

Disclaimer: This dossier is the first draft of a large vision that we expect will continue to transform and develop over time. No detail is set in stone. Once a Support Team is established, it will help advise and guide decisions of specific details, both large and small. Please continue reading bearing in mind that any aspect of this dossier could change at any time.

The Next Gen Film Festival

“Inspirational films about Zoomers serving their communities”

Summary

Foundation For The Arts is a non profit organization dedicated to serving communities through the arts. We have developed the Next Gen Film Festival to encourage Zoomers (Generation Z youth from ages 9-24) to start Community Service Projects and make short documentaries (approximately 3-30 minutes) about their experiences. The purpose of these documentaries is twofold: 1. to encourage Zoomers to serve the most needy in their communities, starting with special needs, at-risk youth, the elderly, the terminally ill, etc., and 2. to inspire their peers to do likewise.

The Next Gen Film Festival will choose the top +/-20 most inspiring documentaries submitted (Finalists), and take them to various schools, universities and community venues around the country in the form of a film festival. The hope is that this festival will ignite the imagination of other Zoomers about how they too might be able to serve those around them and thus create a snowball effect of Zoomers “paying it forward” in their own way in their own communities.

The Finalists will each be awarded a cash prize (amounts to be determined but could be +/--\$5,000) to share equally among their team members, plus receive additional funds (to be determined, but could be \$5,000 – \$45,000) to go towards continuing their Community Service Projects into the future. The governor of California (or President of the United States or another top elected official) will be invited to present an award recognizing each of the Finalists for their outstanding service in the Humanitarian Arts. We will also invite film festivals from all over the country to showcase and present awards to our Finalist’s films. We will ask the Academy Awards to create a new category for the Next Gen Film Festival in which one of five nominees would be awarded an Oscar. Each of the Finalists will be offered the opportunity to personally meet with a top Hollywood film director (Robert Zemeckis, Stephen Spielberg, James Cameron, George Lucas etc.) in order to encourage their participation in the Festival and also to further the film pursuits of those interested in that field. We will promote our top 20 films via social media, talk shows, news broadcasts, newspapers, magazines and other media outlets to advertise our Sponsors, to inspire others to serve their communities, and most importantly, to encourage the nation by highlighting the hope Generation Z is providing us.

Foundation For The Arts will provide suggestions and guidelines for creating Community Service Projects and for filming the documentaries. Foundation For The Arts will make best efforts to connect aspiring filmmakers from the best film schools in the country to Zoomer Teams wanting assistance with the film aspect of their Project.

All qualifying Next Gen Film Festival participants will earn community service hours to help meet their high school requirements as well as college class credits in Social Entrepreneurship/Humanitarian Arts from an accredited college or university.

There will be multiple ways that leaders, businesses and community organizations can help out. Options include financial sponsorship, mentoring Zoomer teams, or promoting the Festival within their sphere of influence. The festival will be a valuable avenue to advertise partners and promote their interests. Every person and organization will be recognized in proportion to their contribution – ways to do so include: print and media advertising, speaking events, film credits and naming the Next Gen Film Festival after our most generous sponsor.

Though we may begin in California, Foundation For The Arts hopes that this Festival will develop in every state in the US and in multiple countries around the world within the next 10 years. We truly believe this cinematic expression of youth and community service could spark a wildfire of goodwill throughout the world.

The Process:

1. Foundation For The Arts will form a Back Office Support Team to create a strategy for rolling out the project. This may take 6 months to a year to lay the groundwork.
2. Foundation For The Arts will promote the Festival to field Teams with the help of willing sponsors and marketing campaigns.
3. Participating Zoomers will gather into teams, develop Community Service Projects, execute their projects, film and edit.
4. Zoomer Teams have the option of submitting their project concepts to Foundation For The Arts in order to get concept feedback and/or request to be connected to a Team Financial Sponsor, a Filmmaker and/or a Mentor.
5. Teams must submit their films by the deadline in order to be considered for that year's event. If they miss the deadline they will submit their film the following year.
6. Finalists will be chosen and The Film Festival will begin to tour throughout the country at schools and community venues.

