

FOOD FOR CHANGE

A DOCUMENTARY FILM ABOUT FOOD CO-OPS

Funding Plan

October 2012

The total budget of *Food For Change* is \$300,000, of which \$228,000 has been raised to date from:

• Principal Sponsors (32 food co-ops).....	\$139,000
• Contributors (61 food co-ops).....	57,000
• Foundations, organizations, individuals	32,000
Total	228,000

The remaining balance of \$72,000 will go toward:

Post-Production (editing, music score, film and photo rights)...	\$32,000
Promotion and outreach	40,000
Total	72,000

The goal is 50 Principal Sponsors, which would be 15 percent of the 300 food co-ops in the U.S. Our calculations show that 18 more Principal Sponsors will attain the remaining \$72,000 needed to complete and distribute the film.

Principal Sponsors:

Gross Annual Sales

Under \$1M	\$ 500
\$1M – \$2M	1,500
\$2M – \$5M	3,000
\$5M – \$9M	4,000
\$9M – \$15M	5,000
\$15M – \$20M	6,000
\$20M+	8,000

Funding Goals:

4 co-ops @ \$1,500	6,000
3 co-ops @ \$3,000	9,000
4 co-ops @ \$4,000	16,000
3 co-ops @ \$5,000	15,000
3 co-ops @ \$6,000	18,000
1 co-ops @ \$8,000	8,000
Total.....	\$72,000

Co-op contributors of \$500 or more will receive:

- DVDs at production cost
- Public Performance License (screen the film publicly and on local cable TV)
- Promotional materials, including: trailer, clips from the film, photos, annotated script, poster, and press releases.

Contributions are tax deductible through the project's non-profit 501(c)(3) fiscal sponsor, the **Pocumtuck Valley Memorial Association**. Sponsors will be listed in the film's credits, on the website, and in promotional material.