

## Young Lions Film Competition 2011

### THE CLIENT

#### *Who we are, What we do and How we do it*

**Global Angels** is a Charitable Foundation with an ambitious vision:

To inspire millions of people, from all walks of life, to become 'Angels': putting their compassion into action by raising funds to support established, long-term development projects that are making a significant impact in the lives of disadvantaged children, young people and communities around the world.

...Working to ensure the world will be a safer and kinder place for ALL.

Global Angels was founded by Molly Bedingfield in 2005. It is driven by her dream - of a vast network of "Angels" - people like you and me, from all ages and cultures, uniting together as a powerful movement. Together, the "Angels" generate an effective global response to the needs of the world's most vulnerable children, youth and communities - whether they are living in extreme poverty or disadvantage, in devastated environmental conditions, with disability or life threatening illness, or street kids, orphans, child slaves, trafficked kids and child soldiers.

We work with leading projects around the world, supporting children, young people and communities through:

- Clean, safe drinking water
- Schools and Education
- Support for children caught up in child trafficking and child slavery
- Support for children orphaned or living in the streets, from communities destroyed by disease, war or extreme poverty

While Governments and their policies make some impact, we have a bold belief that it is only when the public at large becomes involved, that social justice and change can proliferate across a nation and eventually the world.

Global Angels draws together a vast network of professionals and volunteers, supporting the initiatives of best-practice charities and making an impact on world suffering that is both powerful and long-lasting. It is important that we empower the communities we help, by giving them the tools they need to turn things around. Sustainability is always encouraged in place of the "quick fix".

Another core part of our values is transparency. We achieve this through our 100% Promise:

- Every penny we receive from public donations goes directly to 'The 100% Project' selected;
- We do not use *any* public money to cover administrative or overhead costs. Zero!
- The 100% Promise assures supporters that their money goes *directly* where designated.

We achieve this through our generous Corporate Angels and patrons, who cover our administrative and operational costs and through the profits from our merchandise and events. This is how Global Angels own costs are covered: everything from our offices, staff,

project visits... right down to our pens, paper and printer ink and we are proud to have fulfilled our 100% Promise since our launch!

Our hope is that the Global Angels Movement will provide impetus to pool together a vast resource of professionals, business leaders, volunteers and financial support, working together to promote long term systemic change.

... everyone can be an Angel.

## **THE BRIEF**

We have an urgent need to get our message heard.

We would like to put across a strong message that invites individuals to be key players in transforming our world and making a real difference by breaking the cycle of poverty. The key message to communicate is the invitation to them to "Step Up, Be an Angel" in line with our 'Step Up' Campaign.

Global Angels needs to generate awareness and capture mindshare. We also need to convert awareness into active donations.

We know that our 100% Promise motivates individuals and drives them to 'Step Up' so we want to encourage them to join our Facebook page or register on the website to begin to be an active Angel. Ideally, once captured, we want them to donate either through a one-off donation to put to future use or by supporting one of our existing Angels Fundraising activities.

Key thoughts:

- If we were all to Step Up, every person could make a difference with just a small amount of effort.
- It's very quick and easy to donate – via a few clicks on the web site
- For only £5 you can secure clean water in Africa for one person for 10 years
- For £40, you can feed a child in a developing country a daily nutritious meal for a whole year
- With this simple action you can change another person's destiny

## **WHAT KIND OF SPOT?**

Global Angels is looking for a 60 second film

The spot should be useable online (website, vimeo, GlobalAngels.tv and Facebook, etc), and needs to be able to be imbedded into a PowerPoint presentation.

We plan to use the film at our Charity events and corporate pitches, as a powerful way of spreading the Global Angels message and encouraging support. It needs to make people want to 'Step Up' and join the Global Angels cause and encourage friends and family to do so as well. We want the spot to be compelling enough to be shared with friends, colleagues and family and to 'go viral' because we hope to double our Facebook fan base within the first three months of the film running on our website and via social media.

## **TARGET AUDIENCE**

Global Angels believes that anyone, at any age, has the ability to be 'an Angel'. However, our primary target audience is

- 18-40 year olds, where we believe a social media campaign will have most impact  
They want to be involved in something of value that will significantly make a difference.

- It is our belief that many people can be helped to move beyond the short-term, surface level satisfaction of charitable donation to become changed by their involvement in the work of Global Angels, so that they truly feel that by Stepping Up, they are one of many Angels across the world.
- Many of them will be music lovers and, because our founding team have strong music industry roots, many of our early supporters have come through the music industry, attending one of our concerts. We continue to use concerts as a means of driving awareness and fundraising. The film will be shown at our future events.

## **CREATIVE GUIDELINES**

- Please do not use any images of naked children or images which exploit children
- The brand personality should remain consistent with the overall Global Angels style as demonstrated on our website and 'Step Up' video ([link here](#))
- 'STEP UP' is a tagline we have used since launch, and the film needs to incorporate this tagline.

## **MANDATORY INCLUSIONS**

- The Global Angels logo given to you
- Please note that our Angel has a distinctive shape that we wish to maintain and it must always appear in a light colour. It therefore requires the darker ground or shadow when seen against a light background.
- Viewers must be directed to the [www.globalangels.org](http://www.globalangels.org) landing page on the website or Facebook page for more information

## **RIGHTS AND CLEARANCE**

Anyone who appears in the film must sign a release so the content can be distributed globally online. Waiver forms will be provided for you to gather any necessary signatures.

Any music must be taken from the Getty music library.