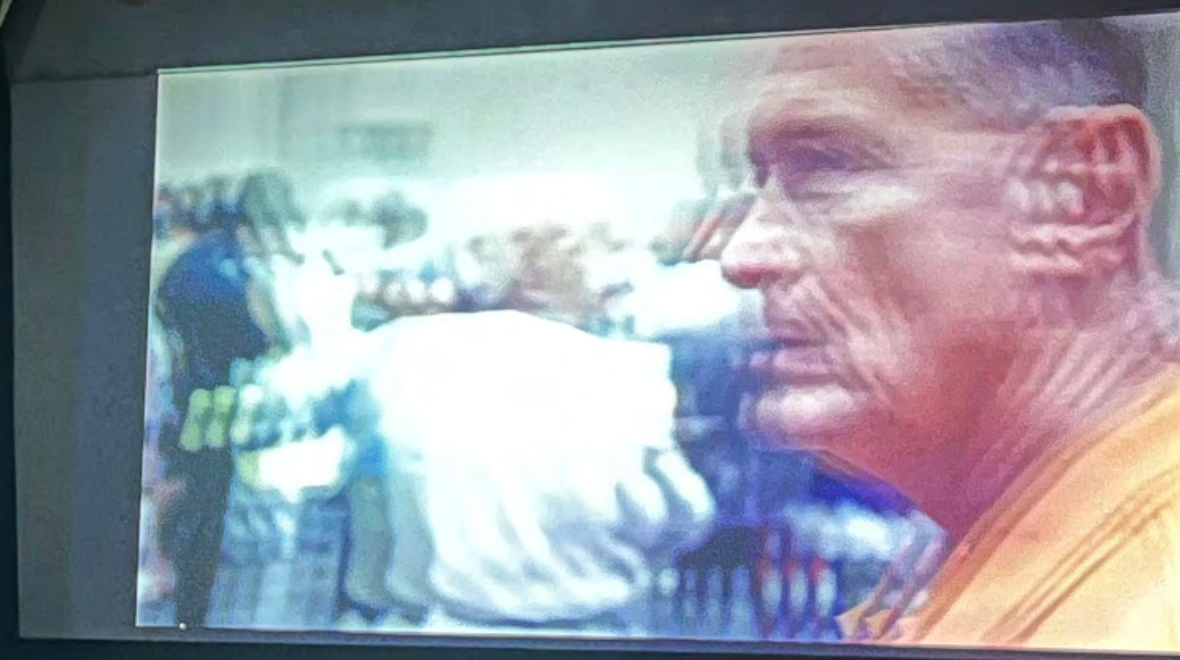


TWIN SEAS
MEDIA



THE HOUSE WE LIVED IN

IMPACT CAMPAIGN REPORT
SPRING 2023

SUMMARY

In December of 2022, we launched an impact campaign for THE HOUSE WE LIVED IN, a thought-provoking, deeply personal documentary feature directed by Tim O'Donnell. Tim is an Emmy-nominated and award-winning documentary filmmaker whose work has been showcased on ESPN, NBC, PBS, OutsideTV, the Sundance Film Festival, and other outlets worldwide. In the film, a young filmmaker confronts memory, family, and addiction as he chronicles his father's journey to recover lost memories following a traumatic brain injury.

Working closely with Tim, we devised a comprehensive plan to take the film on tour, through partnerships with organizations working on brain injury and mental health that held a series of special screenings for their communities, members or stakeholders. Our goal was to connect with diverse audiences who could find hope and insight in the family's experience, and to humanize the complexities of this injury for doctors, and future practitioners.

The impact of THE HOUSE WE LIVED IN reached far and wide, primarily in New England, but also across the country. From neurodivergent groups and brain injury survivors to mental health practitioners, senior centers, and students of cognitive and rehabilitation sciences. Through a combination of in-person, virtual, and hybrid screenings, followed by in-depth conversations with Tim and Tod, we were able to reach an audience of over 1,200 people.

One of our most significant partners was the Brain Injury Association of America (BIAA). Through their invaluable support, including a prominent feature in their December newsletter and social media mentions, BIAA enabled us to establish connections with numerous regional chapters spread across nearly every state. Their support elevated the film's visibility among thousands of followers and groups. Between January and May, we successfully engaged with 24 organizational and educational partners, holding screenings on a weekly basis.

