

TFN Impact Report

Name of your Organisation:	The Syria Campaign
Name of the project TFN funded:	The White Helmets
Date Funded by TFN:	July 2016
Were you able to undertake your project as planned?	Yes
Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?	<p>The TFN grant contributed to the impact campaign of the White Helmets film to ensure that the film supported the overall project goal of popularising the White Helmets and including their narrative into the discourse on Syria both in mainstream media and influential circles.</p> <p>The film surpassed all hopes of success with the culmination of an Oscar. The supporting campaign work allowed the film allowed us to secure hundreds of media interviews for the White Helmets, organise advocacy screenings with key policymakers and politicians: UK parliament, US Congress, United Nations, European parliament and think tanks. We also supported the organising for hundreds of activist led screenings.</p>
What portion of the project did TFN fund?	Under 10%
How many direct beneficiaries did the TFN funded project reach?	NA
How many indirect beneficiaries did the TFN funded project reach?	Tens of millions
Were you able to leverage further funding as a result of TFN support?	No
Did you receive any pro-bono support, volunteer offers or introductions as a result of the event?	No
How important was TFN funding in helping you achieve your objectives?	TFN funding was not essential as we would have been able to find alternative funding
Since presenting at TFN, has your organisation undergone any other significant changes?	No
Do you have any other comments or feedback on the experience of the TFN process?	It was a true pleasure to deal with the TFN team who were always helpful, prompt and clear in communications.