“You have to understand that doing nothing is just not an option. It absolutely is not an option. What am I going to say to my kids, what are you going to say to yours, about the earth we’ve left them? Are we going to say, I’m sorry? I find that unthinkable.”

- ROBERT REDFORD
$25 million to drastically increase the number of people and the diversity of the population moved toward environmental justice, solutions and repair.

“Investing in the right story and the right filmmakers at the right time can be transformative for the planet.”

- LAURIE AND JEFF UBBEN
WE ARE READY TO LEAD

“The Redford family has dedicated a lifetime to safeguarding our planet and our future. We’ve been using storytelling and film to galvanize environmental action for 15 years. Now is the time to scale.”

- JILL TIDMAN, EXECUTIVE DIRECTOR OF THE REDFORD CENTER

“Anytime someone voices concern about the quality of life that we’re going to be leading, we’re called environmentalists. And if that’s so, I am an environmentalist.”

- ROBERT REDFORD, CO-FOUNDER OF THE REDFORD CENTER
CULTURE CHANGE DRIVES ECONOMIC AND POLICY CHANGE

50 years ago, this photo sparked a global environmental consciousness.

One planet. One people.

It’s time to expand our global thinking again. We can use the power of film and media to activate a massive cultural shift towards environmental action.
We have been warned that the world is headed for climate disaster as soon as 2030. Climate change could force 100 million people into extreme poverty by 2030 and as many as 1 billion people into migration by 2050. As of December 2019, the Trump Administration has rolled back 95 fundamental environmental protections.
The environmental challenges we face today go deep and wide, and our storytelling arsenal needs to reflect that immense task.

– JAMES REDFORD

SOLUTIONS EXIST

“...”
STORIES GALVANIZE MOVEMENTS
Stories make visible the invisible, deepen our understandings, shift our perspectives and inspire us to act. These are some of the stories we are bringing into focus.

**CHALLENGES**
- Habitat Destruction
- Air and Water Pollution
- Climate Change
- Species Extinction
- Desertification
- Environmental Racism and Injustice
- Drought
- Food Insecurity
- Lack of Access to the Outdoors

**SOLUTIONS**
- Wilderness Access
- Sustainable Agriculture and Food Innovation
- Community Organizing and Engagement
- Clean Energy and Carbon Sequestration
- Education and Awareness
- Ecosystem Restoration
- Policy Change and Protest
- Youth Action and Leadership
- Climate Preparedness and Adaptation
- Environmental Justice and Equity
- Threatened Indigenous Land and Water Rights
WE ARE DRIVING URGENT ACTION IN THIS MOMENT OF UNPRECEDENTED CRISIS

Redford Center Original Productions
Tackling timely environmental challenges

Redford Center Grants
Investing in a diverse pool of independent filmmakers

Fiscal Sponsorships
Opening up opportunities for stories across all media

Redford Center Stories
Engaging the next generation in classrooms across the country

“This is fire in my hands, and we will preserve it, and we will grow it, and together we will emblazon it across this generation and those to come.”

– JADEN SMITH, INAUGURAL ROBERT REDFORD AWARD RECIPIENT
2020 AND BEYOND

The Redford Center Legacy Campaign marks a bold movement toward collective empathy, responsibility and action.

> We will develop and amplify significantly more catalytic environmental stories

> We will increase investment in historically excluded and underrepresented storytellers

> We will shift the environmental narrative, centering justice and equity

> We will launch a rapid response fund to tackle urgent and relevant challenges

> We will influence film and media distributors to acquire more environmental content

> We will become a vocal and visible thought leader and have greater cultural influence

> We will build a team with the capacity and ability to meet the urgency of the moment with exponential impact
$25 MILLION FOR STORIES THAT MOVE

$15 million over 5 years invested in immediate activation and direct impact that meets the urgency of the moment.

$10 million over 10 years to build critical organizational infrastructure that will expand and propel the environmental movement.
“While more people than ever are concerned about the climate crisis, most still struggle to identify reasons to be hopeful that we can solve it. We must change this if we are going to be successful. We must shift the narrative to ‘we can solve this’. Because we can, and we are. We simply aren’t acting with the urgency required.”

- JILL TIDMAN

Join us.

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