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Annual Report

ODYSSEY
IMPACT[®]

Odyssey Impact[®] builds awareness, changes attitudes, and inspires actions to drive social change.

Explore our annual report to learn how we educate, engage, and activate people and communities on critical areas of faith, race, gender, violence, and criminal, economic and environmental justice. Using powerful stories delivered by Award-winning films and social impact campaigns, we engage faith and community leaders in solutions for greater measurable impact.

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

\$1,970,966

Total amount raised

8,005

views on films for free campaigns: Run For His Life and We Are All Newtown

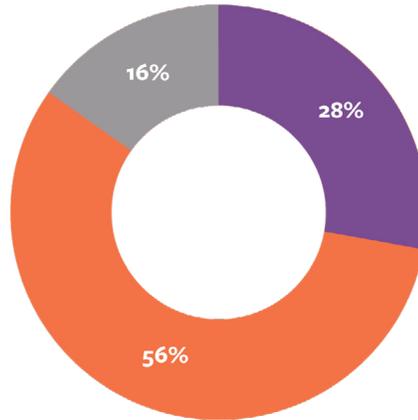
10,007

approximate audience reach for screenings

74

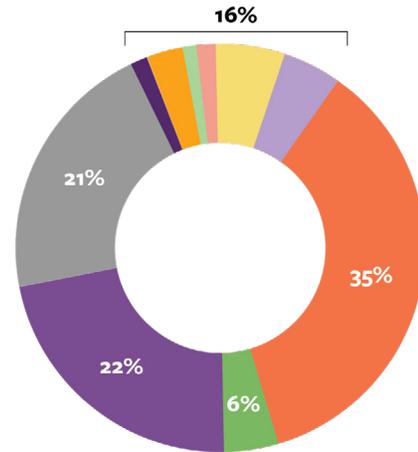
screenings across all titles*

*Please note that Stranger/Sister launched at the end of March, 2021. Descended From the Promised Land launched at the end of May, 2021. Screenings totals do not represent a full year of campaigns.



HEALING THE HEALERS PURCHASERS BY TYPE 2021

- Non-Profit/Non-Educational Faith Organizations
- Faith Educational
- Personal Use



SOCIAL IMPACT FILM SCREENINGS BY TYPE 2021

- Faith Based Community
- Educational Institution
- Film Festival
- Corporate
- Museum
- Conferences
- Community/Service
- Government
- Advocacy
- Foundation

909

people reached through town halls and digital events

8

new Odyssey fellows learned to engage difficult civic issues in their communities

Our Programs

In 2021, we produced national social impact campaigns for the films *Stranger/Sister*, *Run For His Life*, *Descended from The Promised Land: The Legacy of Black Wall Street*, as well as two new iterations of the Award-winning series *Healing the Healers*, and seven digital events — uplifting issues of hate crime, mass incarceration, and economic and racial injustice.

A new Corporate Impact Program was launched to empower Diversity, Equity, and Inclusion Officers with a robust program anchored by film.

Odyssey Fellow Alumni were engaged through multi faith events and training knowing that, more than ever, American faith leaders, across traditions, are in key positions to defuse and heal polarities, often politically and racially related.

SOCIAL IMPACT

Our social impact campaigns are designed to educate, engage and activate the public around urgent social justice issues. Each campaign offers communities, educational institutions, congregations, activists, and individuals the opportunity to screen our Award-winning documentary films virtually or in person. Each film has a customized digital screening toolkit and guideline resources to enhance the viewer's learning experience.

DIGITAL EVENTS

To bring our social justice-focused programming to national and international audiences, we hosted seven digital events in 2021 that were free and open to the public. Each event was digitally live-streamed and featured a moderated discussion aligned with one of our social impact campaigns or a *Healing the Healers* series. We increased accessibility and inclusion efforts for the virtual events through land acknowledgment, closed captioning, and employing an American Sign Language (ASL) interpreter.

CORPORATE IMPACT

In Spring of 2021, we began expanding our social impact campaigns as part of diversity, equity, and inclusion programming for corporate audiences.

INTERNSHIP

Our internship program fosters subject matter expertise in social justice issues through participation in a semester-long project that teaches interns the importance of and how to design and implement impact-driven campaigns.



