

FilmAid Annual Report

2022



Stories are power.

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Thank you from Gita Saedi Kiely, FilmAid Director

As we conclude our 23rd year as an organization and second year at Internews, we find ourselves at a historic moment where disinformation is undermining the stability of societies across the world. The notions of truth and stories that matter are undoubtedly under attack. Today, our work to support vulnerable communities worldwide by sharing their stories through film is more important than ever.

The work we do at FilmAid is not a panacea, but we believe it is part of the solution. FilmAid harnesses the power of film to support under-represented communities worldwide. We put cameras in people's hands no matter who or where they are, democratizing who gets to tell their story. We build filmmaking skills in local communities, empowering people to produce and distribute educational content through filmmaker trainings and film screenings. We continue to support the local filmmaking ecosystem through other available partnerships and opportunities.

Now fully rooted at Internews, our work contributes to our parent organization's global mission of supporting independent media in over 100 countries and helping local media outlets create and share information that saves lives, improves livelihoods, and holds institutions accountable. In 2022, our reach and impact have grown steadily. We worked with 587 community filmmakers, across 17 countries, who shared their own stories. And those stories have power.

In 2023, we have new programs planned in West Africa and the Middle East/North Africa region, and great ambitions of lifting the voices of coastal communities around the world – the ones most threatened by the climate crisis. We are also building our online trainings and resources, as well as our network of emerging filmmakers and mentors. These goals will help us further our reach and mission while developing sustainability and growing power.

We could not do any of this work without the support of so many individuals and organizations, including you. Together, we will continue liberating powerful stories, energizing under-represented communities, and supporting diversity in storytelling through the power and magic of film.

In community,

Gita Saedi Kiely

Director, FilmAid



History

FilmAid International was founded by Caroline Baron in 1999. Motivated by reports of individuals fleeing their homes in Kosovo to seek refuge in crowded camps in Macedonia, Caroline had the idea to bring movies to the people.

“

I had an idea; I would rally the entertainment industry to bring films to the camps. We would hold outdoor screenings, feed the imagination and the soul while providing lifesaving messages on the big screen to people with little access to crucial information.

— Caroline Baron

Since 1999, FilmAid has harnessed the power of film to support under-represented communities worldwide.



In 2021, FilmAid officially became a project of Internews, a global nonprofit that supports independent media in over 100 countries – from radio stations in refugee camps to hyper-local news outlets, to individual activists and reporters. Internews helps partners reach millions of people

with quality, local information that saves lives, improves livelihoods, and holds institutions accountable. Now, FilmAid can work with existing Internews-funded programs and partners, many of which are related to visual storytelling.

Project Theory

Through community screenings, facilitated events, and filmmaker training programs, FilmAid focuses on empowering local, marginalized voices to tell their own story. As Internews supports local independent media and news across the globe, FilmAid supports and strengthens local independent film communities. Our priority is to **AMPLIFY MARGINALIZED VOICES THROUGH FILM**.

Film can offer stories that complement news coverage, contributing to a community's understanding of a pressing issue. Film is a great mode of representation for first-person narratives, portraits of marginalized experiences, long-form investigative documentaries, and more experimental storytelling than what journalism offers. FilmAid is the in-house filmmaking expertise for Internews. FilmAid offers a global network of partners and the opportunity to thread local stories together to build worldwide narratives, with a special focus on public health, climate, and migration stories.

Our Strategy

At FilmAid, we design our programs around the needs of a community. Once the need is determined, FilmAid allocates a budget and determines which activities will best address that need.

FilmAid then outlines and implements filmmaker trainings, screenings, and other programmatic initiatives to develop skills, community awareness, and critical conversations around public health, humanitarian rights, and environmental issues. FilmAid's participatory, hands-on methodology enables communities to produce and disseminate their own stories.



Determine Need



Allocate Budget



Implement Initiatives

FilmAid Programs in 2022



In 2022, FilmAid supported trainings and film camps for 587 filmmakers, who produced 58 films, and conducted more than 50 film screenings. More than 4,000 individuals interacted with FilmAid's work in 17 countries. Part of our 2022 work was through FilmAid Pop-Ups, pilot film camps for communities to engage in filmmaker trainings. [Click here](#) to see a short promotional video on this ongoing program.

