


Volunteer WITH ME

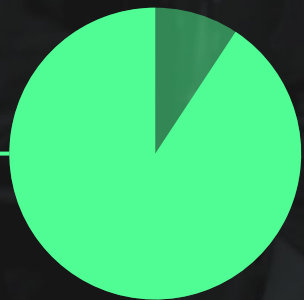
WGA Registration Number: 1958381
EXPIRATION DATE: 7/13/2023

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Making the world better
one episode at a time...

WHY THIS SHOW? WHY NOW?



90%

Of **millennials** think they can make this world a better place and want to find ways to directly get involved. In fact, during just this *last month* alone:

Source: *The Millennial Impact Report*

64%

Signed a petition

50%

Made donations to charity

46%

Volunteered

36%

Participated in a demonstration

We want to capture that energy and actively engage this audience to make positive changes in our world with our show -- **Volunteer With Me**. In this episodic comedically-minded docu-series, we explore intimate human stories & larger socio-political issues through the lens of global volunteering

Our Celebrity on-camera host, volunteers with a new nonprofit each week. We **explore different cultures and intimate human stories** of struggle and triumph as we meet founders, other volunteers, and beneficiaries of amazing organizations that shape our world for the better each day.

Every episode ends with a specific call-to-action to the audience to donate, volunteer, and personally engage with the issues addressed in each episode.

Global Sizzle [CLICK HERE](#)

Peep our **2 minute sizzle** that conveys the tone of our show.

The Team

WHAT
MATTER
production



Quinn Wilson (Executive Producer & Host)

Quinn is a filmmaker and comedian who has extensive volunteer experiences all over the globe including: refugee camps in Greece, drilling water wells in West Africa, mentoring LGBT youth surviving homelessness on the streets of Chicago, rebuilding homes in rural Appalachia, and helping little old ladies cross the street. Wilson's comedic sharpness was honed through his years as a stand-up, and later improviser in Chicago improv comedy and festival scene, as well as his tenure running the iO Comedy Network of the [iO Theater](#). His TV producing credits include Viacom's [Nashville Squares](#) & FOX's [The Masked Dancer](#). He is a festival and Telly award-winning filmmaker in the socially conscious doc world, like his short docs [Calvin's Story](#).

Partnerships

BRAND PARTNERSHIPS

VWM is a perfect show for brand partnerships as they enjoy traditional incentives as well as a direct platform to highlight their **corporate social responsibility**. Further, there are opportunities to donate goods/services or cash to the nonprofit we profile each week in our **'VWM Gift' segment**. For example 'Ford' could donate a transit van to an animal shelter nonprofit to help transport adopted pets to their new homes. Win-win, for all.

CELEBRITY GUEST

Many of the nonprofits that we will be working for **already have celebrity endorsements** and we are excited to include them when possible to help raise awareness, promote the show and the nonprofit as well as assist in fundraising.

Partnerships, cont.

WHAT MATTERS PRODUCTIONS 501(c)3

Our 501(c)3 [nonprofit production company](#) will allow us to more easily collaborate with other nonprofits, NGOs, foreign governments, and secure public trust in our process and motivation in making our show.

We hope to bring a compassionate engaging level of intimate storytelling to the show, like our award-winning micro-doc [Calvin's Story](#)

CROWDFUNDING PARTNERSHIP

For the episodes that call for it, we can try to utilize our potential partnership with crowdfunding website such as [Go Fund Me](#). We will be able to neatly and directly fundraise for the appropriate episode's nonprofit while utilizing the brand strength of a large crowdfunding platform (*GFM has **20 million active users, 1.4 mil FB followers, .7 mil Twitter+Instagram***) as they drive their audience to our show and campaigns.

Tonal References



United Shades of America (CNN) | [MORE INFO HERE](#)

Tackling tough conversations through a comedic lens. Exploring sub-cultures. Structural changes episode-to-episode.



Returning the Favor with Mike Rowe (Facebook) | [MORE INFO HERE](#)

Nonprofit / Do-gooder focused, comedic host, on-the-ground work getting hands dirty.