Above: Members of the Sisterhood of Salaam Shalom Teens at a classroom screening of *Stranger/Sister*

HEALING THE HEALERS

Our Award-winning *Healing the Healers* series featured two new iterations. Series 2 focused on insights and strategies for domestic violence care and practical tools for building a solid network of support in faith communities. Series 3 focused on the urgent need for faith leaders to address the dramatic rise in anxiety, depression, and suicide and a focus on suicide ideation for youth due to the past year of compounding pandemic isolation and social justice movements.

#MYJUSTICE

Odyssey Impact®'s inaugural #MyJustice film competition supports our commitment to diversity by fostering a more diverse and inclusive documentary film industry. The contest inspires a new generation of independent filmmakers by empowering talented, young artists to create short videos highlighting a social issue challenging their communities and inspiring others to take action.

EDUCATION

The Odyssey Fellows program equips emerging faith leaders to convene brave and healing conversations across lines of difference on challenging civic issues leveraging the power of media and film. By partnering with “rising star” faith leaders, their seminaries, and the communities they serve, Odyssey Impact® multiplied the impact of both our films and our rich network of educators, faith leaders, and changemakers.

SOCIAL IMPACT HIGHLIGHT

Descended from The Promised Land: The Legacy of Black Wall Street



The national social impact campaign for *Descended from The Promised Land: The Legacy of Black Wall* launched in May 2021 to commemorate the centennial of the massacre, honoring the legacies of survivors and descendants and challenging us all to think how a modern Black Wall Street could help build a more just and equitable America. A [Historical Overview](#) by Tulsa-native Chief Egunwale Amusan accompanies the film, chronicling the rise and fall of Greenwood, a lucrative and industrious empire built for and by Black people in Tulsa, and the ongoing struggle of descendants of the Tulsa Race Massacre to find justice.

The virtual premiere was held on May 26, 2021, focusing on the Tulsa community. The conversation focused on the reshaping of historical narratives, the importance of memorializing mass tragedy, the role of art, and visions for the future.

We partnered with the Black Wall Street Legacy Festival for an in-person/virtual hybrid event on May 28, 2021, which was broadcast live in the auditorium at the Greenwood Cultural Center in Tulsa, Oklahoma. The panel featured descendants of the Tulsa Race Massacre's survivors as they

discussed the lingering impacts of the destruction of Black Wall Street, the urgent need for healing, and a path forward for the Greenwood District in Tulsa, and Charles M. Blow of *The New York Times* moderated the event.

Odyssey Impact® partnered with The March on Washington Film Festival, which hosted special screening access for two weeks. The partnership resulted in a special panel discussion on June 17, 2021 focusing on the issues of generational inheritance, indigenous communities, trauma, and resiliency.

Since the launch, the film has screened at a variety of organizations in both faith and secular communities, including:

- Broadway Christian Church
- GIPHY
- University of Connecticut Law School
- George Washington Carver Museum Cultural and Genealogy Center
- Duquesne University
- Rosa Parks Museum
- The Guardian Summit, presented by Camelback Ventures

“ I’m a community college librarian down in Texas. I’m ashamed that our catalog of resources uses the text ‘Tulsa Race Riot’ as keywords to find information about this massacre. To correct this, I will be updating our libguides to show the proper wording of this moment in history.”

— A college librarian attending the event commented on the impact that the film has already seen



SOCIAL IMPACT HIGHLIGHT

Stranger/Sister



Above: Co-Founders of the Sisterhood of Salaam Shalom, Sheryl Olitzky and Atiya Aftab.



Featured on NPR’s ‘Morning Edition’ and coinciding with Women’s History Month, the national social impact campaign for Stranger/Sister launched in March 2021. Inspired by the incredible work of the Sisterhood of Salaam Shalom, the year-long campaign focused on building intentional relationships between Muslim and Jewish communities to foster peaceful dialogue across lines of difference to combat religious hate. For this campaign, the educational discussion guide was created by the Pluralism Project at Harvard University.

At the UK Inter Faith Week screening of *Stranger/Sister*, during a breakout session two women leaders — one Jewish and one Muslim — disagreed about how best to respond to the ongoing Israel-Palestine conflict. Guided by the facilitator, after listening to one another’s perspectives of trauma and loss, the women not only reached the point of exchanging apologies, but also embraced and shared contact details.

Since the launch, the film has been screened by a variety of organizations in faith and secular communities, including:

- Temple B’nai Shalom
- Virginia Theological Seminary
- Ebenezer Baptist Church
- Holy Apostles Episcopal Church Brooklyn
- FDNY
- InterFaith Leadership Council of Metropolitan Detroit
- Rutgers Interfaith Alliance
- Harvard Divinity School
- Institute for Islamic, Christian and Jewish Studies
- AbbVie
- Ovative Group

Stranger/Sister was our first campaign to ever receive a 100% commitment from event participants to take action.

