

SIMS

INITIATIVE



A PROJECT OF THE MINORITY FILM INSTITUTE



MFI SIMS INITIATIVE

FROM HERBERT AND SANDRA SIMS

We are excited to introduce you to **The Minority Film Institute's Sims Initiative**, a groundbreaking effort to bring essential minority stories to the public stage and societal discourse. As founders of this initiative, we are deeply committed to promoting inclusiveness and equal opportunity in our society. Our journey as business people and entrepreneurs has instilled in us the belief that bringing stories like ours and countless other minority stories to the forefront is not just important; it's imperative for inspiring the next generation of leaders and fostering a more inclusive world.

A Journey Shaped by Entrepreneurship

Our experience as business people and entrepreneurs has been a journey of perseverance, innovation, and learning. These experiences have shaped our perspective and reinforced the importance of diversity and inclusion in our society. They have taught us that every unique story has

the potential to inspire, challenge, and catalyze positive change.

The Power of Unique Stories

At the Sims Initiative, we believe in the transformative power of unique stories. Our goal is to provide a platform for narratives that may have remained untold, narratives that hold the potential to inspire, resonate, and connect with audiences on a profound level. These stories are not just about celebrating diversity; they are about sharing the human experience in all its complexity.

Why Your Support Matters

The success of the Sims Initiative depends on the support of individuals and organizations who share our vision. Your contribution and support are pivotal in bringing these important stories to life. By partnering with us, you become a part of a

movement to inspire the next generation of leaders, promote inclusiveness, and foster equal opportunity.

Get Involved

We invite you to join us on this transformative journey. Together, we can be a driving force for change, promoting inclusiveness and equal opportunity through the medium of film and television. Your support can help us make a meaningful impact on our society.

Thank you for considering our initiative. Together, we can inspire, empower, and create lasting change.

Warm regards,

Herbert and Sandra Sims
Founders, MFI Sims Initiative



MFI SIMS INITIATIVE CURRENT PROJECTS



The Cool and the Strong

- Scripted series

The Cool and the Strong is a scripted series that helps students find joy in learning, even in the midst of challenges.

Featuring Magic Strong, a reluctant reader now living with his aunt, Dr. Maxie Strong, the principal of his new school, this episode follows Magic and his classmates, Rex and Reva, on a learning adventure with their induction year teacher, Mr. Gray. In their first learning adventure to Williams Brice Stadium, Magic and his friends accept the affirmation that they can achieve their dreams.

We've added "The Cool and the Strong" to the Sims

Initiative because it embodies our mission to inspire and empower through storytelling. This series resonates with us as entrepreneurs, celebrating resilience, education, and the joy of learning, instilling a belief in young minds that they can achieve their dreams.



Southern Gentleman - Documentary

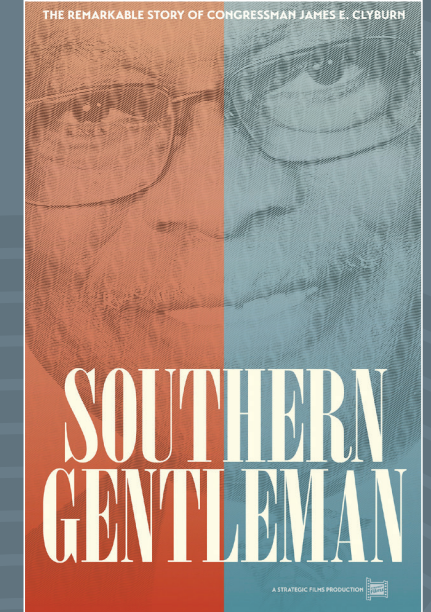
Over the past 30 years, few individuals have had a more significant impact than South Carolina's 6th District than

James E. Clyburn. The son of an AME

Minister with a passion for activism and trailblazing entrepreneurial-minded beautician, Clyburn rose from humble beginnings to become one of America's most consequential lawmakers over the past 50 years. Southern Gentleman explores Clyburn's journey from rural South Carolina to the second phase of the American Civil Rights Movement. It follows his election in 1993 and his rise to become one of America's most trusted, recognized, and celebrated leaders.

