

What is The MOVIEMENT?

The MOVIEMENT is a transformative initiative to bring climate action to the big screen. Combining powerful movie storytelling with an Online Empowerment Platform, we transform feelings of overwhelm and powerlessness into strength and empowerment, smoothing the path for viewers to take systemic climate actions with the greatest societal impact.

- **Move the Mandate:** Empower people with the climate action records of their Federal and State elected officials and candidates for office.
- **Move the Message:** Empower people to contact their elected officials and demand they push for accelerated climate action.
- **Move the Money:** Empower people to evaluate their investments and move their money out of fossil fuel companies and banks that support climate chaos, and reinvest in alignment with their values.
- **Move Myself:** Connect people with their local climate action organization and events.

What problems are we solving?

- People feel overwhelmed and unsure about how to take meaningful climate action.
- People rarely have the emotional space, motivation, and smooth path to take climate actions that align with their values.
- Lack of accessible easy-to-use tools that smooth the path from climate concern to impactful systemic action.
- Political and business leaders need to feel strong pressure from the public to push for accelerated climate action.

What is our desired outcome?

Through the power of storytelling and human emotion, to inspire, empower and activate millions of people to take impactful climate actions and, together, unleash an unstoppable wave of people-powered climate action!

What do we want to get funded?

We are seeking funding to produce the narrative feature film **Baby's On Fire** and to build the accompanying Online Empowerment Platform. The estimated budget is \$2-3 million for film production and platform development, with the goal to film in 2027 and release/launch in early 2028.

What is our Funding Strategy?

Our hybrid funding model, blending philanthropic support, impact investment, and traditional film financing, creates a sustainable and scalable approach for driving climate action. A portion of the movie's profits will be invested back into our climate action non-profit partners.

Who do we collaborate with?

We partner with climate action organizations, scientists, expert advisors, and film industry personnel to maximize our impact and reach. Some of our key collaborators include, EBP-Zürich, As You Sow, Climate Health Now, David Fanning (FRONTLINE), Bill McKibben (350.org, Third Act), and Brad Silberling (director).

If you are interested in bringing funding to this project, please contact:

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Watch our 2-minute Promo Reel



“The MOVIEMENT is exactly what we need!”
-Massachusetts Climate Chief, Melissa Hoffer