

ODYSSEYIMPACT!™



2 0 1 9 I m p a c t R e p o r t
CONNECTING COMMUNITIES FOR JUSTICE



Odyssey Impact drives social change through innovative storytelling and media, connecting faith and secular communities.



Director of Religion and Civic Engagement Rev. Dr. Katie Givens Kime speaking with panelists at the Healing the Healers event at Columbia Theological Seminary, a campus-wide event held Nov 7, 2019

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ODYSSEYIMPACT![™]



CEO Nick Stuart speaking at the Beirut Summit



Sisterhood of Salaam Shalom Co-Leaders, Sheryl Olitzky and Atiya Aftab, during filming of Stranger/Sister (premiering 2020)



Anne Faustin Davis WPIX11 Morning News The Rape of Recy Taylor Campaign Interview

LETTER FROM NICK STUART, CEO

Odyssey Impact was founded with the belief that storytelling has the power to galvanize communities, transform lives, and support those most in need. Our 30-year history has taught us that compassion, justice, and hope are the anchors for healthy and connected communities - and stories, combined with action, are a crucial catalyst.

These beliefs continued to be realized in 2019. We started the year with ambitious goals, and I am proud to report that our team surpassed them in every way. We built a diverse coalition of local, regional, and national partners, supported bold and creative storytellers in a myriad of ways, and our impact campaigns had a profound effect on families, individuals, and communities across the country.

Our 2019 highlights include our continued work on mass incarceration using the award-winning film *Milwaukee 53206* and previewing our short documentary, *Run For His Life*. We enjoyed continued success with our campaign around racial injustice, inspired by our international award-winning film *The Rape of Recy Taylor*. We launched a new campaign *Healing The Healers* that focuses on supporting faith leaders whose traumatized communities are victims of mass violence. Also, we launched a new initiative, Odyssey Fellows, that supports emerging faith leaders working in communities engaging difficult civic issues from faith perspectives. These, and other successes, made for a remarkable year.

We celebrate these successes with great humility, as so much of our world has changed before our very eyes. As I write, the world is in the midst of a global pandemic, which is threatening the traditions and institutions that bind us together. Schools are closed, places of worship shuttered, families isolated, and the fear of this contagion is affecting every facet of our lives.

We exist to support, strengthen, and heal. Through our films and impact campaigns we are committed to harnessing every resource at our disposal to help our communities meet the challenges currently before us. While much of our success depends on community gatherings, we are already finding new and innovative ways to continue to strengthen the bonds of connection and common cause that exist between all of us. I hope you will join us in this throughout 2020.

Thank you for being a trusted supporter of Odyssey Impact, and for supporting stories that inspire social justice, compassion, hope and healing. The outcome of our work is a more connected, compassionate society bravely working together to address the pressing social issues of our time.

Nick Stuart
President and CEO



OUR SOCIAL IMPACT CAMPAIGNS

HEALING THE HEALERS

To support changemakers and healers to be even more effective, Odyssey Impact launched a new video resource for faith leaders, *Healing the Healers*. An in-depth follow up to our Peabody award-winning documentary, *Newtown*, this series documents the healing journey of Rev. Matt Crebbin of Newtown Congregational Church and examines the mid to long term impact of mass violence and collective trauma on faith leaders.



Dr. Lisa Cataldo introducing *Healing the Healers* as part of the Psychology, Culture and Religion Experiential Workshop at the American Academy of Religion held in San Diego, CA on Nov. 22, 2019.



Rev. Matt Crebbin interviews Rabbi Shaul Praver and Rev. Melvyn Kawakami, all faith leaders from Newtown who are featured in our first *Healing the Healers* series on Collective Trauma series.

The series, aimed primarily at active clergy and theological students, is being used by non-faith-based “first responders” dealing with collective trauma. The series launched in spring 2019 with a premiere screening at the 9/11 Memorial & Museum, and has been used by over 50 institutions and individuals to date, ranging from Harvard Divinity School to Texas Christian University to the Children’s Hospital of Philadelphia and more. The Odyssey Impact team, including our project partner the Rev. Dr. Kate Wiebe of the Institute for Collective Trauma and Growth, has been invited to hold workshops at national and international events like the annual NVOAD conference (National Voluntary Organizations Active in Disasters), American Academy of Religion (the largest gathering of religious scholars), and at the International Congress on Pastoral Care and Counseling in Malaysia.

“It is seldom that the pastors voice out their anguish/pain. The importance of paying attention to the wounds of the healers is healing in itself.”

- Caroline A. Santos, conference attendee at the International Conference on Pastoral Care and Counseling (ICPCC) in Malacca, Malaysia, Aug 6th, 2019



Chaplains, therapists and ministers presented at the *Healing the Healers* premiere held in May 17, 2019 at the 9/11 Memorial & Museum.