When asked in a post-event survey, “Do you agree or disagree with the following statement?: After this Town Hall, I will commit to engaging in conversations with new people unlike myself or people with different beliefs,” 100% of participants responded “Strongly agree” or “Somewhat agree.”

SOCIAL IMPACT HIGHLIGHT

Run For His Life



Launched in April 2021, the social impact campaign for *Run For His Life* aimed to alert America to the challenges faced by children of an incarcerated parent, and the struggle of parenting “behind bars.” Its success inspired a judge to grant compassionate release to a father incarcerated for over 30 years, reuniting a family.

“ I’m truly humbled beyond words on everything that’s transpired since I started what I deemed as a small journey of running a marathon and using my own social media channels for good. I’m happy that folks at Odyssey Impact® discovered me and felt that my story was enough to tell ... The first week of February, my dad was granted a compassionate release by his presiding judge and he’s home ... It’s been a great thing, the family is so appreciative.” — *Pete Monsanto Jr., principle subject featured in Run For His Life*

Healing the Healers

In May 2021, Odyssey Fellow Staci Plonsky (Suntree UMC/Illiff School of Theology) coordinated a special screening of *Healing the Healers: Domestic Violence* in Brevard County, Florida. The event gathered for the first time faith leaders, domestic violence advocates and survivors, and local law enforcement to discuss responding to domestic violence in Brevard County. The group discussed the complex issues and challenges that emerge when a faith leader learns of abuse within a family that is part of the congregation. Staci reflected on her convening:

“ Our local sheriff is not someone who’s politically aligned with anything that I really align for, but he cares deeply about domestic violence prevention and awareness. I worried quite a lot about the potential problems of having him participate, and it meant many additional conversations with others in advance which was a great example of how we talk across all kinds of lines of difference, and I now felt equipped to do it! Less than 10 days after the event, we had a congregation member email our associate pastor about a very complex situation involving an upcoming release of someone related to the congregation who was imprisoned on domestic violence charges . . . It’s a mess. But this time, I felt so much more confidence in my networks and resources, I knew who to call!”

Teaching people how to collaborate across lines of difference is fundamental to providing care to the individual — and then to the community’s — mental health. For Staci, she was able to enlist communal support to care for her congregant, which empowered her mental health (“I can help”), the collaborators (“We can help”), and the domestic violence victim (“I have help”).

This Award-winning *Healing the Healers* series appeared in *Religion News Service* and was reprinted by *The Washington Post*.



Corporate Impact

Odyssey Impact® partners with employers to help keep staff united and inspired when divisions have rarely been deeper or harder to navigate. We worked with various employers and used our extensive experience in teaching the crucial life skills of fostering conversations across lines of difference to build constructive and practical engagement around film. In 2021, our films have won The Human Rights Award at the Venice International Film Festival, The Gold Award at America's Social Justice Film Festival, and a Peabody Award.

→ [CLICK HERE TO VIEW OUR CORPORATE CATALOG](#) ←

GIPHY

On July 14, 2021, GIPHY hosted and moderated a panel discussion around *Descended from The Promised Land: The Legacy of Black Wall Street*, featuring filmmaker Nailah Jefferson and descendant Byron Crenshaw. Over a third of GIPHY's staff attended, the highest rate GIPHY had seen for a digital event for its staff. GIPHY provided the following testimonial:

“GIPHY loved the screening and panel discussion around Descended from The Promised Land: The Legacy of Black Wall Street. In what felt like a living room fire-side chat, Byron’s charisma and first-hand experiences along with Nailah’s masterful storytelling and keen eye to historical accuracy was enough to captivate us. The panel served as a conduit of chronicled information and firsthand experiences, yet there’s something to be said about legacy, something Nailah is certainly building. Planning this all-too important screening and panel discussion felt almost effortless because of Evy and the Odyssey Impact® team. From the preliminary logistical stages all the way up to the night of the panel, GIPHY felt supported, confident, and heard. Odyssey Impact®’s dedication and integrity made for an event that will be revered by GIPHY employees for years to come.”



