



Klabona  
KEEPERS



Story Money Impact

# 2021-2022 Impact Report

Connecting mediamakers with  
changemakers for the benefit of society

**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.**

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It has been a year of great momentum at Story Money Impact as we continue to transform the landscape of impact films in Canada. We shed light on important issues inspiring communities and individuals. This underpins our work to empower impact producers through education, training and insights further amplifying positive change. A huge heartfelt thank you to our supporters and our dedicated passionate staff, especially the visionary leadership of our Executive Director, Sue. We invite you to join us as we open the aperture even further in 2023 and beyond.

**Tinu Mathur, Board Chair**



Over this past fiscal year, SMI was able to take some big steps not only with our programming, but also in creating new partnerships with funders and expanding our core team. We are excited to share that we now have three recurring main programs, several ongoing impact campaigns for alumni films, support from our new operations manager Nancy Strong and from our new development lead, Caroline Manuel, in addition to developing new programs to continue to grow the impact sector for documentary films in Canada.

The impact work we do is dynamic and takes a great amount of heart. We are grateful for the good folks who share this work and support us in our vision. Although we are young, we are quickly growing and deepening our relationships within the sector and in communities across Canada. Please join us in helping to activate what is possible in how we use our storytelling for positive impact.

**Sue Biely, Executive Director**



## Together we:

- partnered with **580** organizations
  - facilitated **95** film screenings
  - produced **65** impact discussions
  - delivered **2,464** hours of training to program participants
- 

## Who we are:

We are dedicated to maximizing the impact of select Canadian documentary films that speak to important social and environmental issues.

- **Our vision is health:** a more caring, just, and sustainable Canadian society.
- **Our tools are stories:** independent Canadian documentary films that address social change.
- **Our method is teamwork:** bringing together filmmakers, funders, supporters, and viewers.
- **Our enemy is wasted potential:** when powerful films don't achieve meaningful impact.
- **Our heroes are people like you:** people who care enough to get involved.



# Our Programs

**Story To Action** is a training and mentorship opportunity supporting five Canadian documentary filmmaking teams to create strategies, build partnerships and organize screenings to educate and expand audience understanding of the social and environmental issues featured in their films. This facilitates the creation of impact campaign pilots for each film.

*1st Edition - Five films completed*



## Key Issue Areas

- Community engagement & civic literacy
- Climate change & youth activism
- Police brutality & accountability
- Harm reduction in Indigenous communities
- Filipino immigrant labour practices & experiences

*2nd Edition - Four films currently going through the program*



## Key Issue Areas

- Protection of old growth forests
- Supporting trans families
- Interconnection of colonialism, pipelines, fish farms, & species extinction in Cascadia
- Medical assistance in dying



*I'm shocked and saddened this happened in Canada. I had no idea. This isn't known in the mainstream and needs more coverage to increase awareness so there is accountability and justice.*

**Attendee, No Visible Trauma screening event**

*The [Impact Lab] has given our team the opportunity to strategically build an impact campaign in a deeply supportive environment. As an Indigenous led project, we aim to not only build a meaningful Impact campaign but also build capacity within the industry. There are very few Indigenous Impact Producers in Canada and we appreciate Story Money Impact's eagerness to help build capacity for Indigenous Impact Producers.*

**Elle-Máijá Tailfeathers, Filmmaker  
Kímmapiiyipitssini: The Meaning of Empathy**

*The energy of the facilitation was outstanding. The level of connection and intentionality with being present was great. I loved the discussions around Duty of Care and also seeing the case studies with the pod.*

**Jen Muranetz, Filmmaker, What About Our Future?**





**The Pod Program** is a 15-week part time paid adventure in building the skillset and toolbox of an impact producer. The goal is to create an understanding of the power and importance of impact campaigns for documentary films, and to endow participants with the necessary skills to design and execute impact strategies. The Pod also works alongside SMI staff to apply their learning directly on active projects and campaigns.

*2nd cohort launched and completed*

June 16th  
12-1pm Pacific /  
3-4pm Eastern

Free Webinar

**Opportunities in Impact Producing: Learning & Growing for the Future**

StoryMoney Impact

with  
the SMI Pod Program

## Impact Mentorship for Documentaries in Development by Underrepresented Creators

Story Money Impact offered impact coaching hours to three Canadian documentary films (25-90 mins in length) by underrepresented creators that are in the development phases of their projects so that they can be better positioned for impact upon completion

*Inaugural Program*

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IMPACT MENTORSHIP

**Chrisann Hessing, Tanya Hoshi & Selina McCallum**  
THE GOOD GUISE

The Good Guise is a feature-length documentary examining a group of Toronto-based artists who are advocating for healthy masculinity through art.

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IMPACT MENTORSHIP

**Wunmi Idowu**  
ROOTS TO BRANCHES

Roots to Branches will encourage deeper understanding of some of the racial issues faced by youth (aged 12 – 22). The project aims to share stories of racialized youth and, in the process of engaging with these true stories (told in the voices of the actual storytellers), help them realize that they are not alone facing their challenges.

