

ANNUAL REPORT

AUGUST 1, 2018 THRU JULY 31, 2019



GREENWICH
INTERNATIONAL
FILM FESTIVAL



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INTRODUCTION

2019 was a landmark year for Greenwich International Film Festival, during which we celebrated our five-year anniversary as a world-class Festival that harnesses the power of film to serve the greater good.

We commemorated GIFF's anniversary with our largest film program to date, showcasing 58 films from around the world, and engaging our audience in thought-provoking discussions on topics such as poverty, homelessness, environmental conservation, disability inclusion, education, female empowerment, and more. GIFF audiences celebrated all that the Festival has accomplished at an Epic Anniversary Party that featured film awards and a special performance by KESHA at The Capitol Theatre. GIFF supported meaningful charities through our Changemaker Gala, honoring humanitarians Eva Longoria Bastón (Founder, Eva Longoria Foundation) and Bobby Walker, Jr., (CEO, Boys and Girls Club of Greenwich). We developed valuable partnerships with organizations that allowed GIFF to offer top programs on diverse subject matter. Some of these organizations include The Nature Conservancy, India Cultural Center of Greenwich, Strassler Center for Holocaust and Genocide Studies, Connecticut Office of Film, Television, and Digital Media, Town of Greenwich, Blue Sky Studios, JP Morgan, and National Organization on Disability.

Since inception, GIFF has become an important platform for artists, charities, businesses, and films and we are proud to share that we have achieved the goals of the Festival:

- GIFF has raised enough funds to support the Festival and its programs through ticket and pass sales, sponsorships, and donations



- GIFF has supported more than 24 causes related to basic human rights, education, the environment and health care, through heightened awareness to new audiences and Festival proceeds
- GIFF has provided an attractive venue for aspiring filmmakers to expose their product, growing film submissions each year
- GIFF has connected an audience of approximately 10,000 prospective financiers, distributors, journalists, influencers, film lovers and community members with rising stars in the film industry each year
- GIFF has brought 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
- GIFF has stimulated the local economy in Greenwich by creating jobs, and business opportunities
- GIFF has further enhanced the cultural life of Greenwich and offered a variety of free public events

The generosity of our supporters plays a vital role in ensuring GIFF continues to be a world class organization. It is thanks to many, including our Board, donors, sponsors, passholders, staff, volunteers, filmmakers, panelists, ticketholders, and volunteers, that we've built a Festival that helps to change the way our audience views the world.

Colleen deVeer

Co-Founder and Director of Programming

Wendy Stapleton

Co-Founder and Chairwoman

Ginger Stickel

Executive Director and COO

FIVE YEARS *of* GIFF IMPACT

5,000,000,000

Positive Media Impressions

\$600,000

in Charitable Donations

\$150,000

Awarded to Filmmakers

500

Volunteers

400+

Film & Entertainment Industry Participants

250

Films Screened

45

Free Events for the Community

38

Countries Represented

25

Charity Partners

12

Changemaker Honorees



“We could all go around and around with the applause for GIFF and have had a lot of feedback in the marketplace that this year was the best ever. Greenwich Magazine decided to back GIFF years ago because we know it takes five years to establish anything noteworthy in this town, and we believed what GIFF was doing was hugely important. We are proud to have been by your side since the beginning.”

Trish Kirsch, Greenwich Magazine

PHILANTHROPY

As part of its mission, GIFF supports a variety of causes that relate to basic human rights, education, health care and the environment. In addition to donating proceeds to six charity partners, GIFF also brought great attention to these worthwhile organizations and the important services they provide by showcasing them throughout the 2019 Festival.



Alzheimer's Associations of Connecticut | www.alz.org/ct

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. Its mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.



Boys & Girls Club Of Greenwich | www.bgcg.org

The Boys & Girls Club of Greenwich is committed to providing high-quality educational programs, building a sense of character and citizenship, maintaining diversity, and offering kids a safe, nurturing and affordable environment.



California Innocence Project | www.californiainnocenceproject.org

Founded in 1999, the California Innocence Project (CIP) reviews more than 2,000 claims of innocence from California inmates each year. CIP has secured the release of dozens of innocent people who otherwise may have spent the rest of their lives wrongfully incarcerated.