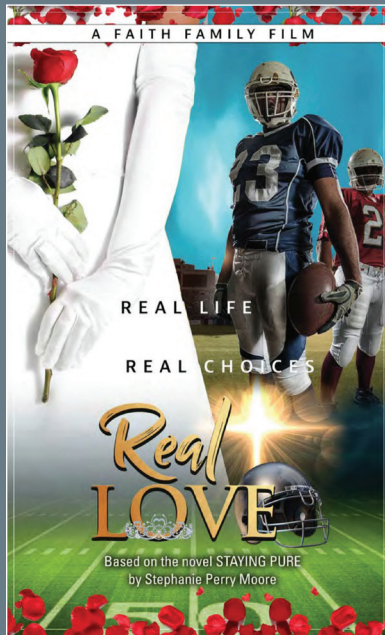
We are proud to include "Southern Gentleman: The Remarkable Story of Congressman James E. Clyburn"

in the Sims Initiative because it beautifully captures the essence of a true American trailblazer. Congressman Clyburn's journey from humble beginnings to his influential role in American politics is a reminder that all of us, regardless of our background, can make a lasting impact on our society through dedication and unwavering commitment to positive change.





MFI SIMS INITIATIVE CURRENT PROJECTS



Real Love - Feature film

Based on *Staying Pure*, the national best-selling young adult novel by Stephanie Perry Moore and the first book of the

5-volume "Payton Skky" series. It tells the story of what happens when a high school girl's perfect world gets interrupted by a love triangle, graduation anxiety, and friend/family drama. Will her faith push her through?

We are thrilled to include the film "Real Love," adapted from the National Best Selling YA Novel Staying Pure by Stephanie Perry Moore, as part of the Sims Initiative. This captivating story delves into a high school girl's real-life struggles and triumphs as she navigates the complexities of love, graduation anxiety, and family dynamics. It serves as a poignant reminder that faith,

resilience, and self-discovery are universal themes that can inspire and connect with audiences of all backgrounds.

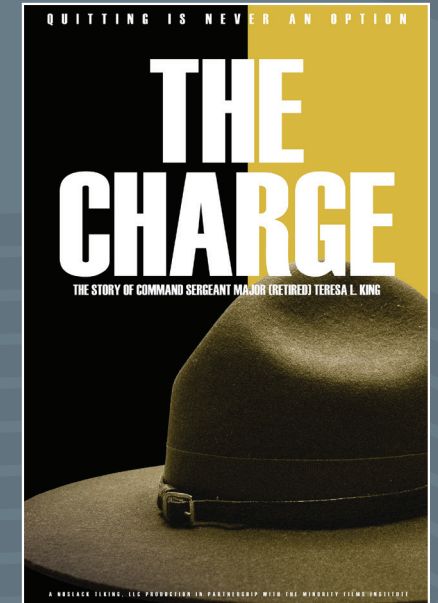


The Charge - Documentary

The Charge tells the remarkable story of one of the most decorated enlisted soldiers in US military history, Command

Sergeant Major Teresa King, the first female African American Commandant of the US Army Drill Sergeant School. Through interviews and reenactments, the documentary chronicles CMS King's glass ceiling-breaking career, as well as the unwarranted suspension that forced her early retirement and her quest for a complete public vindication of her name. The Charge is a documentary-drama that will educate, motivate and inspire.

We are honored to include "The Charge: The Story of Command Sergeant Major Teresa L. King" in the Sims Initiative because it showcases the remarkable journey of a true trailblazer. Command Sergeant Major Teresa King's story, from breaking through barriers to her unwavering commitment to vindication and redemption, inspires us all. This documentary-drama educates, motivates, and reminds us of the resilience and determination that can lead to enduring success and overcoming obstacles in any field.





