

CASE FOR SUPPORT

SEASON OF DROUGHT

A Feature Documentary

Mission Statement

*Season of Drought is more than a documentary—it is a **movement**. Our mission is to **amplify the voices** of those experiencing homelessness, dismantle harmful stereotypes, and **inspire nationwide action**. Through storytelling, we aim to heal the famine of the heart and spark both individual compassion and systemic change.*

Vision Statement

We envision a future where homelessness is not overlooked, but understood with empathy, addressed with urgency, and met with solutions that restore dignity and opportunity.

Project Description

Season of Drought is a visually powerful and emotionally resonant documentary that examines homelessness in America through the lens of those with lived experiences. By weaving together first-hand narratives, expert insights, and community perspectives, the documentary challenges stereotypes while spotlighting proven solutions.

This project is designed not only to raise awareness but also to create direct community impact. Through partnerships with local and national organizations, the documentary will connect audiences to opportunities for action, reinvest funds back into frontline efforts, and provide tools for long-term impact.

Meet the Team:



Shanna Carkhum – Executive Producer

Shanna oversees the progress of the S.o.D. Documentary Team guiding its creative vision, financing strategy, and partnerships. She ensures that Season of Drought remains aligned with its mission to raise awareness and drive social impact, while also managing relationships with additional investors, distributors, and nonprofit partners.



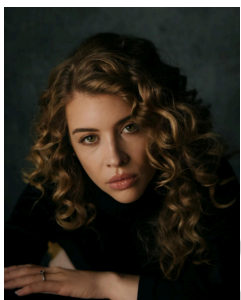
Eric Hollenbeck – Short Film Director

Eric will direct the Season of Drought short film, overseeing performances, visual storytelling, and creative execution on set, making sure to translate the script into a powerful and visually impactful short film that complements the larger overall Season of Drought mission.



Caleb Hale – Documentary Director

Caleb directs the feature-length Season of Drought documentary. He shapes the cinematic style, conducts interviews, and leads the storytelling approach, ensuring that the documentary authentically captures the lived experiences of homelessness while inspiring empathy and change.



Hayden Rose – Writer / Producer

Hayden is one of the leads of creative development for the Season of Drought short film, from concept through production. As both writer and producer, Hayden shapes the narrative while also managing resources to bring the short film to life.



Simone Cummings – Project Manager / Writer

Simone manages day-to-day operations, schedules, and communications across all aspects of the Season of Drought initiative. As a writer, she also contributes to shaping the narrative voice of the project, ensuring that both the documentary and short film components remain authentic, powerful, and cohesive.

**Emily Pinto – Assistant Project Manager**

Emily supports project management by coordinating logistics, maintaining production timelines, and assisting with communication. She specifically helps coordinate and complete media related aspects of the Season of Drought project.

**Rachel Molloy – Writer / Producer**

Rachel collaborates on the writing and production of the Season of Drought short film. She works closely with Hayden and Simone to ensure the story is compelling, emotionally resonant, and aligned with the broader themes of the project.

**Lee Yancey – Team Coordinator**

Lee monitors communication and workflow across the production team. His role ensures that all departments stay aligned, from the film crew to the outreach partners, helping the project maintain momentum and clarity through every stage of development.

Documentary Funding Overview

Why Fund Season of Drought?

*Funding ensures that the documentary reaches viewers through **wide distribution**, serving as a powerful tool for **awareness, education, and community action**. Your support amplifies the lived experiences of people facing homelessness and helps transform authentic storytelling into measurable, real-world impact.*



By funding Season of Drought initiatives, you are directly helping to shift national perceptions, spark policy conversations, and empower service organizations with a powerful resource that speaks to both the heart and the mind. In doing so, you join a movement that insists on seeing the humanity in every individual, and that believes stories will heal, inspire, and ultimately drive lasting, effective change.

Partner Impact and Advocacy Goal:

\$100,000

Documentary Top Sheet

Budget Dated : 01.01.26

Total Days : 32

Prep Weeks: 1

Post Weeks : 10

Producers: Michell Lampkin, Lafayette Chavis, Shana Carkum, Simone Cummings, Emily Pinto, Lee Yancey, Joshua Hale, Caleb Hale