While the bulk of the campaign unfolded over five months, including Brain Injury Awareness, its ripple effects continued as we received many inquiries about organizing further screenings in the fall of 2023, highlighting the sustained resonance and importance of this film.



Tim O'Donnell and Tod O'Donnell during their keynote presentation for the New Hampshire Brain Injury Association Annual Conference 2023.

AT A GLANCE

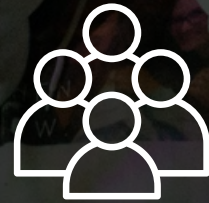
5 MONTHS



25 SCREENING PARTNERS



12000+ AUDIENCE REACH



9 STATES



16K CAMPAIGN REVENUE



So many emotions this film invokes! Thank you so much for sharing with us -AUDIENCE MEMBER

"You are an amazing man Todd."

"Thank you for sharing this beautiful film with us!"

"This is very touching...very real, thank you for providing the opportunity to view this documentary. "

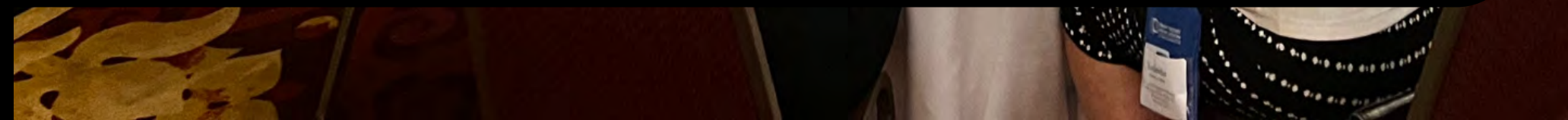
"Every time I see the film I become even more inspired by your family's strength and resiliency!!!"

"I thought this was so well done. This really hits on all the areas and all the people that are involved and the changes that happen through brain injury. I hear stories like this every day in this job, but to have it in one place for others to be able to watch is amazing."

"That was simply incredible."



