

strategy. story. impact.

CINEREACH



WE KNOW STORY.

For almost two decades, Cinereach has been successful in both creating beloved, impactful films and supporting filmmakers around the world at the highest artistic level. We have carved out a distinctive, and award-winning niche in the entertainment industry with a commitment to film that blends the art of story with the pursuit of impact, becoming a touchstone for filmmakers who seek both creative freedom and social resonance.

Today, we have expanded our focus and are on a path of exploration. Foundational to our approach is the knowledge that too many of the stories being made today that strive for social impact struggle to connect with broader audiences. While beautiful stories are individually created, there is a lack of connection to larger systems where momentum can build and culture is primed to shift. We understand the gap between stories that aspire for social change and popular entertainment that resonates with the masses.

**OUR PROCESS IS DESIGNED TO
CREATE STORIES TO FILL THAT GAP.**

*Clockwise from top left:
Beasts of the Southern
Wild, Marcel the Shell
with Shoes On, The
Assistant, Sorry To
Bother You*



OUR THEORY OF CHANGE

Cinereach believes that **a collaborative, systems-thinking approach** to story-based media that engages a multitude of stakeholders as a matter of practice will yield maximum impact (innovation, narrative shift, and ultimately, transformational culture change).

Within the larger ecosystems of Sustainability, Justice and Pluralism, we see culture as one of the key levers of change.

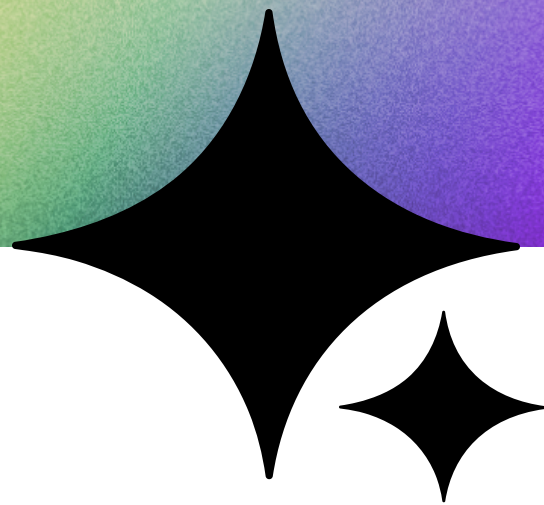
This culture change will not only lead to a more equitable, regenerative, and resilient future, but the model will also contribute to a future where “success” in all systems is measured differently.

Collaborative
systems-thinking and
informed cultural
strategy

Innovative,
audience-targeted,
story-based media

Meaningful and
measurable cultural
change

A more equitable,
regenerative, and
resilient world



here's how we do it

THE CINEREACH APPROACH

WE DO OUR HOMEWORK

We start with a broad exploration of a topic, then dive into the nitty gritty through **lived experience and expert insights**.

WE GET CREATIVE

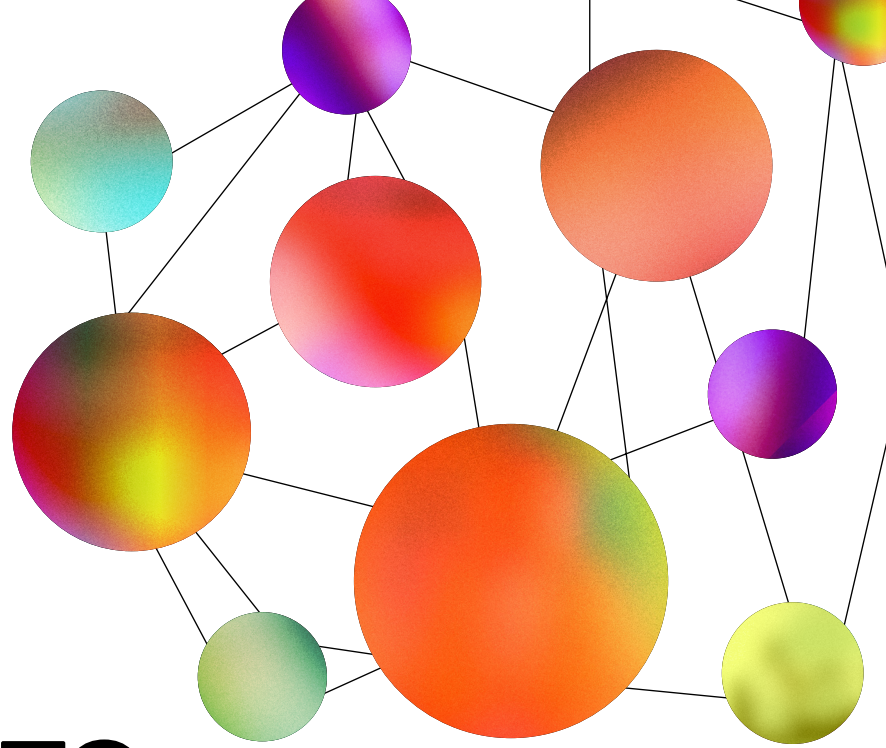
A rich understanding of the problems and systems at play **supercharges the vision of storytellers**, bringing us to surprising and unexpected creative places.