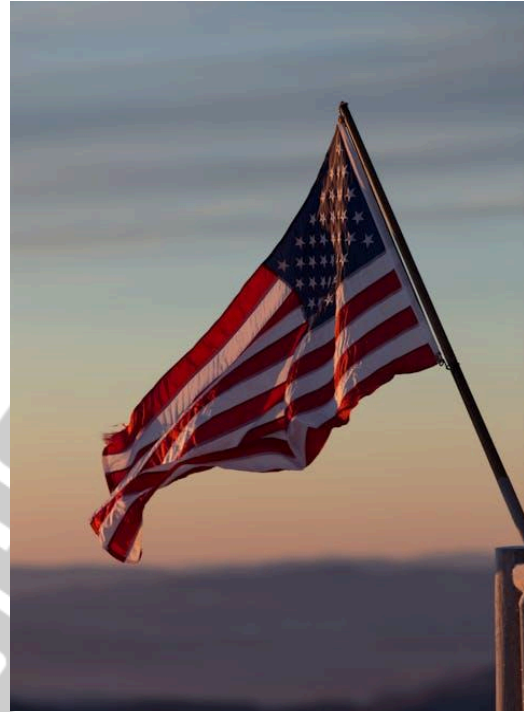
Director: Caleb Hale

Prepared By : Shanna Carkhum

Budget Title : Season of Drought Documentary

Goal Type	Funding	Objective
Documentary Production	\$300,869.1	The completed Documentary project and securing of marketing/distribution
<p>The <i>Season of Drought</i> Documentary has been funded through a combination of partner investments, in-kind donations and self-financing. Continued community efforts (e.g the assembly of blessing bags or advertisement of community organizations directly working with the homeless) will be allocated 20% of donations. [See "<i>Funding Allocation Plan</i>"]</p>		
Advocacy and Partner Impact	\$100,000	Initial goal to fund community organizations
<p>The Season of Drought team will continue working with individuals and businesses to collect donations for this initiative. Eighty percent of the donations raised will be poured directly back into partner organizations for Season of Drought. [See "<i>Funding Allocation Plan</i>"] Donations are collected via GoFund Me, CashApp, and Check.</p>		
Grand Total	\$400,869	The final initiative outcomes (reinvestment and advocacy impact)

Raise National Awareness

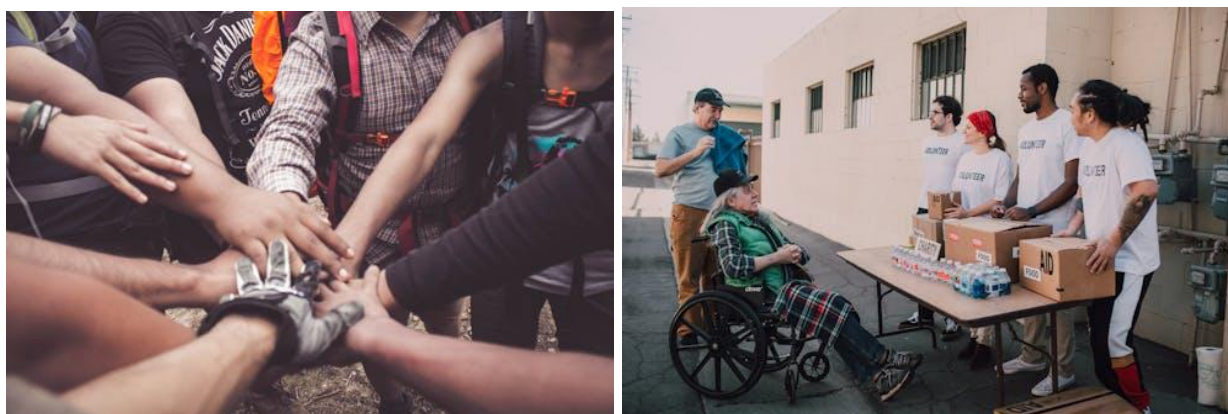


1.1: Educate the public on the realities of homelessness through authentic stories, expert insights, and community voices—challenging misconceptions and inspiring compassion by showing homelessness as a profoundly human issue.

1.2: Challenge stereotypes by spotlighting the diverse faces of homelessness — families, veterans, youth, and workers—dismantling the “one-size-fits-all” narrative to foster empathy and deeper understanding.

1.3: Reach diverse audiences through festivals, streaming, schools, and community screenings—ensuring accessibility, raising awareness, and sparking nationwide conversations on homelessness.

Create Direct Community Impact



2.1: Partner with organizations addressing local and national homelessness to showcase their work, highlight best practices, and connect audiences with concrete opportunities to support and amplify these efforts.

2.2: Dedicate 80% of proceeds from the documentary to frontline organizations providing housing, meals, healthcare, and job training—ensuring the project delivers immediate, measurable impact alongside raising awareness.