FilmAid uses six key indicators and metrics to measure reach in 2022.

- Number of filmmakers trained: **587**
 - Number of countries: **17**
 - Number of languages: **14**
 - Number of films produced: **58**
 - Number of audience members: **4133**
 - Number of media outlet & other local partners: **16**
-

FilmAid tracked recent impact of our programming through the six key indicators listed above. In 2023, we will continue to track these indicators as well as immediate and intermediate outcomes through post-workshop and training evaluations. By incorporating both methods into our evaluation process, we will more clearly be able to measure:

- Increased participation, inclusion, and accountability within communities.
- Greater access to reliable, diverse, and balanced information.
- Increased support for capacity-building, media and digital literacy.
- Greater reach in the production of inclusive content and media innovation.

From Indigenous film festivals to intensive editing film camps, we created opportunities and programs initiated by communities' needs and appetite. Here are some highlights of FilmAid's work in 2022 by region:

LATIN AMERICA

Colombia – In Fall 2022, FilmAid launched the inaugural Coast-to-Coast Festival and Training program. Both the Caribbean and Pacific coasts of Colombia share cultural traditions, forms of artistic storytelling and a historical struggle against the State's systematic neglect of their regions. FilmAid's Coast-to-Coast Festival connected three different collectives: Enpuja (on the Pacific), Puerto Creativo (on

the Pacific) and La Red de Comunicaciones del Pueblo Wayuu (on the Caribbean), to exchange stories, knowledge and best practices for storytelling and content production with an intercultural, intersectional perspective. The Coast-to-Coast Festival consisted of film festival screenings and filmmaker workshops, including training for 370 people (117 virtually, 253 in-person) and the production of two short films. The films were screened in person to 32 Indigenous community members and obtained over 7,000 engagements through the festival partners' social media.



Mexico – In partnership with [The Listening Post Collective](#), we supported displaced families to learn new video skills at our filmmaking workshops in the major migration arrival hubs of Tapachula, Tijuana, and Juarez. The program

used video to help investigate mis- and disinformation about the journey to share back with fellow migrants, friends, and families contemplating migration. The workshops combined media literacy trainings with basic video documentary techniques, such as using cell phones to develop short videos sharing examples of mis- and disinformation, and then sourced information that debunked those examples. The videos were shared in the Listening Post Collective's existing "News You Can Use" channels (WhatsApp and Facebook) that reach throughout Mexico and Central America.



Peru – In Iquitos, Peru we organized filmmaking workshops followed by community screenings with the Maijuna people. The project was an extension of a collaborative film project known as ICARO: Identity for the Audiovisual Creation of Original Stories, which creates short films in the native languages of Peru. Alongside Indigenous Peruvian youth, ICARO has produced films in 11 native Peruvian languages to date: Bora, Huitoto, Awajun, Kandoshi, Chapra, Wampis, Urarina, Mashigenga, Matsés, Shipibo and Shawi. This was the first training and production in the Maijuna language.



The Maijuna project was a joint effort with Grupo Tabano and Sache Cine, and the first opportunity for Maijuna teens to learn filmmaking and share their stories, not only with their community at large, but with each other. Twenty-five teenage participants learned about the distinct phases of film production and produced four short films with participation from the entire community. Grupo Tabano and Sache Cine organized a screening in the city of Iquitos, to promote the work in the capital of the region. And thanks to the alliance with the Federation of Native Maijuna Communities (FECONAMAI), they also premiered at the XV Maijuna Congress with members of the four Maijuna communities in attendance. These short films will become part of the territory's audiovisual web collection and can be seen on FilmAid's [YouTube channel](#).



EASTERN EUROPE & EURASIA



Georgia – FilmAid partnered with the Georgian Institute of Public Affairs (GIPA) and its Caucasus School of Journalism and Media Management to conduct a week-long intensive documentary filmmaking workshop for 12 participants. Participants found original stories along the Azerbaijan border, and with support from five mentors of GIPA, they filmed and edited their own original work, producing six films. The program finished with film screenings at the annual GIPA film festival in Tbilisi, alongside a pitch for additional film funding. The activity began in 2021 and the films continued to be presented through 2022.



