

## Evaluation Criteria for Fiscal Sponsorship

The fundamental criterion for fiscal sponsorship is that the project aligns with our mission to catalyze positive change through the power of filmmaking. We believe visual storytelling can move hearts and minds as we address the social, environmental, and cultural issues of our time. So your film project should provide some clear public benefit, be of your own independent creation, and be a project that will galvanize potential donors.

Note, most of these criteria are normally addressed in the proposal elements adapted from the Documentary Core Application. The criteria is similar for both documentaries and narrative projects. Because we invest a lot of time and expertise helping filmmakers get their films developed and completed, we love to work with dedicated visual storytellers with a thoughtful approach to their film - and the drive to get it done.

With that in mind, our evaluation criteria reviews:

- If the film project has a clear public benefit aligned with our mission.
- The vision and feasibility of the project story and structure.
- Clarity in why the filmmaker has chosen their topic.
- Understanding and articulation of the intended audience.
- Articulation and feasibility of artistic approach.
- Articulation and feasibility of fundraising strategy and approach.
- Articulation and feasibility of outreach and distribution.
- If proposing a documentary that works with participants to help tell the story, a thoughtful, respectful, and collaborative plan articulating your approach of working with the participants.
- Capability of film team to produce the project.
- Realistic budget.
- Work samples.
- Dedication of filmmaker to get project finished.

Feel free to contact us with any questions or concerns.