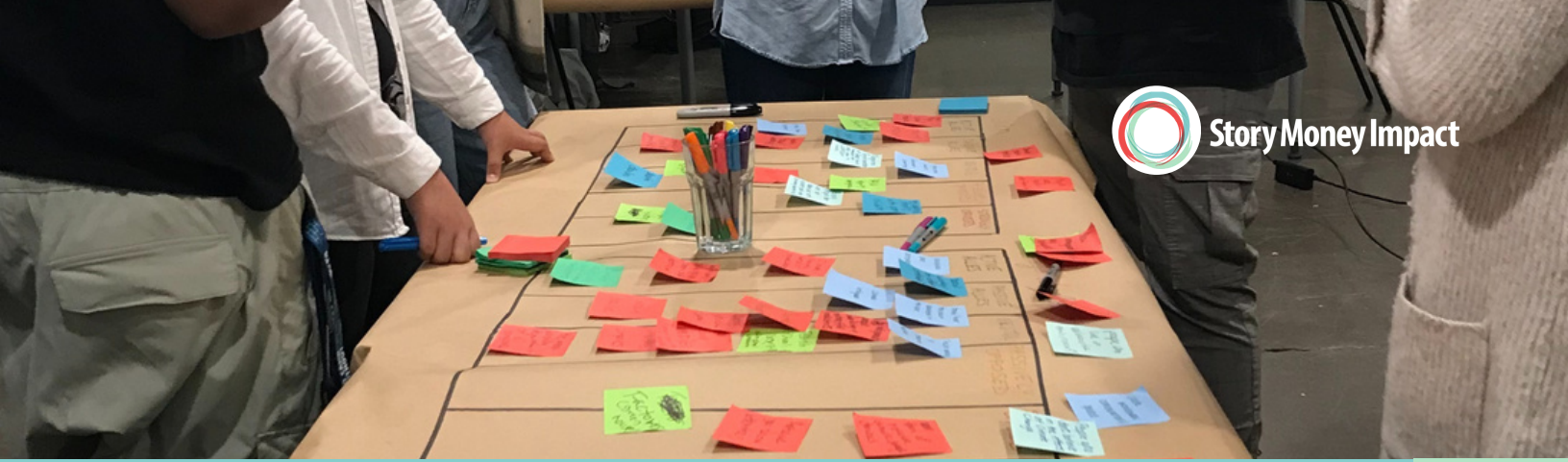
### Teamwork

We bring together filmmakers, funders, audiences and communities

## OUR MOTIVATION

### Possibilities

Powerful films motivate audiences. Together we can activate change



# OUR IMPACT

Facilitated

**451**

Film Screenings

Collaborated with

**495**

Partners

Delivered

**1,908**

Hours of Training

Produced

**71**

Impact Discussions

Worked with

**16**

Films

\*3 films in early stage development

Hosted Events in

**169**

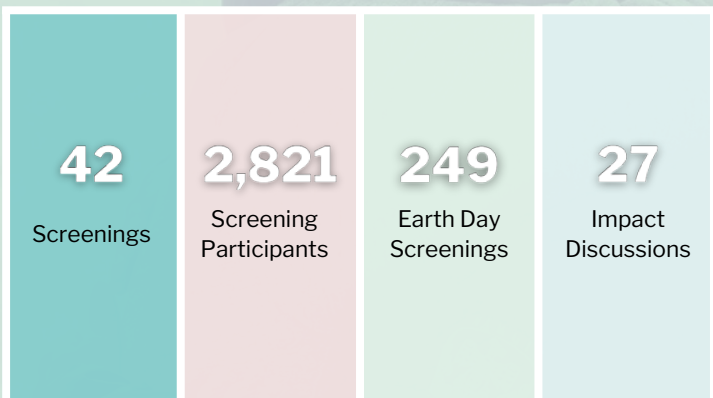
Cities and Towns

# OUR PROGRAMS | STORY TO ACTION

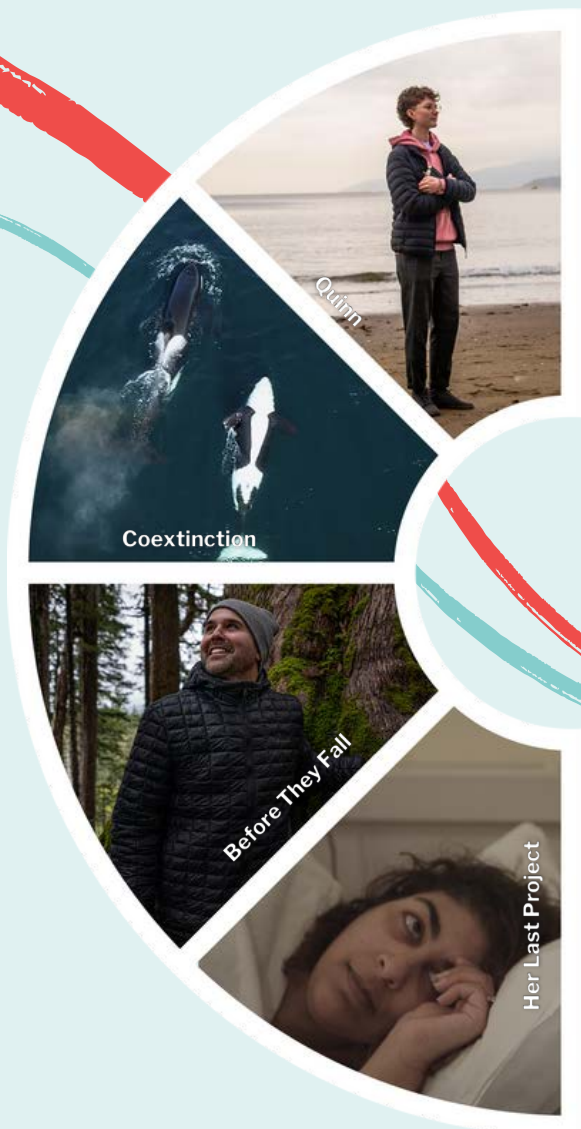
Our **STORY TO ACTION** program works with Canadian documentary filmmakers to better understand and navigate the world of impact distribution. Our team not only mentors them through the process but also takes the lead in implementing impact pilots for their films.

## Second Edition (2022 - 2023) Issue Areas

- Supporting families with a trans or non-binary relative
- Interconnection of colonialism, pipelines, fish farms & species extinction in Cascadia
- Protection of old-growth forests
- Medical assistance in dying



“We need to make the changes now. We cannot kick the can down the road any longer.”  
Audience Member, Coextinction Impact Screening,



# OUR PROGRAMS STORY TO ACTION

By September 30, 2023, five films were selected and bespoke strategies were created for the following titles: *The Interceptors*, *My Name is Wolastoq*, *Love in the Time of Fentanyl*, *The Secret Society* and *Who The Hell Is Nigel?*

## Third Edition (2023 - present) Issue Areas

- Food insecurity and food rescue
- Reclaiming of Indigenous place names
- Harm reduction & person-centred care in the opioid crisis
- Infertility and reproductive rights
- Deaf inclusion

Impact strategies developed

Issue areas mapped out

Outreach to issue area experts conducted

“This (impact screening event) got me thinking about film industry standards for Deaf accessibility and ways to improve it.” Attendee, Deaf Inclusion On Set -Film Industry Event





# OUR PROGRAMS THE POD PROGRAM

The SMI Pod Program offers a part-time paid opportunity to develop the skillset and toolbox of an impact practitioner. The goal is to create an understanding of the power and importance of impact campaigns for documentary films, providing participants with the essential skills to design and execute effective impact strategies. This was the first Pod Edition that expanded to six months! During this time, participants engaged in a learning term, an in-person residency, followed by a three-month practicum where they directly applied their knowledge to support projects on SMI's slate while working alongside SMI staff.



