



*"Children deserve not lesser films but greater ones, because their imaginations can take in larger truths and bigger ideas." - Roger Ebert, film critic*

## Our Vision

*In the next four years, our internationally recognized and highly regarded festival will broaden and deepen its impact. We intend to be leaders in preparing young audiences to think critically not just about film, but also about the increasingly image-based world around them. Our programming will affirm the importance of meaningful digital media engagement, enhance the vibrancy of our communities, and cultivate empathetic, globally aware, and visually astute makers, thinkers, and do-ers.*

## Mission

*PCFF presents the best of independent and international children's cinema to inspire, delight, educate, and connect a diverse community of children and families from Rhode Island and throughout New England.*

## What We Believe

- Film has the power to tell compelling stories that challenge and enrich the ways we understand the world and our place in it.
- All children deserve access to great films and the opportunity to think critically about them.
- Independent and international films can foster a global perspective among young audiences and their communities.
- All children have the capacity to be creative visual storytellers and engaged community members.
- Movies are better shared.
- Shared community film screenings can bring together diverse audiences and spark new ideas.
- Film is a valuable educational tool.
- Quality programming should not be dependent on commercial viability.
- Independent and international filmmakers deserve a showcase for their quality work.

## Whom We Serve: Core Audiences

- Families in New England
- Youth ages 5-17
- Filmmakers
- Libraries & Librarians
- Schools & Educators
- Other Youth-serving Organizations
- Volunteers
- Sponsors/Funders
- Online Community
- International Youth Film Festival Community

## What We Do: Our Core Initiatives

- Annual Providence Children's Film Festival
- Film Selection & Jury Program
- Educational Programs & Services
- Community Partnerships
- PCFF Film Hub

## Goals

- Connect youth, families, and communities to world-class independent and international family-friendly films.
- Enable youth, families and communities to learn and grow through engagement with film.
- Broaden and deepen PCFF's reach into Rhode Island and beyond.
- Build a sustainable and professional organization to match current and anticipated organizational growth.

---

## What We Do: Our Core Initiatives

*PCFF accomplishes its mission through five key initiatives:*

- **Annual Providence Children's Film Festival**

PCFF was founded in 2009 as a three-day, three-location festival. The annual Providence Children's Film Festival now takes place at many venues across the state and presents ten days of film screenings, filmmaking workshops, and presentations. During its run, PCFF showcases an average of 16 feature-length films and over 100 short films, including live-action, documentary, animation, and film classics, made by filmmakers from around the world. Since 2014, PCFF has presented the Youth Filmmaker Showcase, a juried program of films made by international youth, followed by an opportunity for young filmmakers to talk about both the fun and the challenges they face during the creative process. *Reel Connections*, conversations and presentations that help deepen the film-watching experience, are paired with many screenings to foster critical thinking skills and cultivate local connections.

- **Film Selection & Jury Program**

Our Director of Programming and Executive Director attend relevant festivals in the US and Canada to screen and select films for jury submission and invitation and to stay current with emerging and inspiring programs and best practices. Under the supervision of the Director of Programming, the PCFF film selection jury seeks films with content that speaks positively to children, teens and families of diverse ages, backgrounds, and ethnicities, as well as films that are entertaining or challenging to young minds with serious, true-to-life topics and narratives. The film selection jury, which includes youth, adults and families, reviews submitted films via online screening platforms and at community jury nights. Under the guidance of the Director of Programming, they select films that demonstrate the artistry and craft of filmmaking, provoke discussions about the stories and topics, and make connections with people and cultures near and far. Award winners are chosen during the Festival by: a special jury for the best submitted live action and documentary short and feature film; Festival audiences for audience favorite short and feature film; and hospitalized children attending a special screening at Hasbro Children's Hospital for best short film.

