



GREENWICH
International Film Festival™

ANNUAL REPORT 2015

WWW.GREENWICHFILM.ORG

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 /GIFF2014  /GREENWICHFILM  /GREENWICHFILMFEST



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Greenwich International Film Festival is a 501(c)(3) organization.
The 2015 Annual Report was prepared by COO Ginger Stickel and designed by Lauren Clayton

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

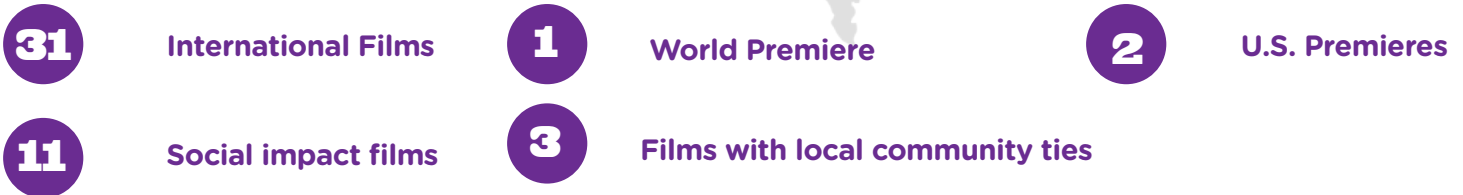
Develop a film market in Greenwich, CT, where films will receive funding and distribution as a result of the Festival

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



7,500

Festival Attendees *Film talent, journalists, influencers, industry executives, film lovers and community members*

4

Free Educational Panels

Changing Face of TV, Social Impact Panel, Women in Production and Inside Film Financing

1000

People attended a sold out Opening Night Party *Featuring awards, cocktails, and live musical entertainment by finalists from The Voice and American Idol*

2

Changemaker Honorees *UNICEF ambassadors Harry Belafonte and Mia Farrow were the first-ever award winners at the Changemaker Honoree Gala*

1

Children's Acting Workshop *Disney Channel Stars offered tips and conducted improvisational exercises with over 100 children*

100

Volunteers *are an essential part of the GIFF community and contributed 1,124 hours of work for FY 2015*

5

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.*

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.”

CHARITY PARTNER



children first.

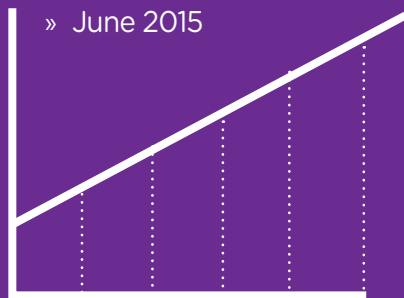
The 2015 Greenwich International Film Festival supported the US. Fund for UNICEF's arts-based initiative, OneMinutesJr., with proceeds from the festival. This program provides children around the world with cameras to make one minute films about what their lives are like, giving them a powerful platform 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

in news outlets around the world, including: Wall Street Journal, Hollywood Reporter, Associated Press, Today Show, Access Hollywood, US Weekly, New York Post, Variety, Deadline, Billboard, Town&Country, Greenwich Magazine, Greenwich Time, and many others.

SOCIAL MEDIA



WWW.GREENWICHFILM.ORG

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



1



2



3



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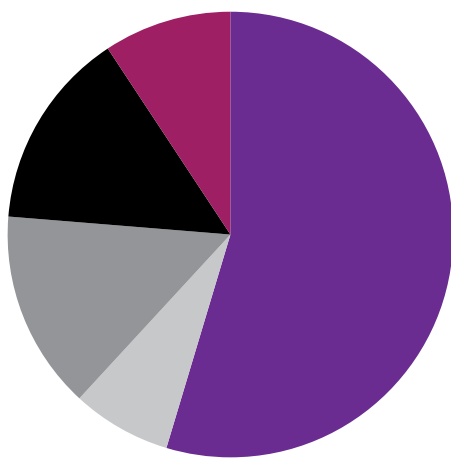
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1. (L-R) Founders Colleen DeVeer, Wendy Reyes, Carina Crain and COO, Ginger Stickel
2. Actors Karan Brar and Calum Worthy teaching at the Children's Acting Workshop
3. Actor and Director Colin Hanks speaking at the premiere of *All Things Must Pass*
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 Dario's *Mania Days*, held at Ralph Lauren

FINANCIAL OVERVIEW

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.