The Details

Our Philosophy

We believe that acts of sacrificial kindness (no matter how small) aimed at uplifting the lives of those around us can change the culture of an entire nation. We believe that the youth can be an enormous catalyst in creating this change. We believe that the arts have the ability to unite people and communicate ideas in ways that other modalities can't.

The Types of Community Service Projects We're Looking For

Foundation For The Arts serves the most needy in society so we highly encourage Community Service Projects to benefit this group, i.e. special needs, "at risk" youth, and people who are terminally ill, elderly, impoverished, abused, trafficked, incarcerated, homeless or disenfranchised. We are encouraging Zoomers to directly involve themselves (in ways appropriate for their age) in the lives of the people they are helping, rather than just raise money for example. Of course, we understand that sometimes it takes finances to help improve lives, but projects where Zoomers personally help just one person may be more inspirational than Zoomers raising funds for other organizations that help people. When raising money, it's easy to put one's focus on the business rather than on the people.

It might be preferred, but Community Service Projects need not be original ideas. It's fine for Community Service Projects to (with participants' hands-on assistance) help enhance, maintain or expand the mission of an existing organization. For example, instead of raising money for an organization who hosts dance classes for kids with special needs, a Zoomer Team could offer to expand the program to another part of the city themselves. At the same time, to simply be a volunteer for another organization is not what we're looking for. The goal is that Community Service Projects will start new endeavors and add to the overall sum of goodwill in this country.

Any interest in The Arts (or even outside The Arts) that Zoomers possess (dance, pottery, golf, painting, cooking, computers, telling stories, entrepreneurship, gardening, domestic duties – anything) can be used to creatively serve their communities.

We love to see Community Service Projects that bring together various groups of people who would not normally connect. For example, art classes and gallery showings for children with Down syndrome can connect the rich and poor, the black and white, the educated and uneducated, etc. because each diverse group has children with this disability and they all come together at the gallery opening to see their child's work displayed.

We'd like to try to avoid politics and religion which tend to divide more than unite.

Local, community-based, projects are valued over international ones because we want to foster neighbors serving one another. When the Festival eventually develops in other countries, we will encourage the Zoomers in those countries to serve their own communities as well.

Zoomers Teams can choose to form legal non-profit charities or not. Community Service Projects may also be for-profit businesses as long as they are compassionately geared towards benefitting the lives of others.

We will post specific ideas of Community Service Projects on our website for those who want help brainstorming about projects that could benefit their community.

The Types Of Films We're Looking For

The inspirational value of the submitted films will be the main criteria for selecting the Finalists of the Next Gen Film Festival. For example, if there are two great Community Service Projects of equal impact yet one has a fantastic film and the other doesn't, they will be ranked very differently. Films will be judged based on their inspirational value. We want to harness the power of the cinematic arts to bring about positive change in our culture. We are looking to award those who a) are willing to serve and b) are also able to artistically motivate others to serve.

Films may be presented as a documentary, short story, interview, or whatever style the Zoomer Teams determine is the best way to communicate and inspire their audiences. Drama, tension, character development, plot, passion, suspense, overcoming obstacles, music, conflict, cinematography – all the qualities/aspects of top ranked professional documentaries should be considered. The higher the quality of the film, the more it will grab the attention of the viewer and inspire him or her. Teams need not utilize expensive equipment or professional videographers. If a message can be successfully and creatively communicated with a cellphone camera, it has the potential to be selected as a Finalist.

Participant Information - Zoomers

Zoomers (born between approximately 1997–2012, ages approximately 9–24) are asked to find a need in their community and look for a creative solution that uplifts the lives of others. Zoomers are encouraged to use any skill or passion of theirs in order to help. Each Zoomer Team must be led by a Zoomer but they are welcome to recruit parents, various adults and professionals to assist with their project. For example, if a 10 year old wants to recruit their parents to help them with their project, that would be perfectly acceptable. Or if a 21 year old wants to get help from their film professor, that too would be fine. We encourage Zoomers to get help from their community.

