

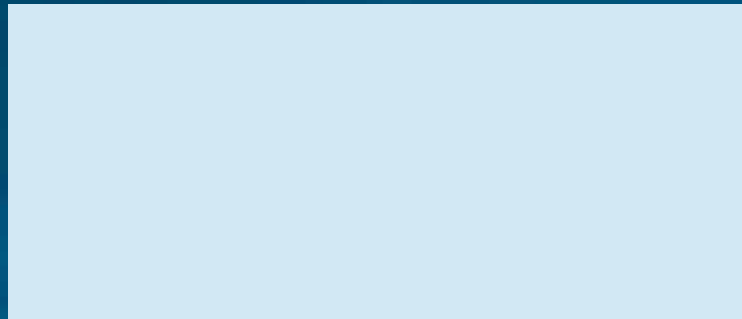
ACFF  
PO BOX 889  
SHEPHERDSTOWN, WV 25443

[WWW.CONSERVATIONFILM.ORG](http://WWW.CONSERVATIONFILM.ORG)



*Photo courtesy of Sonic Sea.*

*Photo by Howard Hall. Copyright NRDC and Imaginary Forces*



# AMERICAN CONSERVATION FILM FESTIVAL

Engage. Inform. Inspire.

WILL BE

15

IN 2017!

Thank you for sharing films,  
discussion, information, and fun  
with us along the way!

Let's celebrate with a look inside...

## MISSION

The mission of the American Conservation Film Festival is to promote outstanding films and the arts to educate and inspire people to become engaged in conservation issues.

## INITIATIVES

- **PROVIDE** a venue for diverse conservation films that have rarely received a wide showing;
- **CELEBRATE** conservation film and video in the vibrant atmosphere of historic Shepherdstown, West Virginia;
- **SHOWCASE** independent, international, student, and regional films;
- **OFFER** an education component that complements the film selections and supports those interested in conservation filmmaking;
- **SUPPORT** emerging filmmakers as they are beginning their careers.

"I ALWAYS LOOK FORWARD TO THIS FESTIVAL. EXTREMELY FLUID OPERATIONS, BEST EVER. NICE BALANCE OF VENUES, FILM CHOICE, AND FILM-RELATED EVENTS."

— AUDIENCE MEMBER

## BOARD & STAFF

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"I RECENTLY HAVE BEEN STRUGGLING WITH DIRECTION, CREATIVITY, ETC [AND] THIS WORKSHOP HAS REALLY OPENED MY MIND TO NEW POSSIBILITIES AND HAS INSPIRED ME TO TAKE ON SOME NEW THINGS."

— CONSERVATION FILMMAKER AND WORKSHOP PARTICIPANT

"AFTER MY EXPERIENCE AT THIS WORKSHOP AND FESTIVAL, I HAVE DECIDED TO REASSESS MY GOALS AS A FILMMAKER AND TO PURSUE SOMETHING MORE IN LINE WITH MY PASSIONS."

— STUDENT FILMMAKER AND WORKSHOP PARTICIPANT



**WE GIVE TREMENDOUS THANKS** for the generous support of our sponsors, grantors, community partners, and individual donors.

Thanks to the following sponsors of the 2016 Festival.

### ALDO LEOPOLD

The Campbell Foundation  
HHMI Tangled Bank Studios  
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Shepherd University  
West Virginia Division of Tourism  
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### RACHEL CARSON

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### JOHN MUIR

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Friends of the National Conservation Training Center  
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EcoLab  
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Jefferson County Convention & Visitors Bureau  
Skinner Law Firm  
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Beatrice von Gontard  
West Virginia Film Office

"I WAS DELIGHTED AT LAST TO HAVE ACFF REPRESENTED AT THE BARN. THANK YOU AGAIN FOR SUCH A WONDERFUL EVENING AND EVENT!"

— BEST OF FEST HOSTING PARTNER

### GREEN GIVERS

Christian Caine  
Flying Dog Brewery  
Jefferson Security Bank

*Sponsor levels of giving:*  
\$5,000+ Aldo Leopold  
\$2500+ Rachel Carson  
\$1500+ John Muir  
\$1000+ Jane Goodall  
\$500+ Jacques Cousteau  
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## CONTACT US

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# 2016 WAS A GOOD YEAR AT ACFF

WE ARE PROUD AND GRATEFUL TO SHARE THESE ACCOMPLISHMENTS.

**Nearly DOUBLED film submissions** from 150 to 270 and from 38 counties, due to enhanced outreach to new and alumni filmmakers and film schools as well as a new submission platform.

**SELECTED and screened 35 of the most compelling**, diverse, and visually rich films from around the world to present over two weekends of the Festival. Streamlined submission and selection processes for more efficient review and administration. Film topics included climate change, alternative energy production, wildlife conservation, cultural heritage, heroes in conservation, and biodiversity.



**WELCOMED over a dozen scholars** and filmmakers, including four student filmmakers, to speak with audience members about film topics.

**PRESENTED the fifth annual Conservation Filmmaker Workshop**, a two-day documentary filmmaking workshop, to 24 emerging filmmakers with instructors from independent production companies, HHMI Tangled Bank Studios, Conservation Media Group, and National Geographic.

**PROVIDED financial support toward the travel, lodging, and filmmaker workshop tuition of four aspiring filmmakers** from Washington, DC, Atlanta, and Chicago through the Alex Kemnitzer Emerging Filmmaker Fund.