Eva Longoria Foundation | www.evalongoriafoundation.org

Founded by activist and actress Eva Longoria Bastón, the Foundation's mission is to help Latinas build better futures for themselves and their families through education and entrepreneurship. By providing Latinas with the resources to succeed in school and business, we can help empower the Latino community.



Human Needs Project | www.humanneedsproject.org

The Human Needs Project provides basic services such as clean water, sanitation and energy, as well as empowerment services like business skills and training to slums around the world through the creation of replicable, self-sustaining Town Centers.



Wings For Life | www.wingsforlife.com

Wings for Life is a not-for-profit spinal cord research foundation. Its mission is to find a cure for spinal cord injury. They fund world-class scientific research and clinical trials around the globe aimed at healing the injured spinal cord.

“

We collaborate with a ton of companies; you and your staff were amazing to work with. I just received the check! A huge thank you and a virtual hug! If there is ever another opportunity or need our help in anything reach out!”

**~ Eleonora Tornatore-Mikesh,
Alzheimer's Association of CT**

“I cannot thank all of you enough at the Greenwich International Film Festival for making such a generous donation to the Boys & Girls Club of Greenwich. The exposure we have received from your media coverage has been a big boost to our ability to tell the story of the difference the Club makes here in Greenwich. Then, on top of this, the large financial donation is such a welcome bonus to all that you have done for us. As you move into your sixth year at GIFF and beyond, I hope that the Boys & Girls Club remains a good partner for you to call upon or to come chat about ideas. I truly enjoy our special relationship with all of you, and I hope to see it grow.”

~ Bobby Walker, Jr., CEO, Boys & Girls Club of Greenwich

2019 PROGRAM HIGHLIGHTS

GIFF's five-year anniversary program hit a new record, featuring 58 films from some of the greatest storytellers around the world. The films represented 20 countries and tackled a diversity of issues including environmental conservation, homelessness, disability inclusion, female empowerment, adoption, judicial reform, LGBTQ issues, gender equality, education, racial discrimination, and health care. 65% of the Festival's screenings featured a Q&A with the cast and crew enriching the viewing experience for our audience. The Festival weekend kicked off Opening Night with the premiere of *Brittany Runs a Marathon*, directed by Paul Downs Colaizzo from Amazon Studios, and closed with a special screening of *Luce*, starring Naomi Watts and Tim Roth. Other centerpiece films in the line-up included *Blinded by the Light*, *Auggie*, *Brian Banks*, *Safe Spaces*, and *Cold Case Hammarskjöld*.

As part of its commitment to bring films of merit to our audience throughout the year, GIFF hosted six additional film screenings, many of which featured Q&As with film talent, in the fall and winter: *Colette*, *What They Had*, *The Director's Cut of Fair Game*, *Ben Is Back*, *A Private War*, and *Hotel Mumbai*.

Global Reach

Australia
Belgium
Canada
China
Colombia
Denmark
France
Germany
India
Indonesia
Israel
Macedonia
Mexico
The Netherlands
Norway
Serbia
Sweden
United Kingdom
Uruguay
United States

“

"I just wanted to drop a quick note and say thanks for having Vanilla at your amazing festival. The films were beautifully selected, I became friends with several other filmmakers, and the parties were FANTASTIC (I still have Kesha stuck in my head). I also really appreciated the thoughtful Q+As. I know it's a labor of love so thank you all for the hard work. I look forward to recommending GIFF to other filmmakers and submitting my work to you all in the future."

Will Dennis, Director, Vanilla



Thought- Provoking Panels

GIFF strives to engage a diverse audience comprised of people of all ages, backgrounds and abilities. Our line-up of educational panels focused on topics that reflected this goal and brought to the forefront conversations about gender equity, disability inclusion, community involvement, and the sacrifices that award-winning athletes must make to achieve success.

Storytelling to Inspire Change

Presented by J.P. Morgan

The Price of Gold

Presented by Hospital for Special Surgery

Behind the Scenes with Blue Sky Studios

The Ability in Disability

Presented by The Stapleton Family Foundation and Bank of America In honor of George H.W. Bush and the critical legislation he passed to help make the world a more equitable place for all.