Foundation For The Arts will make our best effort to support Zoomers in their projects. In order to help kickstart the creative process for Zoomer Teams we will provide Community Service Project examples, documentary examples, and helpful website links. In some cases, Foundation For The Arts will help connect Zoomers to Financial Sponsors, Team Mentors, and Filmmakers (students studying film at University or Zoomers who have a significant amount of experience making films). The Finalists will be awarded cash prizes and additional funds to help continue their Community Service Projects. We hope to facilitate Participants' ability to fulfill their school's required community service hours. We also hope our Participants will receive college course credits in Social Entrepreneurship (or Humanitarian Arts etc.). All Zoomers who submit a film will be invited to attend the film festival showings at no charge.

We suggest that Zoomers work in teams of +/- 5 as teams too large can have difficulty agreeing while teams too small can lack the manpower to get everything accomplished. We suggest that each of those +/-5 team members have their own areas of responsibility.

Participant Information - Filmmakers

Filmmakers are people who are particularly experienced in producing, directing and/or editing films and who want to volunteer their time to assist Zoomer Teams with their documentaries. Filmmakers may range from amateurs with a cell phone camera to professionals with 20 years of experience. If Zoomer Teams need help with any part of their film, Foundation For The Arts will attempt to match them with a Filmmaker that might be interested in helping their team. Foundation For The Arts will reach out to schools and universities who have film programs to see if any of their students would want to participate as Filmmakers.

Back Office Support Team Members

The Back Office Support Team (BOST) will be the group of volunteers responsible to get the Next Gen Film Festival off the ground. BOST members will be made up of Zoomers and adults alike. They will not only help decide how to best execute this vision but will also be tasked with a variety of responsibilities required to roll out the Film Festival. We will need BOST members to help with getting the word out, raise money, call potential sponsors, handle media relations and advertisement etc. BOST members should expect to give a minimum of 3 hours/week plus meet twice a month.

Film Festival Goals

- Create lasting cultural change centered in considering the needs of others
- Have Zoomers give examples to their peers of how to give back to society
- Inspire others to use their imaginations to start their own community service projects
- Demonstrate to all people that they are capable of making a difference
- Promote local unity by connecting leaders, youth, community members, friends and families through the Festival
- Develop Zoomer leadership skills by giving them an opportunity to lead their Teams in completing Community Service Projects and making films
- Provide opportunities for life-long friendships between Zoomers, Sponsors, Filmmakers, and community members who get involved in helping the Teams
- Add to the army of people in the United States who are giving back
- Promote and advertise the sponsors, businesses, organizations, leaders and individuals who help facilitate the Festival
- Encourage Zoomers to harness the art of film to tell stories and promote goodwill
- Expand the Festival until it operates in various states and countries
- Help municipalities care for their communities that might be affected by cuts in services to the needy due to Covid-19
- Increase opportunities to work in the Cinematic Arts for aspiring filmmakers coupled with having the potential to win awards and meet professionals that might promote their careers
- Grow to be a world-wide organization

Help us get the word out

There are multiple ways for businesses, organizations, community members and government leaders to get involved in the Next Gen Film Festival. Below, you'll find some examples of how you can be a part of promoting participation.

Name Sponsor: Allow NGFF to use one's high profile name as promotion and credibility for the event

Festival Financial Sponsor: Donate finances to the overall function of the NGFF

Team Financial Sponsor: Specifically choose and financially sponsor a team of Zoomers

Mentor: Use your expertise to personally interact with and assist various Zoomer Teams

Referrer: Help increase Zoomer participation by reaching out to your sphere of influence

Name Sponsors are any high-profile person or organization who allows us to use their name to advertise the fact that they are supporting the Festival. We are looking for Name Sponsors that will motivate participation and generate publicity. For example, if Oprah's name was on the list of name sponsors, we may have easier access into the schools and/or universities to promote our vision and garner interest from students. Businesses, community organizations and individuals could all potentially be Name Sponsors.

We are looking for **Festival Financial Sponsors** to help us cover the costs of the Next Gen Film Festival. The larger the financial contribution, the greater the publicity that sponsor will receive from the Festival. If a generous sponsor wishes to fund the entire festival, we will dedicate and name the Next Gen Film Festival after them.

