

REEL STORIES 2017 ANNUAL REPORT

A black and white photograph of a woman with long dark hair, wearing a dark cap with sunglasses perched on top. She is holding a Canon EOS camera with a large lens, looking through the viewfinder. A large, semi-transparent blue number '5' is overlaid on the center of the image, partially obscuring her face and the camera. The background is dark and out of focus.

5

years of reel stories

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Our Mission is AUDACIOUS

To change the face of filmmaking by bringing more women, girls, and gender non-conforming youth into filmmaking and media careers. To show women and girls that their stories and ideas have value and that their audience is waiting. And ultimately to change media representation of women and girls by having more female media creators.

To achieve our mission, we've created a pipeline for girls to go from no experience, to professional experience in the film industry.



One of things I'm most proud of is the community we are building around Camp Reel Stories. We are not just a summer camp, we are a community and a network. We submit films every year to film festivals to make sure the young filmmakers' work is seen by a larger audience. Our campers return as volunteers and staff. It is wonderful to see the Camp Reel Stories community growing.

Thank you for your interest and support of Camp Reel Stories,
Penny Krueger
Board President

REEL STORIES OAKLAND

75

75 GIRLS

Went to Boot Camp in Oakland

teaching them media literacy, basic technical skills to create media on their own, a sense of the power of their voices and the importance of their stories.

Over 5 years of camp, 270 girls have tried their hand at filmmaking in our Boot Camp.

30 girls
in 2013

75 girls
in 2017



Five years of Boot Camp

At the wide end of our funnel is our boot camp. Girls who have maybe never made a film before come and learn to make a film in a week. We teach storycraft with professional writers and producers talk about how to make a compelling story while subverting gender and racial stereotypes. We teach campers how

to watch media critically so they can see bias. Through our guest speakers' program they learn about the huge range of careers available in media production. And at the core, they learn that their stories have value and that their voices do matter.

REEL STORIES ADVANCED CAMP

20

20 GIRLS

Attended Advanced Camp in Oakland where they learned more professional filmmaking skills with a focus on directing actors, storytelling, motion graphics, special effects, and more.



Camp set me up with what I want to do with the rest of my life. -Yasaman

Once they've completed boot camp, campers are eligible to return to our advanced camp. Many of our advanced campers return year after year, gaining confidence and skills. Over two weeks, they hone their skills in cinematography, lighting,

sound, editing, and motion graphics. They build their filmmaking community, enabling them to continue making films outside of camp, and gain deeper relationships with mentors and guest lecturers.

REEL STORIES LOS ANGELES



15 GIRLS

Attended our first ever LA Camp

We partnered with Glendale Community College to hold the first CRS-LA.

A new opportunity for girls living at the center of film production to take filmmaking into their own hands.

Next Steps: Expansion to 30 Campers in 2018

Adding an advanced camp in 2019

Volunteer workshop leaders included:

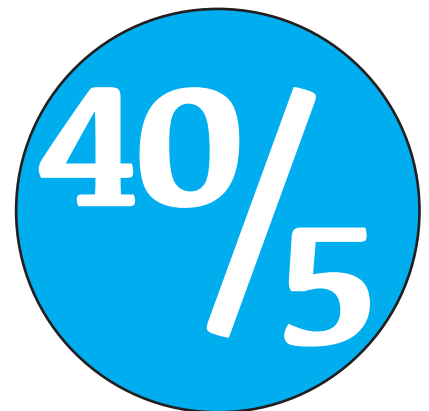
- Amy Zeirling, director of The Hunting Ground
- Lynn Sternberger, writer The Bold Type
- Megan Lloyd, Dreamworks



250 people

came to our inaugural CRS-LA film festival at the Glendale Community College

40 girls learned from
5 female media professionals
at our first Girls Filmmaking Day.



REEL STORIES DIVERSITY

100+

Over 100 GIRLS

Made 21 short films at Camp Reel Stories
over the summer

Equity is not just about gender.
People of color are missing from media
both as creators and as characters.

50%

50% of our girls identify as
people of color.

40% of our girls
receive financial aid.

40%

REEL STORIES INSTITUTE



5 GIRLS

Started the Reel Stories Institute

The pilot program was created by and for returning campers because they wanted more opportunities to make films, for deeper mentorship, and longer form projects where they could develop their craft.

Next step: Expansion to 15 Participants in 2018

In 2017, the Institute participants created a five minute documentary about Camp Reel Stories which has screened at film festivals, community events, and online. Watch it here: youtu.be/BMV_Uz1EUh8

Reel Stories is powered by our participants. Our new initiatives come from them, giving them what they need to build on their skills, to gain more experience, to become who they want to be. They show us where we need to go.