Beyond the curriculum, event organizing and coursework one thing that stood out for this year's cohort is how much participants enjoyed learning together. They found strength in turning to one another for support, leveraging the unique skills and backgrounds everyone brought to the table. The mix of people, diverse backgrounds, and different points of view created a tight-knit group. This feedback underscores the notion that impact work is a team effort – it's tough to go it alone.

**“The program was well managed/coordinated. What stands out are the people that I met in this program (teachers, facilitators, admin, and fellow pod-mates), all in pursuit of making the world a better place.”**

**“Watching an event close and audience members staying in the room to connect with others and talk about what next steps to take... and to have a team of fellow producers to share those wins has been incredibly rewarding.”**

**“I would describe the Pod as a curated group of awesome people who want to do good work who are given the tools to do it.”**

**“The things I learned and the connections I made are invaluable.”**



# OUR PROGRAMS

# IMPACT MENTORSHIP



IMPACT MENTORSHIP

## YASMIN EVERING-KERR REWRITING OUR STORIES

Yasmin Evering-Kerr is an award-winning Toronto-based artist who frequently addresses race, sexuality and gender issues in her films. This film will document the personal stories of Black womxn and their sexual journeys while addressing the complicated history of Black womxn anatomy in western society.



IMPACT MENTORSHIP

## RYAN DICKIE, BEN COX TEA CREEK

Ryan Dickie is an indigenous filmmaker, photographer, and land steward based in northern BC on a journey to help foster meaningful discussion with respect to indigenous relationships through visually-compelling projects that have potential to create change. Ben Cox has created a diverse body of work as a producer, director and cinematographer focusing on powerful stories of inclusion and resilience. *Tea Creek* follows Jacob Beaton, an Indigenous entrepreneur who has set out to train the next generation of Indigenous farmers and reignite his communities deep connection to agriculture and the land at Tea Creek Farm, in Kitwanga, Northern BC.



IMPACT MENTORSHIP

## ALICE II SHIN, EIKO KAWABE BROWN HOME AND NATIVE LANDS

Alice Il Shin is a Korean director, producer, and editor whose work takes an interest in Asian immigrant experiences similar to her own. Eiko Kawabe Brown is a producer based in Toronto whose credits include Alice Shin's short films *Haru's New Year* (2018) and *Signal Fire* (2019). *Home and Native Lands* tells the story of two doctors whose lives and homes were ripped away from them during WWII. Revisiting their experiences in Japanese Canadian internment camps, the film tells the story about loss and hope in the aftermath of war.

The Impact Mentorship (for underrepresented creators) is a unique opportunity for documentarians aiming to enhance the impact of their films. Designed for underrepresented creators with projects in the development phase, this 3rd edition of the program offered **20 impact coaching hours to three selected Canadian documentary films**. By focusing on best practices for using films as tools for social change, the Impact Mentorship aims to empower filmmakers, ensuring their projects are strategically positioned to make a meaningful impact upon completion.

**“This program has been one of the most positive/ therapeutic experiences I've had in the film industry.”**





# ONGOING IMPACT CAMPAIGNS

Story Money Impact is always excited to foster collaboration and endorse films that have completed our programs. We continue to work with the alumni films featured below providing support with grant writing, event organizing and financial management where needed.



Community members with substance-use disorder, first responders, and health professionals in the Kainai First Nation bring hope and change through harm reduction to Blackfoot people in the film

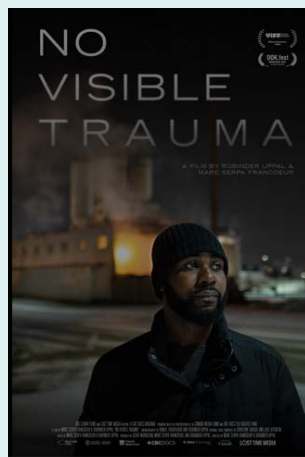
***Kímmapiiyipitssini: The Meaning of Empathy.***



***Kalinga (Care)*** shares the stories of several Filipina caregivers and nannies in Vancouver, bearing witness to their sacrifices as they struggle to reunite with their children and families and mapping out the emotional landscapes of migrant labour.



