

Alternative Fundraising Strategies for Social Impact Entertainment



Social Impact Entertainment (“SIE”) producers now can more easily access tax-deductible, philanthropic funding to finance productions. LOHAS enables SIE producers to receive donor-advised funds, foundation grants, and other charitable contributions and strategically invest those funds to de-risk the project and attract other investors.

The Opportunity

There are over **\$250 billion** in U.S. donor-advised funds (“DAFs”) waiting to be accessed. There are also billions of dollars private foundations **must allocate** (by law) every year. However, most DAF donors and foundations **have no idea** that those funds could be invested in your SIE production. It’s **up to you** to tell them!

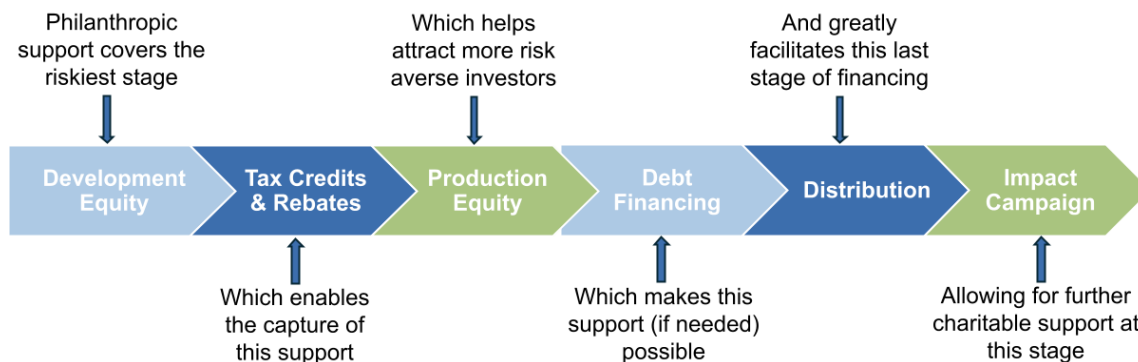
Risk-averse investors may be hesitant to invest directly in your production despite their support of the awareness, education, or inspiration you’re generating through your SIE. However, individuals with DAFs or private family foundations may love this philanthropic pathway you’re offering them, and even corporate and community foundations may appreciate how they and their stakeholders could be positively impacted by your production.

Foundations can either simply provide grants or **participate in the financial upside** your production may offer to investors. LOHAS can structure their contribution as a **recoverable grant** so they can obtain financial benefits as well. Wealthy individuals may even recognize the opportunity to manage their own **capital gains tax burden** while simultaneously supporting your production. LOHAS guides their way.



Reduce Risk and Attract Investment

By engaging supporters using philanthropic pathways at the earliest stages of a production, SIE producers can catalyze the financing of their production:



Social Impact Entertainment

SIE is storytelling that is self-aware of its potential impact on its audiences to effect positive change at the individual, local, or global scale on social issues of concern. SIE includes films, television, video games, live theater, VR/AR and other experiential art installations, and beyond. These fundraising strategies are applicable to all.

LOHAS Structures, Strategies, and Support

LOHAS recognizes the greater impact leverage on a dollar-for-dollar basis that is achievable through successful entertainment, reaching broad audiences and spurring societal action through engaging and inspiring stories and production-aligned impact action campaigns.

While not investors or placement agents, LOHAS manages a DAF focused on enabling donors to invest their funds in SIE productions of their choice. LOHAS also offers a hybrid fiscal sponsor program that combines a specialized recoverable grant capability with fundraising training and support.

Questions to Ask When Fundraising

After pitching your SIE production, every fundraising producer should also be asking current or prospective supporters...

Do you have a donor-advised fund or are you associated with a private foundation?

- If a DAF, did you know that you could be investing those DAF funds directly in my production?
 - It doesn't matter where those philanthropic funds are currently housed
- If a private foundation, did you know that it could be using its grant funds to invest in my production?
 - If the foundation wants to participate in the financial returns from the investment, their contribution can be structured as a recoverable grant

If you don't ask these questions, neither you nor your supporters may ever know this is possible.

Tell them: "Earn a producer's credit using your DAF or foundation funds."

When parties signal interest in supporting your SIE production using one of these philanthropic pathways, contact LOHAS, and we'll enable and facilitate those transactions.