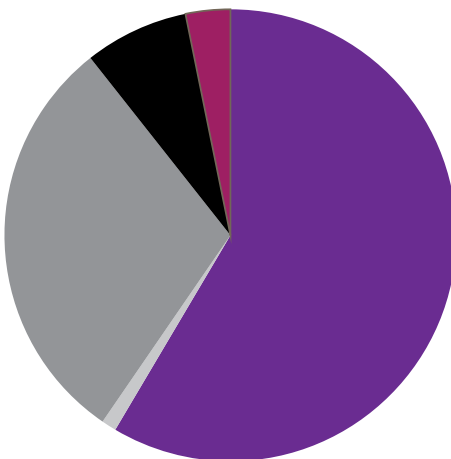
PROGRAM EXPENSES

■ 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%

\$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%

\$1,325,696 100%

BOARD

EXECUTIVE BOARD

Richard Brener

Jenna Bush-Hager

Jim Cabrera

David Duchovny

Dennis Ever

Doug Ellin

Kathie Lee Gifford

Jared Ian Goldman

Colin Hanks

Don Jenner

Michael Imperioli

David Levien

Clea Newman

Daphne Richards

Deborah Royce

Tom Scott

Bill Shipsey

Adrienne Stern

Jeb Stuart

Emily Wachtel

George Walker

Ali Wolfe

BOARD OF DIRECTORS

Carina Crain

Colleen deVeer

John Evans

Julie Fareri

Avram Ludwig

Jim Matthews

Clay Pecorin

Wendy Reyes

Christian Simonds

Ginger Stickel

Mark Teixeira

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*

LEADERSHIP COUNCIL

Abby Ritman, Chair
Marjorie Pastel, Chair
Lala Addeo
Melissa Beth
Elizabeth Bing
Melissa Boulan
Gretchen Bylow
Courtenay Carella
Gary Cella
Alexandra Codraro
Manon DeFelice
Kelly Eddy
Nancy Fazzinga
Haley Fisher
Kristina Gabelli

Daniel & Carol Goldstone
Claire Haft
Sara Herbert-Galloway
Cathy Holligan
Elizabeth Hopley
Taylor McKenzie-Jackson
Maureen Kappler
Renée Ketcham
Renuka Khera
Edith Kirk
Elizabeth Lake
Lauren Lazar
Gloria Lee
Alison Lew
Tia Mahaffy

Camillia McGraw
Melanie Milgram
Kim Miller
Kathryn Minckler
Anne Moller
Emma Pennington
Lindsay Potter
Carmina Roth
Jill Schecter
Riann Smith
Allyson Spellman
Natalie Stein
Kathy Thorsberg
Alix Toub
Victoria Triplett

INTERNS

Nick Newman, *Programming*
Kallan McMillan, *Programming*
Sarah Denisco, *Marketing*
Sam Louis, *Marketing*
Susan Saraf, *Pre-Screener*

VIP SUITES & LOUNGE TEAM

Alison Berger, *Co-Director*
Jen Danzi, *Co-Director*

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

James & Ginge Cabrera
Courtenay and TJ Carella
James Carey
Jim and Kate Clark
CLEver Photos
KC and Ashley Crain
David and Vicki Craver
Tori Dauphinot & Kenneth Hubbard
Frank and Nancy Fazzinga
Michael and Catherine Farello
Brian and Helen Fitzgerald
Tom and Leslie Foley
Jennifer Gressel
Lindsay Burns Grimes
Jeannette Gugelmann
Darrell & Robin Harvey
Carney and Melissa Hawks
Thijs Hovers
Joseph and Stephanie LaNasa
Alexander and Sally Lynch
David McCormick
Kevin McDonald
Sally and Tom Neff
Mark and Emma Pennington
James Quinn
Bill and Daphne Richards
Dave and Whitney Schwartz
Paul and Jane Shang
Riann Smith
Walker and Jenna Stapleton
Pieter Taselaar
Nishan and Victoria Vartanian
Brian and Ali Wolfe
Edward Vick and Stephanie Kugelman
Jill and Jon Weiner
Cliff and Susan Yonce

SPONSORS

PRIMARY SPONSORS

Stella Artois

Houlihan Lawrence

Rainmaker Films

JetBlue

Catterton

U.S. Trust

Bentley Greenwich

NEBCO Insurance Services, LLC

Pure Insurance

Greenwich Magazine

Ion Media Networks

Wheels Up

Fleischman Law Firm

SUPPORTING SPONSORS

Allen Dalton Productions

Baccarat

Becker Salon

Brightline Capital

Clay Health Club + Spa

Deep Eddy Vodka

Doheny Designers

Glashütte Original

Hollywood Pop

Humble Postal

INTERMIX

Jaafar Tazi Salon

Manfredi Jewels

Moët & Chandon Champagne

Morgan Stanley

OneDotZero

Ralph Lauren

Sparklens Films

The First Bank of Greenwich

The Local Vault

The Wall Street Journal

Town & Country

University Beyond

YOGASMOGA

FOOD & BEVERAGE PARTNERS

Barcelona Wine Bar

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