- **Educational Programs & Services**

PCFF is one of the top five annual youth film festivals in North America. We cultivate the next generation of visual learners, critical thinkers, and media makers by connecting youth, families, and communities with year-round resources and programming to discover, explore, educate, and inspire through film. Staff, board members, educators, consultants, and volunteers make presentations, distribute materials, screen films, create and facilitate film workshops, attend community events, and provide film selection and film education consulting services to libraries, schools, and community organizations. Lessons on film appreciation and media literacy are woven into all resources and programming.

## Core Initiatives (cont.)

- **Community Partnerships**

To broaden the reach of PCFF programming both during and beyond the February Festival, we have expanded collaborations with organizations in southeastern New England to provide or receive information, consultation, presentations, screenings, and other opportunities for youth to learn from and engage with film. Our current 30+ partner organizations include: AS220, Providence Community Libraries, RISD Museum, the Boys and Girls Clubs of Providence, Providence Children's Museum, Media Education Lab at URI, Girl Scouts of RI, Providence CityArts, Providence Athenaeum, Providence Department of Art, Culture, and Tourism, Providence Warwick Convention & Visitors Bureau, Media Smart Libraries, RISD Film/Animation/Video Department, RISD Teen Art Circle, Rhode Island Museum of Science and Arts (RIMOSA), GiveMe5 Teen Film Festival, RI Office of Library & Information Services, and Rhode Island Council for the Humanities.

These partnerships help provide the financial, space, material, expertise, volunteer, and other resources that allow us to provide our programs and services far beyond the capacity of our limited staff. As a way of cultivating, promoting, and building audiences for both our partners and PCFF, new or existing community partners are matched with specific films to create *Reel Connections*, presentations that spark discussion and create local connections between what audiences experience in the theater and their day-to-day lives.

- **PCFF Film Hub**

Created and developed in 2015-16, the PCFF Film Hub connects the global online community with resources designed to support discovery, exploration, and engagement with film. A directory of past curated Festival films, film availability listings, discussion guides, and film-related activities help increase and enhance access to the best of independent and international family-friendly cinema, and foster film education in schools, homes, and public spaces.



---

## Our Goals and Strategies for 2017-2020

### Connect more youth, families, and communities to world-class independent and international family-friendly films.

After eight years of the annual Festival, PCFF has grown significantly in size, scope, reputation, and capacity, and is discovering and developing new ways to share its expanding film and film education resources with ever-growing audiences: in person at the Festival; at programs and events throughout the year; and online via the website, social media outlets, and the PCFF Film Hub.

#### *Strategies:*

- *Plan, present, and curate the 8<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup> and 11<sup>th</sup> annual Festival program of high quality international and independent films for youth and families based in Providence, Rhode Island.*
- *Expand awareness of high-quality international and independent films for youth and families via educational events, programs, and online presence including social media, and public relations, marketing and program materials distribution.*
- *Increase access to international and independent film programming for youth and families in a variety of settings in local communities (including schools and libraries) and via the Film Hub online portal.*
- *Improve access to the highest quality cinematic experiences for viewing international and independent films for youth and families by evaluating the success of our outreach and by providing more responsive programs by improving opportunities, venues, staffing, equipment, etc."*

## Goals and Strategies (cont.)

### Enable more youth, families and communities to learn and grow through engagement with film.

In 2016, the committee charged with planning and organizing *Film Talks* for previous Festivals recommended changing the name and solidifying the concept for PCFF 2017. The rebranded *Reel Connections* name better encompasses the enriching range of pre- and post-film presentations intended to deepen the impact and bring some aspect of the selected films “home” for Festival audiences by connecting them with filmmakers, local organizations, and related topics.

To cultivate and nurture the work of young “amateur” filmmakers, we introduced the Youth Filmmaker Showcase in 2014, a juried program of films made by international youth, followed by an opportunity for young filmmakers to talk about both the fun and the challenges they face during the creative process.