Adam Ruins Everything (truTV) | [MORE INFO HERE](#)

Entertaining while educational. Comedic while informative. Millennial focus and audience.



Vice News Tonight (HBO) | [MORE INFO HERE](#)

On the ground doc reporting with real people, talking with locals, diverse field experiences, millennial anti-establishment voice.

POSSIBLE EPISODES

Pride

Humanitarian

- ❖ A Syrian refugee camp in [Leros Greece](#)
- ❖ An entrepreneurship training NGO for ex-cons in [Queenstown South Africa](#)
- ❖ An LGBTQ youth homeless shelter in [Los Angeles CA](#)

Animal

- ❖ A no-kill dog shelter in [Tel Aviv Israel](#)
- ❖ A sea turtle hatchery on [Isla del Coco Costa Rica](#)
- ❖ A youth equine therapy camp in [La Punilla Argentina](#)

Environmental

- ❖ An ocean preservation voyage off of [Guam](#)
- ❖ A coral reef sanctuary in [Australia](#)
- ❖ A climate justice march on [Indigenous Tribal land](#)

Political

- ❖ A 'Get Out The Vote' campaign in [Tunis Tunisia](#)
- ❖ A crude oil pipeline protest in [India](#)
- ❖ A Black Lives Matter rally in [Chicago IL](#)

EPISODE OUTLINE

1 of 3

Cold Open

An enticing comedic or intimate moment from the episode **teasing** the audience to watch more.

Intro Montage

Premise of show explained in V.O. over B-roll montage. [Sample text in [Sizzle](#)]

Celebrity Moment

Our host & a celebrity hang out and discuss why the **root issue** is important and personal to the celebrity. The duo set up the nonprofit they are about to visit explaining how the nonprofit is helping the problem.

Workin' It

Our host volunteers with the nonprofit just like any other volunteer. They get their hands dirty while meeting other volunteers, as well as the people the nonprofit serves, putting the human face on the issue, sharing some laughs, while showing folks how much **fun volunteering can be**.

A blue-tinted background image of a city street with buildings, cars, and utility poles. The text 'EPISODE OUTLINE' and '2 of 3' is overlaid on the left side.

EPISODE OUTLINE

2 of 3

Local Spotlight with nonprofit Founders

Our host links up with a leader of the nonprofit to learn a little about the micro-culture of the area/neighborhood the nonprofit operates in; this could be a local restaurant, hikes, street festival, landmark or local event. While they enjoy **local food and culture**, they discuss why the nonprofit exists and who it helps. They point us to the story of one of their clients to explore in depth.

Client Profiles

Through a more micro-doc style — our host sits down with CLIENTS of the nonprofit to hear their **personal stories** and what led them on their path. *What are their hopes for the future? What do they think we need to change to make things better?* This segment plays in a more cinematic tone similar to WMP past award-winning micro-docs [Calvin's Story](#) or [Jennifer's Story](#).

VWM Gift & Final Thoughts

Our host offers the nonprofit a specific gift to help them in their mission. Then, our host shares their feelings, reflections, and growth from the experience. This **intimate one-on-one** with the camera is cross-cut with footage of the day and heartfelt goodbyes.

EPISODE OUTLINE

3 of 3

Call to Action

Our Host (along with our celebrity) announce that our fundraising campaign is open with the shows \$X donation. We kick it off with energy and announce *celebrities or brands* that offer to *match* viewers donations up to \$X, offering swag for larger donations. We encourage **viewers to donate** and share the campaign. Then we invite all to **volunteer themselves** with this weeks' nonprofit. Further, we share small things that viewers can do TODAY to help the cause like sign a petition, support legislation, or donate used goods or services.

Client Profile & Nonprofit Updates

Similar to a “Shark Tank” update, we give the viewers an update on a previous episode’s nonprofit and the clients we profiled. ***How is everyone doing today?*** *What did the nonprofit do with the money the audience raised?* A vlog entry from a viewer-turned-volunteer will empower viewers to make a more personal investment in the show.

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THE END,
THANKS!

Pride

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