

Impact Campaign

Led by:
Girls For A Change (GFAC)
Angela Patton, CEO



A NETFLIX DOCUMENTARY

Daughters

A FILM BY NATALIE RAE & ANGELA PATTON

ONLY ON **NETFLIX** | NOW PLAYING



About the Film

“A moving portrait of empathy and forgiveness, *Daughters* traces an eight-year documentary journey by filmmaker Natalie Rae and social change advocate Angela Patton,” notes a synopsis. “The film intimately follows Aubrey, Santana, Raziah, and Ja’Ana as they prepare for a momentous Daddy Daughter Dance with their incarcerated fathers. Speaking openly about their aspirations, dreams, and the emotional toll of their fathers’ absence, compounded by the constraints of virtual visits, these girls reveal a profound wisdom and resilience beyond their years. As they navigate heartbreak, anger, and uncertainty, they seize a precious opportunity to forge connections. *Daughters*, sheds light on the complexities of familial bonds strained by the unforgiving barriers of the criminal justice system and emphasizes that the foundation of community healing lies within the family unit.”

By turn joyful and devastating, directors Natalie Rae and Angela Patton show the girls and their fathers in all of their beautiful complexity, upending stereotypes around incarceration and revealing the redemptive power of family bonds.

Since 2014, in-person visits at prisons and jails across the United States have been slowly replaced by video calls that benefit for-profit corporations but prevent the possibility of human touch. *Daughters* explores the impact of this practice on the lives of girls seeking the love and connection that only their fathers can provide.

About the Impact Campaign

Impact Campaign Summary

The Impact Campaign, a continuation of the award-winning documentary *Daughters*, is an actionable and measurable strategy to help drive awareness about the criminal justice system and the disproportionate challenges Black girls face when they experience the impact of family members' incarceration.

The Impact Campaign provides a clarion call to action for *Daughters'* viewers and supporters. The four-year strategy outlines how to equip Black girls with the resources and support to navigate incarceration's impact on them and their families, tell the *Daughters* story in communities across the country to generate awareness and shift narratives, and amplify initiatives that are driving change in the criminal justice system.



The Problem

Because Black men are disproportionately incarcerated in America, their children are disproportionately subjected to the trauma, shame, and stigma of having an incarcerated parent. The impacts of a father's absence are profound, particularly for daughters, negatively influencing their mental well-being, educational achievements, future relationships, as well as their emotional and socioeconomic stability.



Solutions Overview

The *Daughters'* impact campaign will support Black girls impacted by their fathers' incarceration through personal development programming, training for their fathers on positive parenting practices, and facilitated opportunities for father-daughter engagement in jails and prisons. The campaign will also raise awareness of harmful changes to visitation practices and the impact on girls.



The Outcomes

- **Thriving Black girls:** Positive and sustainable changes in Black girls' well-being, academic performance, social connections, and access to support
- **Stronger communities:** Partners equipped with the tools to support and advocate for Black girls impacted by parental incarceration
- **Engaged citizens:** Greater awareness of and actions to support existing initiatives calling for systemic change in the criminal justice system

Impact Campaign Primary Goals

Impact Campaign will focus on three key areas of support for Black girls who have incarcerated fathers.

SUPPORT BLACK GIRLS



- Curate spaces and experiences for Black girls rooted in heart work, healing and self-sufficiency
- Facilitate Date With Dad programs that include responsible fatherhood coaching, mother-daughter training, and culminate in a celebratory dance

ACTIVATE THE DAUGHTERS MOVEMENT



- Offer educational film screenings across the U.S. and facilitate interactive discussions with guiding principles
- Expand opportunities for community members to support Black girls and healthy relationships with their fathers

AMPLIFY CRIMINAL JUSTICE REFORM EFFORTS



- Leverage the film to highlight harmful carceral visitation practices, the trauma to children, and support prison reform initiatives
- Foster greater understanding about the importance of family connections during incarceration

Resources & Experiences

We will provide resources and culturally informed experiences for Black girls impacted by their fathers' incarceration.

