

THE REDFORD CENTER

FAQ

Who should apply?

The Redford Center supports nonfiction films from all over the world. Films may be in any language, but we ask that proposals are written in English and that visual materials be subtitled in English.

We prioritize films led by artists from historically excluded communities. Projects that focus on historically underrepresented communities must have a key creative from the community or with deep ties to the community in a power holding position represented on the team.

Applicants may submit at any production phase in development, production, or early post-production. All proposals must convey some vision for a finished film. Projects that have not yet secured characters or subjects, are unable to articulate a story or structure, or are unable to explain the project's driving central question are discouraged. We are unable to consider proposals for story research.

How does The Redford Center define historically excluded communities?

We define these communities as communities that have been historically excluded by virtue of their ability, citizenship status, ethnicity, gender identity, race, religion, or sexual orientation.

Is my project eligible for funding?

The Redford Center supports projects that are feature-length documentaries (50 minutes and longer) or episodic documentary series. Hybrid/animated documentaries are also eligible to apply. We do *not* fund:

- Fiction films
- Short films
- NGO films
- Branded content

My project is finished. Can I apply for funding to pay for film transfers or reimburse debt, etc.?

No. Tape-to-film transfers, film prints, and debt reimbursement to complete work are not eligible for funding.

I do not have any funds secured to date. Am I still eligible for funding?

Yes. Prior funding commitments are not required. Your written proposal should include a

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fundraising strategy for raising funds for your film, irrespective of a Redford Center grant. In addition to foundations and broadcast license agreements, you might include private donations, in-kind support, crowdfunding, producer investment, and fundraisers. In your fundraising strategy, you should clearly distinguish between funds you have applied for and funds you have already secured. You do not need any prior funding or a fiscal sponsor in order to apply.

WRITTEN PROPOSAL

What is meant by impact?

There is currently a field-wide discussion about the difference between the reach of a film and the impact of a film, and while we see many filmmakers and organizations focus primarily on audience reach and social media engagements as an indicator of impact. The Redford Center's impact strategies and targets are based on multi-stage impact assessments that begin as early on in the storytelling process as possible and continue long after the film's release to comprehensively map the ways that the film projects we invest in are moving intersectional environmental issues forward.

An impact campaign is a strategic plan to encourage individuals and communities to move from passive to active participants on the issue your film broaches. Impact campaigns are different from distribution, which puts films on screens, and from marketing and outreach, which alerts viewers to see films. Rather, impact is designed to activate audiences and stakeholders toward a specific goal.

Here are some (but not all) examples of areas we track impact other than the reach or commercial success of the film:

- What communities are brought together as a result of the film?
- Can mobilization happen around the filmmaking process?
- Who is in dialogue about these films throughout the process of the film creation and after distribution?
- Will policy change be informed or motivated by the film's direct influence?
- Will the film be used as an industrial vehicle to encourage investments in innovation?
- Are the people featured in the story elevated as a result of the film or will they experience upward mobility as a result of the film?
- Will the communities featured in the films embrace and utilize the film as a tool for local activations?
- Will the film be used as an educational tool for a specific audience or will an educational curriculum be developed around the film?

Suggested impact resource: Doc Society's [Impact Field Guide](#)

What is a fundraising strategy?

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Your fundraising strategy is your plan for raising your film budget. In addition to grants and broadcast license agreements, you might include private donations, in-kind support, crowdsourcing, producer investments, and fundraisers. A fundraising strategy should clearly distinguish between funds you have applied for and funds you have already secured.

Does my proposal have to be in English?

Yes. We can only consider proposals written in English, accompanied by a budget translated into USD, and visual material in English or with English subtitles.

If I am applying for development funds, can my submitted budget cover the development portion of the project only?

No. A budget covering the costs of the entire project from development through distribution is required for every funding category. This is a one- to two-page comprehensive line-item budget in U.S. dollars. If you have never made a budget and need a sample, you may access an example [here](#). This template is only a general sample and should be tailored to your project. You may also use your own budget format as long as it provides the costs of the entire project.

VISUAL SAMPLES

I am a first-time director. May I send in someone else's work as my completed prior work?

A visual sample that conveys the director's storytelling ability is preferred. If this is a directorial debut, you may submit a film you have shot or edited instead, or you may choose not to submit a previous work. A previous work from a different member of the team (e.g., producer, editor, cinematographer) will not be accepted.

How long does my current sample have to be?

