

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 across the water. The sky is overcast and grey. The overall mood is contemplative and somber.

THE  
HOMESTRETCH

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

*-Robert Loyd, Los Angeles Times*

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 large body of water stretches across the middle ground, with a dense city skyline of skyscrapers visible in the distance under a hazy, overcast sky. 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

over **30,000** viewers at **569** screenings

**21**

film  
festivals

**50**

theatrical  
screenings

**209**

community  
screenings

**190**

broadcast  
parties

**80**

ITVS  
screenings

**19**

policy  
screenings



**129**  
**CHICAGO**  
**EVENTS**  
MAR. '14 - DEC. '15

**57** COMMUNITY  
SCREENINGS

**23** THEATRICAL  
SCREENINGS

**28** YOUTH  
EVENTS

**11** IMPACT  
EVENTS

**10** BROADCAST  
ENGAGEMENTS

# PBS Broadcast



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

**1 million** viewers nationwide

**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 highest rates of youth homelessness
- **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

### 2014 - 70 Screenings Nationwide

- 39 community screenings
- 27 theatrical screenings
- 3 film festivals
- special federal policy screening

### 2015 - Targeted Impact and Advocacy Events

- 15 advocacy screenings
- 10 simultaneous regional policy screenings and discussions nationwide
- 2 national education conferences
- 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.

<b>Oakland, CA</b>	New Parkway Theater November 11
<b>New Orleans, LA</b>	Zeitgeist Arts Center November 14
<b>San Jose, CA</b>	Blue Light Cinemas November 14 - 20
<b>Austin, TX</b>	Alamo Drafthouse Cinema November 20
<b>Fresno, CA</b>	Sierra Vista November 19 - 20
<b>Chicago, IL</b>	Gene Siskel Film Center November 21 - 26
<b>Los Angeles, CA</b>	Downtown Independent November 21 - 28
<b>New York, NY</b>	Maysles Cinema November 22 - 26

**SPARGEL** **KARTEMQUIN** **ITVS** productions in for more information visit [homestretchdoc.com](http://homestretchdoc.com)

## 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

- **2015 Spirit of Youth Award** from the National Runaway Safeline
- **2015 Outstanding Community Advocates Award** from The Night Ministry
- **2014 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 **2014 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** hosted 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

## THE HOMESTRETCH CAMPAIGN TEAM

**SPARGEL**  
productions

**KARTEMQUIN**  
FILMS

 picture**motion**

  
**3<sup>RD</sup> 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

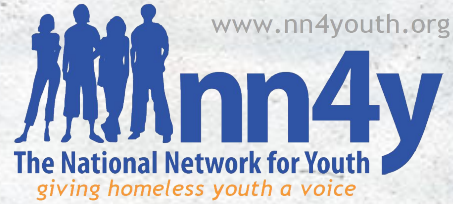
## IMPACT CAMPAIGN SUPPORTERS



LEFKOFSKY FAMILY FOUNDATION



## NATIONAL PARTNERS



# THE HOMESTRETCH

## CHICAGO PARTNERS





Anthony



Kasey



Rogue