MASS INCARCERATION

Milwaukee 53206 and *Run For His Life*

Mass incarceration is a core issue for Odyssey Impact and in 2019 we continued to host screenings and events for *Milwaukee 53206*, a documentary film that chronicles the lives of those living in the ZIP code that incarcerates the highest percentage of black men in America. Partnering with Odyssey Impact, the documentary has reached over 21,920 people in direct engagement at over 277 screenings and events across 22 states. The film was featured at the Let My People Go: Ending Mass Incarceration conference, a national multi-faith and secular gathering of organizations and individuals at the forefront of ending mass incarceration in America.

REACHING OVER
200,000
PEOPLE

200 NATIONAL SCREENINGS | **2,100** LOCAL SCREENINGS

We also began to focus on the children of incarcerated parents. We used a preview of our upcoming short documentary, *Run For His Life*, to raise awareness and focus attention on those who suffer under the current system of incarceration in this country. The film screened at SXSW (South By Southwest), ASU Children of Incarcerated Parents' Conference 2019, Samuel Dewitt Proctor, Exodus conference at Union, among others. It tells the story of Pete Monsanto, who decides to run the New York City Marathon in support of his dad, who has been incarcerated since Pete was five years old. The film and its supporting materials will help congregations and organizations already involved in prison ministry, and those looking to develop prison outreach for the incarcerated and their families.

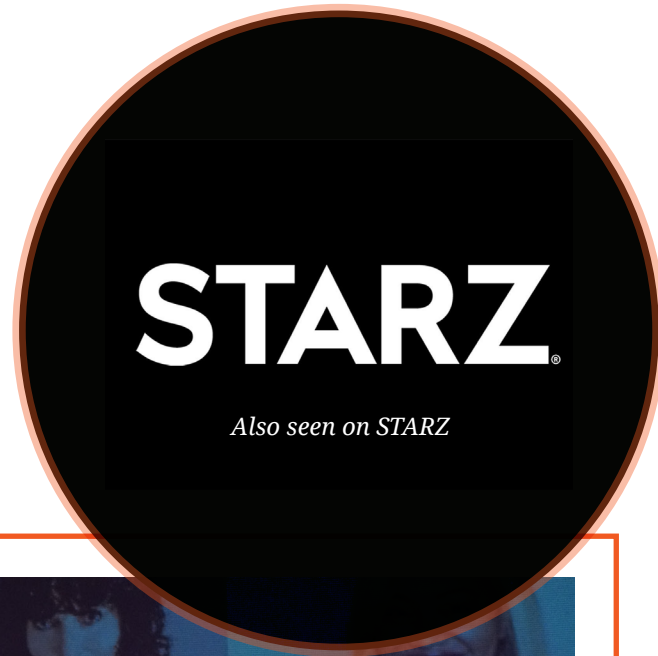
“A screening of Odyssey’s Milwaukee 53206 film lent experiential weight to our decision to apply for an American Theological Society grant, which we received, that funded a Restorative Justice program.”

- Marcus Hong, Field Education Director and Assistant Professor of Practical Theology, Louisville Presbyterian Theological Seminary



THE RAPE OF RECY TAYLOR

The social-impact campaign for the award-winning feature documentary *The Rape of Recy Taylor* was launched in late 2018 and hit full stride in 2019, as the Peabody nominated film and accompanying resources, including discussion and sermon guides, provided the basis for gatherings and discussions about the issues of race and sexual assault. Apart from its screening on *Starz*, the impact campaign reached over 10,000 people in direct engagement at over 160 screenings and events across 32 states. The campaign has taken the film and discussion about race and sexual assault from churches to communities to classrooms.



Riverside Church Screening of *The Rape of Recy Taylor* - June 2019



The campaign had a diverse roster of screening partners, such as The Wall Street Alphas (The New York chapter of the black fraternity Alpha Phi Alpha) and The Friendship-West Baptist Church in Dallas, who partnered with the local rape crisis center to host a screening and discussion, bringing together faith and secular communities. Our screening at The Riverside Church featured a talkback session with the filmmaker, clergy and community leaders that highlighted the challenges of addressing sexual assault in the church environment. The event was widely covered by the media, including “The Christian Post” (Campaign tackles rape of black women and girls at churches through story of Recy Taylor) and “Mommy Bloggers,” a key social media influencer who picked up our story and talked about the film and its issues with their followers.

“It was more powerful and moving than I could have ever imagined. I’ve never been in a class where a film had that kind of effect on the students. I’ve never experienced this in my life.”
- Rev. Dr. Ralph Watkins, Professor at Columbia Theological Seminary





Filming *Stranger/Sister* with Chicago Sisterhood Co-leaders at their chapter's Passover Seder.

