

A person wearing a dark, textured knit hat and a dark jacket is shown in profile on the left side of the frame, looking out over a large body of water. In the background, a dense city skyline with numerous skyscrapers is visible under a hazy, overcast sky. The water in the foreground has white foam from waves breaking.

THE
HOMESTRETCH

**"A bigger, a deeper
and more lasting...
portrait of a situation."**

- Robert Loyd, *Los Angeles Times*

THE
HOMESTRETCH



2015 Emmy Award

37th Annual News & Documentary Emmy Awards
Outstanding Economic Reporting - Long Form

A person wearing a dark, textured knit hat and a dark jacket is shown in profile on the left side of the frame, looking towards the right. In the background, a dense city skyline with various skyscrapers is visible across a body of water. The sky is overcast and grey. The overall tone is somber and contemplative.

THE HOMESTRETCH

IMPACT CAMPAIGN GOALS

- To **defeat harmful stereotypes** surrounding youth who experience homelessness
- To use the film as a tool for **coalition building** between homelessness organizations and educational institutions

NATIONAL EVENTS

THE HOMESTRETCH

audience of **30,000** people at **569** events

21

film
festivals

50

theatrical
screenings

209

community
screenings

190

broadcast
parties

80

ITVS
screenings

19

policy
screenings



129
CHICAGO
EVENTS

57 COMMUNITY
SCREENINGS

23 THEATRICAL
SCREENINGS

28 YOUTH
EVENTS

11 IMPACT
EVENTS

10 BROADCAST
ENGAGEMENTS

PBS BROADCAST

THE
HOMESTRETCH



**INDEPENDENT
LENS**
Monday, April 13th
10/9c

- **1 million** viewers nationwide
- **2015 Emmy Award** winner
- **919K** Twitter impressions
- **200K** Facebook reach
- **190** viewing parties
- **Free streaming** on PBS.org



AUDIENCE ENGAGEMENT HIGHLIGHTS

- **Film Festivals** - Official Selection at 21 National and International Film Festivals
- **Chicago Theatrical Launch** - Gene Siskel Film Center in Chicago: highest-grossing single-screen theatrical opening of any film in the country that week
- **National Theatrical Release** - 48 screenings in cities with the highest rates of youth homelessness per capita
- **Community Screening Tour** - Partnered with organizations in over 75 cities around the country to raise awareness and support for local youth experiencing homelessness
- **80 ITVS Community Cinema Screenings** - Including resource fairs, poetry slams, StoryCorp experiences, and panel discussions
- **OVEE Events / Twitter Chats** - Engaged service providers, school administrators, and government agencies nationwide through online platform events
- 2015-2016 **American Film Showcase** international tour with the U.S. State Department



THE
HOMESTRETCH

**“authentic, no-frills portrayal
of what it means to be young and
homeless in America”**

-Terrance F. Ross

the Atlantic

EDUCATIONAL HIGHLIGHTS

- **Over 300 High School, Student Leadership & University Screenings**
- **Special Educational Reel** - partnered with Lefkofsky Family Foundation and Chicago Public Schools to create tools for teachers and homeless liaisons
- **City Wide Youth Summit on Homeless Education** - pilot program for Peer to Peer support and development of Youth Actions in Albuquerque NM, supported by The Fledgling Fund and PBS's American Graduate Initiative
- Partnered with specific **Chicago Public High Schools** on student community service and new media social justice projects, and **Supported North Lawndale College Prep's** community initiative with The Night Ministry to create designated dorm housing for homeless students
- Invited to screen as part of the **White House Initiative for Educational Excellence for African Americans** in 2016

THE HOMESTRETCH

NATIONAL HOMELESS YOUTH AWARENESS MONTH

- **39** community screenings
- **27** theatrical screenings
- **15** advocacy screenings
- **10** simultaneous regional policy screenings and discussions nationwide
- **3** film festivals
- **2** national education conferences
- **1** pilot youth homeless awareness summit

NOVEMBER IS
NATIONAL
HOMELESS
YOUTH
AWARENESS
MONTH

see **THE HOMESTRETCH**
HOMELESS IS A SITUATION. IT'S NOT WHO YOU ARE.

