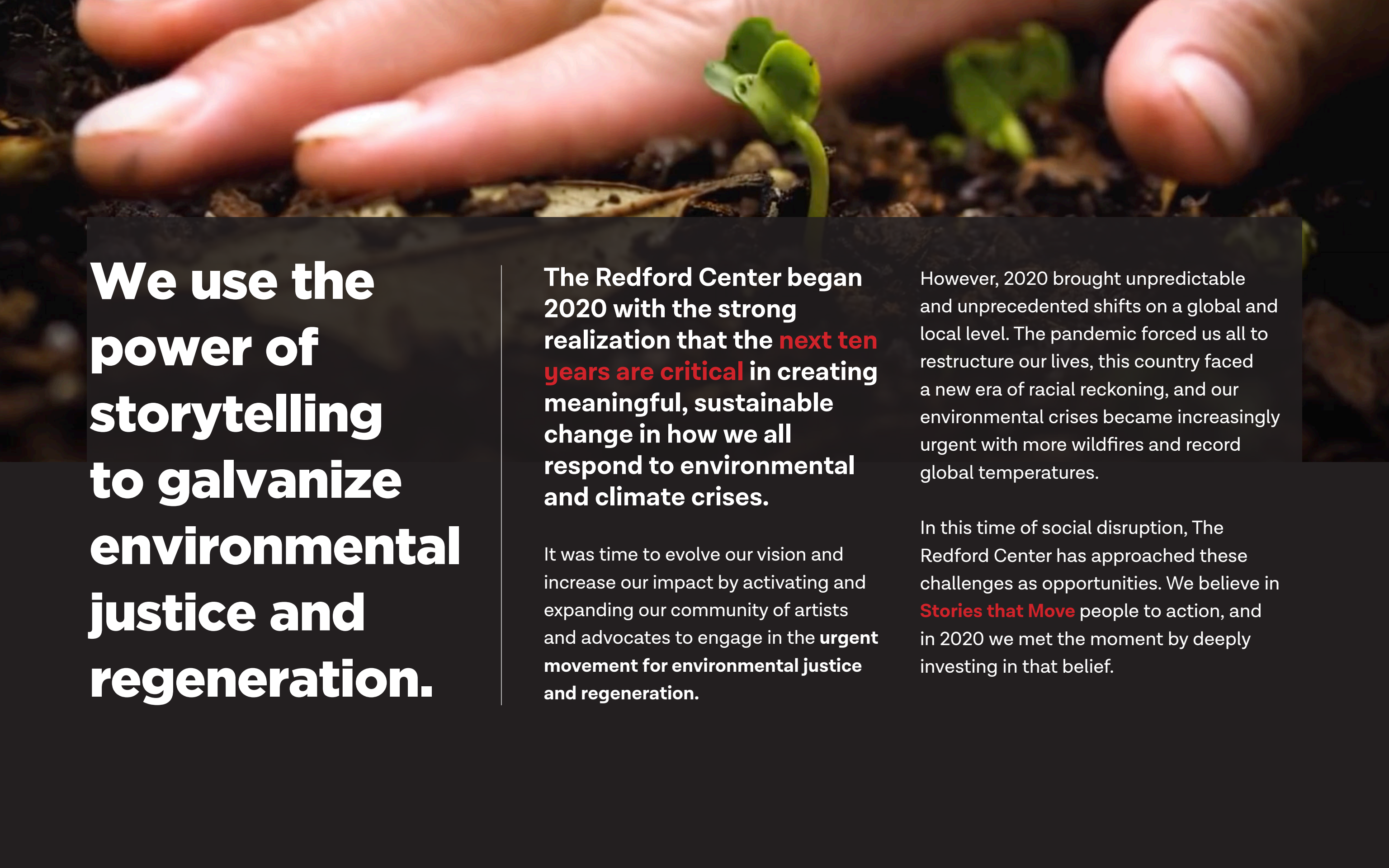


MEETING THE MOMENT

2020 YEAR IN REVIEW

THE **REDFORD** CENTER





We use the power of storytelling to galvanize environmental justice and regeneration.

