

PEACE  
is LOUD

# IMPACT REPORT

DEC 2023

A photograph of four young women of diverse ethnicities (Asian, Latin American, Black, and African American) looking forward with determination. They are positioned in a row, slightly overlapping, against a blue background with diagonal stripes. The text 'TO THE END' is overlaid in large white letters across the center of the image.

# TO THE END





## EXECUTIVE SUMMARY

Peace is Loud built and implemented an impact campaign centering deep partnerships with three Progressive movement organizations featured in the documentary film *To The End*—Sunrise Movement, Roosevelt Network (a program of Roosevelt Institute), and Movement School (a project of Organize for Justice).

Following extensive interviews with film protagonists and climate justice organizers, the impact campaign envisioned a cross-class, multi-racial, multicultural, and multi-generational government representative of the people who live in the United States, which would respond to the demands of the climate justice movement. To achieve this, we centered our efforts on building the capacity and sustainability of the climate justice organizations featured in the film. Peace is Loud did this by supporting the organizations' financial sustainability, strengthening their skills, building up their communities, and recruiting new members.





**IMPACT-AT-A-GLANCE**





Our virtual panel event: **“To The End, Together: Grassroots Resilience through Community”** amplified the voices of our three movement partners, bringing them together with organizer Tiffany Dena Loftin, and the listeners of her *How We Get Free* podcast—which has featured guests like Tamika Mallory of The Women’s March and Heather Booth from the Jane Collective. All partner organizations saw an increase in social media followers after the event, and one audience member was even inspired to sign up for a fellowship on the spot.

**Among survey respondents, over 60% of event attendees said the panel motivated them to take action in support of climate justice.**



Peace is Loud's co-Executive Director Rebecca Tye engaged in a one-on-one mentorship with Movement School's Executive Director Ilona Duverge, which was crucial in keeping Movement School afloat during a time of crisis and continues to be a helpful tool for Ilona's professional development.



**Ilona calls this mentorship "transformative" and says it has been monumental in building her confidence as a movement leader.**

A skill-share initiative between Peace is Loud and filmmakers on Organize for Justice's media team catalyzed four new media-for-impact filmmakers, armed with the knowledge of how to strategically position their future films to achieve their desired impact.



**A skill-share initiative catalyzed four new media-for-impact filmmakers**

Roosevelt Network used screenings and talk-backs with director Rachel Lears to strengthen the skills of their fellows and encourage them to take action in their home communities.



**One fellow shared that after watching the film, they felt "inspired to take action in my home state...I hope I can help by working with other student orgs to encourage this!"**

Peace is Loud redistributed  
**\$26,800** to movement  
organizations



The funds were used to compensate organizations and individual activists for their work on campaign activities and had the added bonus of supporting the organizations' financial stability. The stipends and labor provided by Peace is Loud successfully eliminated financial and capacity-related barriers to accessing the film and working with the campaign.





**FILM SYNOPSIS**





Filmed over four years of hope and crisis, *To the End* captures the emergence of a new generation of leaders and the movement behind the most sweeping climate change legislation in U.S. history. The award-winning team behind *Knock Down the House* follows four exceptional young women—Rep. Alexandria Ocasio-Cortez, activist Varshini Prakash, climate policy writer Rhiana Gunn-Wright, and political strategist Alexandra Rojas—as they grapple with new challenges of leadership and power and work together to defend their generation’s right to a future. From street protests to the halls of Congress, these bold leaders fight to shift the narrative around climate, revealing the crisis as an opportunity to build a better society. Including up-to-the-minute footage that culminates in 2022’s landmark climate bill, *To the End* lifts the veil on the battle for the future of our world, and gives audiences a front seat view of history in the making.





**CAMPAIGN CONTEXT**





In 2022 Sunrise Movement went through a restructuring process caused by a funding deficit that resulted in staff layoffs and programmatic shifts. As we entered 2023, Organize for Justice’s funding was deeply strained, pulling staff attention away from programming towards emergency fundraising efforts. These difficulties coincided with a landmark air quality crisis in the Northeast United States, which turned **New York City skies orange and left residents** (including some partners and Peace is Loud staff) sheltering in place and physically ill from the dangerous air quality.

Because of these circumstances and the decreased capacity of our partners, our tactics shifted during the campaign. We originally planned to host in-person screenings of the film with Movement School and Sunrise as a way to recruit new members and build up their base. We pivoted to supporting our partners’ urgent needs through additional stipends, emergency air purifiers, and in some cases, completely halting campaign activities to give space for urgent fundraising.

Despite these shifts, the campaign was still successful in supporting the capacity and sustainability of the partner organizations.



