

# Story Money Impact: Funding media for social change (100 Cases)

Tracey Friesen

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Story Money Impact: Funding Media for Social Change by Tracey Friesen is a practical guide for mediamakers, funders, and activists who share the common goal of creating an impact with their work. Today,

social-issues storytellers are sharpening their craft, while funders with finite resources focus on reach, and strategic innovators bring more robust evaluation tools. Friesen illuminates the spark at the core of these three pursuits. Structured around stories from the front lines, <i>Story Money Impact</i> reveals best practices in the areas of documentary, digital content, and independent journalism.
Here you will find:
• Twenty-one stories from people behind such powerful works as CITIZENFOUR, The Corporation, Virunga, Being Caribou, Age of Stupid, and Food Inc.
• Six key story ingredients for creating compelling content.
• Six possible money sources for financing your work.
• Six impact outcome goals to further your reach.
• Seven practical worksheets for your own projects.
• A companion website located at www.storymoneyimpact.com containing up-to-date information for those seeking the tools and inspiration to use media for social change.

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