The PCFF website redesign in 2014 plus the creation and expansion of the Film Hub section in 2015-16 enables families, educators, librarians, youth workers, and film lovers to further explore and learn through film and film literacy. In coming years, we will enhance and promote these resources to enlarge Festival audiences and to increase programming as organizational capacity allows.

#### *Strategies:*

- *Assess expanded opportunities for youth and families to screen, reflect on, and connect around film (film selection/jury process, annual Festival, year-round programs, etc.).*
- *Engage community partnerships to help cultivate new and culturally diverse audiences/participants at the Festival and year-round programs.*
- *Create, distribute, and promote the use of PCFF easy-to-follow guides and other resources for critical film viewing directed at parents, educators, librarians and youth workers (Family Viewing Guide, bookmarks, general and specific film guides, etc.).*
- *Provide young audiences, and those who live or work with youth, the tools to think critically about film through programs and materials.*
- *Increase opportunities for youth film education, media-making, and screenings as capacity allows.*

## Broaden and deepen PCFF's reach into Rhode Island, and beyond.

PCFF was honored in 2016 with the Innovation in the Humanities award from the Rhode Island Council for the Humanities, which *"Recognizes the innovative implementation of the humanities within an organization to achieve a specific goal or a collaboration between organizations to work beyond their institutional walls to achieve a shared vision."* PCFF also won a 2016 Dorry Award, which *"honors the best in the past year in film"* in the Best Film Festival category. Both awards provided positive press and trusted organizational brand recognition for the Festival and the Film Hub.

An outreach effort to all Rhode Island public libraries was conducted in the same year, which included information and materials about the Film Hub. We worked with libraries to affix PCFF stickers on the Festival films in their collections, and Ocean State Libraries added the PCFF Film Collection as a digital tag and search term to the statewide catalog. This outreach helped extend PCFF's reach well beyond Providence, creating a momentum that can be supported and nurtured in the coming years.

### *Strategies:*

- *Increase awareness of our mission, vision and programs within Rhode Island, using recent Festival data and evaluation information to target efforts.*
- *Cultivate and engage our strong volunteer team to identify new year-round volunteer opportunities to expand reach (i.e. PCFF Ambassador Program).*
- *Engage strategic partners to amplify and extend the impact of our mission and brand via Reel Connections, shared programming, PCFF materials distribution, sponsorship, etc.*
- *Utilize the 10<sup>th</sup> anniversary of the Festival/organization's founding for enhanced funding and public relations efforts.*

## Build a sustainable and professional organization to match current and anticipated organizational growth.

PCFF was formed and incorporated as a non-profit organization with an all-volunteer working Board who met and gathered at the Providence Athenaeum in 2009 and has continued to grow its namesake program, the annual Film Festival, each year. In 2013, PCFF hired an Executive Director and a Director of Programming, and went on to build a recognizable and trusted brand, carefully expanding to provide year-round film appreciation and film education programming. In recent years, we have been recognized for our contributions to the capital city and State of Rhode Island as a valuable arts and culture program. We were supported financially in efforts to share our vision beyond state borders with the creation of the easily-accessible, user-friendly online Film Hub.

Our two-person, part-time administrative staff, other even more part-time program support crew members, a committed Board of Directors and dedicated volunteers, work in tandem to create the annual Festival, education resources, and program growth. Naturally, this progress triggers growing pains. As we adjust to Festival success and increased programming requests, and moves into the spotlight of public recognition, the time is ripe to assess and improve organizational capacity, professionalism, and financial sustainability.

### *Strategies:*

- *Increase Board effectiveness in support of our mission and vision by recruiting new members and leadership for greater diversity, expertise, capacity, and connections.*
- *Provide professional development, support, research, and planning opportunities for professional staff to make needed improvements in current operations and implement future plans.*
- *Assess effective short-term and long-term options for achieving the financial and administrative stability needed to sustain organizational growth and the resources to secure it.*
- *Manage, train, utilize effectively, and appreciate our strong volunteer team.*