

oursansar



# UTILISING THE POWER OF MEDIA FOR SMALLER CHARITIES

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OUR SANSAR



# OUR STORY



2009

Our Sansar established, with one project

2021

Three large programmes operating

2022

VICE World Documentary and launch of 4th large programme

2023

Polish TV documentary, project replication plans, Charity Awards Winner, .ORG Impact Awards Finalist



# NAVIGATING THROUGH RECENT CHALLENGING TIMES

## GROWTH

- EXPANDED PROJECTS
- GROWING NEED AMONGST BENEFICIARIES

## ADJUSTING

- CHANGING APPROACH TO FUNDING
- EXPLORING NEW TYPES OF FUNDERS

## RESULTS

FOCUS ON IMPACT  
AND  
SUSTAINABILITY



# DOCUMENTARIES – WHO AND HOW

## OUR COVERAGE

- VICE WORLD NEWS - STRONG INDEPENDENT SHOWCASE OF THE PROJECT
- POLISH NATIONAL TV - ONE YEAR LATER, RESULTS, CONFIRMATION

## FINDING REPORTERS

- SEARCH INTERESTS, CHANNELS, PREVIOUS FILMS
- CAN THEY GET PASSIONATE ABOUT YOUR CAUSE?

## WORKING WITH REPORTERS

- BRAINSTORM, GIVE THEM CHOICES
- WHAT STORY CAN THEY GET COMMISSIONED BY WHAT MEDIA?



# DOCUMENTARIES – IMPACT ON FUNDRAISING

## FUNDERS

INDIVIDUAL GIVING

EXISTING FUNDERS

NEW FUNDERS

## NEW ENGAGEMENT

CORPORATES

INCREASED INTEREST -  
POSSIBILITY OF LONG  
TERM SUPPORT

## BUILDING TRUST

OS' NEW VIDEOS BETTER  
RECEIVED

TRUST DUE TO EXTERNAL  
VERIFICATION

INCREASED INCOME



# APPROACHING NEW FUNDERS

Research, research, research

Foundations not accepting unsolicited proposals

Bold/different approach

Grab attention with the film - follow up with a strong proposal

Use visuals



# RESOURCES TO CHECK OUT

AskCharity Answer Service

Dot Star Media

Factal

HelpFilm

Google News

Pressat