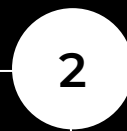
AUDIENCE REACTIONS



SCREENINGS

JANUARY + FEBRUARY

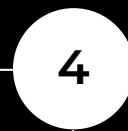
KREMPELS CENTER



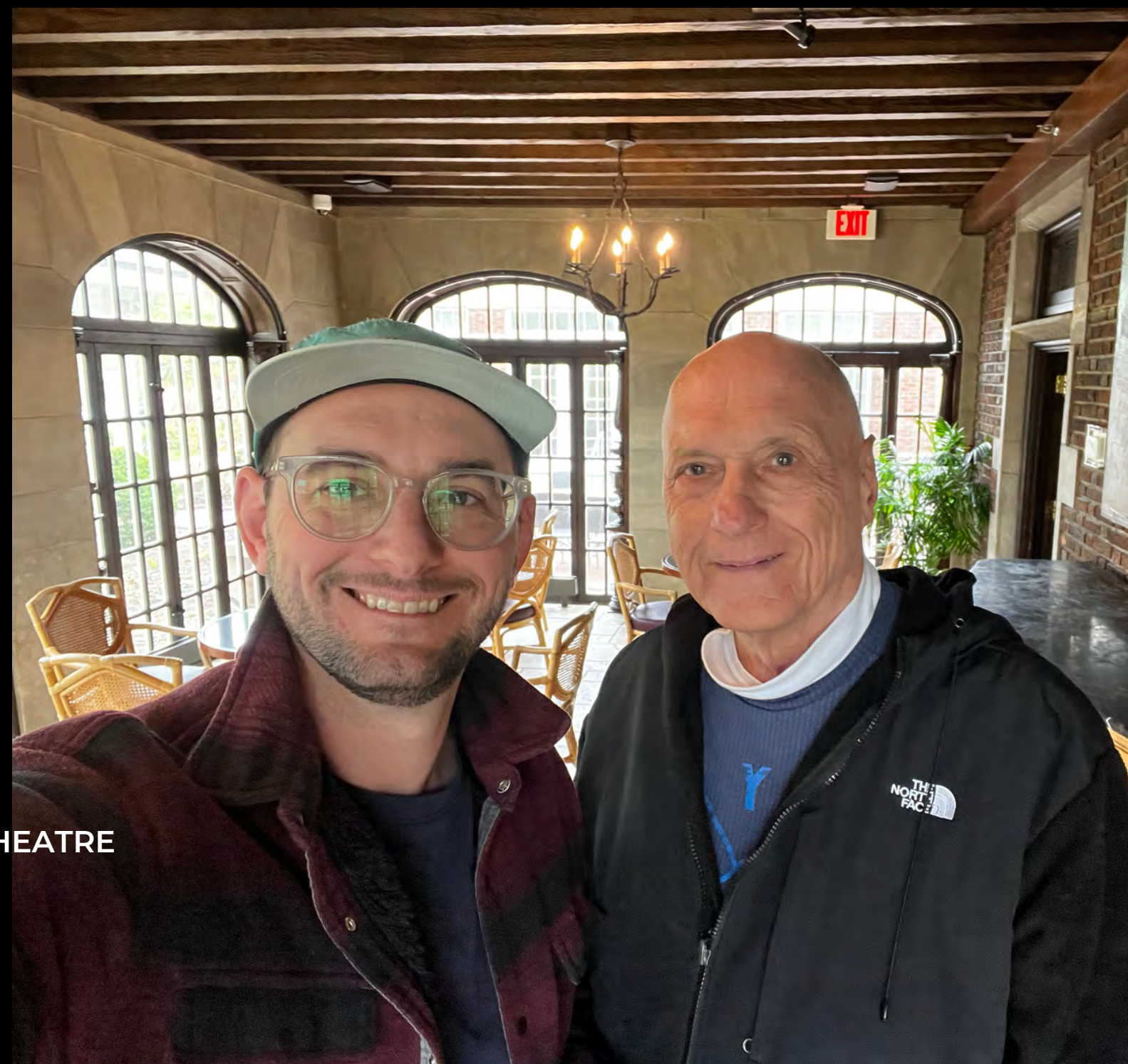
CAMBRIDGE
COUNCIL ON AGING



NORTHEASTER UNIVERSITY



THE CABOT THEATRE



“

Todd, you are inspirational to so many, those afflicted and those who are not. Your resilience and the support of your family is an amazing story to be shared. Thank you Tim for your work. -AUDIENCE MEMBER

SCREENINGS

MARCH

THE GROTON CENTER

5

TEWKSBURY LIBRARY

6

7

MEDFORD SENIOR CENTER

8

9

10

COLUMBIA UNIVERSITY SYNAPSE

ARLINGTON COUNCIL ON AGING

DELAWARE NEUROREHAB

11

12

BRAIN INJURY ASSOCIATION OF MASSACHUSETTS

BREWSTER PUBLIC LIBRARY



Your family is so lucky to have one another and the support for each other is amazing
-AUDIENCE MEMBER



SCREENINGS

APRIL

UNIVERSITY OF MAINE

BROOKLINE COUNCIL ON AGING

BRAIN INJURY ASSOCIATION OF COLORADO

13

14

15

16

17

18

SPRINGFIELD COLLEGE

HARVARD & MIT SYNAPSE

CANTON PUBLIC LIBRARY

19

20

21

CASE WESTERN RESERVE UNIVERSITY

UCLA SYNAPSE

PENN MEDICINE CLINICAL TBI & MIND YOUR BRAIN FOUNDATION

22

23

MASS REHABILITATION COMMISSION

BRAIN INJURY ASSOCIATION OF NEW HAMPSHIRE ANNUAL CONFERENCE



SCREENINGS

MAY + JUNE

MASSACHUSETTS ASSOCIATION
FOR MENTAL HEALTH

24

25

BRAIN INJURY ASSOCIATION OF ARIZONA



“

Thank you so much for sharing this. It was very beautiful. Do you know what the song is called that you play at the end? I really liked it.

AUDIENCE MEMBER



THE HOUSE WE LIVED IN
A film about family, memory & brain injury

SCREENING TOUR 2023
Featuring the Filmmakers and Subjects!

"A really amazing film. Great story." - NPR

Because brain injuries are complex, determining a long-term prognosis may take many months or even years.

Tips for Meeting With Legislators to Advocate for Brain Injury

- Review information about brain injury and prepare your message in advance.
- Use BIAA's legislative issue briefs as talking points.
- Don't use acronyms or technical jargon.

Brain injuries can lead to changes in the lives of survivors and their families



Patient-centric care encompasses the dignity and independence of culturally appropriate care settings and clinical pathways.