Estonia – FilmAid supported Internews’ program in the Baltics to run a three-month film camp at the Sillamäe Youth Center. Sillamäe is a town of less than 15,000 inhabitants in Estonia’s Ida-Virumaa region, mostly populated by an ethnic Russian minority. The camp ran a mix of on-site and online training for three weeks and continued with two months of mentorship. The student youths chose the themes of local

deforestation and of new young immigrants in the region, and the program culminated in the completion of two short documentaries.



Kyrgyzstan – FilmAid presented at the [Media Tootoo conference](#), a bi-annual event that in 2022 focused on global media platforms and the international filmmaking ecosystem. The FilmAid team presented interviews from several commissioning editors and funders across the globe speaking directly to Central Asian filmmakers; led a pitch workshop sharing ways to position local stories in a way that is attractive to a global audience; and met with 20 local filmmakers to discuss current works-in-progress with feedback and planning sessions. The

presentations invited the burgeoning Kyrgyz film community to connect with the global outlets and gatekeepers, as well as FilmAid and our FAN Network.

MIDDLE EAST/NORTH AFRICA (MENA)

Lebanon, Iraq, and Sudan – As part of the ENQUIRES project, FilmAid supported the funding of 12 short films about religious diversity from production to completion. Funding was awarded in late 2022 with production through the first quarter of 2023. Internews is planning for both virtual and in-person screenings across the region in 2023.

Yemen – In the Fall of 2022, FilmAid began working with Humans of Taiz, a local Yemeni media group, to produce a short documentary that sheds light on climate change issues and their impact on marginalized communities in Yemen. We are helping produce a short documentary in a camp for internally displaced people (IDPs) while developing an audience strategy to distribute and screen the film online and offline.

Yemen is experiencing unprecedented heat waves and droughts, with devastating effects on human health. Yemen is also amid an eight-year long war that has displaced more than 4 million people. The displaced people living in camps lack the most basic services.

The film, *Al Rahba Camp*, focuses on one family and their struggles to stay healthy, nourished, and alive during this ongoing crisis. The film shares the daily situation in the camp, following the deterioration of the mother's health and her slow recovery in the impossible conditions of camp life. The stories of IDPs have rarely been documented from the inside and seen by people outside of the camps. *Al Rahba Camp* will be shared in spring 2023 to raise awareness and support, both within Yemen and internationally.



SUB-SAHARAN AFRICA

Kenya – In 2021, FilmAid Kenya took over management of our largest and longest-running program in the Dadaab and Kakuma refugee camps, receiving direct funding from The US Bureau of Population, Refugees and Migration (PRM). We are thrilled to continue working with FilmAid Kenya, now officially its own organization, as a partner in our collective work supporting skills development through the Film and Business Entrepreneurship Training Program, Media Youth Hub, and annual Film Festival. Our collective work supported 54 participants in 2022.

Central African Republic (CAR) –

FilmAid offered an editing workshop and mentorship initiative tied to a Canal+ Afrique production of a crime drama TV series, *Bangui Special Unit*. Inspired by *Law and Order: Special Victims Unit*, the series addresses themes like sexual violence, domestic violence, and violence against women and children. Each episode focuses on a specific demographic, such as ethnic minorities, internally displaced persons (10% of the Central African population), single women, isolated minors, or street children. The series is produced by Internews' long-term partner *Espace Lingatere*, a cultural and artistic center in the capital Bangui. The filming of 10 episodes was co-financed by the International Organization of Francophonie and UN Women. FilmAid's support was used for the post-production (with training and mentoring) and for showing the film in CAR. The training in editing and post-production was completed by five young CAR professionals who are now certified editors with national broadcast credit.





Mali – FilmAid held animation camps in conjunction with the production of a positive, empowering, and funny feature film called *TAANE* about a whimsical three-time widow. The film aims to entertain while still sending a message that family and good governance are possible. Several nationally recognized artists and comedians participated from Mali and neighboring countries. FilmAid trained five animators to produce the animated portions of the film. *TAANE* premiered domestically in the spring of 2022 before airing on national and international channels.

Tanzania – FilmAid partnered with Internews in Tanzania to work with citizen journalists in creating short films for social media, including TikTok, Instagram, and Facebook. Of the 80 applicants, we chose 6 young people to participate in the daily 3-month mentorship. Each journalist was given a small mobile media kit and learned about producing short videos for social media. [Click here](#) to watch an overview of the work produced. The workshop fueled additional funding for five more workshops through 2022, totaling 36 participants.