GREEN

NEW

DEAL

**STRATEGIC VISION**



Our conversations with Sunrise Movement, the Roosevelt Network, and Movement School offered a wide lens on the climate crisis and spoke to a need for a representative government—one that could achieve tangible wins that would benefit people’s lives, including holistic legislation such as the Green New Deal. Further, all three organizations spoke about their movement’s morale—the need for shared purpose and confidence amidst adversity.

With this lens and the practical needs of these organizations in mind, Peace is Loud built a campaign strategy based on *To the End’s* unique ability to be a dynamic educational and organizing tool—one that can support Sunrise Movement, Roosevelt Network, and Movement School’s practical needs today (their everyday working capacity) to ensure their work can continue tomorrow (their sustainability).

## As such, we targeted our strategies towards 3 audiences:

- 1 | **LEADERS AND STAKEHOLDERS of Sunrise Movement, Roosevelt Network, and Movement School**
- 2 | **MEMBERS of the Sunrise Movement, Roosevelt Network, and Movement School**
- 3 | **POTENTIAL SUPPORTERS AND MEMBERS of the partner organizations within the United States, particularly those not based on the coasts**



### VISION

A cross-class, multi-racial, multicultural, multi-generational government representative of people who live in the United States

### GOAL

Build capacity and sustainability for organizations working towards the vision

#### STRATEGY

Support financial sustainability

#### TACTICS

- Partner stipends
- Mentorship

#### STRATEGY

Build community

#### TACTICS

- Custom handouts
- Film integration into programs
- Special partner screenings

#### STRATEGY

Recruit more people

#### TACTICS

- Campaign virtual events
- Partner recruitment events with film

#### STRATEGY

Strengthen skills

#### TACTICS

- Documentary distribution skill-sharing

### OUTCOMES

Increase recruitment, community engagement, and organizational stability





**IMPACT & OUTCOMES**





## IMPACT & OUTCOMES

Though some of the organizations experienced internal challenges that demanded their full attention, and in some cases significant restructuring, Peace is Loud supported them and their communities, and were still able to strengthen their capacity and sustainability despite the shift in scope. The campaign offered stipends and led important skill-share initiatives with the organizations, as well as valuable community-building tools and events, all of which strengthened each organization's base and public visibility.





## Building Sustainability: Recruitment & Community Building

Though some of the organizations experienced internal challenges that demanded their full attention, and in some cases significant restructuring, Peace is Loud supported them and their communities, and were still able to strengthen their capacity and sustainability despite the shift in scope. The campaign offered stipends and led important skill-share initiatives with the organizations, as well as valuable community-building tools and events, all of which strengthened each organization's base and public visibility.

Roosevelt Institute held a staff screening as a team-building event, while a screening with the Roosevelt in Washington Fellowship Program brought fellows together with director Rachel Lears to discuss the film and the role of policy in movement building. Roosevelt Network also hosted a "Fireside Chat" with **To The End** director Rachel Lears, which brought together Network fellows across programs and served as a virtual political home for all its members.



Peace is Loud, in partnership with Together Films, produced the virtual panel event **[“To The End, Together: Grassroots Resilience through Community”](#)**, bringing together all three partner organizations to discuss the movement and how to counteract cynicism.

Roosevelt Network National Director Katie Kirchner shared that connecting with the other organizations through the panel was “so helpful” and was “a highlight” of the overall partnership, saying “it brought together the organizations of the film (and new people from those organizations) in a new way.”





The chat box was very active, with attendees asking questions, sharing resources, and encouraging others to get involved with the partners. Movement School Executive Director Ilona Duverge shared that the panel was a valuable engagement opportunity with Movement School alumni.

14:16:20 From J. Acosta

I'm a Movement School alumni :)

14:26:34 From B. Huff

OG Movement School Alum here! Everyone should apply!

14:42:28 From M. D'Andrea (they/she)

APPLIED! Thank you

14:46:19 From C.D.

Yess i'm in a sunrisehub in Connecticut and this is so true Day!

14:59:02 From S. Stark

A very simple way everyone can help is a free phone app called ClimateActionNow.com!

15:00:46 From K. Long

This was an incredible panel thank you!!!

15:04:14 From M. Olinger

Thank you all, this was very inspiring!

15:04:15 From M. D'Andrea (they/she)

Will watch for sure. Thanks FOR ALL THAT YOU DO. And for spending this time to fuel inspiration and collective action

Actual chat messages from To The End, Together: Grassroots Resilience Through Community.