***The Klabona Keepers*** is an intimate portrait of the inspiring Indigenous families that succeeded in protecting the Klabona Sacred Headwaters, an important natural habitat in northwest British Columbia.



***No Visible Trauma*** unveils systemic issues within the Calgary Police Service, and investigates disturbing cases of brutality, disproportionate violence, and a lack of accountability, revealing deep problems within law enforcement.



Story Money Impact

# CASE STUDY THE KLABONA KEEPERS

Since 2018, Story Money Impact has been actively engaged in the inspiring journey of **The Klabona Keepers** film. Beginning with the film's involvement in the inaugural Good Pitch Vancouver, Tamo Campos, one of the directors of *The Klabona Keepers* later joined SMI's inaugural Pod training program and went on to lead the second Pod cohort. Following the film's premiere in 2022, SMI has remained a dedicated supporter of *The Klabona Keepers* impact campaign. This involves providing staff assistance for event coordination, grant writing, and financial management as needed to execute the work. Our relationship with *The Klabona Keepers* film and Tamo continues to evolve alongside the film's goals, expanding its reach to more people across the country and sharing its powerful message of resiliency and determination activating tangible change.

145

Screenings

17,799

Audience Members

28

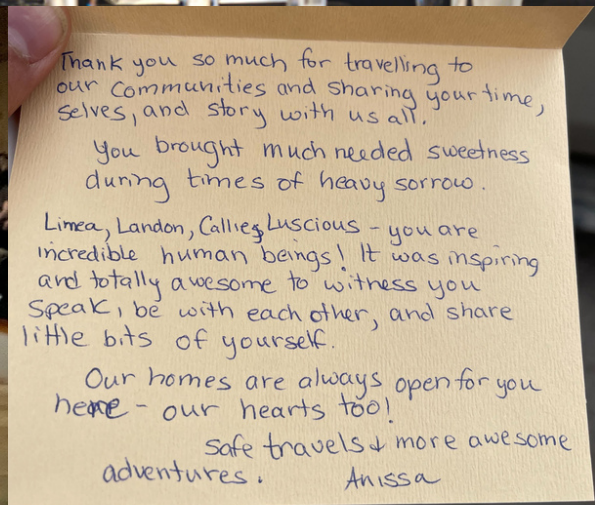
Impact Discussions

44

Cities and Towns



Photo credit Jamie Poh



Thank you so much for travelling to our Communities and sharing your time, selves, and story with us all.

You brought much needed sweetness during times of heavy sorrow.

Linea, Landon, Callie, Luscious - you are incredible human beings! It was inspiring and totally awesome to witness you speak, be with each other, and share little bits of yourself.

Our homes are always open for you here - our hearts too!

Safe travels & more awesome adventures. Anissa



# EARTH DAY BEFORE THEY FALL



After last year's success, we repeated our Earth Day initiative featuring the film **Before They Fall**. The Earth Day model is defined by access to the film for one month to anyone within Canada, along with a virtual impact kit to support their own screening and discussion events. The film production company, ecologist, generously granted SMI a license to use this film for the 2023 Earth Day campaign.

249  
Screenings

7,333  
Audience Members



I recently watched the documentary and I was really taken by it... As a dad to two little boys, I felt ashamed that this is the world we live in and that we are not doing enough as adults to make a difference. Thanks for the kind reminder to open our minds and hearts.

Community Event Organizer, Earth Day Screening 2023

"Thank you, miigwech. This is powerful. I'm going to cry (again) when this is shown to the students. I think it's ok to see the sorrow, grief and loss for the trees. We will move into action - a letter - and discussion on using recycled paper products (or sustainable substitutes) to lessen our dependence on trees and the importance of trees as carbon sinks as we face climate breakdown."

