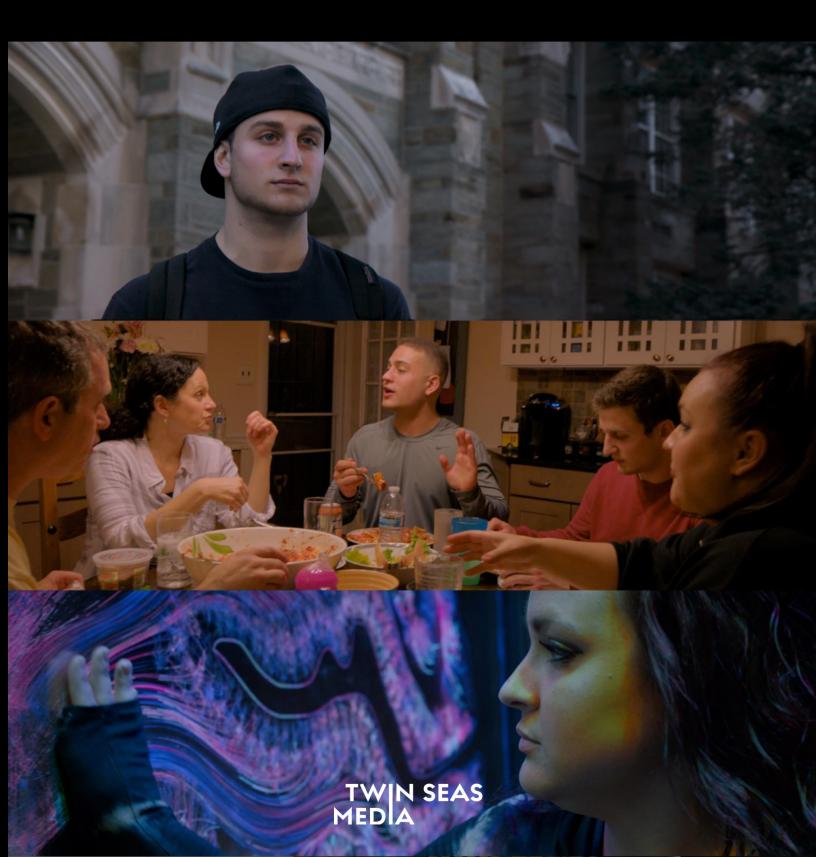
OUR AMERICAN FAMILY IMPACT REPORT



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Linda, Our American Family

INTRODUCTION

In the fall of 2022, we partnered with acclaimed filmmakers Hallee Adelman (*The Social Dilemma*) and Sean O'Grady to launch an extensive impact campaign for their film *Our American Family*, a radically honest portrait of five family members grappling with the legacy of addiction.

Our campaign aimed to utilize the film as a catalyst to foster candid and meaningful conversations, raise awareness about generational addiction, and dismantle associated stigmas. Our guiding principles were rooted in a shared commitment to nurture understanding, compassion, and hope, while sparking discussions that would help communities well beyond the screenings.

Over the course of one year, we identified hundreds of organizations across sectors, including healthcare, academia, non-profit, and professional associations in the addiction and recovery space. We conducted extensive outreach followed by exploratory meetings, and successfully engaged 47 partners across 16 states, including organizations with national reach.

Working closely with the film participants, and with each partner, we facilitated conversations that were insightful, authentic, and had a profound impact on thousands of individuals and families.

The majority of these events took place inperson, but we also held virtual and hybrid screenings, allowing us to share the film with hard-to-reach audiences, including those in rural areas. Sixteen screenings took place in Pennsylvania, where the documentary was filmed, and where the family resides.

This report offers a snapshot of the campaign, underscoring the significance of *Our American Family*, and the remarkable impact achieved by both the filmmakers, and the brave family at the heart of this compelling narrative.



MPACT SUMMARY

12 MONTHS: Jan -Dec, 2023



47 SCREENING PARTNERS



16 STATES + NATIONAL REACH



3000+ AUDIENCE REACH



SPEAKING FEES +
EDUCATIONAL LICENSE
FEES



"Enjoyed spending Saturday afternoon in community -- watching and then discussing the film Our American Family at the Hazelden Betty Ford Foundation in St. Paul. Grateful for every opportunity to shine light on the impact of addiction, which

JEREMIAH GARDNER, HAZELDEN BETTY FORD FOUNDATION

affects 1 in 3 families, and the help that's available."



TOUR HIGHLIGHTS

ACADEMIC REACH

The rate of substance use disorders among college students in the United States have risen significantly over the last two decades. Our screenings reached professors in addiction medicine programs and diverse students, including those in recovery.

Some of our university partners included; Rice University, Wayne State University, Penn Medicine, Wilkes University, Ursinus College, Louisiana State University, Temple University, Thomas Jefferson University, and Drexel University.

RECOVERY COMMUNITY

From small recovery houses to peer-led initiatives, and national recovery organizations, we ensured the film reached those most profoundly impacted by its narrative: individuals in recovery and their families.