### VIRTUAL PANEL STATS

**97 PEOPLE**  
ATTENDED

**389,192 FOLLOWERS**

WERE EXPOSED TO THE EVENT  
ACROSS SOCIAL MEDIA  
PARTNERSHIPS

We evaluated the success of our virtual panel event by measuring attendees' interest in, and awareness of, the organizations featured. Of the 198 people who registered for the panel, 97 attended, and the recording of the panel has garnered additional engagement by being shared publicly, including as a standalone episode of the *How We Get Free* podcast.

The film's website and resources page received a spike in traffic following the event, and all partner organizations saw an increase in social media followers after the event, with the *How We Get Free* Instagram account receiving a 27% increase in followers. In partnership with YEA! Impact, 24 social media influencers posted about the event, exposing our partners to a combined 389,192 followers. YEA! Impact also shared the event with their networks for an additional 4,006 unique subscribers.



### VIRTUAL PANEL STATS

**100% OF PARTNER ORGANIZATIONS**

**HAD AN INCREASE IN SOCIAL MEDIA FOLLOWERS**

**OVER 60%**

**OF EVENT SURVEY RESPONDENTS SAID THE PANEL MOTIVATED THEM TO TAKE ACTION**

Over 60% of event attendees who responded to our survey said the panel motivated them to take action. Seventeen percent of attendees said they planned to join a Sunrise Welcome Call or local hub, while 33% planned to check out or join one of Roosevelt Network's fellowships, or the Movement School Campaign Fellows Program. In fact, one attendee signed up for Movement School Campaign Fellows Program during the panel itself.

Outside of the panel, we were thrilled to build community by putting the organizers in touch with each other. Katie Kirchner and Ilona Duverge, having met during the partnership and both living in the same city, have been able to meet in person and build a relationship. Roosevelt Network also reached out to Movement School to share a job opportunity, which Movement School circulated amongst its alumni. Many of the final candidates were organizers who attended **"To The End, Together: Grassroots Resilience Through Community."**