The Redford Center began 2020 with the strong realization that the **next ten years are critical** in creating meaningful, sustainable change in how we all respond to environmental and climate crises.

It was time to evolve our vision and increase our impact by activating and expanding our community of artists and advocates to engage in the **urgent movement for environmental justice and regeneration.**

However, 2020 brought unpredictable and unprecedented shifts on a global and local level. The pandemic forced us all to restructure our lives, this country faced a new era of racial reckoning, and our environmental crises became increasingly urgent with more wildfires and record global temperatures.

In this time of social disruption, The Redford Center has approached these challenges as opportunities. We believe in **Stories that Move** people to action, and in 2020 we met the moment by deeply investing in that belief.



IN 2020, THE REDFORD CENTER:

Tripled our current grantee cohort from 7 to 22 supported film projects

Expanded our work with youth through Redford Center Stories, a new student-centered approach to environmental justice curriculum, engaging **115** educators and **1,000+** students across **27** states and **5** countries

Launched a new program that resulted in 12 short films designed to inspire environmentalists to vote, and reached over 500,000 people

Activated the power of our **filmmaker network of 300 creatives** to carry out our Rapid Response programming

Invested over **\$350,000 in 35 films** through grants and commissions

Launched our **Friday Night Films series**, filling virtual theaters every week and creating a new platform to showcase our films and artists

Received the Stroud Award for Freshwater Excellence in recognition of The Redford Center's dedication and determination to protect the environment and fresh water

Distributed over **\$2.6 million in funds** to support our fiscally sponsored projects including streaming hits **I Am Greta** and **Kiss the Ground**



“This work is never completed alone. The Redford Center has provided me with a network of support that not only aligns with my own mission as a filmmaker but further bolsters the values of native communities across the globe.”

**NATIVE RAPANUI FILMMAKER &
2020 REDFORD CENTER GRANTEE
SERGIO MATA’U RAPU**

“After my first conversation with The Redford Center and learning about their intersectional approach to storytelling, I knew that we had been on parallel paths. My partnership with The Redford Center has allowed me to advance community-centered storytelling strategies that explore and ignite solutions at the intersection of activism, environmentalism, and social justice.”

