



OECD



PAGE 4: B.1) YOUR CASE STORY: TITLE AND DESCRIPTION

Q1: TITLE OF YOUR CASE STORY

Sally's Way Film Production and Distribution

Q2: CASE STORY ABSTRACT

In 2013 Brown Cotton Outreach partnered with producers Joanne Johnson and Tracy Farrag to produce a children's film feature Sally's Way. Story synopsis: Orphaned by HIV/AIDS, 12-year-old Sally is growing up with Granny who has a stroke. Granny's homecoming is delayed. Recovery would be difficult without the necessary amenities at their humble hillside shack. Will Sally be sent to an orphanage? She does not want a "hand out", but a "hand up". With creative ingenuity, she earns enough money to purchase a water tank and bring pipe-borne water home, just in time for Christmas.

Q3: LONG DESCRIPTION OF THE CASE STORY

In 2013 Brown Cotton Outreach partnered with producers Joanne Johnson and Tracy Farrag to produce a children's film feature Sally's Way. SALLY'S WAY is an authentic Caribbean story inspired by the writer's published children's book. Since its release, (2002, Macmillan Education Ltd.), the illustrated reader has sold more than 6,000 copies in Caribbean and Africa territories.

Sally's Way has raised \$300,000.TT for principal photography from a Sponsorship Agreement with Angostura Ltd. With product placement in the film for LLB and Bitters.

↯ Sally's Way was awarded \$100,000. TT for principal photography by the Trinidad and Tobago Film Co. due to the excellence of the script and production proposal.

Sally's Way was awarded \$240,000.TT from the Ministry of Trade for Principal Photography

↯ Sally's Way is produced by Brown Cotton Outreach a registered Not-For-Profit.

↯ Sally's Way Film is registered as a cultural project with the Ministry of Arts and Multiculturalism

↯ Sally's Way is currently in the Seattle Children's Film Festival January 2015.

We have one of the few, if not only, 60min family films produced in Trinidad and Tobago. Through the craft of filmmaking and its ancillary services, BCO FILM contributed to the development of high concept, meaningful family content, and to the advancement of women and girls through the local media industry in general, by creating jobs for local talent and practitioners. 8 Professionals worked on the film. 1st AD, Director of Photography, Director, Editor, Locations Manager, Wardrobe Manager, Unit Production Manager and Electrician.

Opportunities to work in film enhance the existing skills sets of our technical, production and administrative professionals in this specialized field. Brown Cotton Outreach combined its usual youth education agendas by employing/training interns and production assistants in the departments of costume design, art direction, sound, lighting, cinematography, production, audio, art direction, set construction etc.11 Interns worked on the film. Mainly from the University of the West Indies film programme

PRIVATE SECTOR CASE STORY TEMPLATE

Q4: Please add here web links to project/programme materials.

sallyswayfilm.com
https://www.facebook.com/sallyswayfilm?ref=br_tf
http://www.youtube.com/watch?v=WE3t3vB_1TM

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Q5: YOUR CONTACT DETAILS

Name:	Louris Martin Lee-Sing
Company or association	Brown Cotton Outreach
Country:	Trinidad and Tobago
Email Address:	browncotton@gmail.com

Q6: FUNCTION	NGO
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Q7: FUNDING SOURCES FOR PROJECT/PROGRAMME Tick the appropriate box(es)	Company financing, Corporate social responsibility agenda financing, Private sector, Other (please specify) Government of Trinidad and Tobago
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Q8: Additional information	<i>Respondent skipped this question</i>
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Q9: START DATE OF PROJECT/PROGRAMME	May 2013
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Q10: STATUS OF PROJECT/PROGRAMME	On-going
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Q11: DURATION OR, IF ON-GOING, EXPECTED DURATION OF PROJECT/PROGRAMME	3-5 years
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Q12: COST OF PROJECT/PROGRAMME	Between US\$0.5 million and US\$1 million
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Q13: Additional information	<i>Respondent skipped this question</i>
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Q14: TYPE OF FUNDING FOR PROJECT/PROGRAMME	Grant
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PRIVATE SECTOR CASE STORY TEMPLATE

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Q15: PROJECT/PROGRAMME TYPE	Global
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Q16: SINGLE COUNTRY/CUSTOMS TERRITORY	<i>Respondent skipped this question</i>
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Q17: REGION(If the region does not appear in the drop down menu, please enter manually)	<i>Respondent skipped this question</i>
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Q18: MULTI-COUNTRY(Enter all countries or customs territories)	<i>Respondent skipped this question</i>
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PAGE 11: C.4) ABOUT THE CASE STORY

Q19: CASE STORY FOCUS Tick the appropriate box(es)	Improving skills levels in service sectors, Other (please specify) Diversification of the Trinidad and Tobago economy Development of the Trinidad and Tobago Film Industry
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Q20: HOW SUCCESSFUL WAS THE PROJECT/PROGRAMME Tick the appropriate box	Successful
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PRIVATE SECTOR CASE STORY TEMPLATE

Q21: WHAT WERE THE OUTPUTS OF THE PROJECT/PROGRAMME Tick the appropriate box(es)

Services sector skills,
Other (please specify)
The Film Sally's Way a 70min Family feature

Q22: Additional information(maximum 300 words)

Respondent skipped this question

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Q23: WHAT WERE THE OUTCOMES OF YOUR PROJECT/PROGRAMME Tick the appropriate box(es)

Other (please specify)
Creation of the Film Sally's Way

Q24: Additional information(maximum 300 words)

Respondent skipped this question

PAGE 15: C.8) ABOUT THE CASE STORY

Q25: WHAT WERE THE IMPACTS OF THE PROJECT/PROGRAMME Tick the appropriate box(es)

Increase in employment,
Export market diversification

Q26: Additional information(maximum 300 words)

Respondent skipped this question

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Q27: LESSONS LEARNT Tick the appropriate box(es)

Importance of good project design,
Importance of engagement by private sector,
Importance of agreeing clear project implementation responsibilities
,
Importance of attention to long-term sustainability

Q28: Additional information(maximum 300 words)

Respondent skipped this question

Q29: PROJECT OR PROGRAMME MONITORING AND EVALUATION FRAMEWORK Tick the appropriate box(es)

Simple before and after comparison,
Impact assessment

PAGE 17: C.9) ABOUT THE CASE STORY

Q30: How did you receive this case story exercise and the electronic link? Please indicate the organization that sent to you the information:

National government