Greenwich International Film Festival (GIFF) is a non-profit organization that hosts a world class film festival each June, and supporting events throughout the year. It was founded by Carina Crain, Colleen deVeer, and Wendy Stapleton Reyes, to bridge the worlds of film, finance and philanthropy. The inaugural Festival took place June 4th to 7th, 2015, showcasing more than 60 events in four days including film premieres and screenings, workshops, panels, Q&As, and parties.

**THE FESTIVAL’S MISSION IS TO PROVIDE FILMMAKERS WITH THE OPPORTUNITY TO SHOWCASE THEIR WORK WITH THE GOAL OF FINDING FINANCING AND DISTRIBUTION. ADDITIONALLY, GIFF WILL HARNESS THE POWER OF FILM TO SERVE THE GREATER GOOD BY SUPPORTING A CHARITY PARTNER EACH YEAR.**
GOALS

SHORT-TERM

Raise funds to support the Festival and its programs through sponsorship sales, ticket sales, grants and donations, submission fees, and fundraisers.

Support an important cause through heightened awareness and a portion of Festival proceeds.

Provide an attractive venue for aspiring filmmakers to expose their product, generating 500+ film entries.

Connect an audience of 10,000 prospective financiers, distributors, journalists, influencers, film lovers and community members with rising stars in the film industry.

Bring to the attention of critics and the public, films of merit which would not ordinarily have access to the resources typical of high-budget Hollywood productions.

LONG-TERM

Develop a film market in Greenwich, CT, where films will receive funding and distribution as a result of the Festival.

Stimulate the local economy in Greenwich by creating jobs, and growing business due to the Festival.

Further enhance the cultural life of Greenwich and offer educational opportunities for the local community.
## PROGRAM HIGHLIGHTS
### FESTIVAL BY NUMBERS

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>31</td>
<td>International Films</td>
</tr>
<tr>
<td>11</td>
<td>Social impact films</td>
</tr>
<tr>
<td>1</td>
<td>World Premiere</td>
</tr>
<tr>
<td>2</td>
<td>U.S. Premieres</td>
</tr>
<tr>
<td>3</td>
<td>Films with local community ties</td>
</tr>
<tr>
<td>7,500</td>
<td>Festival Attendees: Film talent, journalists, influencers, industry executives, film lovers and community members</td>
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<tr>
<td>4</td>
<td>Free Educational Panels: Changing Face of TV, Social Impact Panel, Women in Production and Inside Film Financing</td>
</tr>
<tr>
<td>1000</td>
<td>People attended a sold out Opening Night Party: Featuring awards, cocktails, and live musical entertainment by finalists from The Voice and American Idol</td>
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<tr>
<td>2</td>
<td>Changemaker Honorees: UNICEF ambassadors Harry Belafonte and Mia Farrow were the first-ever award winners at the Changemaker Honoree Gala</td>
</tr>
<tr>
<td>1</td>
<td>Children’s Acting Workshop: Disney Channel Stars offered tips and conducted improvisational exercises with over 100 children</td>
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<tr>
<td>100</td>
<td>Volunteers: are an essential part of the GIFF community and contributed 1,124 hours of work for FY 2015</td>
</tr>
<tr>
<td>5</td>
<td>Sports Icons: Mark Teixeira, Ryen Russillo, Allan Houston, Patrick Kerney and Mike Greenberg participated in the Sports Guys on Sports Movies Panel, which debuted Allan Houston’s new documentary trailer.</td>
</tr>
</tbody>
</table>

### ADDITIONAL EVENTS
- Special Advanced Screening of ENTOURAGE with Q&A and After-Party
- Screening of THE GOOD LIE with Q&A
- New York Launch Party
- Program Announcement Party
AWARDS WITH CASH PRIZES

Best Narrative Feature: Zurich (Germany) Directed by Frederik Steiner
Best Documentary Feature: The Russian Woodpecker (U.K., USA) Directed by Chad Garcia
Best Narrative Short: Grounded (France) Directed by Alex Michalik
Best Documentary Short: Santa Cruz Del Islote (USA, Columbia) Directed by Luke Lorentzen
Best Social Impact Film: 3 1/2 Minutes, 7 Bullets (USA) Directed by Mark Silver
AUDIENCE

ATTENDEES
7,500 Attended the 2015 Festival, with more than
10,000 attending events throughout the year.
98% Would recommend the Festival to a friend

INCOME
72% have a household income over $100,000. More than 25% of which have a household income over $500,000

EDUCATION
95% have a college degree
44% have a graduate degree

AGE
3% - 18 to 24
55% - 35 to 64
25% - 25 to 44
17% - 65+

WHAT OUR AUDIENCE SAYS ABOUT GIFF

"I take pride in the cultural and artistic enrichment it brought to Greenwich.”