WE DON'T ASSUME, WE CHECK

At every step, we use social science and analysis to check our ideas and assumptions, avoiding tropes and traps to deliver **entertainment primed for impact**.

WE MAKE THINGS

Then, and most critically, **we fund and make pioneering pilots and prototypes** to bring these stories into the world.



the real story? it's all connected.

OUR SYSTEMS APPROACH TO DEVELOPMENT

SYSTEMS MAPPING

Considering the cultural preconditions of our pillars, we build an understanding of what is keeping problems from being solved and traditional approaches from working.

COLLECTIVE KNOWLEDGE

Continue to add layers of insight from community members with lived experience, pillar experts and content creators to inform creative ideation.

LEVERS OF SYSTEM CHANGE

Harness data-driven research and cross-check ideas by working in collaboration with social scientists to identify narrative intervention points.

IMPACT: REVIEW REVISION REINTEGRATION

Utilize sensemakers and researchers to assess the impact of the final product and note findings to be integrated into the next mapping process.

INVESTMENT AND THEORY TESTING

Provide development funding partnership with external producers and test concepts with target audiences.

CREATIVE PATHWAYS OF DISCOVERY

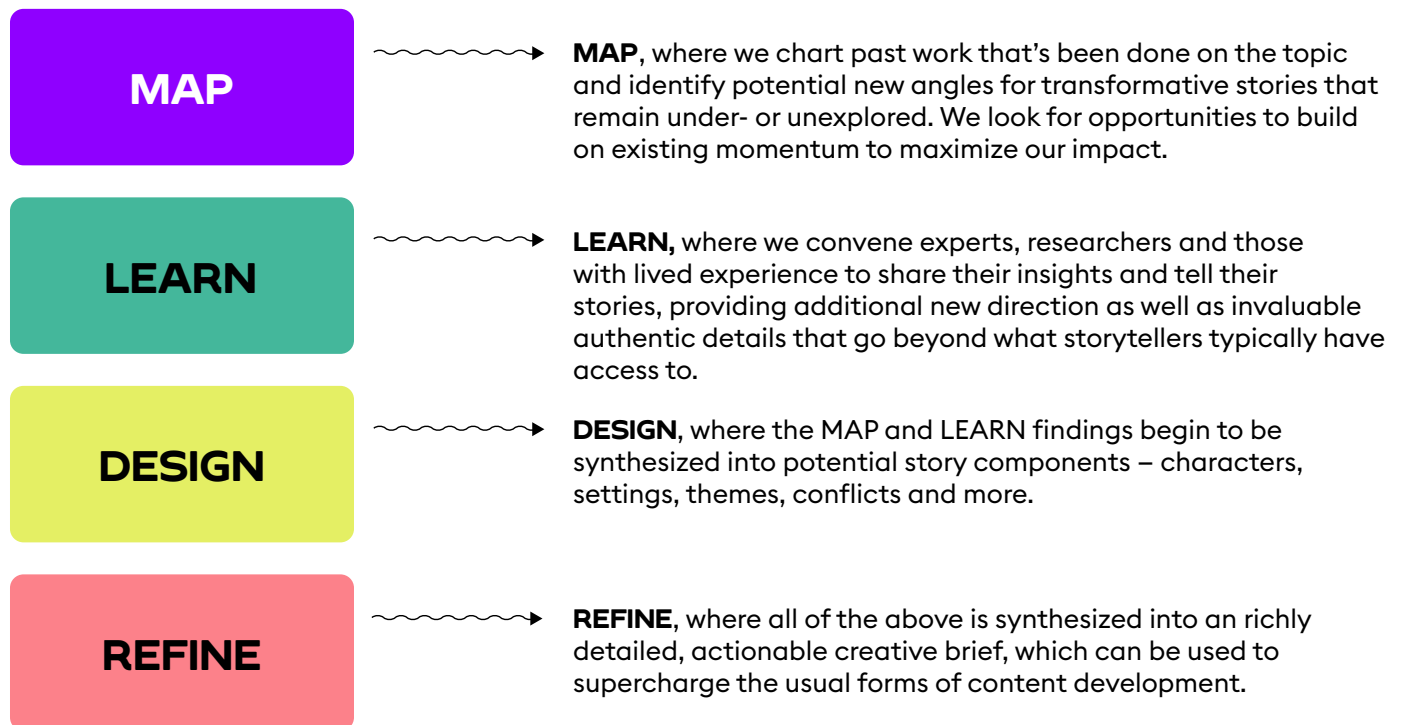
Apply community learning and design ideas to select creative concepts for pilot production or and identify process improvements that could result in system shifts.

