



Reel Causes Society Strategic Plan

Make change through the power of film

“Film can promote the idea of change without any political message whatsoever but in its form and language can tell people that they can change their lives and contribute to progressive changes in the world.”

~ Wim Wenders



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About Us

It started as a dream...

...to help the less privileged in different parts of the world. But to achieve this global dream, we begin locally.

If this was the last day of your life, what would be your one dream?

We, at Reel Causes, believe and know that we would want to leave a mark; that we have somehow influenced others and made changes for the better in peoples' lives who are less fortunate than us.

Each of us at Reel Causes has come from different journeys, backgrounds and life experiences. After seeing life in Egypt, Mohamed Ehab knew he wanted to make a positive impact, even if it meant helping only one person. He set out to make change through the power of one film ticket.



Who is Reel Causes Society

B.C. registered non-profit society.

Organizes social film screening events in which film fans and the community at large enjoy an evening of high quality films for the benefit of a different cause each month.

Highlights issues that require community attention for the purpose of making change, through the screening of films focused on issues such as poverty, disease and humanitarian causes, depending on the selected non-profit of the month.

Invites filmmakers to join our events for question and answer sessions as well as the non-profit representative to answer questions about the issues.



Why Reel Causes and a Strategic Plan

Many non-profit organizations in Canada address social issues such as poverty, disease and humanitarian causes. In a climate of limited funding, these organizations are in need of funds and the issues they address require public involvement. Today, the power of social media, such as film, bring community attention to various issues and take the audience to a place where they have never been. The power of social innovation establishes collaborative partnerships to support work that addresses issues, offers an avenue for how the public can be involved, and provides a source of funding which is community driven and led.

Reel Causes Society's partnership with various sectors, media, community, stakeholders, sponsors, and Canadian non-profit organizations is critical to address local issues and work collectively for positive social change through the power of cinema. For audiences and community members Reel Causes Society is a win:

- creates an environment that allows people to give back even if they don't have time for community service; this is one small way to support local social issues and causes;
- enables people to learn more about the community around them locally and globally;
- screens often award-winning international films; and
- the only organization in the country that we are aware of that hosts regular film events with live questions and answer sessions by Skype between audience members and filmmakers.

Our hope is to expand this socially innovative model across the country. In order to carry out our dream we have identified the strategic direction, goals, priorities and actions over the next three years in order to establish, sustain and grow Reel Causes Society. The following is a high-level overview of a more detailed internal strategic plan.

Vision

Make change through the power of film

Mission

Draw public attention to poverty, disease and humanitarian issues through film and raise funds to support Canadian charities

Purpose

Support Canadian non-profit organizations in raising funds

Promote public awareness of local issues that need community attention to make change

Provide a hub for people in the film industry to connect with charity work and social issues

Provide a hub for the public to become involved with Canadian non-profit organizations to address local issues

Values we believe in...

A non-partisan, discrimination-free and secular organization

Facilitating awareness of local causes across Canada

100% of proceeds raised support Canadian non-profit organizations

Being open to all diverse cultures

Goals

1. Sustainability: Reel Causes Society is viable and accountable for results.

We define sustainability as: being economically sustained and/or continued; to keep in existence and/or maintain.

2. Education: Reel Causes Society educates the public to motivate change.

We define education as: the act or process of imparting knowledge; the act or process of educating or being educated; the knowledge or skill obtained or developed by a learning process.

3. Engagement: Reel Causes Society establishes a presence within and across communities and sectors in Canada.

We define engagement as: an arrangement, especially for business or social purposes; act of engaging or condition of being engaged.

Strategies over three years

Goal 1: Sustainability

- Sponsors, partners and funders sustain Reel Causes
- Foundation vs. charity
- Financial reports
- Memberships, volunteers and interns
- Monitor Reel Causes events to assess achievements
- Operational: board, advisory committee, paid positions
- Viable social innovation enterprise for Reel Causes

Goal 2: Education

- Use film to create awareness about local issues
- Support Canadian non-profit organizations in raising funds
- Collaborate with filmmakers to create an exchange about social issues and promote high caliber filmmaking
- Collaborate with sponsors & funders for promotion, attendance, acknowledgements at film screenings

Goal 3: Engagement

- Community presence through interaction, networking & outreach
- Promote Reel Causes Society within various sectors
- Marketing/media strategy
- Reel Causes website & social media engagement