"Very exciting to have a world-class film festival in Greenwich!”

"I like the glamour of the parties and the fabulous panelists.”

"I loved that the filmmakers have another avenue to show their work to the financial community here in Greenwich.”
The 2015 Greenwich International Film Festival supported the US. Fund for UNICEF’s arts-based initiative, OneMinutesJr., with proceeds from the festival. This program provides children around the world with cameras to make one minute films about what their lives are like, giving them a powerful platform from which their voices can be heard.

**CHARITY PARTNER BENEFITS**

- 2 Countries received funding for the OneMinutesJr. program, through the support of Festival proceeds
- UNICEF was promoted in 212 million media impressions from GIFF publicity, with stories in over 200 news outlets worldwide
- A commercial for UNICEF, and a variety of OneMinutesJr. videos were shown in advance of 60 movie screenings during the Festival
PUBLICITY

MEDIA IMPRESSIONS

280 MILLION MEDIA IMPRESSIONS


SOCIAL MEDIA

Twitter: 89,500
Instagram: 32,600
Facebook: 13,900

66,000 Page views
23,349 Visitors
80% Visitors from the US

20% Visitors from countries, including:

• Russia
• United Kingdom
• Brazil
• Germany
• India
• Italy
• France
• China

» Information compiled as of August 1, 2015
1. (L-R) Founders Colleen DeVeer, Wendy Reyes, Carina Crain and COO, Ginger Stickel
2. Actors Karan Brar and Calum Worthy teaching at the Children’s Acting Workshop
3. Actor and Director Colin Hanks speaking at the premiere of All Things Must Pass
4. Nadya Tolokonnikova at the Conversation with P*** Riot Panel
5. Panelist of the Women in Production Panel included Anne Kern, Rachel Winter, Anne Hubbell, Amy Hobby, Emily Wachtel and Margot Hand
6. Kathie Lee Gifford, Regis Philbin and Hoda Kotb at the Changemaker Honoree Gala
7. Harry Belafonte at the Changemaker Honoree Gala
8. (L-R) Mark Teixeira, Ryen Russillo, Allan Houston, Patrick Kerney and Mike Greenberg at the Sports Guys On Sports Movies Panel
9. Connell Cruise performs “Day-O” at Changemaker Honoree Gala
10. The Voice finalist, Blessing Offor sings at the Opening Night Party
11. ‘Entourage’ creator and GIFF board member Doug Ellin attend Special Screening of Entourage
12. Attendees at the reception for Paul Dailo’s Mania Days, held at Ralph Lauren
GIFF's fiscal year is August 1, 2014 to July 31, 2015. The annual report reflects a time period greater than GIFF’s fiscal year due to the start up time needed to launch the festival. Any budget surplus will be used to fund future programs and further grow the festival.

### Program Expenses

- Festival Programming: $512,339 (55%)
- Additional Events & Screenings: $69,807 (7%)

### Other Expenses

- Office & Administrative: $128,640 (14%)
- Start-Up Costs: $133,755 (14%)
- Marketing, Communication & Technology: $90,176 (10%)

Total: $934,716 (100%)

### Earned Revenue

- Ticket & Pass Sales: $746,050 (56%)
- Submission Fees: $13,771 (1%)

### Contributed Revenue

- Sponsorship: $384,772 (29%)
- Fundraisers: $98,619 (7%)
- Grants & Donations: $82,484 (7%)

Total: $1,325,696 (100%)
BOARD

EXECUTIVE BOARD

Richard Brener  Colin Hanks  Bill Shipsey
Jenna Bush-Hager  Don Ienner  Adrienne Stern
Jim Cabrera  Michael Imperioli  Jeb Stuart
David Duchovny  David Levien  Emily Wachtel
Dennis Ever  Clea Newman  George Walker
Doug Ellin  Daphne Richards  Ali Wolfe
Kathie Lee Gifford  Deborah Royce
Jared Ian Goldman  Tom Scott