2.3: Equip communities with post-screening resources—toolkits, volunteer sign-ups, donation channels, and advocacy guides—transforming awareness into actionable steps that drive tangible, real-world change.

Inspire Individual and Collective Action



3.1: Inspire viewers to become changemakers by promoting everyday actions—volunteering, mentorship, advocacy, or financial support—empowering individuals to drive meaningful change in their communities.

3.2: Create companion educational materials—discussion guides and digital toolkits—for schools, churches, and civic groups to spark dialogue and inspire collective community action.

3.3: Build long-term partnerships with advocacy networks, service providers, and community leaders to create a sustainable movement that continues well beyond the documentary's release.

Ensure Lasting Change



4.1: Document solutions — transitional housing programs, mental health initiatives, and workforce training. By highlighting what works, the documentary can serve as a roadmap for other communities.

4.2: Spark policy conversations in local and national policy spheres, leveraging the documentary's relevance on housing, healthcare, and social supports—driving systemic change to complement grassroots community action.

4.3: Track and report impact—screenings held, funds redistributed, partnerships formed, audience engagement—ensuring accountability and demonstrating the project's lasting value.

Funding Allocation Plan

An **80/20 allocation model** will be used for donations raised through the *Season of Drought* documentary project — balancing immediate impact with long-term sustainability to ensure both urgent needs and lasting change are addressed:

20%: Season of Drought Reinvestment

20% of funds will be reinvested into *Season of Drought* to produce ongoing content, digital campaigns, and educational materials— extending the project’s benefits of awareness, storytelling, and public engagement beyond the documentary’s release.



80%: Partner Impact & Advocacy

80% of funds will support trusted partner organizations and advocacy initiatives addressing homelessness. This includes frontline services, community programs, and systemic reforms—delivering immediate relief while tackling root causes for lasting change.

Oversight & Accountability

A voluntary oversight board will review allocations, monitor compliance with legal and charitable standards, and ensure transparency—providing independent guidance and accountability for how funds are distributed and managed.

Breakdown of Allocations

*The following section details how the **80% Partner Impact & Advocacy allocation** is divided—showing both the advocacy efforts that shape awareness and the direct support provided through frontline partners.*

PART ONE: Advocacy & Awareness [40% Allocation]

A core pillar of the Season of Drought initiative is advocacy and awareness. 40% percent of all funds will drive efforts to shift public perception, amplify the voices of those experiencing homelessness, and build a culture of compassion and action nationwide. These resources will fuel the following efforts:



National Campaign to Shift Perceptions of Homelessness

A coordinated, multimedia effort—documentary screenings, public service announcements, and digital outreach—will confront stereotypes and reveal the humanity behind homelessness. By elevating personal stories and practical solutions, the campaign will move audiences beyond awareness toward meaningful action.



Educational Toolkits (Schools, Churches, and Civic Groups)

We will create flexible toolkits tailored for classrooms, faith communities, and civic groups. Each will feature curriculum guides, sermon outlines, facilitator prompts, and shareable digital media designed to spark meaningful conversations. The goal is to equip local leaders with ready-to-use resources that inspire action and drive community-led initiatives.



Community Forums and Pop-Up Events

We will host in-person and virtual forums where lived experiences take center stage. These gatherings will give unhoused individuals a direct platform to share their stories, connect community members with local service providers, and foster collaboration among civic leaders, nonprofits, and volunteers.

PART TWO: Direct Support Distribution [40% Allocation]

The 40% Direct Support & Impact allocation will be distributed across trusted partners working on the frontlines of homelessness in Augusta, GA. Each organization plays a unique role in providing shelter, food, education, and long-term pathways out of homelessness.

Partner Organizations

**colleague
georgia**

Colleague Georgia

- Contact: **Raye Thompson**
colleaguegeorgia@gmail.com
- Focus: Providing housing, community-based support, mentorship, and transitional aid to vulnerable populations.

CITY HOPE
ALLIANCE

City Hope Alliance

- Contact: **Luke Niday**
lniday@firstpresaugusta.org
- Focus: Mobilizing faith-based resources to meet immediate needs such as meals, clothing, and emergency shelter.

GAP
MINISTRIES

Gap Ministries

- Contact: **Nomi Stanton**
gapmin@bellsouth.net
- Focus: Outreach and crisis assistance for families in need, helping to stabilize and restore those facing homelessness.