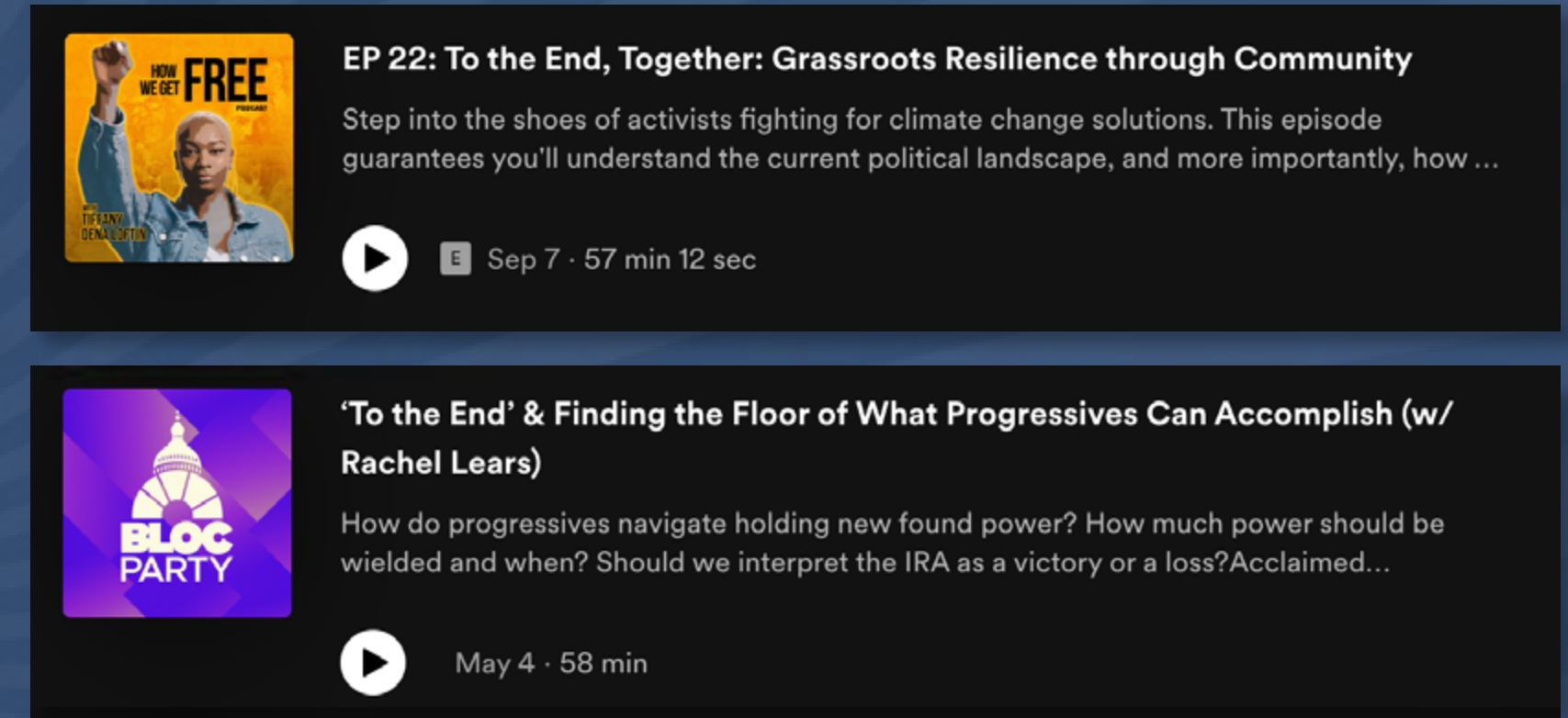


Peace is Loud extended impact beyond the panel by creating a **toolkit**, in English and Spanish, of specific action items audience members could take in service of the climate justice movement, all through the lens of the panelist organizations' work.

TOOLKIT



PODCAST



Peace is Loud also secured two opportunities for the film and campaign to be featured on podcasts. Organize for Justice's Bloc Party podcast had director Rachel Lears on to talk about the film and what it reveals about how Progressives wield power. Tiffany Dena Loftin's podcast *How We Get Free*—which features guests like Tamika Mallory of The Women's March and Heather Booth from the Jane Collective—featured the full panel audio as its own episode. Both podcasts and social media outreach expanded the campaign's reach to new audiences, building crucial awareness for the organizations we partnered with.





## **Building Capacity:** **Financial Sustainability & Skills Sharing**

All three organizations received a monetary stipend to compensate staff for their emotional and intellectual labor associated with the campaign. The stipends freed up partners' staff time and capacity so they could participate in the campaign, as well as contribute to their overall fundraising needs. Sunrise earmarked their stipend for the Sunrise Education Fund, while Roosevelt Network and Movement School put their stipend towards their general operating funds. Roosevelt Network National Director Katie Kirchner shared that *"[the Network relies] on general support that comes in for Roosevelt Institute to fully fund our programs and this money means we need less of that this year."*

Movement organizations are made up of people, and when they thrive, the movement thrives. As such, all organizers featured in **"To The End, Together: Grassroots Resilience through Community"** were compensated with speaking honorariums, which further supported individual organizers working within the movement. After Organize for Justice layoffs put Movement School staff and programming on hold, Peace is Loud was able to provide Ilona with an additional \$1,500 stipend to sustain her while she works to launch Movement School as an independent organization. We were also able to connect her with pro-bono lawyers to assist her in this endeavor.





## Financial Sustainability & Skills Sharing

Many grassroots organizations are run by organizers who learn how to run an organization while simultaneously building it and running programming. Recognizing this, Peace is Loud’s Senior Finance Manager Sam Garland conducted a one-on-one finance and accounting mentorship with Organize for Justice staff. This mentorship served as both a skills-building opportunity and an investment in financial sustainability. Sam was able to share best practices for organizing budgets, plotting anticipated costs against actual expenses, and how to align on the budget across departments—all of which are crucial to organizational financial stability.

Peace is Loud Executive co-Director Rebecca Tye mentored Movement School Executive Director Ilona Duverge throughout the duration of the campaign. This mentorship began specifically around fundraising but eventually expanded to skills and competencies necessary to run an organization. Even though the campaign has wrapped, Rebecca and Ilona continue to meet once a month. The skills Ilona is building through this mentorship will contribute to her own sustainability as an organizer, as well as that of future endeavors, helping to cultivate a more holistic, sustainable culture of organizing badly needed in the climate justice movement. Ilona reported that this mentorship has been “transformative” and has exponentially built her confidence as a leader, while also teaching her important technical skills.





## Financial Sustainability & Skills Sharing

In addition to financial sustainability efforts and mentorships for leaders, Peace is Loud structured the **To The End** impact campaign to invest in the skills and education of all people at our three partner organizations.

Roosevelt Network reported that the campaign activities were helpful in building the skills of their fellows. The Roosevelt in Washington screening and talk back with Rachel Lears was rated as “*very valuable*” and beneficial to the students’ skill-building. Roosevelt Network plans to incorporate the film into future Bootcamp trainings and fellowship seminars.

Organize for Justice’s media team wanted to learn how to effectively distribute their short documentaries to maximize their impact. Peace is Loud’s Senior Impact Producer Kaitlyn Hamby-Fowler led meetings with the Media Team’s staff to share more about impact strategy and how we structure grassroots screenings to be as impactful as possible.





