

## FUNDRAISING/STRATEGY

The film requires a total budget of **\$100,000** to reach completion. Current funding has included personal investment, crowdfunding, and festival awards, leaving a gap of approximately **\$90,000**.

## FUNDRAISING/STRATEGY

My fundraising strategy includes a multi-tiered approach:

1. **Grants and Foundations:** I am actively applying to film funds such as Sundance Documentary Fund, ITVS Open Call, and IDA Enterprise Documentary Fund.
2. **Crowdfunding Campaign:** A Kickstarter campaign will target supporters of inclusive storytelling and accessibility advocacy.
3. **Corporate Partnerships:** I plan to seek sponsorships from brands and organizations invested in disability rights.
4. **Community Donations:** Partnering with local nonprofits will help amplify grassroots fundraising efforts.

The funds raised will support post-production, including professional editing, sound design, closed captions, and audio descriptions to ensure accessibility.

## DISTRIBUTION & MARKETING STRATEGY

"*Life in My Eyes*" will have a three-phase distribution plan:

1. **Film Festivals:** Targeting top-tier festivals such as Sundance, Hot Docs, and DocLands to build awareness and attract distributors.
2. **Community Screenings:** Partnering with advocacy organizations like the National Federation of the Blind and local community centers to hold accessible, impact-driven events.
3. **Broadcast and Digital:** Pitching to PBS' *Independent Lens* and streaming platforms like Netflix, Amazon Prime, and Apple TV.

Marketing efforts will include targeted campaigns on social media, collaborations with disability advocates, and feature articles in media outlets that champion underrepresented stories.

## **AWARD IMPACT**

The award funds would cover critical post-production costs:

- Professional editing, animations, and sound design to achieve cinematic quality.
- Closed captioning, audio descriptions, and testing for accessible screenings.

Receiving this funding would allow me to finish "*Life in My Eyes*" and bring its vital message to audiences around the world.

## BUDGET

Category	Estimated Cost
Development	\$5,000
Production	\$40,000
Post-Production	\$35,000
Accessibility & Marketing	\$10,000
Distribution	\$10,000
<b>Total</b>	<b>\$100,000</b>

**FUNDING TO DATE**

<b>Source</b>	<b>Amount</b>	<b>Status</b>
Personal Contributions	\$2,500	Secured
Black Harvest Festival Award	\$5,000	Secured
Local Donations	\$2,500	Secured
<b>Total Funding to Date</b>	<b>\$10,000</b>	