“

Thank you for the opportunity to be a part of such a powerful event. It is so important these conversations are brought to public forums and traditionally under represented artists have a place to show their work. Thank you for making that happen!”

Lynnette Taylor, Interpreter, *The Ability In Disability*





EPIC Anniversary Celebration

GIFF celebrated its five year anniversary with 1200 attendees at an Epic Party at the Capitol Theatre that included a film awards presentation by esteemed actress and Head of GIFF's Social Impact Jury, Connie Nielsen, and special performances by Grammy-Award Winning singer, KESHA. WABC-TV Anchors Amy Robach and Liz Cho served as the Master of Ceremonies for the event.



Award Winning Films

In addition to providing an effective platform for filmmakers to expose their work, GIFF also supports these gifted artists by offering monetary awards in six categories. The 2019 GIFF award-winning films both entertained and inspired our audience.



Best Social Impact Film: *Afterward*

Directed by Ofra Bloch

Presented by Diageo

Best Narrative Feature: *Sister Aimee*

Directed by Samantha Buck & Marie Schlingmann

Presented by Diageo

Best Documentary Feature: *Cold Case Hammarskjöld*

Directed by Mads Brugger

Presented by Diageo

Best Connecticut Short: *120 Years*

Directed by Matt Nadel & Lukas Cox

Presented by the Connecticut Office of Film, Television & Digital Media

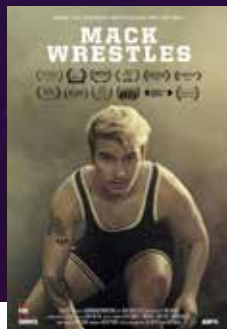
Best Narrative Short: *The Animal*

Directed by Sebastian Kass

Best Documentary Short: *Mack Wrestles*

Directed by Erin Sanger & Taylor Hess

Presented by the Bill & Ann Bresnan Foundation



I'm still shaking from excitement...Winning the first prize in the Social Impact category means the world to me and I have to admit that receiving a monetary prize is so timely and very much appreciated. I had a wonderful experience in the festival...I also enjoyed witnessing how the commitment and devotion of the community to the festival gave it a special warm vibe. I have no doubt that being recognized by the Greenwich International Festival is going to help *Afterward* receive more attention down the line and I appreciate your support and care for the topic from the bottom of my heart."

~ Ofra Bloch, *Afterward*, Winner - Best Social Impact Prize



We are so very happy to be a part of Greenwich International Film Festival and it's continued year over year success and growth. We are looking forward to partnering with you again next year!"

~ George Norfleet, CT Office of Film, Televisions & Digital Media



CHANGEMAKERS

The Changemaker Award is GIFF's highest honor and is presented to a humanitarian who has led by example, impacting the lives of thousands of people with positive social change. This year, GIFF was proud to present the Changemaker Award to actor and activist, Eva Longoria Bastón for founding the Eva Longoria Foundation. GIFF also honored community leader Bobby Walker, Jr. for his long-term commitment to youth in need as CEO of the Boys & Girls Club of Greenwich.

Eva Longoria Bastón, Actress & Activist **Changemaker Award Recipient**

Eva Longoria Bastón is an award-winning actor, producer, director, entrepreneur, and philanthropist. Eva is a committed advocate for gender equality and the representation of women and people of color in the entertainment industry. She is a co-founder of the Time's Up movement. She founded the Eva Longoria Foundation in 2012 to help Latinas build better futures for themselves and their families through education and entrepreneurship. Her entrepreneurial activities include serving as a Global Brand Ambassador for L'Oreal Paris, CEO of Unbelievable Entertainment, fragrances EVA and EVAmour, a New York Times-bestselling cookbook Eva's Kitchen, and a home collection line with JCPenney. Eva received her master's degree in Chicano Studies from California State University, Northridge.

Bobby Walker, Jr. **Community Changemaker Award Recipient**

Bobby Walker, Jr. is CEO of the Boys & Girls Club of Greenwich. After graduating from Williams in 1995, Mr. Walker returned to his Texas home at St. Mark's as a teacher, coach and administrator. After five years as Dean at McDonogh School in Maryland, he became Middle School Heads of King Low Heywood Thomas in Stamford. In July 2014, Mr. Walker accepted the role of CEO of the Boys & Girls Club of Greenwich. This move has allowed him to continue to help young people, some of whom come from backgrounds similar to his, and who are all seeking ways to access life's greatest opportunities.