Audience Member



PERSPECTIVE FUND



# THANK YOU FOR YOUR SUPPORT

## Monthly Donors

Annette Frymer  
 Aruna Mathur  
 Brianna Girdler  
 Caroline Manuel  
 Cory Generoux  
 Eva Brownstein  
 Fiona Sham  
 John Dippong  
 Leonard Schein  
 Lightburn Family Foundation  
 Marc Lee  
 Marsha Newbery  
 MK Woolson  
 Rolie Srivastava  
 Roma Sumra  
 Sholeh Alemi Fabbri  
 Sue Biely  
 Tinu Mathur  
 Tony Chung

## Champions Circle \$5000+

Tracey Friesen  
 Brian Hamilton  
 Karen Lam  
 David Paperny  
 Lisa Purdy  
 Leonard Schein

## Individual Donors

A Hazan	Jennifer Walinga	Pamela Stone
AG Cares	Jennifer Williamson	qathet international film festival
Alex Pym	Joanne McKechnie	Randi Hartley
Alison Biely	John Dippong	Robert Turner
Andrea Seale	Joshua Jensen Holubowich	Rosedale on Robson
Annette Frymer	Karen Solomon	Salt Spring Books
Anonymous	Kate Tairyan	Scott McGee
Anthony Truong Swan	Katharine Coster	Shannon Knight
Arthur Evrensel	Kathleen Whipp	Shannon Walsh
Banquet Workshop	Kyle Coleman	Shine MD
Batch Skincare	Lee Anne Minifie	Susan Rattee
Brave Soles	Leonard Schein	Tatiana Maxwell
Carolina Keen	Leonard Vanderstar	The Hamber Foundation
Caroline Manuel	Leslie Hoffman	The Tea Drawer
Catherine Lempke	Lisa Zanyk	Thomas Adair
Chambar Restaurant	Liz Rykert	Tim Takaro
Charity Village Ltd	Lolehawk Buker	Vancouver Foundation
Christine O'Donnell	Lou Takeda	VIFF
Dan Mangan	Margo Rivera	
David Suzuki Foundation	Maria Pilar Galvez	
Debra Good	Marshall Fine	
Dianne Woodruff	Martin Strong	
Dora Stroud	Mary Jane Randlett	
ecologist	Mary Martin	
Eddelak Entertainment	Mathur + Co.	
Eileen Olexiuk	McGill Institute for the Study of Canada	
Erin Prentice	Michael Coon	
Fortunata Estacio	Michael Stern	
Gary Harvey	Maira Simpson	
Heather Marshall	Nancy Balcom	
Heidi Looby	Nancy Isenman	
Helen Coombe	Nancy Strong	
Hilary Pada	Nettie Wild	
Hollyhock	Nigel Edwards	
Jane Mark		

## Story Money Impact

#600 736 Granville St.  
 Vancouver, BC V6Z 1G3

SMI Film Society is a registered

**Canadian charity: 78117932RR001**

[www.storymoneyimpact.com](http://www.storymoneyimpact.com)

[contact@storymoneyimpact.com](mailto:contact@storymoneyimpact.com)



ACTIVE ALLIES

PASSIVE ALLIES

NEUTRAL



StoryMoney Impact

PASSIVE OPPOSED

senior community

# OUR TEAM

**Sue Biely** - Executive Director

**Anthony Truong Swan** - Impact Director

**Ari Conrad Birch** - Media and Programming Coordinator

**Brianna Girdler** - Technical Director + Impact Coordinator

**Caroline Manuel** - Development Lead

**Nancy Strong** - Finance Director

## Contractors

Clare Clovechock

Josli Rockafella

Tamo Campos

Jackie Garrow

*Ring Five Impact Docs*

Val Hoye,  
*In Balance Books*

## Board of Directors

Annette Frymer

Baljit Sangra

Cory Generoux

John Dippong

Laura Plant

Leonard Schein

Marsha Newbery

Mary Barroll

Raila Gutman

Sholeh Fabbri

Tinu Mathur

Tony Chung