

WHAT MATTERS PRODUCTIONS

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- ▶ International festival & [Telly](#) award-winning, & [Emmy](#) nominated 501(c)3 nonprofit production company
- ▶ First-person narrative cinematic short documentaries, PSAs, & social videos
- ▶ Storytelling focused on helping individuals
- ▶ Helped Raised \$2,000,000+
- ▶ Experience in filmmaking, social justice organization and advertising

Leonard's Story



Emmy nominated film, Leonard's Story, helped All Chicago in raising over \$350,000 at their annual fundraiser.

ABOUT US

Genuine Care

Our team has been actively involved in the nonprofit space for decades as volunteers.

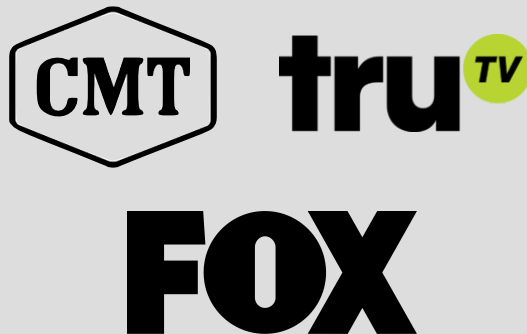
What Matters Productions was born out of a desire to use our professional skills to make a difference in the world.



Seasoned Professionals

Our team has been working over a decade in the film, TV, and commercial industry.

We have produced award-winning nationally televised work.



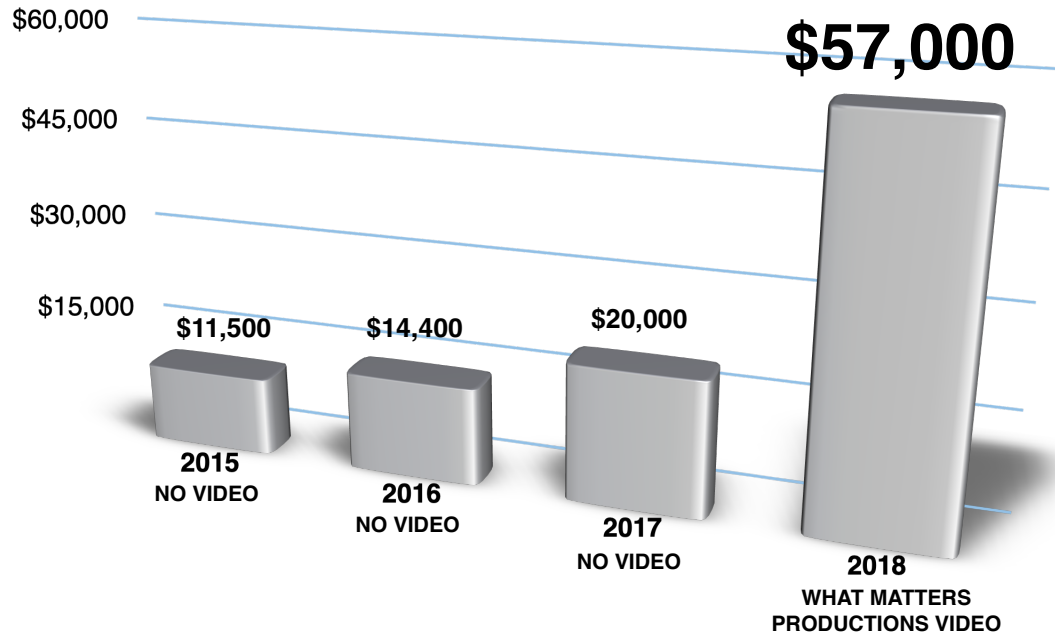
Trusted Collaboration

As a small team of honest professionals, our approach demands that we quickly develop trusting relationships with both our collaborators and our projects' subjects, especially those who have experienced trauma.



PROVEN FUNDRAISING

All Chicago's Fundraising Gala Metrics



Cancer Support Community

- ▶ \$200,000+ raised at CSC's Annual Gala featuring What Matters Productions video
- ▶ 22% increase from previous year
- ▶ Brought in 5x more than cost of video

FUNDING

▶ **Direct Funding**

The nonprofit supplies the budget for the video.

▶ **Private Donors**

Individuals can make a tax-deductible donation to sponsor a video. The nonprofit can direct regular donors to this option to multiply their impact.

▶ **Brand Sponsorship**

We are a 501(c)3 organization. The brands can sponsor a project to help tell the nonprofit's story and highlight the brand's corporate social responsibility efforts.

1

Brand makes tax-deductible donation to What Matters Productions.

2

What Matters Productions produces video, cutdown, and media assets.

3

Video is distributed at fundraisers, social media, websites, and television.

4

Video spreads awareness, increases fundraising, and highlights brand's corporate social responsibility.

SAMPLE VIDEOS

Mayra's Story

The short doc premiered at ALL CHICAGO's annual fundraiser where it helped raise around \$330,000 to help people like Mayra overcome homelessness and escape abuse.



Burkina Faso Is

9+ million people in Burkino Faso, Africa, live without access to clean water, and the BARKA Foundation funds their Water, Sanitation and Hygiene projects.



COVID-19 PSA

In this public service announcement for The Red Cross, viewers are encouraged to donate blood during the COVID-19 pandemic.



PROJECT CASE STUDY

Nonprofit: *All Chicago Making Homelessness History*

\$330,000+ fundraised at 2020 Annual Gala

“Working with What Matters Productions was a totally positive experience. Their genuine care and concern for people experiencing homelessness meant that they were able to respectfully draw out and tell sensitive stories. We were pleased with the creativity, project management, and quality of the final product.”

– **Lydia Stazen Michael**
VP of Development and
Communications at All Chicago

Mayra's Story



This film tells Mayra's inspiring story of obtaining stable housing through 311 and All Chicago's 'Emergency Fund' program.

THE TEAM

Quinn Wilson

Founder / Director

Quinn is thrilled to be combining his skills as a filmmaker with his passion for equality. Quinn's TV Credits include 'The Masked Dancer' for FOX and 'Nashville Squares', the Viacom re-boot of the game show 'Hollywood Squares', for CMT. He has directed national TV spots, been awarded at international festivals the *Addys & Tellys*, garnered millions of views online, and is Emmy nominated.



He is represented by [Heave Ho Productions](#). See his work on [QuinnWilsonFilm.com](#) and [IMDB](#).

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Kelsey Bunner

Producing Partner

Kelsey loves telling impactful stories about those who are not often heard. Kelsey helps run What Matters Productions and is grateful to be actively telling stories that MATTER. Coming from a performance and storytelling background, Kelsey brings expertise in constructing compelling emotional narratives. Kelsey is currently a Supervising Producer on Twitch's first original gameshow, Hivemind, and is a content producer for Tempo.



Kelsey has produced commercials for brands like Walgreens and Allergan. Bunner is a working actor. See her work at [kelseybunner.com](#).

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Let's do some good together