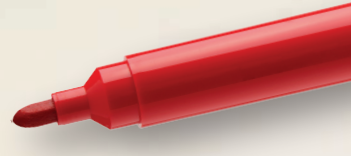


# WHAT'S BEEN HAPPENING at GroundSpark



- SEX ED
- NEW CLIENTS
- FIRST R.F.A.P. INSTITUTE
- R.I.P. ROBIN WILLIAMS
- SPEAKING GIGS
- UGANDA
- CHOOSING CHILDREN DVD!
- SAFE SCHOOLS MESSAGING KIT
- SEX ED W/ STRAIGHTLACED
- CONFERENCES ARE US



"I have an answer now when our teachers say, 'I can't talk about LGBT stuff in class because I'm not familiar with those things,'" says Brendan Brockbank, the Science Coach for the Burlingame, CA school district. "I've had them watch **Straightlaced—How Gender's Got Us All Tied Up** multiple times. It's made a huge difference, especially in their comfort level with understanding the gender and sexuality spectrum."

Brockbank learned about **Straightlaced** from a national sexuality education resource bank, and has incorporated the film and curriculum into the district's middle school health curriculum. "Many schools are really negligent in addressing the state's health curriculum standards. Even though now it's REQUIRED to teach about LGBT-related issues, they don't," he said. "**Straightlaced** covers so many topics that are so important. It's completely changed what our students get out of health class—it's SO much better with GroundSpark's film."

Debra Chasnoff led a Respect for All Project institute at the International Bullying Prevention Association annual conference and asked participants to take our **Let's Get Real** survey that evaluates bullying and bias at their own schools. Top issues: anti-gay harassment, slurs based on gender norms, followed by race issues, class, and weight.

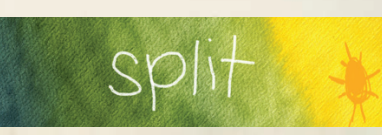
She also keynoted the annual Friends for Youth convening that brings together leaders of youth mentoring programs from across the country. At Mills College, Debra was a guest scholar for a week, exploring how documentary film can expand impact in public policy, gender studies, education, environment and community development classes.



## • SHARING SOME WISDOM W/ OUR FELLOW FILMMAKERS!



This year GroundSpark expanded its operations to start offering other social issue filmmakers the opportunity to apply some of our winning models of outreach and engagement to their own important documentary films. With our first cohort of filmmaker clients, we are offering guidance on strategic distribution plans, fund development, and organizational partner cultivation. Our clients include **Read Me Differently** about one family coming to terms with three generations of learning disabilities and **Split**, which gives voice to children's experiences as they go through their parents divorcing.



We also partnered with the San Francisco Jewish Film Festival to facilitate a day-long "Take Action" series of programs in which the audience was introduced to local organizations to get involved with issues ranging from abortion rights to labor organizing, end-of-life care to sustainable food policy.

## • GROUNDSPARK IN UGANDA?

Hard to believe, but the answer is yes. All because of a very courageous woman, Maggie N'dagire, program director in Kumpala at the Women and Children's Empowerment Network (WACENA). Determined to find ways to address bullying and harassment despite the country's notorious track record of viciously targeting anyone who is the slightest bit supportive of LGBT people, Maggie reached out to us for support.



Thanks to the generosity of our donors, we found a way to get a full set of films and curriculum guides into Uganda where WACENA immediately put them to work. "After training our Trainers [with the films], we have identified two high schools to start with in each district in the Eastern Region," Maggie writes. "Thank you so much GroundSpark," one participant added, "[for sending] such life-changing information that is blackmailed by our homophobic authorities."

## • OUR FIRST R.F.A.P. INSTITUTE



Over 30 New England teachers, school administrators, teacher educators, social workers and guidance counselors came to our first two-day Respect For All Project Institute at the University of Connecticut. It's the first time we have presented all five of our RFAP films and curricula at once. The dialogue was both deep and far-ranging.

"It fueled my passion for social justice issues and made me feel like I am not alone in trying to make change in this world," said Ellen Montgomery, who teaches art at Hunt Middle School in Burlington, VT.

And Kevin Liner, a high school math teacher from Bloomfield, CT reflected that "the workshop inspired me to take more action on a day-to-day basis with my students and helped me realize the magnitude of importance that a safe school climate has on a student both personally and in regards to their academic success."

We also collaborated with the Oakland Unified School District on strengthening its anti-bullying efforts.

## • THE BACK STORY OF OUR VERY FIRST FILM

We dug through our attics to find some photos and old fliers from back in the day when **Choosing Children** was produced. They all got poured into the creation of "The Back Story", a special 20-minute bonus feature on the newly re-released DVD version of **Choosing Children**.

"The greatest gift of the film for us today," says Mombian blogger Dana Rudolf, "is to see that other parents and children have been there long before us, facing many of the same issues, and have nevertheless found answers and overcome challenges to raise their children to adulthood. Both as a piece of history and as a still timely inspiration, **Choosing Children** belongs in every LGBT parent's collection (and would make a great baby shower gift)."



## • R.I.P. ROBIN WILLIAMS



We mourned the loss of a wonderful member of the GroundSpark family, Robin Williams. He performed a wild monologue about all kinds of families at our world premiere of **That's a Family!** and then lent his name with a powerful endorsement of the film that helped us reach into many schools and communities. Who knows how many children have had their eyes and hearts opened because Robin proclaimed that **That's a Family!** is "an extraordinary film that teaches a poignant lesson about love and family"? Just another small way that he had a huge impact. We will always think of him as one of our guardian angels.