**PARTNERED with the Shepherdstown Rotary Club and Shepherd University** to present two film blocks especially targeted to and free for high school and college students.

**PRESENTED a special film block of student films** and festival previews to Shepherd University Environmental Studies students to spark interest in conservation filmmaking.

**OFFERED free admission to all students 18 or younger at all film blocks** and to Shepherd University and Shenandoah University at selected film blocks, significantly increasing youth attendance throughout the festival.

**EMPLOYED four Shepherd University student interns** during the festival to assist with festival operations, headquarters staffing, and customer service. **Engaged approximately 35 volunteers** throughout the year, contributing over 300 volunteer hours, in the areas of event planning and hosting, technical support, promotion, and more.

**LAUNCHED five new film awards** in addition to three existing awards to recognize excellence in the following categories: Green Fire Award (for overall excellence); Student Filmmaker Award (with a \$500 cash prize); Foreign Film Award; Short Film Award; Green Spark awards highlighting a conservation hero, pathways to sustainability, and inspiring the next generation; and the Audience Choice Award.



**OFFERED a full second weekend of the Festival** to present an encore of the eight award winners and two films not screened on the first weekend.

**REALIZED a 46% increase in ticket sales** over 2015 and 118% increase over 2014. Utilized larger venues to accommodate 40% increase in attendees.

**ESTABLISHED a Festival Headquarters** during the first festival weekend in downtown Shepherdstown to welcome visitors, sell tickets and distribute information, and provide a gathering place for audience members, sponsors, and filmmakers.

**HOSTED a live wildlife program** from the Blue Ridge Wildlife Center to educate audience members of all ages about the region's native wildlife and habitat.





# THROUGHOUT THE YEAR

**HELD a spring fundraiser** featuring the film *Unbranded* and its filmmaker, with 125 attendees, raising over \$7,000 for ACFF and \$3,000 for the Mustang Heritage Foundation to support a military veteran's adoption of a mustang through its Mustang Mentors program.

**HOSTED Best of Fest special movie screenings** at the Weinberg Center in Frederick, Maryland and Barns of Rose Hill in Berryville, Virginia, with a total of over 300 people in attendance.

**PARTNERED with the Shepherdstown Rotary Club and Shepherd University's School of Business & Social Sciences** to present the film *The Bat Man of Mexico* in accordance with the Rotary's World Affairs Seminar featuring the theme of pollination.

**PARTNERED with the National Park Service Centennial Film Festival** at the National Conservation Training Center to present three park-related films from an ACFF alumni filmmaker and founding member.

**PARTNERED with the Environmental Film Festival** of the Nation's Capital to co-present films at our respective film festivals (*Unbranded* at DCEFF in March, *Babushkas of Chernobyl* at ACFF in October).

**PARTNERED with the Shepherdstown Film Society** for a special film screening of *Dare To Be Wild* and a preview of 2016 festival films.

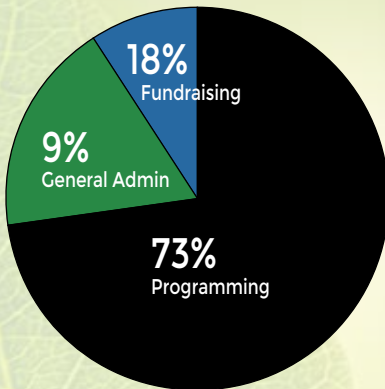
**CREATED an ACFF in the Classroom program** to provide Instructor Screening Guides that include course mappings and curricular keywords to help instructors connect the content of four selected films to specific topics encountered in the classroom.

**CONTINUED to build income reserves** through sponsorships, grants, and individual donations to secure fiscal viability and sustainability for the organization, while keeping expenses at a consistent level.

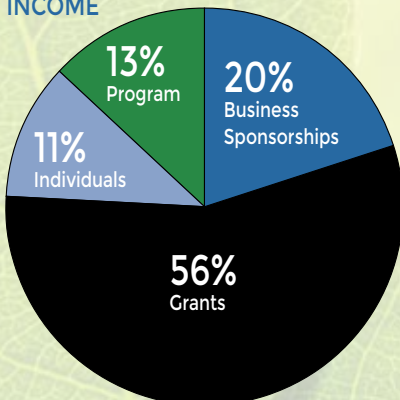


## 2016 FINANCIAL SNAPSHOT

### EXPENSES



### INCOME



## GOING FORWARD, WITH YOUR SUPPORT...

As we celebrate our most successful year yet, we look forward to expanding our influence, growing our educational impact, and developing stronger partnerships to ensure relevance, sustainability, and outreach far into the future. **With the support of individuals, businesses, foundations, and community partners, we hope to:**

- **GROW programs** that introduce students to conservation issues, science, media, and filmmaking.
- **RECRUIT partners** in the environmental, science, and media fields to help teach, promote, and execute these educational programs.
- **PROVIDE access** to select ACFF films to schools, community groups, and organizations and greater exposure for filmmakers and the critical issues they explore through their films.
- **CONTINUE to present** the most important, contemporary conservation films to diverse audiences throughout the region.
- **PROVIDE resources** that facilitate further understanding and exploration, opportunities to convert inspiration into action, and connections to the causes and organizations that will help people make a positive difference.