MFI SIMS INITIATIVE CURRENT PROJECTS



Swoop - YA Musical Drama *When peer pressure mounts, can friendship and music make it right?*

Swoop follows the life of Sanaa Mathis, a talented 18 year-old girl who attends an amazing arts academy in Atlanta, Georgia. The first day back from Christmas break, she finds herself as a target of bullying when she and four others are placed on a "nasty list." The girls on the list band together to navigate the treacherous waters of high school, all while striving to discover their true selves.

We selected the film "SWOOP," adapted from the page-turning novels The Swoop List, into the Sims Initiative because of its compelling portrayal of a young person's journey through the complexities

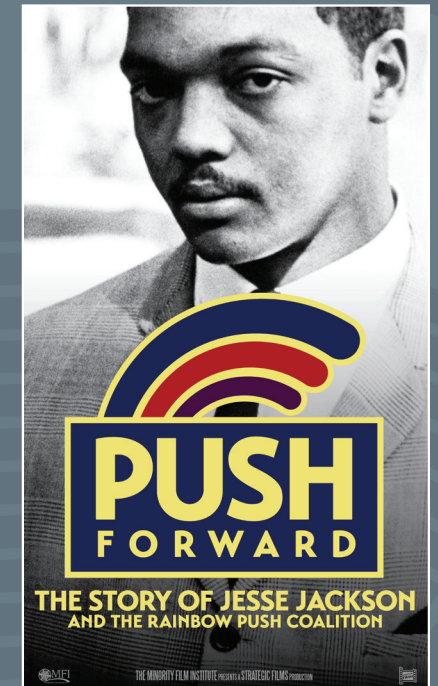
of high school life, including the pervasive issue of bullying. Through music, this powerful story effectively demonstrates that individuals can discover their inner resilience and overcome life's challenges through self-reflection, creativity, and building connections, even in the most difficult circumstances.



PUSH FORWARD: The Story of Jesse Jackson and the Rainbow PUSH Coalition - Documentary

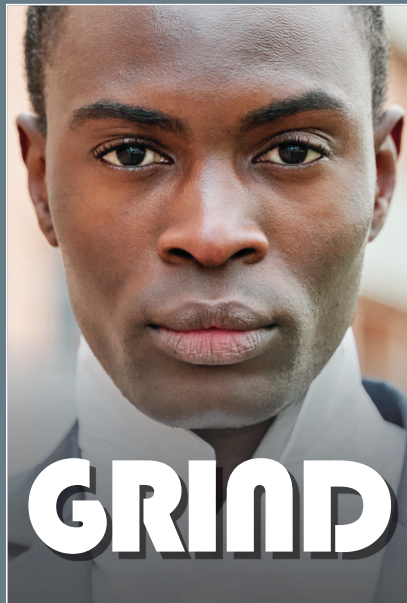
As a force for change and progress, the Rainbow PUSH Coalition has become an iconic symbol of fairness, justice, and the pursuit of the American Dream. Rainbow PUSH was founded by Rev. Jesse Jackson who, at a young age, worked beside American icons like King, Young, and Lowery. This multi-part documentary film tells the story of Jackson, as well as the impact of the Rainbow PUSH Coalition, an impact felt from Wall Street to Main Street and around the world.

We are honored to include "PUSH Forward: The Story of Jesse Jackson and the Rainbow PUSH Coalition" in the Sims Initiative because it vividly portrays the incredible impact of one man's lifelong commitment to justice and equality. Reverend Jesse Jackson's journey educates and inspires us with its portrayal of how one individual's work can resonate from local communities to the global stage. Rev. Jackson is an iconic example of the American Dream.





MFI SIMS INITIATIVE CURRENT PROJECTS



Grind - Urban Drama

Where ambition meets opportunity, love, and real estate.

Grind is a gripping and inspirational story that follows the determined journey of Maverick Champion, a college student facing financial challenges. When he stumbles upon a mysterious inheritance tied to his late grandfather's friend, he enters a world of unexpected opportunities and financial growth.