The institute is open to Advanced Camp graduates who are 16-21 years old (college attendees are welcome). The program mirrors a professional production with dedicated media teachers to mentor the girls. This program runs concurrent with

our beginning camp, so these participants become role models and a resource for beginning campers. Our institute participants attend the career lunchtime talks, with additional time to network with professionals.

- Engages our most ambitious female filmmakers
- Our beginning campers get inspired by this group
- Longer-form projects with more opportunity for creative feedback
- Participants build their portfolios with professional level work

It's not just a camp!

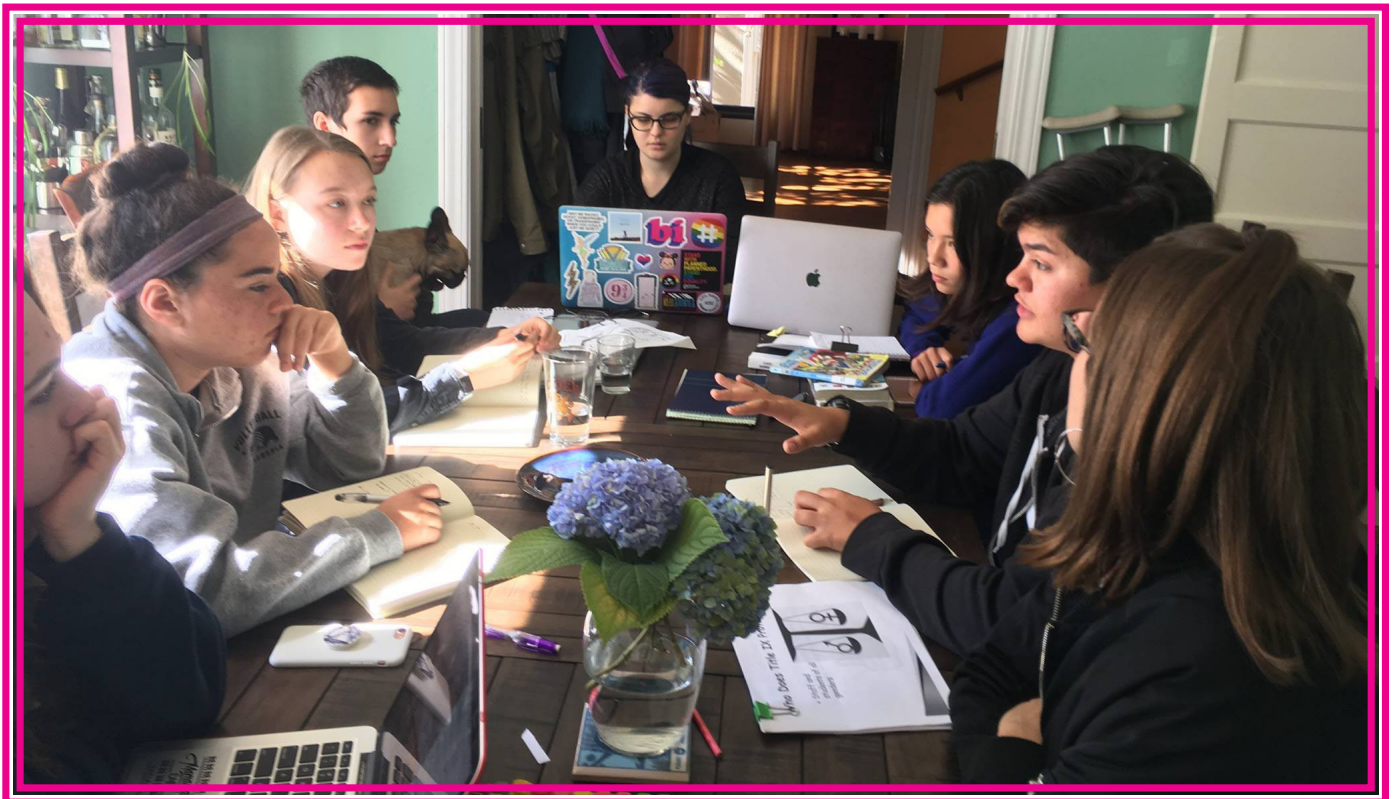
We know young women need professional experience to build their network, their skills, and their confidence.

12

12 GIRLS

Are working together on a film about Title IX

In collaboration with the Equal Rights Association, CRS filmmakers started production on a series of films by and for teen girls about knowing your Title IX rights.