## • BILL O'REILLY MADE US DO IT!

Eight years ago a small school district in New Jersey came under attack because teachers decided to show **That's a Family!** to third graders. The outcry from misinformed parents, egged on by conservative fire throwers, was significant. Debra Chasnoff went on the Bill O'Reilly show, enduring much badgering from the talk show host. In response, GroundSpark quietly organized a Rapid Response Network, a group of education, civil rights, religious, membership, and media organizations that committed to provide support when other educators came under similar attacks. Now, with many years of skillful organizing under its belt, the network has published a toolkit to help educators skillfully message their rationale for providing LGBT-inclusive curricula.



Announcing the release of the toolkit in a *Huffington Post* blog post, Chasnoff credited her appearance on O'Reilly's show back in 2006 as the impetus for the Rapid Response Network. "We've learned that there is a formula for success—tested strategies that can help teachers and community members break through the barriers," she wrote. "And now we want to share those strategies!"

**OUR MISSION:** To create visionary films and dynamic educational campaigns that move individuals and communities to take action for a more just world. We specialize in crafting strategic documentary films and distribution campaigns with ambitious social, economic, and environmental justice goals. Our films and campaigns are a mix of independent projects we initiate and commissioned projects for community clients.

GroundSpark's landmark program, The Respect For All Project, focuses on creating schools and communities that are safe for all young people. The Respect For All Project offers a comprehensive set of resources for educators and youth-service providers, including award-winning documentary films, high-quality curriculum guides, and a comprehensive workshop series for professionals and community members.

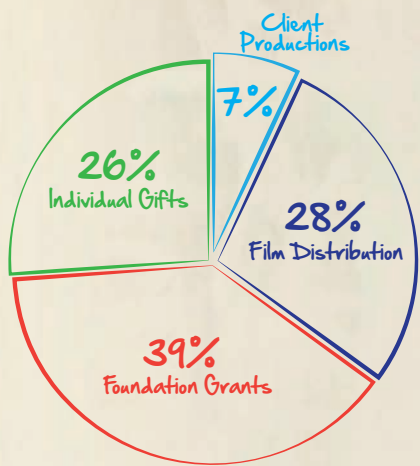


hey, what's happening?

# GROUNDSPARK

IGNITING CHANGE THROUGH FILM

look inside!



## INCOME

Client Productions	\$23,587
Film Distribution	\$91,120
Foundation Grants	\$125,000
Individual Gifts	\$84,260
Misc. Income	\$114
<b>TOTAL</b>	<b>\$324,081</b>

Contributed income accounted for 65% of the 2013 budget; earned income for 35%.

We ended the year with net assets of \$160,439.

## EXPENSES

Distribution and Outreach	\$131,667
Educational Training	\$52,975
Film and Media Production	\$74,640
Fundraising	\$25,273
Management and Admin	\$76,200
<b>TOTAL</b>	<b>\$360,755</b>

72% of our budget was allocated to direct program expenses.

Our 2013 tax reports can be viewed at <http://groundspark.org/what/reports-and-plans>.

## Staff

**Debra Chasnoff**  
President and Senior Producer

**Brandy Sacks**  
Operations Coordinator

## Project Consultants

**Joel Brown**  
Education Programming

**Helen Cohen**  
Respect for All Co-Founder

**Ed Erghott**  
Website Development

**Dana Forsberg**  
Distribution

**Eileen Glaser**  
Education Programming

**Michael Kahn**  
Social Media Strategy

**Anne Katzenberg**  
Bookkeeping

**Michael Kupietz**  
IT Support

**Judy Lichtman (Pink Top)**  
Graphic Design

**Nancy Otto**  
Impact Producing

**Ryan Schwartz**  
School District Support—Rapid Response Network

**Imran Siddiquee**  
Social Media Strategy

**Eric Singer**  
Curriculum

**Kate Stille Steiner**  
Film Editing

**Serian Strauss**  
Education Programming

**Alicia Utley**  
Accountant

**Stephen Vittoria**  
Film Editing

## Board of Directors

**Joan Lefkowitz (co-chair)**

**Susan Lowenberg**

**Mary Morgan**

**Lidia Szajko (co-chair)**

# WHAT'S AHEAD

- NEW CLIENT WORK—IMMIGRATION, REPRODUCTIVE RIGHTS, LGBT ELECTED OFFICIALS?
- PROFESSIONAL DEVELOPMENT ONLINE—W/"LET'S GET REAL"
- NEW PARTNERSHIPS IN THE SOUTH!—GEORGIA
- ALIGNING STRAIGHTLACED W/COMMON CORE STANDARDS
- COLLEGE VISITS IN ORANGE COUNTY, WESTERN PA, IOWA

## HONOR ROLL

Gifts made between September 1, 2013 – August 31, 2014

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L.P. Brown Foundation - Special Fund  
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Gill Foundation

### Stars/\$10,000 - \$24,999

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The San Francisco Foundation  
The Small Change Foundation

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Susan Lowenberg and Joyce Newstat  
Tides Foundation on the recommendation of Weston Milliken

### Director/\$2,500 - \$4,999

Derek Aspacher  
The Frank Foundation

### Animator/\$1,200 - \$2,499

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Nancy Meyer and Marc Weiss

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Keeley Tobler  
Barbara Wezelman  
Barbra Wiener  
Helen Zia and Lia Shigemura

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Jane Ariel  
Norma J. Bailey  
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Susan Levinkind and Elana Dykewomon  
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THANK YOU!