At Cinereach, we believe that applying systems thinking to the entertainment industry itself has the potential to lift all boats, inspiring industry players to consider the broader impact of their work, from the stories they choose to tell to the way they engage with audiences.

let's go for a SWIM...

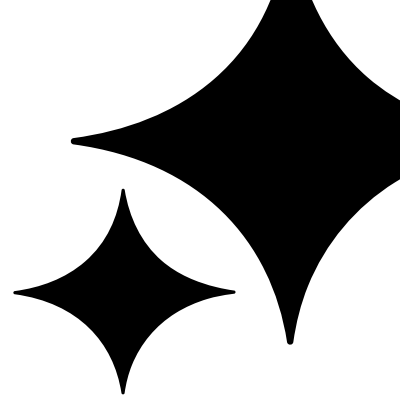
OUR DEVELOPMENT PROCESS

What makes Cinereach's development process so different? It all starts with our proprietary **Strategy-informed Workshop Incubation Model (SWIM)**, which allows us to take on a topic, like *environmental sustainability* or *economic justice* and map out everything around it – from which audiences hold what core beliefs to who are the communities involved and what are their lived experiences.



**SWIM IS NOT A FOCUS GROUP.
IT'S NOT A BRAINSTORMING SESSION,
OR A WRITERS' ROOM.**

Rather, SWIM provides a rich, authentic vehicle to engage with a topic before the creative work is even done, in order to consider a path forward that can succeed on all levels – artistically, commercially and, most importantly, **in its ability to have an impact on the culture at large.**



what we're up to

CURRENT PROJECTS

Our **unique approach to content development** starts with going deep, really deep, into understanding issues, ecosystems and audiences.

From there, themes and intervention points – opportunities to expand or shift the conversation – emerge to point us and our creative collaborators towards the kinds of characters and stories that can achieve impact at scale.

Here's a look at just a few of the many projects we're focused on right now.

A FEW OF OUR PAST AND CURRENT COLLABORATORS

POP
CULTURE
COLLAB

atx
tv
FESTIVAL

A
ANNAPURNA

THE
BLACK
LIST

MACRO

LOUVERTURE
FILMS

SXSW
2024

sundance
institute

BBC
FILMS

WHEN
WE ALL
VOTE

CMSI
CENTER FOR MEDIA
& SOCIAL IMPACT

THE
NEW
SCHOOL

max

A24



PARTNERSHIP
FOR PUBLIC SERVICE

CURRENT PROJECTS



WINNERS ANNOUNCED
AT OFFICIAL EVENT

SXSW. ↙
2024

JUST PLAY is an online competition and showcase challenging video game developers to engage in creative ways with **themes of justice through gameplay mechanics and story.**

We are excited to pair the gaming community with themes that emerged from our research which revealed that our relationship to justice (or injustice) has a much greater impact on our understanding than mere passive engagement with the topic. By enabling players to **explore systems of justice interactively through gaming**, we can open minds and inspire new perspectives.

in collaboration with

anima

THE DETAILS

- Global competition to run in December 2023 to early January 2024
- Toolkit provided to entrants to enrich creators' understanding of various forms of justice.
- Finalists and winners announced live at an official event at SXSW in March 2024.
- An invitation to Cinereach workshops and additional development support may be provided to select finalist projects.

CURRENT PROJECTS

THE CIVIC LEADERSHIP STORIES PROJECT

Why do so many stories in popular culture feature evil or incompetent government officials? Our NARRATIVES OF LEADERSHIP project explores how new stories of people making a difference in places of power can **inspire greater civic engagement**—especially among audiences under 30.