We built collaborations with CARE of Southeast Michigan, Vermont Recovery Partners (13 residences), CARON, Sunrise Florida, Pinetree Institute, Hazelden Betty Ford Foundation, McShin Recovery Foundation, Truth Pharm, Dismas House, Turning Point, Alcoholism Center for Women in Los Angeles and many others.





"It was a wonderful night, and I really appreciated Linda's presence and insights."

-HEALTHY LINCOLN COUNTY

HEALTH CARE SECTOR

Shifting perceptions and bashing stigmas among healthcare professionals was very important to the family in the film. Thus, we held programs in partnership with hospitals, social worker associations, and addiction medicine professionals.

Some of our partners included Children's Hospital Philadelphia, NYC Health Hospitals and South Brooklyn Health, the National Association of Social Workers Pennsylvania, DC and Virginia chapters, the American Society of Addiction Medicine, as well as their Illinois and Florida chapters.

PARTNER TESTIMONIALS

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"There were so many meaningful moments in the film and the discussion. Linda shared a story about a doctor who prescribed opioid pain killers to Nicole after surgery despite her history with addiction because "it was five years ago, it's fine." By all rights, Linda should just be angry at the world, but her attitude is one of hopeful determination. That really stuck with me."

MOUNTAIN LAKE PBS



"The post-screen conversation paired with the film is integral in understanding the hardship and progression of addiction. Audience members can truly see that addiction is a lifelong struggle that does not leave you once sober."

FREE LIBRARY OF PHILADELPHIA



"The endless support from Linda for Nicole, even with her having past failures, made a HUGE impact on our participants, and I hope by others viewing this, family members will learn to support their loved ones with substance use disorder, rather than judge them."

MCSHIN FOUNDATION



"Thank you so much for reaching out and partnering with us for this event! It was definitely a success - we had a solid turnout and attendees seemed to really like the documentary and its message. We also had a lot of great questions from the audience and thank you to Sean for his thoughtful and passionate responses."

WAYNE STATE UNIVERSITY SCHOOL OF MEDICINE



"Linda made a connection with a local mother whose son struggles with SUD. Hearing from Linda was so obviously impactful for her. Her empathy and knowledge was incredible to learn from."

PINETREE INSTITUTE



"It was particularly insightful to hear of the growth and deepening of Bryan and Nicole's relationship during Nicole's recovery and how that continues to help and support her on her continuing journey of recovery, sobriety and remission. Thank you for partnering with our organization and helping us educate social work professionals in PA!"

NATIONAL ASSOCIATION OF SOCIAL WORKERS-PA CHAPTER

AUDIENCE TESTIMONIALS

Over 3,000 people watched the film and participated in talkbacks during the impact campaign. We collected dozens of anonymous testimonies along the way. Here is a sample:





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"This is very eye-opening. Thank you for allowing me to participate."

"I loved it so much! I already want to watch it again."

"Thank goodness we are growing a community where we can talk about these struggles!"

"What an incredible doc!"

"Nicole, you are amazing and strong. Thank you for being so vulnerable and sharing to help others." "I could relate to so much of this story, multiple attempt at treatment, the family arguments, the guilty parenting, the struggle of not knowing if I would live long enough to get better, all of it was very close me and my story."

"Relived my youth as a sibling... relived my restless years as a parent..."

"Wow, I am in tears."

"Thank you so much Linda and Stephen for sharing your story. This is going to help so many people!"

JANUARY-MARCH 2023 | PARTNERS

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Everyone was so moved by the movie and Linda was amazing.

We had such a great conversation. It was such a great exchange between our residents and her, our staff and her, and our alumni and her.

-ALCOHOLISM CENTER FOR WOMEN, LOS ANGELES, CA

RECOVERY PARTNERS OF VERMONT x 13 HOUSES Burlington, VT

NYC HEALTH + HOSPITALS
SOUTH BROOKLYN
HEALTH
Brooklyn, NY

CARE OF SOUTHEASTERN MICHIGAN

Fraser, MI

PENN STATE UNIVERSITY'S
CONSORTIUM ON SUBSTANCE
USE AND ADDICTION
Park, PA

TRUTH PHARMBinghamton, NY

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APRIL-JUNE 2023 | PARTNERS





46

"Stephen, meeting you and Linda was one of the highlights of my career thus far! It was an amazing experience, and I'm thrilled to have been able to share it with you!"