Because of our life experiences and journey, we are excited to include "GRIND" in the Sims Initiative. This timely show delves into the challenges young adults face, with a particular focus on the burden of student debt. This incredible story sheds light on business, entrepreneurship, and alternative pathways to navigate financial hurdles and, ultimately, serves as a vital reminder of the pressing need for equitable access to opportunities and financial stability for all students.

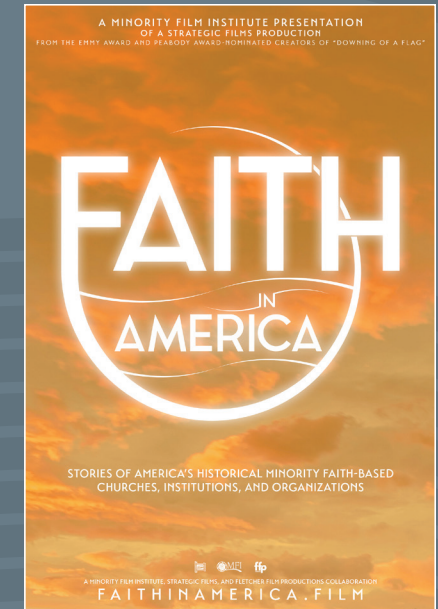


Faith in America - Documentary series

Stories of America's historical minority faith-based churches, institutions, and organizations.

Episode 1: The Beacon of Old Town: The Story of Alfred Street Baptist Church

We are thrilled to include "Stories of America's historical minority faith-based churches, institutions, and organizations" in the Sims Initiative, starting with Episode 1: "The Beacon of Old Town: The Story of Alfred Street Baptist Church." These stories hold a special place in our history, embodying the resilience, community, and faith that have been foundational for minority communities in America. By highlighting the rich heritage of these institutions, we aim to celebrate their contributions to our society, inspire future generations, and foster a deeper appreciation for the diverse tapestry of faith and culture in our nation.





MFI SIMS INITIATIVE FROM MALIK YOBA

Statement of Support from Malik Yoba Highly acclaimed and award-winning industry professional



“Mentoring (for me) is a lifestyle – I think we have to lift as we climb. It’s important to shepherd ... you have to be present.”

I write this message to support the Minority Film Institute’s Sims Initiative, a groundbreaking effort to bring essential minority stories to the forefront. I am thrilled to be an Executive Producer on several projects chosen as part of this necessary initiative.

Additionally, I applaud MFI’s efforts to provide educational opportunities, work experiences, and more for minorities in front of and behind the camera. With over three decades in the industry, I know firsthand the journey and difficulties minorities face and how access to resources, opportunities, and guidance can be challenging to obtain. I applaud their efforts to help balance the scales and work to close gaps to nurture talent, foster growth, and be a resource for the underrepresented voices in the industry.

A handwritten signature in white ink, appearing to read "Malik Yoba". The signature is stylized and fluid.

– Malik Yoba



MFI purpose

MFI, the Minority Film Institute, is akin to institutions like the Georgia Film Academy and New York Film Academy. However, MFI's purpose focuses on providing valuable educational opportunities, real-life work experiences, apprenticeships, and employment prospects for minorities in front of and behind the camera.

The journey of minorities in the American film and cinema industry is nothing short of remarkable. Despite being ignored and marginalized for many years, their contributions have shaped the industry's landscape. From pioneers who battled Jim Crow and racial discrimination in the early days of American film to the influential producers and actors driving today's cinema, minorities are integral to the modern film community.

Yet, despite the progress, challenges persist for aspiring minorities seeking a career in the industry. Access to resources, opportunities, and expert guidance remains elusive, particularly for those outside major city markets.

The Minority Film Institute was born with the mission of closing these gaps. We are dedicated to nurturing talent, fostering growth, and ensuring that underrepresented voices have a platform in the industry. We aspire to become a leading resource, offering support and guidance to minorities pursuing their dreams in the world of film and television.