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IMPACT MENTORSHIP

**Layla Cameron**  
BABY WEIGHT

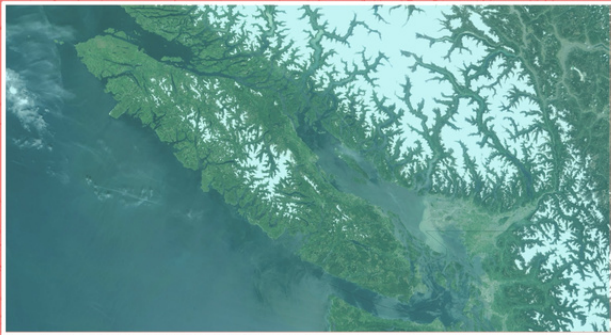
The right to have children is not an experience granted to every Canadian. Access to fertility treatments and opportunities to foster or adopt are often denied to those with higher BMI measurements. An exploration of the underlying institutional and social attitudes that support such medical gatekeeping, Baby Weight invites the viewer into debates about what the future of Canada could look like.



# Impact Mentorship

for Documentaries in Development by Underrepresented Creators

West Coast Edition



## IMPACT MENTORSHIP: WEST COAST EDITION

For documentaries in development by  
underrepresented creators

SELECTED  
PROJECTS

Supported by  
**Vancity**

Produced by  
 StoryMoney Impact



## STANDING WITH THE ANCIENTS

Sepehr Samimi, Jen Muranetz

Standing With the Ancients tells the stories of the vanguards behind the historic Fairy Creek old growth blockade. This character-driven documentary follows a cancer survivor highly surveilled by the RCMP, a builder leading the construction of tactical protest infrastructure, and an indigiqueer couple living on the frontlines, all in a last-ditch attempt to stop old growth logging on once and for all.

Impact Mentorship  
For Docs In  
Development By  
Underrepresented  
Creators: West  
Coast Edition

Supported by  
**Vancity**

Produced by  
 StoryMoney Impact



## PMDD: A HALF LIFE

Brishkay Ahmed, Elizabeth Sanchez

Three women reveal their struggles to be a mother, a lover, and a student while living with Pre-Menstrual Dysphoric Disorder, a devastating mood disorder that switches on mid-cycle every month. Leaving them with two options - suffer until menopause or remove the womb.

Impact Mentorship  
For Docs In  
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Underrepresented  
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Coast Edition

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**Vancity**

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## GIFTS OF MADNESS

Kagan Goh, Emily Olsen, Benjamin Joel Cran

Gifts of Madness is a 90-minute documentary film that will explore the lives of 10 remarkable artists who define themselves with their creative gifts of madness and use their talents to help break the stigma and silence of mental illness, and fight discrimination against the mentally ill.

Impact Mentorship  
For Docs In  
Development By  
Underrepresented  
Creators: West  
Coast Edition

Supported by  
**Vancity**

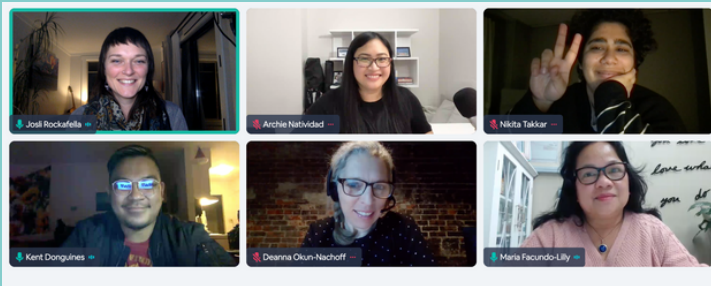
Produced by  
 StoryMoney Impact



# Ongoing Campaigns

We continue to work with these alumni films that have completed other SMI programs.

- The Magnitude of All Things
- No Visible Trauma
- Klabona Keepers
- Kalinga (Care)
- The World is Bright
- The Meaning of Empathy





# Our Supporters

## Monthly Donors

Caroline Manuel  
John Dippong  
Laura Plant  
Marc Lee  
Mark Busse  
Sue Biely  
Tatiana Nemchin

## Ongoing Champions \$5000 +

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



(missing from photo:  
Lisa Purdy and Brian Hamilton)

## Individual Donors

Andreea Brabete  
Anne Toews  
Annette Frymer  
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CH Advocacy  
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Christine Singh  
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Hannah Zimmering  
Imogene Lim  
Jada-Gabrielle Pape  
Jennifer Wilson  
Jessica Hannon  
Joan Blumer  
John Dippong  
Juanita Austin  
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Susanna Redekop  
Tamiko Suzuki  
Thomas Ruth  
Thunderbird Entertainment Group  
Valerie Hunter  
Virginia Christopher  
Willem Prinsloo  
Yvonne Marcus

# Funders & Sponsors



## Our Team

### Connect

[www.storymoneyimpact.com](http://www.storymoneyimpact.com)  
[contact@storymoneyimpact.com](mailto:contact@storymoneyimpact.com)

**Story Money Impact**  
**#600 736 Granville St.**  
**Vancouver, BC V6Z 1G3**

SMI Film Society is a registered  
Canadian charity: 781117932RR0001

### Staff

Anthony Truong Swan  
Ari Conrad Birch  
Caroline Manuel  
Nancy Strong  
Olive Reed  
Sue Biely

### Contractors

Andrew Williamson  
April Hazan  
Brianna Girdler  
Clare Clovecock  
Deydre Baptiste  
Eva Brownstein  
Giacomo Nudi  
Josli Rockafella  
Mariam Zaidi  
Nikita Takkar  
Stacey Gomez  
Tamo Campos

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