SUBGOALS

APPROACH

OUTCOMES

Launch Annual Daughters residential camp

- Cultivate a data-informed and mindful residential camp designed for girls dealing with the recent incarceration of a father

- Helps girls process emotions, learn coping strategies, and lean on community building, emphasizing that their circumstances do not define their potential

Offer mental health, education and tuition support to Black girls enrolled in Daughters programs

- Launch an online community for sharing resources, exchanging experiences, and providing holistic guidance
- Provide financial support for girls who have completed high school and are facing educational barriers resulting from incarceration

- Creates a network of support, solidarity, and empowerment for girls and their families
- Enables participants from the film and GFAC programs to pursue higher education, vocational training, or certification programs, aiming for self discovery, career enhancement and self-sufficiency

Equip Ambassador Peer Advisors with tools to provide year-long support to enrolled girls

- Train a cohort of young adult women to lead support circles, conduct research, and serve as *Daughters* ambassadors

- Connects people with shared experiences to create an encouraging safe space rather than clinical interventions only

Screenings & Brand Activations

Girls For A Change will continue to screen award-winning film *Daughters* and launch interactive brand activations across communities in the U.S.

SUBGOALS

APPROACH

OUTCOMES

ACTIVATE THE DAUGHTERS MOVEMENT

Host *Daughters* screenings to generate awareness of the criminal justice system

- Position the film as a valuable resource and educational tool to advocate for legislative change, shed light on key issues, and foster informed, guided discussion.
- Include discussion questions tailored to spark conversation and drive action steps post-viewing.

- Motivates viewers toward active involvement in supporting campaign goals, legislative changes, and prison reform efforts
- Creates a forum for film participants to share their experiences firsthand through panel discussion

Launch an interactive traveling exhibition

- Unveil "Voices Unheard: Stories of Change," a traveling exhibition designed to amplify the narratives of Black girls and their families affected by the criminal justice system

- Utilizes community-centric and participatory approaches to amplify the powerful stories of resilience, hope, and systemic challenges

Curate events cultivating stronger bonds between daughters and fathers

- Organize signature "Date With Dad" events and activities in the community to bolster family connections and community support.
- Provide incarcerated fathers with tools and programs to support their families, including family strengthening initiatives for those reentering society

- Restores and strengthens familial bonds, particularly focusing on Black fathers and daughters.
- Reduces recidivism and provides social and emotional support in a peer-group setting

Amplify Black Girls' Stories

Girls For A Change will use its platform to amplify the stories of Black girls impacted by the criminal justice and the initiatives driving criminal justice change

SUBGOALS

APPROACH

OUTCOMES

AMPLIFY CRIMINAL JUSTICE REFORM EFFORTS

Become a beacon organization advocating for Black girls impacted by incarceration

- Publish a repository of up-to-date and scholarly research
- Serve as thought leaders and subject matter experts through speaking engagements, white papers and op-eds

- Informs stakeholders and policymakers about the specific needs of Black girls impacted by parental incarceration, pushing for focused support and policy reforms

Launch the *Daughters* online stories platform

- Launch a multimedia platform, capturing first-person narratives of girls navigating parental incarceration

- Humanizes the impacts of the emotional fallout of incarceration on children and their families in their own voices

Foster deeper understanding of advocacy working promoting family connections during incarceration

- Unveil an interactive mapping initiative highlighting the laws + resources on visitation and campaigns fighting for phone, mail, and visitation justice per state and criminal justice reform

- Drives awareness and action at the community level and push for systemic reforms
- Mobilizes support from various groups to aid affected families and participate in advocacy for systemic reform

Impact Campaign Timeline

The Daughters Impact Campaign will launch in 2024, with full programming anticipated to begin in 2026. Our core three-year approach will provide the necessary runway to fundraise, plan meaningful experiences, and optimize for responsive change and growth.