REEL STORIES MENTORING

5 GIRLS

Shadowed on professional film sets.

5



They had so much experience and they were so easy to talk to! - Meredith

5

5 GIRLS

Received professional mentoring
coordinated by Reel Stories

REEL STORIES ALUMNI

5

5 ALUMNI

Came back as Producers to mentor the next group of filmmakers.

The Producer program is a powerful component of Reel Stories. Each filmmaking group works with a Producer (akin to a camp counselor) and that Producer is always a woman. The Producer is a mentor and advisor to their group. For the first time this year, we had former campers, now in film school, return to mentor new campers through the Producer program.

Next step: Expansion to 10 Alumnae Producers in 2018



"I personally found my passion for directing and editing in this very program." - Norma

REEL STORIES FILM FESTIVALS

700

700 attendees
came to 2 Film Festivals at the
California Theater in Berkeley



7

7 FILM FESTIVAL ACCEPTANCES SO FAR

We have had two films that were accepted in the All-American High School Film Festival in New York City and 5 films that were accepted into the Lincoln Film Festival in Lincoln, Illinois. We have entered the films all over the country and expect the films from 2017 to be seen by thousands.

1

1 FILM

One of our Advanced Films won an award from Dolby so we had a team of 4 filmmakers that got to mix their film in 5.1 surround sound at the Dolby offices.

We have two types of monitoring and evaluation we conduct. Directly after camp we ask the girls about their experiences at camp and what they have gained. Additionally, we continue to follow up with our alumnae through formal evaluations and via our ongoing development programs. In this way we're able to see how our campers use their media creation tools and hear back from them about how CRS has prepared them for academic pursuits, professional work, and where the program has led to specific job opportunities.

EVALUATION

Session 1

98% Said that attending Camp Reel Stories was a good experience.

92% Said that by the end of camp, they felt their overall skills as a filmmaker were greatly improved.

76% Said they planned to continue making films beyond the scope of camp.

88% planned to view the media more critically and will notice when they view media that is lacking in diversity.

Session 2

100% Said that attending Camp Reel Stories was a good experience.

95% Said their technical skills (camera, editing, production) improved greatly during the week of camp.

92% Said that by the end of camp, they felt their overall skills as a filmmaker were greatly improved.

76% Said they planned to continue making films beyond the scope of camp.

88% They planned to view the media more critically and will notice when they view media that is lacking in diversity.

Advanced Camp

100% Said that attending Camp Reel Stories was a good experience.

90% Said their technical skills (camera, editing, production) improved greatly during the week of camp.

90% Said that by the end of camp, they felt their overall skills as a filmmaker were greatly improved.

80% Said they planned to continue making films beyond the scope of camp (and 20% said they felt they already view media critically because of past camps).

94% They planned to view the media more critically and will notice when they view media that is lacking in diversity.

CRS- LA

100% Said that attending Camp Reel Stories was a good experience.

100% Would like to attend CRS again and attend an Advanced Camp.

100% Said their technical skills (camera, editing, production) improved greatly during the week of camp.

100% Said that by the end of camp, they felt their overall skills as a filmmaker were greatly improved.

100% Said they planned to continue making films beyond the scope of camp.

100% They planned to view the media more critically and will notice when they view media that is lacking in diversity.

REEL STORIES WOMEN'S WEEKEND

Young women are portrayed poorly in the media, but women over 40 are virtually erased. That's why we started Women's Filmmaking Weekends.