BOARD OF DIRECTORS

Carina Crain  Avram Ludwig  Christian Simonds
Colleen deVeer  Jim Matthews  Ginger Stickel
John Evans  Clay Pecorin  Mark Teixeira
Julie Fareri  Wendy Reyes  Susan Yonce
TEAM

FOUNDERS
Wendy Reyes, Founder, Chairman of the Board
Colleen deVeer, Founder, Director of Programming
Carina Crain, Founder, Director of Marketing

FESTIVAL STAFF
Ginger Stickel, Chief Operating Officer
Toni Sabia DeMauro, Director of Development
Michael Coty, Festival Event Director
Evan Morehouse, Programmer
Bears Fonte, Programming Consultant
Brandi Hunter, Office Manager
Ivria Dubs, Print Traffic Coordinator
Lauren Clayton, Graphic Designer
Ian Callanan, Website Developer
Alex Sanzo, Box Office Manager
Alexis McCoy, Volunteer Coordinator
Jake Fleischman, Assistant Festival Producer

INTERNS
Nick Newman, Programming
Kellan McMillan, Programming
Sarah Denisco, Marketing
Sam Louis, Marketing
Susan Saraf, Pre-Screener

VIP SUITES & LOUNGE TEAM
Alison Berger, Co-Director
Jen Danzi, Co-Director

LEADERSHIP COUNCIL
Abby Ritman, Chair
Marjorie Pastel, Chair
Lala Addeo
Melissa Beth
Elizabeth Bing
Melissa Boulan
Gretchen Bylow
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Gary Cella
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Melanie Milgram
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Kathryn Minckler
Anne Moller
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Carmina Roth
Jill Schecter
Riann Smith
Allyson Spellman
Natalie Stein
Kathy Thorsberg
Alix Toub
Victoria Triplett
SUPPORTERS

PLATINUM FOUNDING MEMBERS
Chris and Carina Crain
Colleen and Kipp deVeer
Wendy and Diego Reyes

FOUNDING MEMBERS
$25,000
Bradshaw-Mack Family Foundation
Barry and Barbara Carroll
Crain Family Foundation
The Fareri Family
Pamela and David B. Ford
Jim and Jenny Matthews
Donald K. Miller GST Family Trust
Chuck and Deborah Royce
Kristyna and Ras Sipko
Stapleton Charitable Trust
Eleanor and John Sullivan
Victoria and Mike Triplett
Tex & Co.

CINEPHILE MEMBERS
$10,000
Michael and Nelly Bly Arougheti
Bill and Ann Bresnan Foundation
Brightline Capital
Keith and Mary Kay Crain
Icy and Scott Frantz
The Lauder Foundation-Leonard & Judy Lauder Fund
Clay and Eva Pecorin
Jami Gertz and Tony Ressler
Roberston Foundation
Krystal and Michael Sachs
Robert and Suzanna Steinberg
Gillian Hearst-Shaw and Christian Simonds
Stapleton Family/Harmes C. Fishback Foundation
Carl and Ginger Stickel
JoAnne Woodward Fund

PREMIER PASS SUPPORTERS
$5,000
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Courtenay and TJ Carella
James Carey
Jim and Kate Clark
CLEver Photos
KC and Ashley Crain
David and Vicki Craver
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Michael and Catherine Farello
Brian and Helen Fitzgerald
Tom and Leslie Foley
Jennifer Gressel
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Jeannette Gugelmann
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Carney and Melissa Hawks
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David McCormick
Kevin McDonald
Sally and Tom Neff
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Bill and Daphne Richards
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Riann Smith
Walker and Jenna Stapleton
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Cliff and Susan Yonce
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The Local Vault
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YOGASMOGA

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Douro
Elm Street Oyster House
Fjord Fish Market
Gabriele’s Italian Steakhouse
Garelick & Herbs

Golden View Firenze
Maison Prive
Mediterraneo
My Famous Greek Kitchen
PepsiCo
Polpo Restaurant

Sweet Lisa’s
Sweet Pistachio
Terra Ristorante Italiano
Val’s Putnam Wines