

THE GENESIS INITIATIVE | FINANCIAL STATEMENTS

With the exception of a short period of time during the first few years of its existence, The Genesis Initiative has operated without paid staff or fixed overhead expenses. This has allowed us to use our donations almost entirely for the purposes for which they were donated.

Now, with a decade-plus, respectable track record of mission accomplishment as outlined elsewhere on this website, the Genesis Board has decided to make a strategic move to take our operations to the next level.

This next level involves the development of a \$30M film fund, which will be referred to as our Impact Fund, that will grow over time. The operational model for the film fund is that Genesis will collect donations to seed the fund, then use assets from the fund to loan money to or invest in film or television projects in line with our mission. When those moneys are returned, either as loan repayments with interest, or returns on investments, the fund will grow over time to become an increasingly substantial, self-perpetuating film fund. We also anticipate continuing our fundraising efforts on an ongoing basis to further supplement this growth.

Three major changes are required in order to sustain an effort of this magnitude.

First, we have recruited a full time Executive Director, with years of leadership in the nonprofit sector who is an experienced and successful fundraiser. Sue Nunn has been volunteering for Genesis for the past several years and is ready to assume the position of full time director as soon as enough funds are raised to support her transition.

Second, we need full time PR, marketing and communications support to shine a light on our accomplishments to date and to create awareness and understanding of our mission and goals to a broad base of potential supporters. To this end we have obtained a commitment from Vitamin D Public Relations, who boasts strong national media and political connections, with particular strengths in Nashville, Washington, D.C., and California. Vitamin D has agreed to operate on a small monthly retainer, with the expectation that they will be hired in some capacity to assist in the promotion of Genesis-funded projects.

Third, we need to effectively carry out a fundraising campaign aimed at seeding the Impact Fund with an initial \$30M. We already have a slate of projects identified for this first round of funding, A major advantage of having the Impact Fund, that we will be able to fund projects continuously, without gaps in activity once it is established. In the past, we have funded efforts one at a time, leaving a big lull in activity between projects.

The financial needs to accomplish these three goals are simple.

We are seeking a capacity-building grant of \$450K to fund the first three years of transition into this next phase of growth for Genesis. The capacity building grant will fund the Executive Director's Salary, the PR and fundraising retainer, and operating and overhead expenses to accomplish our goals.

We are also seeking grants totaling \$30M to fund startup phase of the Impact Fund.

As these initiatives are accomplished, we will begin posting detailed financial information on this site.