Stop Our Stigma Foundation

- Contact: **Wanda Collier**
stopourstigma1969@gmail.com
- Focus: Aiding individuals and organizations in reducing stigmas around targeted populations



Why This Matters

From the use of the Season of Drought documentary, every dollar stretches farther — ongoing Season of Drought productions, fueling advocacy, and directly supporting those in need. Together, these efforts create a lasting movement for change.

PART THREE: Project Reinvestment [20% Allocation]

Sustaining the Vision

While 80% of funds go outward to advocacy and frontline support, 20% will be reinvested back into *Season of Drought* itself. This allocation ensures the project is not just a single documentary, but the foundation of an enduring movement. Reinvestment transforms one project into a platform of continued influence.

Where Reinvestment Flows

- 1** **Operational Capacity** — Strengthening production resources, team infrastructure, and technical tools so that we can continue telling stories with excellence.
- 2** **Future Project Pipeline** — Seeding follow-up documentary coverage and film festival runs that deepen and broaden the conversation.
- 3** **Brand & Visibility** — Establishing *Season of Drought* as a recognizable, trusted movement that commands attention and inspires trust across communities.

Strategic Value

This 20% reinvestment is what prevents *Season of Drought* from being a one-and-done project. It ensures that the awareness sparked today is carried forward tomorrow, with fresh stories, new partnerships, and evolving ways to reach people. In this way, reinvestment multiplies the long-term value of every dollar given.

“Your support doesn’t just fund a documentary. It fuels a living, growing movement—one that continues to shine light, challenge assumptions, and open doors for change well into the future.”

Collection Account Management (C.A.M.)



Appointment of CAM

Season of Drought will designate a reputable **Collection Account Management (CAM)** agency to manage and distribute all revenues associated with the documentary.

Role of the CAM

A CAM is an independent third-party administrator that ensures all income generated from distribution is collected and dispersed with full transparency. The CAM’s services are established in perpetuity so their services remain in place for the lifetime of the documentary. This guarantees that revenues will always be properly received, tracked, and distributed, even decades from now.

Central Account & Disbursement

The CAM manages a central collection account into which all the documentary revenue will flow. From there, funds will be disbursed according to the following percentage breakdown:

1. Advocacy & Awareness - **40%** : ----->Spreading Homelessness **Awareness**
2. Direct Support & Impact - **40%** : ----->Supporting Homeless **Organizations**
3. Ongoing Productions & Distribution - **20%** : -----> Ongoing Homeless **Initiative**

This system provides:

- **Ongoing Impact** - ensures that monies are properly allocated in a way that creates physical footprint in homelessness relief, and supports the effort to continually educate the public through the Season of Drought campaign.
- **Long-Term Accountability** - with the CAM's services continuing indefinitely, all stakeholders benefit from sustained oversight and trust.

**Designating a CAM, would be essential to ensure financial integrity regarding management of the "Season of Drought Documentary" project Revenue.*

Current CAM Agencies that serve as contenders include:

Fintage:

https://fintagehouse.com/collection-account-management/?utm_source=chatgpt.com



Film Credits:

- Conclave
- A Real Pain
- Hitman
- etc.

Freeway Entertainment:

<https://www.freeway-entertainment.com/>



Film Credits:

- Bomb Shell
- I Care A Lot
- Garfield
- DOG
- Silence
- John Wick
- The Queen
- The Imitation Game

FILM FESTIVAL RUN

Festival Circuit Strategy

ADVANTAGES OF CIRCUIT STRATEGY

Funding Leverage

- Enhances access to grants, incentives, and non-dilutive capital
- Demonstrates proof-of-concept to partners and financiers

Distribution Attention

- Increases visibility within streamer and distributor pipelines
- Opens buyer conversations through early market traction

IP Scalability

- Validates expansion across formats (series, film, games)
- Supports long-term monetization through franchise growth

Audience Testing

- Provides data on narrative clarity, tone, and character resonance
- Informs creative decisions and reduces investor risk

Early Prestige

- Festival laurels function as third-party validation
- Elevates positioning in media coverage, award circuits, and pitch negotiations

In an effort to spread additional awareness and lock in distribution, the Season of Drought documentary seeks to qualify and/or be submitted to the following film festivals & ceremonies plus more:

FESTIVAL CONSIDERATION





















SEASON OF DROUGHT
THE DOCUMENTARY

Touch One. Teach One. Heal One.

Homelessness IS NOT an individual problem. It's a GLOBAL EPIDEMIC that needs individual attention.

Your Support Makes the Difference

By backing this project, you're not only uplifting a documentary, you're helping to build a cultural and social movement that transforms empathy into action, and storytelling into lasting change.

<https://www.seasonofdrought.com/>