OVATIVE GROUP

On August 26, 2021, digital-first media and measurement firm Ovative Group held a screening and panel discussion event for staff. The event featured the film *Stranger/Sister* as part of an internal initiative from Ovative Group's Inclusion and Development department. Panelists included the film's Co-Director, Katie Taber, Atiya Aftab, Co-Founder of the Sisterhood of Salaam Shalom, and Rachel Spilker, Board Member of the Sisterhood of Salaam Shalom national as well as the National Council of Jewish Women Minnesota and Haydn in the House. After the event, we received the following feedback from the Ovative Group:

“Your talk yesterday is still buzzing with our team. In a leadership meeting this morning, we reflected again on the importance of conversations and connection which definitely resonated in the discussion yesterday. We also talked about the importance of context, and understanding how each other is interpreting the situation/the words being used. Comments I’ve received from the team in the last day after your chat and the documentary have included ‘so powerful’; ‘10/10 recommend this’, ‘a great minder – we all share and want the same things in life’, and the list goes on. You each make a difference in the work you do – thank you for bringing that difference, that impact, to us here too. You’ve created many fans of the Sisterhood here at Ovative!”





#MyJustice FILM CONTEST WINNERS



VICTORIA DUNCAN



JOSÉ FERNANDO
FLORES-JIMÉNEZ



SADAE MARIE HORI



MALIHA TARIQ &
AHMAD SALEH



KENNIS KEYING CHEN



JENNIFER GIARDINA



JUSTICE KHOR



OLVIA ROTTER



MICHAELA KAYAL



EMILY FISIHETAU

#My Justice

Odyssey Impact®’s #MyJustice film competition highlighted 11 young artists by premiering their short films at the Justice Film Festival. All 11 winners were provided a cash reward and the top five winners also received a film industry mentorship. The winning filmmakers resided in underrepresented communities within the filmmaking community and ranged from ages 18 to 30.

Authority Magazine featured the competition in its publication.

“The #MyJustice Film Contest has inspired me to use my voice and activism through film.” — *Michaela Kayal, Winner*

“This contest has reminded [me] how much [I] love to create and edit [my] own projects, and ensure that everything [I] create has a message.” — *Sadae Hori, Winner*

WATCH THE FILMS ONLINE www.justicefilmfest.com/myjustice

Brand Partnerships

In partnership with the **Justice Film Festival**, Odyssey Impact®'s inaugural #MyJustice film contest amassed a substantial collection of supporters, including its sponsor, **MTV Entertainment Group**, and an impressive list of judges, including former NFL wide receiver **Anquan Boldin**, Gospel Award-winning Grammy artist **Erica Campbell**, Hollywood actress, and philanthropist **LisaRaye McCoy**, as well as many others.

Focusing on children separated by parental incarceration, the national social impact campaign for *Run For His Life* launched in April 2021. The film is free to the public to stream via our partnership with **GQSports** and is supported by a digital screening toolkit available in English and Spanish.

With sponsorship from **MTV Entertainment Group**, Odyssey Impact® hosted a Youth and Criminal Justice Forum in partnership with **REFORM Alliance**. Participants attending the event learned about the criminal justice system. Founding Curator of Black Millennial Cafe Rev. Dr. Brianna Parker moderated the live event and featured *Run For His Life* star Pete Monsato Jr. and REFORM Alliance Chief Advocacy Officer and co-founder of #cut50, Jessica Jackson.

In May 2021, in collaboration with the **California Innocence Project** and the **Innocence Project** headquarters in New York, Odyssey Impact® co-sponsored a panel event featuring the film's producer, Michelle Budnick, and director of photography, Frances Chen. They discussed the filmmaking process and their hopes for the film's impact campaign.

Odyssey Impact® partnered with **Providence Atlanta**, to host a special screening event for *Run For His Life* and an Odyssey Impact® Young Adults Initiative Father's Day event for the Latinx community.





Internship Highlight

Odyssey Impact® is proud to offer undergraduate and graduate students a chance to gain valuable experience in the emergent and exciting area of social impact media, documentary film production, and media distribution. Interns develop subject matter expertise in social justice issues of crucial importance, support research and content creation for Odyssey Impact®'s featured films, and assist with outreach to prospective campaign partners.

WATCH A DAY IN
THE LIFE OF AN
ODYSSEY IMPACT
INTERNSHIP

My experience as an intern at Odyssey Impact® is one that has truly catapulted my career. In the Spring of 2021, I started my internship as a Social Impact Intern alongside three other interns in my cohort. While the other interns focused on social impact, Odyssey allowed for me to tailor my internship to focus mostly on my major, communications. I was able to learn valuable skills in the field I was pursuing all in the context of one of my passions, social justice.