2.5

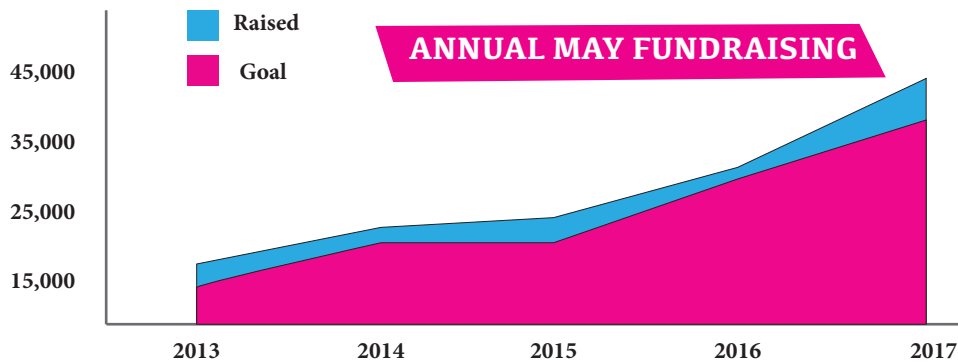
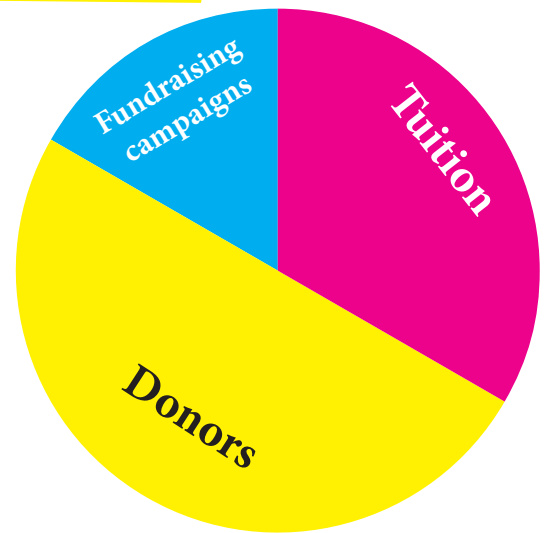
2 ½ days and a film is written, shot, and edited



Women walk away with new technical and creative skills and a finished film.

REEL STORIES FINANCIAL

Camp Reel Stories has grown significantly since our founding, running a surplus each 5 years. Income increased from \$152,000 in 2015 to \$245,000 in 2017, due to expanded fee-based programming and new donors. Fundraising campaigns have allowed us to be fiscally solvent and offer 40% of campers financial aid. We have a diverse revenue stream, including earned income from tuition, which, in 2017 accounted for approximately a third of our operating budget. CRS has low administrative expenses of 13%.



Every year at our May fundraising challenge, we exceed our goals.

How we allocate our funds:



83¢
goes to
programs



14¢
goes to
administration



3¢
goes to
development

In 2017, we ended the year with a small operating surplus. Our earned revenue from tuition and special events was higher than we budgeted. From a liquidity standpoint, we have about 2 months of cash in the bank to cover our likely operating expenses for the next year. This is decent for an organization of our size, but we should aim to continue to build this cash reserve to at least 3 months through annual operating surpluses. In 2018, we are adding additional programming that will increase our tuition revenue.

UPCOMING 2017-2018 PROGRAMMING

- Partnering with the **Equal Rights Association** to produce a video about Title IX by and for high school girls
- Our first winter break camp during the winter break holiday
- Two one-day filmmaking workshops in the winter, one in the Bay Area and one in L.A.
- A high-school club curriculum now piloting at South Pasadena High School
- Partnering with **Girls Make VR** to hold a weekend VR workshop for girls in L.A.



ALUMNAE STORIES



After multiple years of attending Camp Reel Stories, I am now studying film at the Rhode Island School of Design. The camp definitely gave me the skills I need to be successful here, as well as showing me that I can dream big despite my gender and that it is possible for me to be successful.

Sarah
Rhode Island School of Design

Camp Reel Stories made me realize that as a woman I am just as capable of sharing my vision to the world, just as or better than men.

Elizabeth
U.C.S.D.



After attending Camp Reel Stories I felt more than inspired. I felt like I could make a difference in the film industry and also empower young women like myself.

Mariah
Clark University



I love Camp Reel Stories because it introduced me to a world of film and powerful women, two things that I now want to be a part of for the rest of my life.

Yasaman
Berkeley City College





Message from Esther Pearl

2017 will be known as the year that the systemic abuse and discrimination in the entertainment industry was finally out in the open. At Camp Reel Stories we are training the next generation of female filmmakers. In 2017 over 100 girls in the Bay Area and LA trained to become filmmakers at Reel Stories. Their films have already been seen by thousands at film festivals, community events, and online.

I know this is not enough to change an abusive system. We need to build a new system where both men and women can feel safe and frankly just do their jobs without the fear of being harassed or worse. I am hoping to expand our programming, distribution, and network so that stories by and for young women can be made in environments that they will thrive. We invite you to be part of the solution in 2018 by donating, volunteering, and expanding your commitment to our community.

Esther Pearl
Founder/ Executive Director



**Help us inspire a new generation
of female filmmakers!**

Donate!
Volunteer!
Spread the Word!

Camp Reel Stories is a priority in my daughter's life! Her involvement in the organization has boosted her self confidence, and she is committed to the advancement and equality of women, not only in the film industry but also in society in general. As a parent, it has been pure joy to watch my daughter blossom and take charge of honing her skills as a filmmaker and storyteller.

Keiko, Camp Reel Stories Parent

www.campreelstories.com