GIFF BUZZ

GIFF generated tremendous media coverage around the globe with 1.5 billion positive media impressions in media outlets including television, radio, internet, magazine, and newspaper. This coverage not only benefited the Festival, extending its reach to new audiences, but also supported the Town of Greenwich, State of Connecticut, and filmmakers participating in the 2019 program.

THE HEADLINES

5 Reasons to Attend Greenwich International Film Festival

Forbes

The Greenwich International Film Festival has never lacked for star power and now one of Greenwich's local stars is going to be part of it

Ap Associated Press

Governor Lamont Issues Declaration for Greenwich Film Fest: May 31st is Greenwich International Film Festival Day

Patch

The Diversity Movement You're Not Hearing About: Actors with Disabilities

Indiewire

Why Stamford's Avon Theatre Loves Greenwich International Film Festival

**stamford
advocate**

Greenwich International Film Festival 2019 - Honoree Eva Longoria Longoria Bastón Delivers An Inspiring Award Acceptance Speech

THE HEDONIST
THE ESSENCE OF JOFFRE LYING

Grammy Nominated Artist Kesha Performs at Greenwich International Film Festival

THE KNOCKTORNAL

"The Greenwich International Film Festival's commitment to gender parity furthers our shared vision of equal and diverse representations of women in media. The festival goes beyond film to promote the important work of organizations like the Eva Longoria Foundation and the Boys and Girls Club of Greenwich that are making a difference in our communities." FILMFESTIVAL.COM

"The Greenwich International Film Festival (GIFF) stands apart from other film festivals because it is more than just showing a series of movies. The mission of GIFF is to use film to inspire change - change in perspective, change in the world and change in our hearts. It marries the worlds of film and philanthropy" GREENWICH SENTINEL

"The festival is an incredible and inspiring non-profit organization that was founded and is run completely by women. Festivals like this showcase the work of talented filmmakers while supporting critical human rights initiatives." PATCH.COM

GIFF Social



31.8K



13,291



9,535



AUDIENCE OVERVIEW

9,500 Attendees

99% of Attendees would attend GIFF again

99% of Attendees would recommend GIFF to a friend

Income:

Up to \$200,000: 43%

\$201,000 - \$300,000: 16%

\$301,000 - \$400,000: 7%

\$401,000 and above: 34%

Education:

GIFF's audience is highly educated. 96% of our audience has a college degree, and 49% has a graduate or post-graduate degree

58% of our audience is more likely to use the products and services of a GIFF sponsor because they attended the Festival.

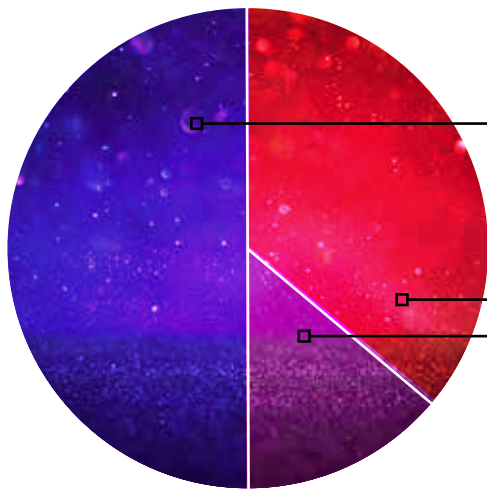


FINANCIAL OVERVIEW

GIFF commemorated its five-year anniversary with its largest program to date, while remaining committed to operating with sound fiscal management. Total revenue for the year was \$1,245,681. Total operating expenses were \$1,195,909.

GIFF was proud to donate \$131,805 to charity partners this year from 2019 Festival proceeds, as well as budget surplus from previous years.

In-kind donations remained an important form of support for GIFF. \$247,233 in in-kind donations were received (i.e. advertising, food and beverage, rent, venues, etc.).