2024

Launch

- Strategic Planning
- Netflix Premiere
- Kickoff Daughters Impact Campaign
- Continue campaigning awards season through Impact Screenings

2026

Implement

- Launch annual Daughters camp and education support criteria
- Launch interactive criminal justice initiatives map
- Daughters traveling exhibition
- Continue Screenings + Speaking
- Recruit and Train Storytelling Ambassadors

2028 **Optimize**

- Use insights from key audiences to revamp programs
- Assess financial goals to sustain programs
- Develop unique ways to activate the Daughters brand and participant stories
- Continue Screenings

2025

Plan

- Raise \$1-2 million to begin the work
- Direct Services Curriculum Development + Research support
- Develop framework for traveling exhibition, interactive map and storytelling initiative
- Host Date With Dad in 2-5 prisons/ jails
- Relaunch Annual Date With Dad Weekend in RVA
- Continue Screenings + Speaking
- Impact Campaign fully staffed
- Explore additional storytelling projects

2027

Monitor

- Monitoring, Evaluation and Research report
- Continue Screenings
- Launch additional storytelling projects
- Expand reach, direct services and partnerships
- 4 year Strategic plan

Impact Campaign Team

Overview

This multidisciplinary impact team collaborates closely to leverage the power of storytelling and drive meaningful change, embodying the mission of Girls For A Change to amplify the voices of Black girls in the pursuit of social justice.