ADAM SINGER, LOUISIANA STATE
UNIVERSITY





JULY-SEPTEMBER 2023 | PARTNERS

DISMAS HOUSE OF INDIANA, INC. (encore) South Bend, IN SUBSTANCE USE DISORDER SYMPOSIUM AT THE UNIVERSITY OF PITTSBURGH Pittsburgh, PA **FAMILIES AGAINST** NARCOTICS, SKYWOOD 20 **RECOVERY AND NAMI** Clinton Township, MI THE CONNECTICUT **COMMUNITY FOR ADDICTION RECOVERY** Hartford, CT **HEALTHY LINCOLN** COUNTY 22 Damariscotta, ME WILKES UNIVERSITY AND THE LUZERNE COUNTY **MEDICAL SOCIETY** Wilkes-Barre, PA ALCOHOLISM CENTER **FOR WOMEN** 24 Los Angeles, CA **PENN MEDICINE** Philadelphia, PA **PA FAMILY SUPPORT** 26 **ALLIANCE** Harrisburg, PA **PINETREE INSTITUTE** Portsmouth, NH

PEER SUPPORT COALITION

OF FLORIDA, INC. Longwood, FL







OUR AMERICAN FAMILY

OCTOBER-DECEMBER 2023 | PARTNERS



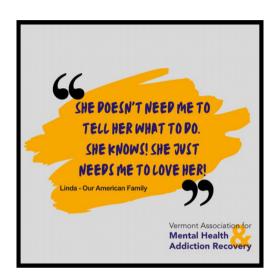




ESSEX CHIPS 29 Essex Junction, VT PCC COMMUNITY **WELLNESS CENTER & ILLINOIS SOCIETY OF** ADDICTION MEDICINE Chicago, IL **HERITAGE BEHAVIORAL HEALTH** 31 CENTER Decatur, IL NATIONAL ASSOCIATION **OF SOCIAL WORKERS PA CHAPTER - ANNUAL** CONFERENCE URSINOS COLLEGE Pocono Manor, PA Collegeville, PA **FLORIDA SOCIETY OF ADDICTION MEDICINE -**ADDICTION HEALTH SUMMIT Petersburg, FL **LOUISIANA STATE** 35 UNIVERSITY Baton Rouge, LA **TEMPLE UNIVERSITY** 36 Philadelphia, PA **THOMAS JEFFERSON UNIVERSITY RAMS FOR RECOVERY**

Philadelphia, PA

OCTOBER-DECEMBER 2023 PARTNERS CONT'





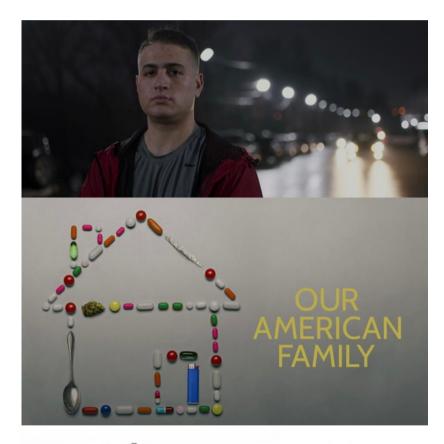


2024 upcoming partners include: American Society of Addiction Medicine (ASAM), National Association of Social Workers, DC and VA chapters, Bryn Mawr College, Healthy Acadia and Washington Community College, and The Pennsylvania Pain and Addiction Summit



SOCIAL MEDIA

During the impact campaign, Twin Seas Media supported the social media campaign that surrounded each event. This gallery includes a sample of these posts.

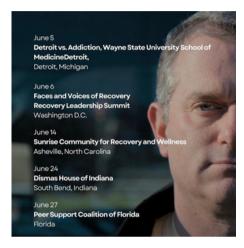


twinseasmedia We are proud to launch a creative impact campaign for OUR AMERICAN FAMILY, a new, unflinching documentary exploring generational addiction and healing.

The film was co-directed by Hallee Adelman, executive producer of the Emmy-winning documentary "The Social Dilemma," and the Oscar-nominated "Writing with Fire", and Sean O'Grady (We Need to Do Something, Dinner in America)

family to family. Stay tuned for the campaign rollout in January!

SOCIAL MEDIA



















SOCIAL MEDIA



















Recovery Partners of Vermont Virtual Screening + Q&A Jan 25th, 6PM

OUR AMERICAN FAMILY



PROMOTION SAMPLES









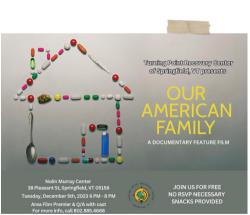


OUR AMERICAN FAMILY

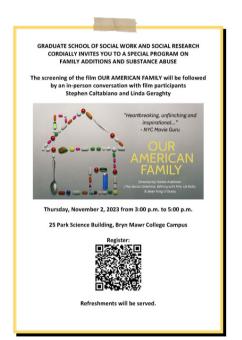


PROMOTION SAMPLES











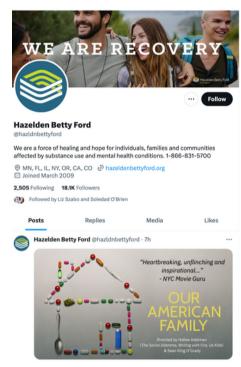
RAMS FOR RECOVERY (Collegiate Recovery Program)

Our American Family

A documentary film on generational addiction FEATURING: A Guest Speaker from the Family

DATE: Monday, November 13th TIME: 7 PM



















TWIN SEAS MEDIA

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