THE DETAILS

- Through interviews, workshops and research, developing a better understanding of the civic landscape and how it is reflected in popular culture
- In pre-development: pilots and prototypes designed to engage audiences under 30 in stories that spotlight richer depictions of civic engagement.
- Creating new tools and resources to inspire new kinds of stories about leadership & engagement

Below, from left to right: Madame Secretary (CBS Television Studios), Abbott Elementary (Warner Brothers Television and 20th Television)

in collaboration with





CURRENT PROJECTS

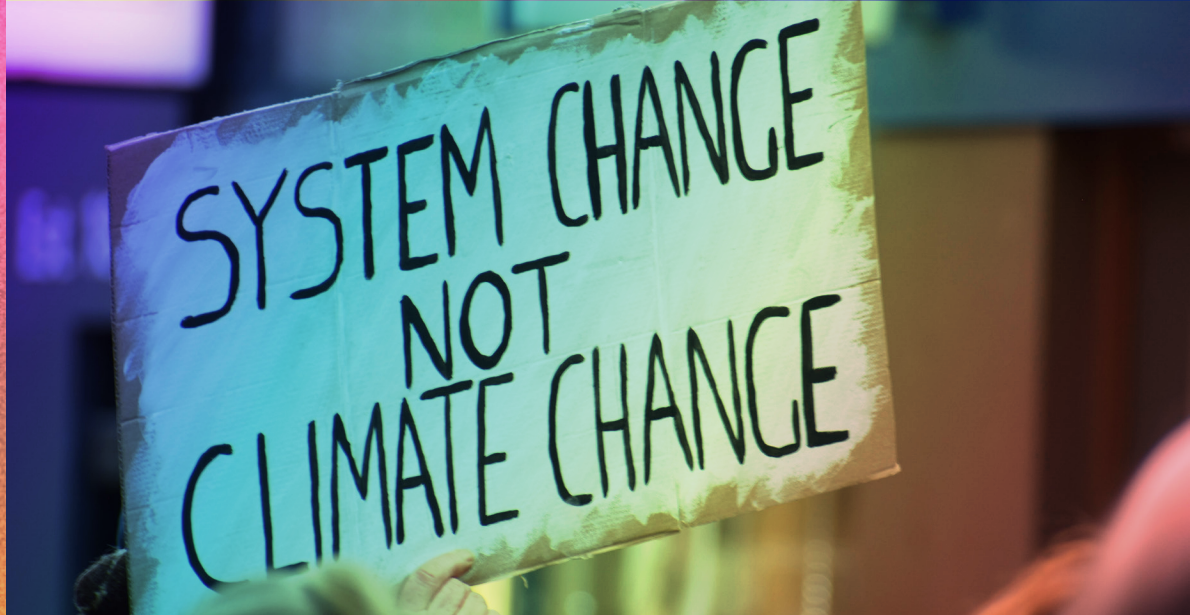
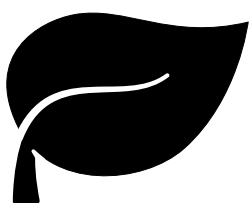


Photo by Ma Ti
for Unsplash



CLIMATE VISIBILITY PROJECT

The depiction of **climate change in popular culture** too often lands at one of two extremes: absence, there's no man-made problem, so nothing we *should* do – or disaster, the problem is too big to fix, so there's nothing we *can* do.

Cinereach is engaging in a deeper study of how story can help move audiences towards greater understanding of climate change—and then undertaking the work to develop those insights into more accurate climate representations within entertainment to **give viewers greater agency**.

in partnership with

**GOOD
ENERGY**

THE DETAILS

- Uncovering which narratives, formats and media are most likely to reach and engage key audiences, as a precursor to content development and production.
- Identifying the role story and narrative has played—or could potentially play—in the overall climate movement



WHY PARTNER WITH CINEREACH

A TRACK RECORD OF SUCCESS

Cinereach has a rich history in the entertainment industry, resulting in key relationships that have propelled us forward quickly.

WE FUND IDEAS

We don't just have insights and theories. We have the resources to develop our ideas into producible pitches and prototypes, and the skills and experience to produce them.

THE DOMINO EFFECT

Through our growing list of projects and partners, we aim to build the kind of momentum that no single story can achieve alone. We can create a "domino effect" that puts the power of story to work with others in the ecosystem, allowing the story to do its necessary part to set the stage for change, taking on seemingly insurmountable issues collectively.

NOT JUST FILMS, BUT ALL MEDIA

Our focus is not limited to films; we explore all media forms to craft impactful stories.

COOL PROJECTS

We have exciting projects in development, and **we want you to be a part of this journey.**

CINEREACH

Join us and be part of a movement that is reshaping how stories are made and received, working together to build a more connected and impactful storytelling ecosystem.

GET IN TOUCH

**JENNIFER
STRACHAN**

Chief Executive
Officer

jennifer@cinereach.org

**MARY
DUNAWAY**

Chief Philanthropy
Officer

mary@cinereach.org

**CANDICE
MCFARLANE**

Chief Creative
Officer

candice@cinereach.org

TERRY CHANG

Chief Legal Officer,
Head of Business
Development

terry@cinereach.org