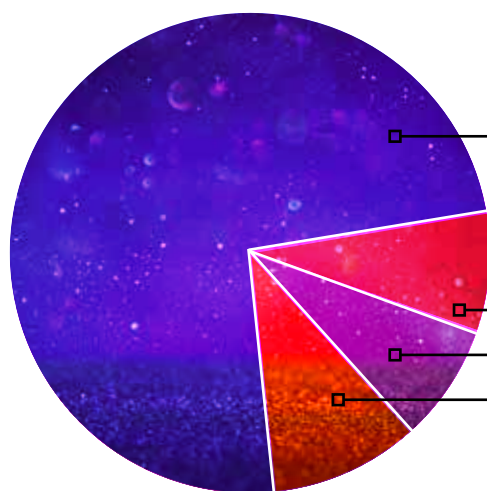
Earned Revenue

Ticket & Pass Sales	\$619,980.78	50%
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Contributed Revenue

Sponsorships	\$448,287.76	36%
Grants & Donations	\$177,412.87	14%

<i>Total</i>	<i>\$1,245,681.41</i>	<i>100%</i>
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Program Expenses

Festival Development & Program	\$977,506.86	74%
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Other Expenses

Office & Administrative	\$116,192.96	8%
Marketing, Communications & Tech	\$102,209.53	8%
Charitable Donations	\$131,805.00	10%

<i>Total</i>	<i>\$1,327,714.35</i>	<i>100%</i>
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Note: The financial information presented does not include in-kind donations. This is an unaudited financial report. For a copy of GIFF's audited financial statements, please contact Ginger Stickel at 203-717-1800.



ACKNOWLEDGMENTS

Executive Team

Colleen deVeer, *Director of Programming*
 Wendy Stapleton, *Chairwoman of the Board*
 Ginger Stickel, *Executive Director*

Festival Staff

Melissa Levin, *Development Manager*
 Neelab Hussaini, *Office Manager*
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 Sebastian Dostmann, *Festival Producer*
 Emily Martin, *Associate Festival Producer*
 Brittany Power, *Associate Festival Producer*
 Lauren Clayton, *Graphic Designer*
 Shamika Pandit, *Social Media Manager*
 Bears Rebecca Fonte, *Programming Consultant*
 Matt Stellwagen, *Website Developer*
 Antoine Bancharel, *Print Traffic Coordinator*
 Kati Vogiatjis, *VIP Concierge*
 Alek Ustin, *Talent Liaison*
 Muffie Dunn, *Box Office Manager*
 Ashley Jilnicki, *Volunteer Coordinator*
 Whitney Longworth, *Venue Manager*
 Lynn Borselliono, *Venue Manager*
 Victoria Gargiulo, *Screen Manager*
 Casey Virgo, *Screen Manager*
 Kayla O' Brien, *Screen Manager*
 Giorgio Arcelli, *Videographer*
 Lauren Stannard, *Blog Content Creator*
 Chloe Demauro, *PR/Media Correspondent*

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Carina Crain
 Colleen deVeer
 Wendy Stapleton

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Emily Wachtel

Changemaker Gala Believers

\$10,000

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(\$1,500-\$2,499)

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W-ABC TV
WAG
WSHU

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India Cultural Center Greenwich
National Organization on Disability
Strassler Center at Clark University

If your name has been misprinted or omitted in error, please accept our sincere apology and let us know by calling (203) 717-1800.





Changemaker Gala**Co-Chairs**

Kate Clark
Kristina Gabelli

EPIC Anniversary Party**Co-Chairs**

Marisa Brown
Ayla Farnos
Stacy Messina

EPIC Anniversary Party**Host Committee**

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Nina Bliley
Sue Bodson
Ginge Cabrera
Courtenay Carella
Jen Danzi
Alison Davis
Caitlin Davis
Candace Dhakhwa
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Fran Ehrlich
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Jeremiah Castro
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Lesley Coffin
Rebecca Colin
Alex Constantin

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David Ehrlich
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Marc Eskenazi
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Sid Gupta
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Jay Smales
Riann Smith
Mark Smith
Brandon Smithey
Zachary Spicer
Alessandra Stanley
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Adriana Trigiani
Marc Underhill
Scott Veltri
Fernando Villena
Irene Wallace
Frankie Wallace



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