



THE DO SOMETHING TOUR DOCUMENTARY

CHARITABLE FUNDING OPPORTUNITY

ONE TOWN AT A TIME

A cross-country documentary going beyond the headlines to amplify America's unheard voices, uncover untold stories, and show what can happen when everyday people stop waiting for change — and decide to **do something**.

THE FUNDING GOAL

\$115,000

Charitable support for production, travel, post-production, legal, insurance, delivery, and distribution preparation.

THE OPPORTUNITY

The Do Something Tour is a cross-country documentary and grassroots civic movement that goes beyond the headlines to amplify unheard voices, uncover untold stories, and inspire everyday people to stop waiting for change — and do something.

Scheduled community events and interviews — including gatherings modeled after Do Something Shasta County — will help anchor the journey. But the heart of the documentary will unfold wherever people live and gather: in cafés, homes, workplaces, and small-town streets. **Steve Dodge** will sit down with everyday Americans to hear what is troubling them, what they have experienced in their communities, and why so many have come to believe their voices — and their votes — no longer matter.

Through honest conversations, credible information, and practical paths toward action, the tour will work to rebuild trust, restore civic participation, and inspire people to reengage. ***“Because when good people stop showing up, bad people take over.”***

THE FILM

**Scheduled gatherings.
Unscripted conversations.
Unheard voices.**

A human-scale documentary that meets Americans where they are, listens to what has driven them away, and inspires them to reengage, show up, and ***do something***.

THE CENTRAL QUESTION

Can honest conversations with everyday Americans help people reclaim their voices, reengage in their communities, and do something?

THE \$115,000 ASK

We are seeking \$115,000 in **charitable support** for principal photography across 13 to 15 states, culminating in Washington, D.C., on Election Day 2026, and a festival-ready assembly.

Support may come from one major donor, several major donors, foundations, charitable funds, or a broader group of supporters.

***** This packet is structured as a charitable funding opportunity - not an equity investment. Donors are supporting the mission and production of the documentary; they are not purchasing ownership, repayment rights, or profit participation.***

HOW THE DOCUMENTARY WORKS

The journey is anchored by scheduled community gatherings and interviews, including events modeled after Do Something Shasta County. But much of the documentary will unfold organically — in cafés, homes, workplaces, garages, and wherever everyday Americans are willing to talk honestly.

Rather than forcing every community into a predetermined story arc, the film follows the people, experiences, and conversations that emerge along the way. Together, these encounters build a larger portrait of what Americans are facing, why many have stopped participating, and what might inspire them to believe their voices—and their votes—still matter.

1	2	3	4	5	6
ARRIVE	MEET	LISTEN	UNDERSTAND	REENGAGE	CARRY IT FORWARD
Enter each community ready to experience it as residents do—not as it is portrayed in headlines or political narratives.	Connect with people wherever they live, work, gather, and feel comfortable speaking openly.	Hear what people have experienced, what is affecting their communities, what they fear for the future, and why some have stopped believing their participation matters.	Explore the facts, local history, competing perspectives, and real-life consequences behind the issues people raise—without manufacturing conflict or forcing conclusions.	Ask what would help people reclaim their voices, participate in their communities, vote, organize, speak out, or take another meaningful step toward change.	Connect the voices and lessons of one community to the next, revealing the shared concerns that unite Americans across geographic, economic, cultural, and political divides.

QUESTIONS THAT DRIVE THE FILM

- Why have so many Americans stopped believing their voices and votes matter?
- What happens when people are given the space to feel heard—not judged, dismissed, or spoken for?
- Can honest conversation rebuild trust and inspire people to reengage?
- What prevents good people from showing up in their communities and participating in democracy?
- Can one person's decision to do something inspire others to do the same?
- What becomes possible when everyday Americans stop waiting for change and begin creating it?

The documentary is not centered on politicians. It is centered on **the people** living with the consequences of decisions made around them — and whether being heard can inspire them to reclaim their voices, reengage, and **do something**.

MISSION, VALUES & WHY NOW

The mission of the Do Something Tour is to listen to and amplify the voices of everyday Americans, understand why so many feel unheard or disengaged, and inspire people to reclaim their voices, reengage in their communities, and do something to create meaningful change.

