

## DECISIONS, DECISIONS

There are more filmmakers out there looking for money than there is money looking for films.

If you are interested in making a donation or investing in a film, you should have no difficulty finding a suitable film. From short films, to features, documentaries, horror, family comedy, and everything in between, the Kansas City area has it all.

*Below are some resources that can provide information on local films looking for financing through investments or donations.*

Independent Filmmakers Coalition

[www.IFCKC.org](http://www.IFCKC.org)

Kansas City Women In Film & TV

[www.KCWIFT.org](http://www.KCWIFT.org)

Missouri Film Commission

<http://www.missouribusiness.net/film/index.asp>

Kansas Film Commission

<http://kdoch.state.ks.us/kdfilm/index.jsp>

Kansas City Film Commission

<http://www.kcfilm.com/>

Kansas City Volunteer Lawyers and Accountants for the Arts

<http://www.kcvlaa.org>

Paula@Script2ScreenLLC.com

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## INVESTING IN FILM - IS IT RIGHT FOR YOU?

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## MAKING A DECISION

The first decision you'll need to make is if you want to donate or invest in a film. I'm using the term "film" here, but most of the local Indie (independent) films are actually digital video. The quality of video has changed substantially in the last few years with many studio (as opposed to Indie) films actually being shot digitally and not on 35mm film.

This brochure is written for the first time film investor who knows very little about investing in film so don't feel insulted if you know this, just skip to the next part until you find something you weren't aware of.

## DONATIONS

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Donations are gifts to a film. You are not expecting to recoup your money. Donations (as opposed to investments) are usually for short films or documentaries that will be entered in festivals and have very little chance of making money (although that's not always the case).

**1 . Are donations to a film tax-deductible?**  
Donations to a bonafide non-profit are usually tax-deductible (check with your accountant for your eligibility)

**2 . How can I donate to a film?**  
There are several film-related non-profits (501 c 3) in the Kansas City Area. There is a list of a few resources listed on the last page of this brochure.

**3 . How much can I donate?**  
This will depend on the budget of the film, how much the film has already raised, and the amount you wish to donate.

**4 . Can you give me an example of a film looking for donations?**  
The IFC's PanicButton program has several films looking for donors. Also check out the resources listed on the last page of this brochure.

**5 . Will I get any credits on the film?**  
You will need to negotiate credits with the producers. Sometimes substantial donors will receive an Executive Producer credit. Donors making smaller contributions usually receive a credit under "Special Thanks."

## INVESTING

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Investing in a film by purchasing shares or otherwise entering into an agreement with the producers is like any other investment. You need to do your homework and make an informed decision.

**1 . What is the risk?**  
The risk is as the same as with any investment. Some investments make money and some don't. Films can be a risky investment for a variety of reasons.

**2 . What if the film doesn't make any money?**  
This is a problem faced by all movie producers. There have been numerous flops, but there have also been numerous low budget movies that made their investors lots of money. This is where

smart investing comes in. Do you like the concept? Is there a good crew in place? Find out as much as you can about the project before investing.

**3 . How do I know if investing in film is for me?**  
Most film producers are going to be seeking qualified investors. Don't invest your life savings. If you have liquid cash, and you've played the stock market, or you've invested in real estate, or you have money in money markets, but these just don't thrill you anymore, then investing in film may be for you.

**4 . Will I get any credits on the film?**  
You will need to negotiate credits with the producers. Sometimes substantial investors receive an Executive Producer credit.

**5 . Can you give me an example of a feature-length film looking for investors?**  
There are numerous filmmakers in the Kansas City area looking for qualified investors. Check with the organizations listed at on the back of this brochure.

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