

THE CALM AND THE STORM

Turning The Tide

A documentary and national campaign
designed to change what people do
in a mental health crisis.

This is the reality we're facing.

» **EVERY 11 SECONDS**

someone attempts suicide in the United States

» **50,000 LIVES LOST EACH YEAR**

more than double the number of homicides

» **#2 LEADING CAUSE OF DEATH**

for children and young adults, ages 10-34



The solution already exists.

988 IS AVAILABLE

offering nationwide access to immediate support with 98% de-escalation success

If more people knew what to do,
more lives would be saved.

**NO JUDGMENT.
JUST HELP.**

It's not a solution problem.

LESS THAN 20%

of Americans can identify 988 as the
number to call in a mental health crisis



A dramatic landscape with a dark, stormy sky, lightning bolts, and a road leading into the distance. The sky is filled with heavy, dark clouds, and several bright lightning bolts are visible, striking down. The ground is dark and appears to be a road or a field, leading towards a horizon with low mountains or hills. The overall mood is ominous and powerful.

The infrastructure exists.

The awareness does not.

This is not just a documentary.

It's a campaign to change behavior and stop the suicide epidemic in its tracks.

This film will address the stark reality of mental health crisis, and more importantly, how we can flip the script for future generations.



This story is built to break through.

- » Cinematic, immersive **storytelling**—not an educational lecture
- » **Real voices**: 988 workers, families, survivors
- » **Man-on-the-street interviews** expose the awareness gap
- » **Humanizing** the people behind the solution



Built to reach a

NATIONAL AUDIENCE

Film Festivals (U.S. + Canada) | Digital Streaming
Platforms (Netflix, Hulu, Amazon) | Local + Regional
Screenings | Partner-Driven Promotion

A film created to spark a national movement.

With the people closest to the issue.

National voices. Real stories. Trusted partners.



American
Foundation
for Suicide
Prevention



nami

National Alliance on Mental Illness



ROUND 7
PRODUCTIONS

988

SUICIDE & CRISIS
LIFELINE

STUFF THAT
MATTERS

(Matt Simon)

REAL SURVIVORS,
FAMILIES & ADVOCATES

(April Simpkins, Narrator)

Project Overview

A feature-length documentary exploring the realities of suicide, stigma and hope in America. The Short Version Doc (10 minutes) is currently in active production.

Filming Locals Across: California · Mississippi · Nevada
New York City · North Carolina · Ohio · South Carolina

Expanding beyond individual stories to examine systems, culture, prevention and solutions to reveal what this truly is: **a crisis affecting every community.**

The Calm & The Storm

It's bigger than a film.

Phase one launches in May during Mental Health Awareness Month:

- »» Documentary Trailer
- »» Digital + Social Activation
- »» National Partnerships
- »» Community Engagement & Awareness



This is the moment to turn the tide.

\$50K MATCHING GIFT

A \$50,000 leadership gift has already been committed, ready to be unlocked when we raise our first \$100,000.

Turning \$100,000 into \$150,000 in immediate impact.

This is the moment to turn the tide.



INVESTMENT LEVELS

Every level helps expand awareness and save lives.

The Advocate: \$1,000 - \$2,499

The Champion: \$2,500 - \$4,999

The Tide Turner: \$5,000 - \$9,999

The Changemaker: \$10,000 - \$24,999

The Visionary: \$25,000 - \$49,999

The Legacy: \$50,000+

Total Film Budget: \$375,000

DISTRIBUTION PLAN

Designed to break through and continue driving awareness long after release.

TARGET DATES: We are aiming for a 2027 distribution through the Feature Documentary Film Festival circuit across the US and Canada, with a wide release in late 2027/early 2028.

RELEASE STRATEGY: The goal of TCATS is to create a story that will “break through” to a mainstream audience. Although we anticipate multiple local/regional screenings across the country to raise awareness, in partnership with NAMI, AFSP and Mission 34 the ultimate goal is for the film to be distributed by one of the big streamers in Amazon, Hulu, Netflix, etc.

PROMOTION STRATEGY: The promotion strategy is driven by a national network of partners, advocates, and talent, working together through a coordinated, multi-channel campaign to amplify reach and awareness.

THANK YOU

Your support will save lives.



thecalmandthestorm.com