Zimbabwe – In Zimbabwe, with the support of the Center for Disaster Philanthropy, we partnered with Sunshine Cinema, Africa’s first solar-powered cinema network. They support mobile cinema distribution networks for Afro-centric films and filmmakers, film education for young people, and advocacy training to drive dialogue and debate on issues critical to youth in southern Africa.

The goal of our collective project *Show Up!, Speak Up!* was to improve recovery from the COVID-19 pandemic and strengthen community resilience in southern Zimbabwe. From May 2022 through August 2022, we helped train four community leaders to curate content, operate solar cinema kits, and mobilize audiences and discussion participants from local government agencies and service providers – all with a focus on sharing up to date COVID-19 related information with the support of medical professionals who work in the media space.

The young leaders were also trained in visual storytelling and produced four local short films with specific stories from the most marginalized. These films

were screened alongside other African films with an aim of promoting free expression on the implications of COVID-19 within communities and sharing relevant information on the pandemic. The films tackled various themes identified by ambassadors during the community mapping exercise, including child marriage, teenage pregnancy, sexual harassment, poverty, education, mental health awareness, bullying, HIV and AIDS, and drug abuse.

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The success of my screenings is that I managed to reach out to the LGBTQ community in our country and the turnout was good. The film got them to freely talk about COVID-19, HIV and access to Anti-retroviral treatment, and the challenges they encountered as one of the most discriminated people in society. They requested that we come back with more educational films.

— Willmore Dube, Bulawayo

Across Southern Zimbabwe, *Show Up! Speak Up!* successfully conducted 23 film screenings and reached an audience of over 1,418. In addition, ambassadors have partnered with nine education institutions and 11 community-based organizations. The audiences were composed of teenagers, youths, adults, and children from the three regions.

Strengthening the Brand – Advocacy and Representation

In 2022, we updated our website, language, and vision, and produced a new trailer that reflects our mission and values: [FilmAid - Stories Are Power](#).

As we grow our impact, we also look to grow our brand recognition and value in the film industry-at-large. FilmAid connected with filmmakers and communities at the following events this past year:

- Panelist, Big Sky Documentary Film Festival Doc Shop, February 2022.
- Presenting Sponsor for the Human Rights Watch Film Festival, May 2022.
- Presenter at the Media Toptoo Conference in Bishkek, May 2022.
- Presenter at the Opportunity Collaborative, Miches, DR, September 2022.
- Sponsor at the Double Exposure Festival & Symposium in Washington DC, October 2022.
- FilmAid Award given at the PLURAL+ Film & Video Youth Awards.



Annual Benefit

We are grateful for your unwavering commitment to the power of film and storytelling, and for being part of a dedicated community of supporters. A special thank you to our Supporters and Leaders, as well as our Media Partner, Variety.

[The 2022 Fall Benefit](#) was a truly inspiring celebration of FilmAid's work and impact. We have seen how the power of stories brings hope through opportunity, amplifies calls to justice, and gives voice to pressing – and often overlooked – global issues.

During the event, we honored three visionary storytellers and changemakers who are using the power of film and media for good all around the world.



- **Ukrainian NGO Docudays UA**, an organization creating human-rights-focused documentaries and chronicling Russia's brutal invasion of Ukraine, received FilmAid's Award for Documentary Excellence. Docudays' Philanthropy Director Julia Kartashova accepted the award on her organization's behalf.
- **Martha Ngwada**, a FilmAid student and mentor in Tanzania, accepted the FilmAid participant award. Martha's FilmAid training began her filmography of powerful short films dealing with challenging issues around gender violence and mental illness.
- **Jay Abdo**, an acclaimed Syrian-American actor and refugee, who rebuilt his career in the U.S. and continues to **champion** the power of stories of and about under-represented communities. Jay received the Richard C. Holbrooke Award for Humanitarian Service for his work as an advocate for refugees and the displaced.

We plan to reconvene with a **25th Year Celebration** for FilmAid in **2024**.

Thank you, FilmAid Supporters

From all of us at FilmAid and Internews.



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