Oakland, CA

New Parkway Theater
November 11

New Orleans, LA

Zeitgeist Arts Center
November 14

San Jose, CA

Blue Light Cinemas
November 14 - 20

Austin, TX

Alamo Drafthouse Cinema
November 20

Fresno, CA

Sierra Vista
November 19 - 20

Chicago, IL

Gene Siskel Film Center
November 21 - 26

Los Angeles, CA

Downtown Independent
November 21 - 28

New York, NY

Maysles Cinema
November 22 - 26

COMMUNITY ACTION HIGHLIGHTS

- **“Hate Free” Pizza Campaign** - raised \$180,000 during broadcast week that went to True Colors Fund for youth homeless service agencies.
- **Chicago Youth Storage Initiative** - As a response to the film, Chicago foundations and Windy City Times partnered in a \$100,000 citywide effort to create storage locker facilities for homeless youth.
- **CauseVox.com Campaign** - asked audiences to donate emergency supplies to homeless students in Chicago Public Schools and shelters.
- **An estimated \$150,000** was raised through calls to action for donations to local service providers.
- **Over 500 advocates and programs** nationwide were featured on panels, local television and press during Homestretch events.



FROM SUBJECT TO ADVOCATE

Maria has now written for national publications
The Huffington Post and
Teach for America's blog.


She was a featured speaker at the **2015 National Council for the Teachers of English Conference.**

CAMPAIGN RECOGNITION

- **Spirit of Youth Award** from the National Runaway Safeline
- **Outstanding Community Advocates Award** from The Night Ministry
- **Journalism Award** from National Institute of Health Care Management
- **\$27,000 Impact Grant** awarded by BritDocs | Bertha Foundation
- Two separate **Impact Grants** totalling **\$30,000** awarded by Fledgling Fund
- Featured film at the **PBS Annual Meeting**
- Partnered with the **US Department of Health & Human Services** for regional screening and roundtable events with government agencies nationwide
- Selected as a special **American Graduate Initiative** film by the Corporation for Public Broadcasting

FEDERAL ADVOCACY HIGHLIGHTS

- U.S. Premiere at **AFI Docs Film Festival** as a special “Catalyst Film”
- **Senate and Capitol Hill** events and screenings
 - Senate Breakfast hosted by Senator Richard Blumenthal (D-CT)
 - CPB Capitol Hill event with American Graduate Initiative
- **40th Anniversary of the National Runaway Homeless Youth Act**
- **Federal Interagency Policy Screening** and Panel Discussion with HHS, HUD, US Dept of Ed, OJJDP & USICH
- **Regional Interagency Policy Screenings** and Panel Discussions,
 - Simultaneously held in all 10 regional HHS offices across the country
 - 700+ officials, educators and advocates attended, in person and online
- **U.S. Department of Education** two internal agency screenings



*“Homestretch is a story
about a broken system,
not broken people.”*

CHICAGO
MAGAZINE

INTERAGENCY SCREENINGS AND POLICY DISCUSSIONS

U.S. Department of Health & Human Services (HHS)

U.S. Department of Housing & Urban Development

U.S. Department of Education

U.S. Office of Juvenile Justice and Delinquency Prevention

U.S. Interagency Council on Homelessness

- Consensus on lack of capacity in government services for homeless youth
- Policy discussions moderated by Terrance Ross, editorial fellow at *The Atlantic* & Tina Kelley, *New York Times* reporter and *Almost Home* co-author
- November 2015 Federal Policy screening in Washington, DC had simultaneous live screening events in all 10 regional HHS offices with 700+ officials, educators and advocates in attendance
- Accompanying online digital event, hosted through ITVS's OVEE platform

YOUTH CALL TO ACTION

- Collaborated with PBS/ITVS on development of special Youth Action Guide
- Developed model for Youth Summit bringing together Student Leadership
- Emphasis on peer-to-peer support and Juvenile Justice reform initiatives



THE HOMESTRETCH CAMPAIGN TEAM

SPARGEL
productions

KARTEMQUIN
FILMS

 picturemotion


3RD STAGE
CONSULTING

- **Filmmakers** - Anne de Mare & Kirsten Kelly (Spargel Productions)
- **Impact Producer** - Erin Sorensen (Third Stage Consulting)
- **Partnerships, Outreach & Engagement** - Darcy Heusel (Picture Motion)
- **Theatrical & Digital Distribution, Press** - Tim Horsburgh (Kartemquin Films)
- **Audience Engagement Strategy** - Beckie Stocchetti (Kartemquin Films)
- **Design, Social Media** - Will Thwaites
- **Chicago Outreach & Engagement** - Dawn Dewald

THE
HOMESTRETCH

IMPACT CAMPAIGN SUPPORTERS

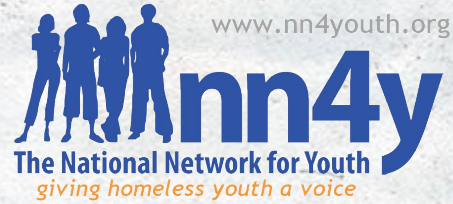


LEFKOFSKY FAMILY FOUNDATION



THE HOMESTRETCH

NATIONAL PARTNERS



THE HOMESTRETCH

CHICAGO PARTNERS





Anthony



Kasey



Rogue