MFI objectives

- Committed to serving as a comprehensive resource hub for minority filmmakers, actors, and industry professionals dedicated to creating socially conscious film and television content.
- Dedicated to identifying and connecting individuals with organizations and initiatives aimed at supporting career aspirations in the film and television industry.
- Aim to be your one-stop source, offering a curated collection of links to organizations and resources that focus on empowering minorities in the industry. We understand the challenges faced by minorities in accessing resources and opportunities, especially those outside major city markets.
- Ensuring that minorities within the industry are well-informed about the various opportunities and incentives provided by the government at federal, state, and local levels to support their production efforts.
- Providing a range of educational opportunities, including workshops, seminars, and events. These initiatives cover topics such as "How Government Can Assist Your Film Project" and are designed to equip minorities in the industry with valuable insights and skills to succeed in their careers.
- Offering real-life work experiences, apprenticeships, and opportunities for minorities interested in careers both in front of and behind the camera.

MFI partners

Strategic Films, LLC

Perry Moore Entertainment

Fletcher Film Productions

Susie Films

N Lite Media

Urban League of the Upstate



Visit us online at
minorityfilms.org



THE MINORITY FILM INSTITUTE PARTNERSHIP AND FUNDRAISING

SI/MFI PARTNERSHIP LEVELS

Executive Producer – \$750,000+ *

- 60-second Executive Producer Partner video to accompany the designated film
- Executive Producer Credit for SI Projects
- Listed on all SI events and activities
- Listed on all MFI events and activities
- Invitations and tickets to all SI and MFI events

Producer – \$500,000+ *

- 30-second Producer Partner video to accompany the designated film
- Producer Credit for SI Projects
- Listed on all SI events and activities
- Listed on all MFI events and activities
- Invitations and tickets to all SI and MFI events

SI Founders Partner – \$100,000+ *

- 10-second SI Founders Partner video to accompany the designated film
- Listed on all SI events and activities
- Listed on all MFI events and activities
- Invitations and tickets to all SI and MFI events and activities

SI Partner – \$75,000 *

- 5-second Institute Partner video to accompany the designated film
- Listed on all SI events and activities
- Invitations and tickets to all SI events and activities

MFI Partner – \$50,000 *

- Special Thanks Recognition on designated SI Projects
- Listed on all SI events and activities
- Invitations and tickets to all SI events and activities

INDIVIDUAL PARTNERSHIP LEVELS

Directors – \$25,000+ *

- Special Thanks Credit for the designated SI Project
- Listed on all SI events and activities
- Invitations and tickets to SI and MFI events and activities

Writers – \$15,000+ *

- Special Thanks Credit for the designated SI Project
- Listed on all SI events and activities
- Invitations and tickets to SI events

Visual Partner – \$5,000+ *

- Listed on selected SI activities
- Invitations and tickets to selected SI events and activities

Seed Partner – \$1,000+ *

- Invitations and tickets to SI selected events and activities

* **A pledge process** can be designed for pledged amounts to release over the production period.

TAX DEDUCTION NOTES

- The Minority Film Institute is 501(c)(3) tax-exempt, private charitable organization. Donors can deduct contributions made under IRC Section 170. Upon receiving your donation, MFI will send an official Donor Acknowledgment Letter to serve as a receipt of your gift. Tax ID#: 85-3890261. A pledge system with installments is an available option.
- The reinstated IRS Code: Section 181 allows investors in a media production to expense all production costs when it is paid. This creates a loss for the production which creates an immediate tax benefit. US Tax law 168 is still in effect so you have a choice of using the reinstated section 181 or the 168. Contact MFI for additional information on these unique incentives. Source: <https://fromtheheartproductions.com/section-181-reinstated/>



THE MINORITY FILM INSTITUTE **SHARING THE VISION**



**Thank you for considering
a partnership with the Sims Initiative.**

Together, we can bring important and compelling stories to life.

For more information,
email us at info@minorityfilms.org,
or visit us at MinorityFilms.org.