LOOKING AHEAD

2020 will be an ambitious year for Odyssey Impact as we launch social-impact campaigns for two new productions from our sister company, Transform Films. *Stranger/Sister* is about an organization of American Jewish and Muslim women coming together to support each other over the increase in anti-Semitism and Islamophobia while *Healing the Healers, Series 2* will build awareness of the importance of faith leaders responding and provide support and guidance for those working in the area of domestic violence. Our impact campaigns will tackle the rise in hate crimes and, along with the screenings, help communities build a more compassionate society.

The power of stories to inspire and bring people together across divides is at the center of all our impact campaigns and 2020 will see us bring even more powerful documentaries to our partners. We are now taking on campaigns for third party films from independent filmmakers and have begun strategic development on at least two new projects slated to launch in 2020.

The Sentence - Emmy® Award-winning documentary that shows the impact on a family when the mother of three young girls is imprisoned.

ODYSSEY FELLOWS

The Odyssey Fellows program supports emerging faith leaders working in communities engaging difficult civic issues from faith perspectives. Odyssey Fellows will graduate with skills to engage both faith and secular spheres, and gain fluency in using film to inspire brave conversations, new partnerships, and faithful actions in response to complex and difficult civic issues.

The pilot phase of the initiative began in Atlanta in fall 2019 with our inaugural class of Fellows: Erica Bitting, a second-year MDiv student at Candler School of Theology at Emory University, serving at Peachtree Road United Methodist Church, and Vincent Jones, Jr., a third-year MDiv student at Columbia Theological Seminary, serving at Wheat Street Baptist Church.

Screenings of *Milwaukee 53206* and *Serving Life* at both Wheat Street Baptist Church and Peachtree Road UMC were followed by conversations led by the Fellows, inspiring a joint meeting of lay leaders in these two congregations which had not previously been acquainted. In September, the Association of Theological Schools newsletter featured a story about Odyssey Fellows. On the same day, Iliff School of Theology in Denver, CO reached out to Odyssey to explore partnership opportunities and Odyssey Fellowships for their students located in Colorado and the southwestern US, including Texas, New Mexico, and Arizona. In October, our two Odyssey Fellows were busy building relationships and brainstorming what a potential joint “faithful response” to mass incarceration might look like on the part of Wheat St. Baptist and Peachtree Rd. UMC. In November, Columbia and Candler collaborated to host parallel *Healing the Healers* screening events, bringing Kirsten Kelly to Atlanta Nov. 7th and 8th. Each screening included a panel of leading pastoral theologians and chaplains, reflecting on healing and communal trauma.

We are excited to announce that **Rev. Dr. Katie Givens Kime** joined Odyssey Impact officially in 2019 as our Director of Religion and Civic Engagement to lead our Odyssey Fellows program.

“Candler is excited to more formally partner with Odyssey Impact, given the high caliber and faith and justice focus of Odyssey documentary films,” notes Interim Provost of Emory University and Dean of Candler School of Theology, Rev. Dr. Jan Love. “Candler’s nationally recognized Contextual Education Program continues to innovate with congregational placements that are intentionally networked to help effect the change we all are excited to see: formation of strong, faithful, and creative leaders, and vitalization of congregations through engagement of civic issues.”

TRANSFORMFILMS®

In 2019, Transform Films continued to create powerful documentary films that Odyssey Impact uses in its social-impact work.

Transform's Emmy Award-winning filmmaker Kirsten Kelly completed production of *Healing The Healers* and continued production on the short documentary *Stranger/Sister* which will premiere in 2020. *Stranger/Sister* takes us inside a unique national organization of Jewish and Muslim women who have united in the face of rising hate crimes in the United States. Odyssey Impact, along with the filmmaker, was slated to discuss the project at the prestigious South by Southwest festival, which was unfortunately canceled due to the Coronavirus.

We also completed the production of a short film, *Run For His Life*, the story of Pete Monsanto, whose father has been incarcerated since Pete was five years old, and who decides to run the New York City Marathon in support of his incarcerated dad.

Our films continue to get recognized:

The Rape of Recy Taylor, (available on Starz) was nominated for the prestigious Peabody Award, and *Lessons From a School Shooting: Notes From Dunblane* (available on Netflix) was shortlisted for Britain's Grierson Award for Best Short Documentary, regarded as one of the world's top documentary awards.



Filming with Amanda Quaraishi, Sisterhood Chapter leader standing in solidarity with other faith leaders during an Anti-Muslim rally on the Austin, TX capitol steps.



Los Angeles based
sister company

In addition to our documentary storytelling, Odyssey's rich tradition of using the scripted narrative to share messages of hope and healing has reached over 40 million viewers through 21 original made-for-television movies that have premiered on Hallmark Channel and UPTv.