HAPPY NEW YEAR
From:
BRAIN INJURY ASSOCIATION OF AMERICA

SCREENING TOUR 2023
☆☆☆
"Poignant, emotional, and funny." -the Lowell Sun

What do you do if your young athlete gets a concussion?

BRAIN INJURY ASSOCIATION OF AMERICA

THE CABOT Big Night Events Off Cabot About Rentals Membership Support General Info

The House We Lived In
Post Screening Talk w/ Subject and Filmmaker

\$10.25 – \$12.25

[Buy Tickets](#)

Details

Date: Sunday, February 19
Time: 3:00 pm
Event Categories: Card To Culture, Films

After the screening, there will be a talk with the filmmaker Tim O'Donnell and his father and the film's subject Tod O'Donnell.

BIAA INSTAGRAM

THE CABOT BOX OFFICE

Brain Injury Alliance COLORADO

Facebook Twitter Newsletter Calendar Contact Us

ABOUT VALOR ON THE FAX FOR ADULTS FOR KIDS FOR PROFESSIONALS BEHAVIORAL HEALTH SERVICES FUNDRAISING & EVENTS

Upcoming BIAC Events

Join us for upcoming events such as Dine out to Donate, a movie screening of the House We Lived In, and Cathleen's Cause Golf Tournament.

[Read more →](#)

THE HOUSE WE LIVED IN
Sunday, April 2 • 2:00 PM

Top Supporter
OGBORNMIHM
TRIAL LAWYERS

Friends & Supporters
Wildflower
ASSISTED LIVING CARE HOME

BRAIN INJURY ALLIANCE SCREENING

Event Registration: The House We Lived In (Hybrid) with Live Q&A with Film Director & Film Subject

Monday, April 17th 6:00-8:00 pm
HYBRID! In-person at the Tinkham Veale University Center, 1038 Bellflower Road, Cleveland, OH 44106
Zoom link to follow registration
Directions & Parking: [Directions, parking & public transport information](#)
Contact us at angela.ciccica@case.edu

CASE WESTERN RESERVE UNIVERSITY REGISTRATION

marga@twinseasmedia.com [Switch account](#)

* Required

New Hampshire Brain Injury & Stroke Conference

the HOUSE WE LIVED IN



Tod & Tim O'Donnell
Keynote Speakers

Wednesday, May 10, 2023

Grappone Conference Center, Concord, New Hampshire



To Register:
<https://bianh.salsalabs.org/2023bisc>



MASSACHUSETTS ASSOCIATION FOR MENTAL HEALTH



APRIL 27
11:30 AM
VIA ZOOM

The Brain Injury Association of Massachusetts, Massachusetts Rehabilitation Commission and the Older Adult Behavioral Health Network present a FREE virtual Film Screening and Discussion

THE HOUSE WE LIVED IN

Film Synopsis:

A decade in the making, a young filmmaker confronts family, memory and addiction as he chronicles his father's journey to recover lost memories following a traumatic brain injury. Using experimental approaches with projected installations he attempts to find those missing memories in hopes of finding the dad he used to know. As memories return in the form of dreams the family struggles with acceptance of this new version of their father.

Post- screening discussion with the filmmaker and Dr. Brie Insalaco, the Clinical Director and consulting neuropsychologist for the ABI/MFP Waiver and Statewide Head Injury Programs of the Massachusetts Rehabilitation Commission

[Register Here](#)

CEU application pending



Massachusetts Rehabilitation Commission

Canton Public Library MA
Yesterday at 1:01 PM

The brand-new Neurodivergence Book Club presents a film screening 3/14/23 @ 7pm



MOVIE SCREENING AND DISCUSSION WITH THE FILMMAKERS TO FOLLOW



You and 4 others

1 comment

CANTON PUBLIC LIBRARY NEURODIVERGENT CLUB

“

The movie was really touching.
Lots of tears in the room... I
heard lots of positive feedback
from folks afterwards.

-K. KERKMANS,
BIA OF COLORADO



“

It was a great event! We were very
pleased! There was excellent feed back
from the attendees. It was an
inspirational story and it was only
strengthened by Todd and Tim's
presence.

-SUSAN PACHECO,
CAMBRIDGE COA

THE HOUSE WE LIVED IN

A film about family, memory & brain injury



SCREENING TOUR 2023

Featuring the Filmmakers and Subjects!

"A really amazing film. Great story." - NPR