**2020 REDFORD CENTER GRANTEE,
FILMMAKER AND CHANGE-MAKER
ELI JACOBS-FANTAUZZI**

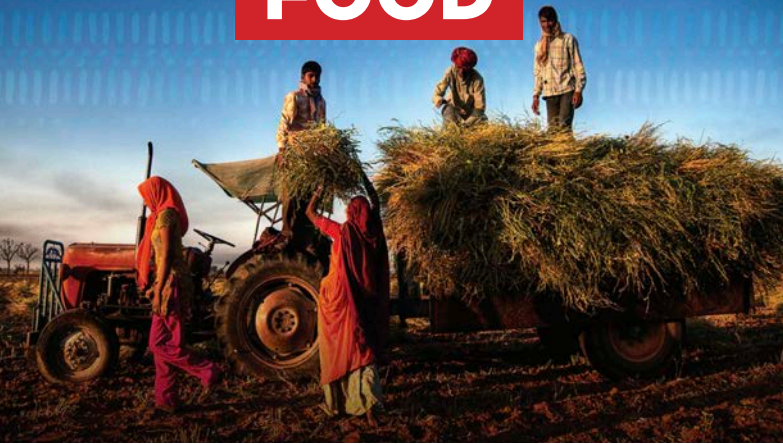




FOOD

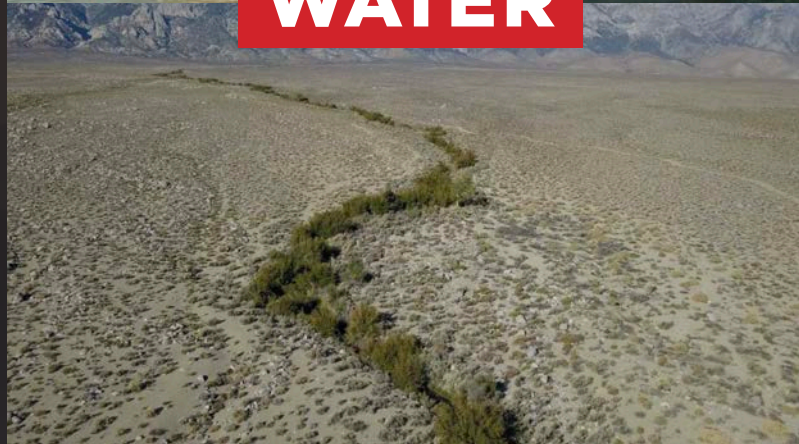


WATER



TRIPLING OUR GRANTEE COHORT

The Redford Center aims to better represent the true diversity and intersectionality of the environmental movement. This year we **tripled our grantee cohort** from 7 to 22 supported film projects in response to the urgency of the crisis and need to amplify the breadth of experiences. These films cover a vast array of issues, offer progress and solutions, and strive for stories of impact.



JUSTICE



LAND





MOBILIZING THE VOTE IN 2020

We are expanding our narrative strategies to include more nimble forms of original film and media content that can be quickly activated to accelerate our mission.

In 2020 we launched our **#PowerTheVote Campaign** to inspire voter turnout among the 10 million+ self-identified environmentalists who do not vote.

Our pilot **Rapid Response** program came together with new collaborators in civic engagement, that include The League of Conservation Voters Education Fund, Pacific Islanders in Communications, Working Films, Far Star Action Fund, and Culture Surge.

We commissioned 12 short films from diverse storytellers to help shift public perception of what it means to be an environmentalist and what it means to be a voter.

Together the films had over 500,000 video impressions.



OVER \$2.6M CHANNELED TO ENVIRONMENTAL STORIES

In 2020, we provided \$2.6 million in funding and other filmmaker services to film and media projects through Fiscal Sponsorship. We see this support as inextricably linked to our commitment to invest in storytellers and amplify the number of, and audience for, environmental stories. In 2020, two of our fiscally sponsored projects, **I Am Greta** and **Kiss the Ground** were picked up by major streaming services and have already been viewed by millions around the world.



AMPLIFYING NEW ENVIRONMENTAL STORYTELLERS

Redford Center Stories is a learning and storytelling initiative providing educators and students with dynamic, integrative, no-cost tools to actively engage in the movement for environmental justice and regeneration.