LISTENING	Meeting people where they are and creating space for honest, unscripted conversations about their lives and communities.
VOICE	Amplifying the experiences of everyday Americans who feel unheard, overlooked, or forgotten.
UNDERSTANDING	Going beyond the headlines to explore credible information, lived experiences, and different perspectives without manufacturing conflict.
CONNECTION	Finding the shared concerns that unite people across political, cultural, economic, and geographic divides.
REENGAGEMENT	Helping people recognize that their voices, votes, and participation still matter—and that democracy depends on good people showing up.
ACTION	Turning conversation into concrete steps: showing up at a council meeting, registering to vote, organizing neighbors, running for a local seat, or simply refusing to look away.

Why Now

The project begins with a difficult truth: the United States is living through an unprecedented moment in history. Trust in institutions and one another is collapsing, while too many Americans feel unheard, powerless, or convinced that participation changes nothing. The Do Something Tour responds by listening without prejudgment, checking facts, connecting lived experiences, and showing attainable ways back into community life. The film's point of view is pro-democracy; its method is genuinely open, human, and nonpartisan.

“If you want change, do something!”

A HOST AND AN AUDIENCE ALREADY IN MOTION

ABOUT STEVE DODGE

- Creator and host of the daily webcast ***Facts Still Matter***.
- Extensive journalism, media, and campaign experience.
- Advocate for healthcare, human rights, women's rights, bodily autonomy, democracy, and constitutional rights.
- A father of three whose daughter's two-time cancer survival anchors his personal "why."

200,000+

ESTABLISHED FOLLOWERS

- Daily webcast habit
- Cross-platform reach
- Direct call-to-action culture
- Built-in follow-up after each episode

OTHER CORE TEAM MEMBERS

NAME	ROLE	RESPONSIBILITY
Jennifer Katske, RN	Chief Marketing Officer & Tour Coordinator	Marketing, fundraising, outreach, logistics
Michelle Bell	Chief Financial Officer	Financial operations, strategic planning, organizational support, outreach
Kourosh 'KP' Parsi KP Pictures, LLC	Filmmaker / Director of Photography	Principal photography and post-production
TBD	Production Assistant	Second camera/sound

Facts Still Matter provides an owned channel for audience testing, production updates, calls to action, community follow-up, and promotion before a distribution partner is secured.

Why the Existing Audience Matters

The documentary does not begin at zero. Facts Still Matter provides an owned, daily channel for audience testing, promotion, behind-the-scenes storytelling, calls to action, and follow-up after the film visits each town. That built-in audience gives the project an immediate communications engine before a larger distribution partner is secured.

The project can extend across premium long-form content, digital episodes, daily show coverage, community screenings, partner events, and educational or civic discussion materials.

PROOF OF CONCEPT: DO SOMETHING SHASTA COUNTY

Shasta County, California, demonstrated that the live model can bring a community together. The event combined engaged participation, challenging questions, respectful exchange, Zoom access, and live streaming.

ENGAGEMENT	CONVERSATION	ACCESS	EVERGREEN VALUE
A community showed up, listened, and participated.	Thought-provoking questions sparked important discussion.	The program was Zoomed and live streamed.	The full event remains available online.

Watch the event at www.DoSomethingShastaCounty.com

35	1,000 +	157	95%
Attended in person	Joined via Zoom and Live Stream	Recording views to date **	Would attend again

***Zoom replay count only; excludes live-streaming platforms.*

Distribution Potential

- Premium long-form: feature documentary or limited unscripted series
- Digital episodes: town stories, follow-ups, and issue explainers
- Daily show: behind-the-scenes access and audience activation
- Live events: community screenings, partner events, and facilitated dialogue
- Educational/civic: discussion guides and community-use packages

A 45-DAY CROSS-COUNTRY STORY

Planned principal photography begins September 28, 2026, in Southern California and concludes in Washington, D.C., on or around Election Day (November 3, 2026). Final town selection will balance geography, local issues, partner readiness, story strength, and production feasibility.

CURRENT PLANNED ROUTE

Los Angeles → Arizona → New Mexico → Texas → Gulf Coast → Deep South → Florida → Carolinas → Virginia → Appalachia → Washington, D.C.