There is also the opportunity to become a Zoomer **Team Financial Sponsor**. Team Financial Sponsors will be able to interview and pick the teams that resonate with them. The Team Financial Sponsors of any Finalist will be able to introduce the films at each Festival showing.

Mentors will personally interact with and assist the Zoomer teams. They will help them with whatever they need and to navigate the many challenges they will face during this process. Mentors can give advice, help in obtaining Financial Sponsors or choosing Community Service Projects, etc. Foundation For The Arts will help connect Mentors with Zoomer Teams.

Another way to help us promote the Festival is to be a **Referrer**, which is a person or organization who takes it upon themselves to encourage Zoomers within their sphere of influence to participate in the Next Gen Film Festival. We will look to businesses, politicians, schools, universities, community organizations, clubs, student governments, film studios, celebrities and the like to encourage Zoomer participation.

Frequently Asked Questions

On what basis are the Finalists selected?

Below is a list of criteria that we will use to evaluate the films and select the Finalists. They are listed in order of importance with the most important at the top. For example, while both may

have their benefits, the Festival's focus is more on serving people in a hands-on way than raising money or awareness. Having said that we leave open the possibility that raising money or awareness could still be the basis for an inspirational film, which, at the end of the day, is the main criteria used to select the Finalists. The more a Community Service Project consists of top priorities the higher a chance it will have of being chosen as a Finalist. For example, if two films have the same inspirational value, but one is about serving people hands-on and the other is about raising awareness, the former would be given a higher score. We will consider if the Film/Community Service Project:

- a. Inspires others to serve or give back
- b. Serves locally to uplift people's lives
- c. Exhibits sacrificial kindness resulting in a meaningful impact
- d. Exhibits Hands-on service (rather than raising money for others to do the hands-on part)
- e. Unites the Community/brings together disparate groups
- f. Is Non-partisan, non-religious
- g. Provides employment, skills, opportunities or consistent services to someone in need
- h. Involves multiple members of community/family/friends to help serve
- i. Is easily replicated or educates others on how to continue similar efforts in their own community
- j. Gathers material donations to personally distribute to neighbors
- k. Changes the environment in order to improve lives
- l. Creates another branch of a local, pre-existing charity's efforts

We are not specifically looking for Community Service Projects with the following attributes but nevertheless, they won't be denied if Teams are truly motivated. If Teams can produce a truly inspiring film then they would still have a chance of being chosen as a finalist:

- m. Serves an international community
- n. Raises funds for another pre-existing charity
- o. Educates or raises awareness for an issue

What is the role of the Foundation For The Arts?

Foundation For The Arts will raise the money needed to put on the Festival, organize the Back Office Support Team, promote Zoomer participation, provide support to Zoomer Teams, choose Finalists, and promote the Festival. Zoomers can reach out to Foundation For The Arts anytime of the year to discuss their Community Service Projects and/or pursue getting Team Financial Sponsors, Mentors or Filmmakers, or to request any other assistance they may need.

What is the submission process like?

Zoomers are required to submit their finished films by the official annual deadline. If Community Service Projects take over a year to film, they will have the opportunity to submit their finished film in the following annual event.

How is prize money allocated?

Winners receive two forms of funds:

1. +/- \$5,000 cash prize money will be divided up equally among the Zoomer Team Members listed on their submission forms and it will have no strings attached to it.
2. 0–\$45,000 will be awarded to the Zoomer Teams to help them carry on their Community Service Projects into the future. Only qualified expenses will be reimbursed. For example, if the Team, or the charity they form, is growing and needs a new van to transport those they serve, they could request a draw down on their pool of prize money.

How will we get the word out?

We will enlist the help of leaders, government, educational institutions and community organizations.

Who owns the films?

In order to submit their films, Zoomer Teams will agree to sell the rights to their films to the Next Gen Film Festival for the +/- \$5,000 of prize money they will receive as a Finalist. If no prize money is received, the Teams will keep the rights to their films.