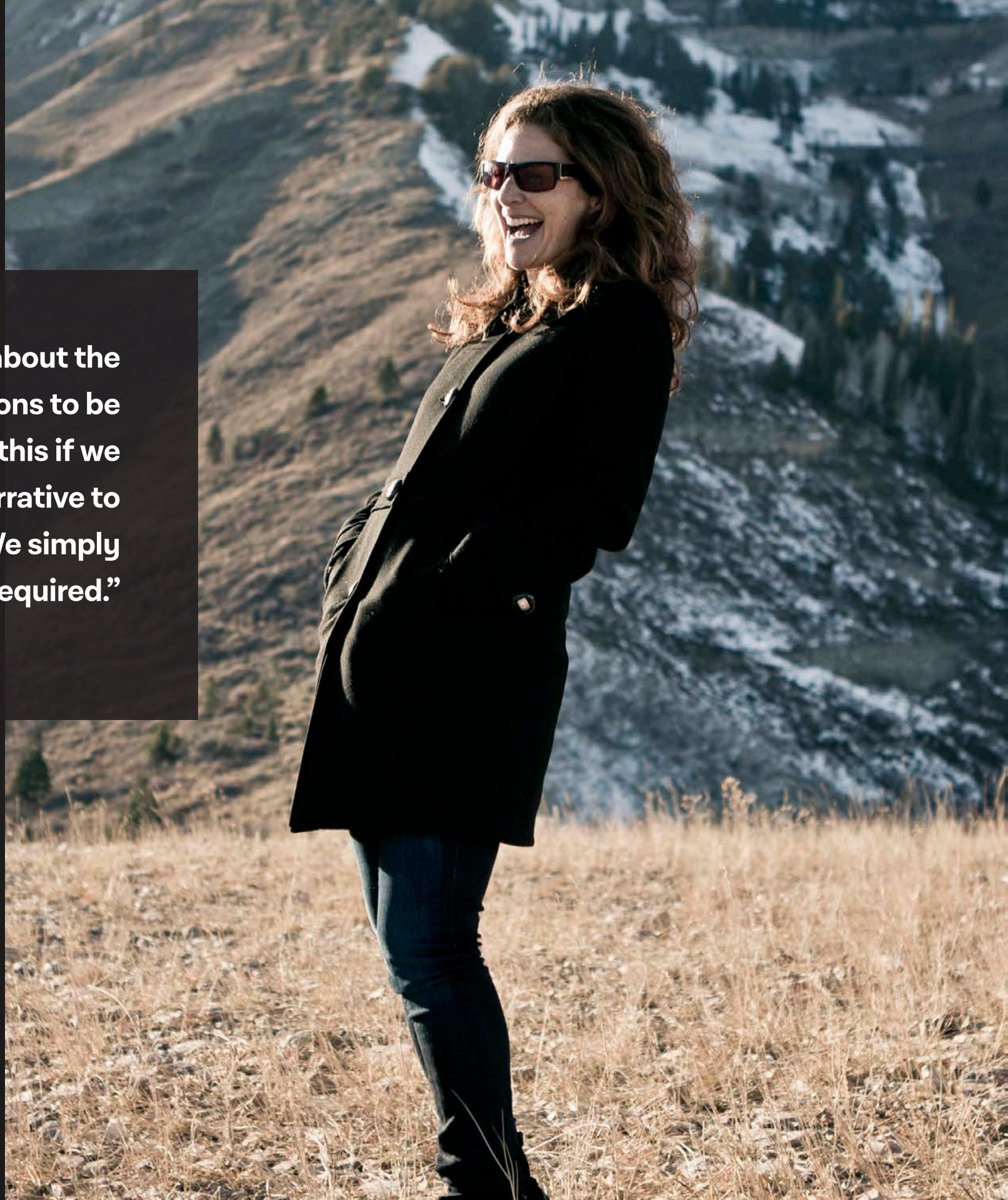
Now in our second year, Redford Center Stories invites teachers and middle-school students on a year-long interactive online journey where they are supported and tasked with creating short films that speak to an aspect of environmental justice that is particularly meaningful to them.


With this project, we expand the belief that every person, at every age is already an environmentalist, storyteller, and agent of creative community and positive change.



“While more people than ever are concerned about the climate crisis, most still struggle to identify reasons to be hopeful that we can solve it. We must change this if we are going to be successful. We must shift the narrative to ‘we can solve this’. Because we can, and we are. We simply aren’t acting with the urgency required.”

JILL TIDMAN
EXECUTIVE DIRECTOR OF THE REDFORD CENTER





We envision a world in equitable balance, where human and planetary health and justice are fundamental values driving action.

TO ACHIEVE OUR VISION WE WILL CONTINUE TO:

Invest in Storyteller Support through growing more cohorts of grantees and supported projects to create an ecosystem of film and media makers who are interconnected, who represent the diverse nature of the environmental movement, and who are producing content that is moving people to act.

Create and Commission New Content to strategically target opportunities where stories can activate immediate and necessary environmental action; programs such as The Nature Film Project and our Rapid Response fund are designed to generate catalytic change.

Change the Conversation by amplifying our stories using strategic partnerships and developing narrative interventions that expand audience and demand for positive, hopeful environmental storytelling. In this way, we support the global community of environmental advocates and mainstream ideas needed for a just and equitable transition.



“My dad believed that film was a powerful tool to help educate and organize. He wanted to build a wide-reaching, powerful, diverse coalition of climate crisis advocates who will imagine, demand, and enact a better world. The Redford Center has always supported projects with this goal in mind, bringing people together towards collective solutions. It is from this place that we carry forward our work and build upon my dad’s vision and legacy.”

**DYLAN REDFORD, THIRD GENERATION REDFORD, FILMMAKER,
AND BOARD CO-CHAIR OF THE REDFORD CENTER**



IN MEMORIAM

1962-2020

JAMES REDFORD
CHAIRMAN AND CO-FOUNDER
OF THE REDFORD CENTER