**CONCLUSION**



Throughout the campaign, Peace is Loud was faced with the unexpected difficulty of working with organizations whose very survival was severely at risk. When we were designing the campaign, all three partners were eager to begin partnership activities, but by July 2023, two of the three had to pull back from campaign activities due to internal crises caused by a precarious and inconsistent funding landscape. Sunrise experienced layoffs and a leadership change, while Movement School's parent organization Organize for Justice succumbed to funding deficits and fundraising roadblocks. Movement School was forced to put all programming on pause and staff was laid off.

Our campaign entered into these difficulties alongside the organizations, ready to play a role in building their daily capacity to work towards their missions, as well as their long-term sustainability. As we shifted our strategy to continue supporting our partners, [we learned that the organizations suffered from the same affliction: a lack of sustainable funding for general operations.](#)







General operating funds (for expenses like salaries, benefits, professional development, and legal support) are crucial for movement organizations, but they are much harder to secure than programming-specific grants. When organizations only receive program funding tied to specific activities, they are forced to expand programming without building up crucial infrastructure. As we witnessed with our partners, organizers on the Left are being laid off due to a lack of funds for salaries, while those that remain are spread thin trying to fundraise while running programming, and burning out from the unsustainable amount of work that is required of them. In comparison, **conservative funders and organizations have consistently invested in infrastructure and leadership programs** for decades, building their cultural and voting power to what we see today, despite the majority of Americans leaning towards the Left.



While the financial support, skills, and mentorship offered by Peace is Loud were transformative in building our partners' capacity, a major takeaway from the campaign is that there is an urgent need to transform the funding landscape. If funders who support progressive issues do not gift consistently, offer unrestricted grants, and invest in building power, rather than responding only to urgent "hot button" issues, crucial movement organizations will be forced to shut their doors, thereby diminishing progressive political and cultural power.

Building on this valuable lesson, Peace is Loud is now exploring how we can leverage our knowledge and relationships with funders to help address what is ultimately a systemic problem.







**BIDEN, BE BRAVE**

**OUR TIME  
TO RISE**

**THE  
PEOPLE  
HAVE  
SPOKEN**

**THE  
PEOPLE  
HAVE  
SPOKEN**

**OUR VOTE  
OUR FUTURE**

**THE  
PEOPLE  
HAVE  
SPOKEN**

**THE  
PEOPLE  
HAVE  
SPOKEN**

**OUR VOTE  
OUR FUTURE**

**CREDITS**



## PEACE IS LOUD IMPACT CAMPAIGN CREDITS:

Program Lead, Film Campaigns **Melanie Butler**  
Digital Storytelling Manager **Danielle Feder**  
Senior Finance Manager **Samantha Garland**  
Senior Impact Producer **Kaitlyn Hamby-Fowler**

Program Lead, Communications & Development **Tiffany LaTrice**  
Director of Film Impact and Innovation **Stephanie Palumbo**  
Co-Executive Directors **Rebecca Tye and Camaro West**  
Program Lead, Learning & Filmmaker Outreach **Florencia Varela**

## FILM CREDITS:

**Impact Partners and Lost Gang Films West Present**  
**A Jubilee Films Production**  
In association with **Vespertine Films**  
In association with **Story Syndicate**  
In association with **The Redford Center**  
Directed by **Rachel Lears**  
Produced by **Sabrina Schmidt Gordon**  
Written and Produced by **Rachel Lears, Robin Blotnick**

Executive Producers: **Dan Cogan, Liz Garbus, Jenny Raskin, Geralyn White Dreyfous, Rebecca Gang, Gale M. Harold III, Martin Marquet**  
Co-Executive Producers: **Lauren Haber, Kelsey Koenig, Nancy Stephens & Rick Rosenthal, Adam & Melony Lewis**  
Director of Photography: **Rachel Lears**  
Editor: **Robin Blotnick**  
Original Score: **Ryan Blotnick**  
Appearance by: **Varshini Prakash, Alexandria Ocasio-Cortez, Alexandra Rojas, Rhiana Gunn-Wright**

## IMPACT CAMPAIGN FUNDED BY:

**Perspective Fund**

## IMPACT REPORT CREDITS:

Impact Report Author **Kaitlyn Hamby-Fowler**  
Impact Report Designer **Lani Rodriguez**





**APPENDIX**



## **CUSTOMIZED HANDOUTS:**

- [Roosevelt Institute](#)
- [Sunrise Movement](#)
- [Movement School](#)
- [To The End, Together: Grassroots Resilience through Community Event Toolkit](#)