During my internship, I was able to attend a brain trust, launch Odyssey Impact®'s TikTok account, create content for social media, and successfully plan a Youth Criminal Justice Forum for one of Odyssey Impact®'s films alongside my fellow interns. I was immersed in the culture of Odyssey Impact® and learned not only technical communications skills, but important skills about how an organization operates and a better understanding of all aspects of social justice movements. The highlight of my experience was getting to learn from staff members from all different departments and working with my fellow interns as we collaborated on projects and helped each other grow. After that wonderful experience I became the Communications Coordinator at Odyssey Impact® and I am fortunate that an opportunity was created for interns to continue on with the organization once their internship has ended!

— Juliana Oelkers

2021 Financials

2021 AT A GLANCE

Net Assets, Beginning of Year	\$11,739,251
Net Assets, Unrestricted End of Year	\$9,391,409
Net Assets, Temporarily Restricted, End of Year	\$403,741
Net Assets, End of Year	\$9,795,150
Change in Net Assets, Jan. 1 – Dec. 31	(\$1,944,101)

ASSETS/LIABILITIES

Cash/Cash Equivalents/Current Assets	\$9,763,599
Property, Equipment, and Leasehold Improvements	\$37,623
Intangible Assets (net)	\$193,675
Investments: Joint Venture/Film	\$201,082
Total Assets	\$10,195,979
Current Liabilities	\$400,829
Net Assets	\$9,795,150

EXPENSES

Production and Distribution Costs	\$929,694
Supporting Services	\$2,957,981
Other Expenses	\$22,024
Total Expenses	\$3,909,699
Interest Expenses	\$5,368
Net Expenses	\$3,915,067

REVENUE

Unrestricted: Revenue, Support and Reclassification	\$2,805,561
Temporarily Restricted: Revenue, Support and Reclassification	(\$834,595)
Total Revenue	\$1,970,966

While all our departments were under budget in terms of expenses in 2021, we invested heavily in program growth and expansion, driven by encouragement from our markets in 2020, notably the emerging corporate DE&I market for our films and toolkits.

The majority of our films were completed in Q3 and Q4 and as a result the revenue opportunities had a more limited time frame in 2021, but it enabled us to go into 2022 with more films ready for us to deliver mission and revenue. Our commitment to be relevant at time of need, led us to fast-track in 2021 a set of short films addressing teenage mental health, that were originally slated for 2022. This was in direct response to families, congregations and communities struggling with a crisis in teenage mental health brought on by the pandemic.

The larger than budgeted operating deficit was covered by additional grant funds from The Friends of Odyssey Impact, while reorganization in the film production department at the end of 2021 will save more than \$400,000 annually in future expenses.

Board 2022

OFFICERS OF THE BOARD



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Chair



Rita Mullin,
Vice Chair



Rev. Robert Chase,
Secretary



Rev. Robert Warren,
Treasurer

BOARD OF TRUSTEES



Rabbi Matthew D.
Gewirtz



Rev. Derrick Harkins



Lisa Jean



Riaz Patel

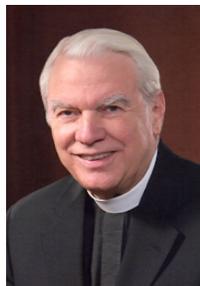


David C. Purvis



Rev. Adriene Thorne

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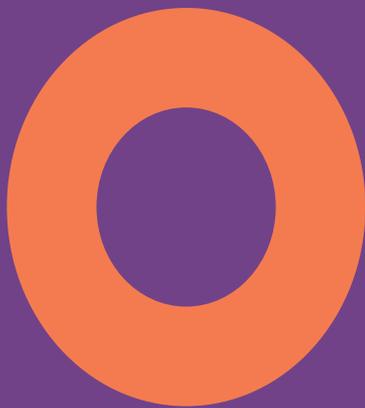
Rev. Dr. Daniel P.
Matthews, *Chair Emeritus*



Nick Stuart, *President
& CEO, Ex-Officio*

“ I can’t overstate how much having institutional support matters. The only institution that I can name that’s ever done that for me is my seminary, and second to that is Odyssey.”

— Oriana Mayorga, 2020 - 2021 Fellow



odyssey-impact.org

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Host a Screening

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Join Our Faith Network

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Press Inquires

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Volunteer or Donate

Ann O’Leary
Director of Strategy and
Advancement
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Odyssey Impact® is a 501 (c)3 charitable organization. Our Tax Exempt ID is 13-3445556.