Impact Team Functional Roles

Leadership
+
Strategy

Staff
Support

Campaign
Management
+
Recruitment
and Training

Creative
Content
+
Communications

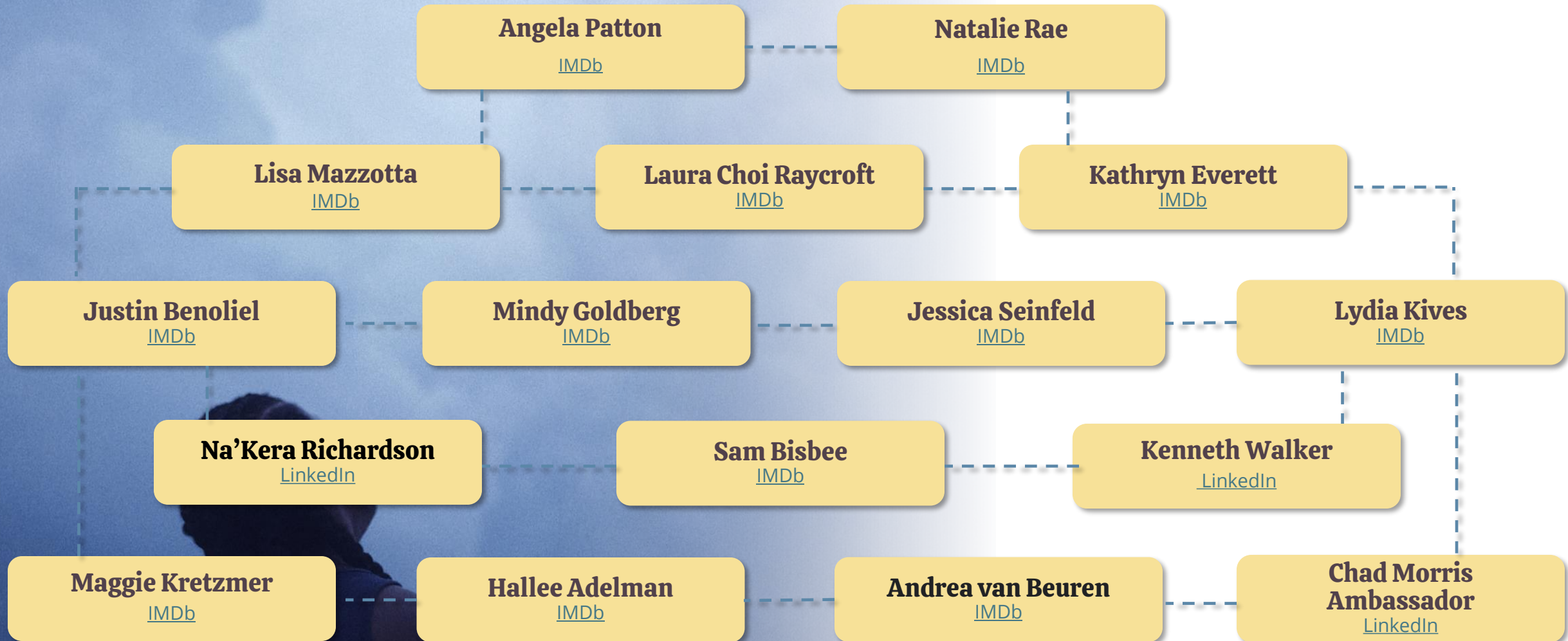
Impact
Screening
+
Outreach
+
Speaking

Partnerships
+
Programs
+
Direct
Services

Evaluation
+
Research

Fundraising
+
Sustainability

Founding Members of the Impact Team



Get Involved

With your support, we can remove barriers for Black girls impacted by the criminal justice system through holistic support and advocacy



Call to Action

GFAC endeavors to ensure that all children, irrespective of their familial challenges, receive the necessary support to flourish.

We call upon our community to join us in this vital mission. Your contributions, whether through donations, volunteer work, or advocacy for policy reform, are instrumental in fueling the transformative programs we champion. Together, we can make a significant impact, propelling our goals forward to cultivate a more equitable and caring world. Your support not only aids in the immediate upliftment of these girls but also contributes to a lasting legacy of change. Join us in this journey towards a brighter future for all children.

Ways to support us today...



Host a Watch Party



Follow Us Online



Support Our Education Fund



Make a Donation



Volunteer Your Time



Sponsor Media Training



Host an Impact Screening



Install Our Exhibition



Invite Us to Speak

In-Kind Donations

Support our cause with non-monetary contributions



Call to Action

Your generosity can make a significant difference in the lives of those we serve. While monetary donations are always appreciated, we also welcome in-kind donations. These non-monetary contributions, whether they are goods or services, play a crucial role in supporting our mission.

Examples of in-kind donations that make a positive impact:

Tangible Donations (Goods):

- **Tickets to Concerts, Movies, Plays, and Sports Events:** Help create memorable experiences for families and individuals in need by donating tickets to various entertainment events.
- **Travel Vouchers:** Enable families to attend speaking events, trainings, college tours, take much-needed vacations or visit loved ones who are far away.
- **Retail Gift Cards:** Offer flexibility for recipients to purchase essential items or special treats.

Intangible Donations (Services):

- **Mindfulness Coaching:** Assist in managing stress and improving mental well-being through mindfulness coaching, supporting personal development and goal-setting.
- **Financial Literacy:** Teach essential financial skills and knowledge to make informed decisions and achieve financial stability.
- **Media Coaching:** Help participants in the documentary or those with lived experiences to share and educate their stories to cultivate change.



Call to Action

Sustain the Education Fund

In 2020, Girls For A Change established an Education Fund to provide continuing education scholarships to Black girls who successfully completed four years of the Girl Ambassador Program. The fund could not reach its full potential until it secured - and maintained - a minimum balance of \$50,000 upon which time it would be managed by the Community Foundation for a Greater Richmond (CFGR).

In 2024, Subject Matter, a grantmaking institution that provides funding to benefit the participants of documentary films, awarded Girls For A Change \$25,000 in support of the Education Fund. Combined with generous matching funds from some of the film's producers, including a special birthday fundraiser in honor of Kerry Washington, GFAC has surpassed its milestone for fund management by the CFGR who will now manage the application process and the distribution of funds to scholarship recipients.

Annual contributions are needed to replenish and sustain the Fund for future generations of Black girls.



Kerry Washington
Jessica Seinfeld



Lead Team

**CEO of GFAC +
Co- Director of Daughters**

Angela Patton

Impact Producer/ Partner

OPEN

Impact Coordinator

Ken Walker (IM)

Community Impact Liaison

Chad Morris

Grant Writer

Danielle Brown

Chief of Staff

Na'Kera Richardson

Thank You

Together, we can create a lasting impact and bring hope to our community.

Contact Us

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Donate to the Impact Campaign

Select Daughters Impact Campaign

Donate to the Education Fund

Select Daughters Education Fund



Join the Impact Committee



Join the Education Committee