Engage Entertainment movies are known for providing safe spaces where people can talk and heal and use shared experiences to bring out the humanity in one another. Like our documentaries, they bring hope, compassion, and inspiration to many. Our film *Christmas on My Mind* premiered on Hallmark Movies & Mysteries on December 21, 2019, and reached 2.3 million unduplicated viewers, becoming the network's most-watched original premiere of 2019 in the target demographic. Additionally, *Christmas on My Mind* ranked as the highest-rated non-news cable program in the time period and boosted the network into the top 10 most-watched among target demographics.

Many of Engage's other Christmas movies experienced a resurgence in popularity in 2019. *Cosmopolitan* reported that our 2007 film *The Note*, which is currently streaming on Amazon Prime, was one of "The 20 Hallmark Christmas Movies that are Downright Iconic". *Sleigh Bells Ring* (2016)

appeared in *Southern Living's* "The Top 15 Most-Watched Hallmark Christmas Movies, According to Viewers". *A December Bride* (2016) proved to be popular with multiple generations when it was featured in *Newsweek's* 2018 article, "Ranked: The Best Hallmark Christmas Movies" and the 2019 *Her Campus* article, "The Best Hallmark Channel Christmas Films of All Time".



We all share a common humanity and a desire to make the world a safe, kind, and compassionate place. When people are hurting, or when people feel alone and afraid, they turn to compelling, emotional stories to make sense of the world and to heal. Engage Entertainment is proud to introduce unique and dynamic stories into the marketplace that echo the work of Odyssey Impact: to build more just, compassionate, and hopeful societies.

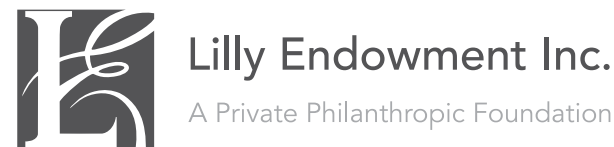
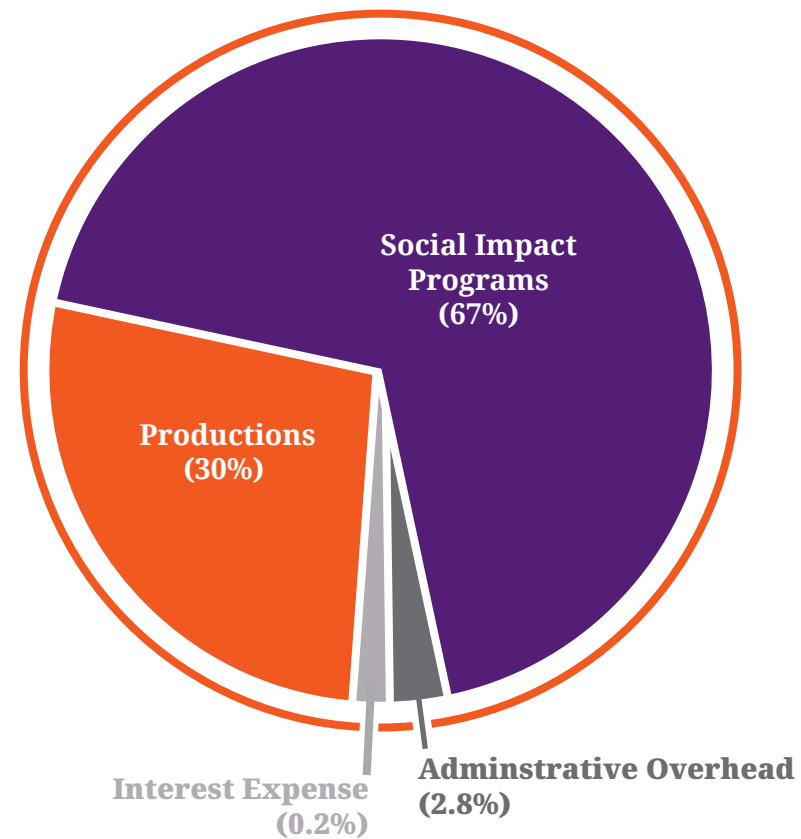
FINANCIALS

Odyssey Impact's mission is sustained by the supporting organization NICC Friends with net assets of 12,480,414. Through grants from generous donors and Foundations such as Lilly Endowment Inc. and NICC Friends, our mission is able to reach over 3 million people nationally.

Total Revenue: \$2,685,423.00

Net Assets: \$12,480,414.00

97% of Funds Directly Support Programs and Productions



Screenings Strategist Evy Constantine engaged with religion scholars and theological educators at the Odyssey Impact Healing the Healers booth at the American Academy of Religion, the annual convening of more than 9,000 in San Diego, CA in November 2019.

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