PHASE	TIMING	WORK
PRE-PRODUCTION	Now - Sept. 27	Finalize towns, partners, releases, logistics, and crew.
PRINCIPAL PHOTOGRAPHY	Sept. 28 - Nov. 3	45-day cross-country tour; 13 – 15 states.
ASSEMBLY EDIT	Nov. 2026 – Feb. 2027	Edit, story structure, initial sound, and graphics.
FINAL POST-PRODUCTION & RELEASE	March – May 2027	Final sound, color, licensing, delivery, festivals and distribution.

*** Schematic route - final stops subject to production planning.*

WHAT \$115,000 UNLOCKS

The attached production pitch identifies development, travel, production, post-production, legal, insurance, delivery, and launch-related needs. The proposed allocation below converts those needs into a clear \$115,000 charitable funding target.

USE OF FUNDS	AMOUNT	PURPOSE
Principal photography, equipment, editing, and post-production	\$50,000	This includes field production, cameras and audio, production supplies, and associated filming costs. Additionally, it covers picture editing, sound, color grading, graphics, finishing, and the overall post-production workflow.
Additional crew support	\$20,000	Second camera and sound support for the film production manager.
Travel, lodging & tour logistics	\$18,000	Transportation, lodging, local production logistics, and travel required to capture the cross-country journey.
Legal, insurance & clearances	\$5,000	Production insurance, legal review, releases, rights and clearance-related costs.
Delivery, outreach, festival/distribution prep	\$6,000	Masters, deliverables, promotional assets, festival/distributor preparation and launch support.
Archival & music licensing reserve	\$5,000	Initial archival research, footage, still-image and music licensing.
Contingency	\$11,000	Approximately 10% reserve for production variables and overruns.

TOTAL FUNDING GOAL: \$115,000

Proposed allocation for fundraising purposes. Spending may shift among eligible categories as production needs evolve, with material changes documented for funders.

MEASURABLE IMPACT & MULTIPLE WAYS TO HELP.

IMPACT TARGETS

20 – 25	Towns filmed	60 – 75	Resident interviews
10 – 12	Community events & listening sessions	10 – 15	Community & partner organizations
3 – 5	Preview screenings & facilitated Discussions	60%	Participant follow-up rate

GIVING LEVELS

LEVEL	NAME	DESCRIPTION
\$25,000	FOUNDING FUNDER	Lead recognition, briefings, and screening invitation.
\$10,000	TOWN SPONSOR	Underwrite one town or a defined production segment.
\$5,000	STORY SUPPORTER	Support interviews, local logistics, and story follow-up.
\$1,000+	COMMUNITY BUILDER	Help fund travel, access, captions, and community materials.

Donor recognition can be tailored to the level and nature of support while preserving editorial independence. Potential recognition may include:

- Documentary end-credit acknowledgment
- Recognition on the Do Something Tour website and appropriate campaign materials
- Appropriate acknowledgment in selected press or promotional materials
- Invitations to select screenings, production events, or documentary-related gatherings
- Behind-the-scenes production updates and milestone briefings

FUNDING FLOOR

\$50,000 launches the tour and an initial assembly. Gifts may be combined, restricted to an eligible production purpose when feasible, or recognized anonymously.

A CLEAR STRUCTURE. A CONCRETE NEXT STEP.

Tax-Deductible Giving Options

Our federal 501(c)(3) application is currently pending. For supporters seeking to make a tax-deductible charitable contribution, we are prepared to secure an established 501(c)(3) fiscal sponsor to receive and administer the contribution on behalf of the project. Tax deductibility will apply only after the fiscal sponsorship arrangement is finalized and to the extent permitted by law.

CHARITABLE FUNDING STRUCTURE

- No ownership, repayment, guaranteed return, interest, revenue share, or editorial control.
- Documentary revenue retained by the nonprofit supports its charitable mission, subject to legitimate production, distribution and contractual obligations.
- Recognition is acknowledgment of support, not consideration for an investment.

THE GOAL:

RAISE \$115,000. MAKE THE DOCUMENTARY. PRESERVE THE STORIES.

MOVE PEOPLE TO ACT.

TAKE THE NEXT STEP

Schedule a 20-minute call with Steve Dodge to review the production plan and answer questions.

LEARN MORE:

factsstillmatter.site/pages/do-something-tour

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