Applicants are encouraged (but not required) to include a visual sample of up to 10 minutes in length. These visual materials can include scene selects, teasers, or other edited footage. Applications require a sample that demonstrates characters, story arc or structure, and visual treatment. The Redford Center guarantees watching up to 10 minutes of visual material provided.

How long does my completed previous work have to be?

Completed previous work may be any length from short to feature. It may be in any genre. If you have multiple previous works or several co-directors, please select one previous work which best reflects the vision for your new documentary. Reviewers will not review more than one previous work sample.

What format should I submit my visual material in?

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We only accept samples via online streaming links. You must provide an online streaming link and password, if applicable, to your current rough cut or sample and to your completed previous work. We recommend using Vimeo or YouTube for this service. Your film should be available for at least six months after you submit your application. Please do not update or change your uploaded file or its password once you submit your application. When you apply for a grant through our website, provide your link and password. Please double-check that you have entered the password correctly (remembering that passwords are case sensitive). If we do not have the correct password, we will not be able to evaluate your project. Include the link and password in your written proposal as well. We do not accept WeTransfer, Dropbox, Google Drive, or other such file transfer services for the visual material delivery.

Can I submit my visual samples on DVD?

No. All samples must be submitted as a link via a streaming platform such as Vimeo or Youtube. No DVDs will be accepted. If you live in a country with significant impediments to internet access, you may email grants@redfordcenter.org to request a DVD exemption.

APPLICATION PROCESS

How are decisions regarding funding made?

Proposals go through a multistage review, with selected submissions sent for Redford Center Board and Grants Advisory Board's consideration. The advisory board then meets to make recommendations regarding which projects are funded. Proposals to The Redford Center are evaluated on several criteria, including story clarity, engaging storytelling, originality, feasibility, contemporary cultural relevance, and potential to reach and engage with its intended audience.

Who makes up the Advisory Board?

The Redford Center Grants Advisory Board is a combination of issue-area experts and professional film artists. Past advisors have included Brenda Robinson, Justin "Hoost" Wilkenfeld, Lisa Kleiner Chanoff, Cheryl Hirasa, Simon Kilmurry, Tracy Rector, Wil Tidman, Joey Hodges, Christopher Neil, Brinda Sarathy, and Donald Young.

How will I know if The Redford Center has received my application?

After you press submit on the online application, a confirmation page will appear. You should also receive a confirmation email once your application is submitted. If you have not received an email, please double-check your spam filter.

When will I find out if I have been awarded a grant?

Award decisions will be made in Fall 2022. Please do not contact us to inquire about your status,

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as we cannot provide status updates. You will be notified directly by email once a decision has been made.

If my project is declined, will staff provide feedback?

Unfortunately, we have a very limited staff and are unable to provide feedback to all applicants. However, projects that make it to our final stage of review are eligible to receive feedback.

May I re-apply for a grant if my proposal was declined in the last application period?

Yes. However, you may only re-apply when your project has advanced in storytelling vision and/or impact goals. Filmmakers are strongly discouraged from submitting nearly identical proposals or visual samples twice.

If I choose to re-apply, do I need to submit a complete proposal online?

Yes. Should you choose to re-apply, please apply online with a brand-new application. Your new submission should address significant development of the project since last applying. You must submit new video links accompanying your proposal.

Can I submit more than one proposal?

Yes, you are allowed to submit more than one proposal in the same round as long as they are for separate projects.

Projects that have previously received a grant through The Redford Center are not eligible to apply for additional funding through this open call.

OTHER

If awarded a grant, am I expected to provide invoices or expense reports on how the grant funds are spent?

Provided you meet the deliverable expectations of the contract (an updated/new short piece of content/see the Terms/Conditions for details), then we would not ask to see any invoices or expense reports to see how grant funds were spent.

TECHNICAL SUPPORT

How do I reduce the file size of my PDF?

Check out this [link](#).

How do I convert my film from a DVD to an uploadable digital file?

Download and Install HandBrake [here](#), and learn how to use Handbrake [here](#).

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I'm having trouble uploading my film to Vimeo. Can you help?

Check out this [link](#).

Still have questions? [Submit a question here](#) or [register for our Information session](#) on April 7th

*We would like to thank our fellow Sundance Family organization, the Sundance Institute, for helping create the Documentary Core Application and many of these helpful resources that we have modeled in our application. We hope to contribute to continuity amongst grantmakers and grant applications in an effort to achieve greater accessibility and equity in the field of documentary filmmaking.