



THE
WORKS

FALLEN TREE PRODUCTIONS | LOYD JENKINS



FALLEN TREE PRODUCTIONS

ENTERTAINMENT THAT MATTERS

Bringing stories that move and inspire viewers to experience compassion
around the world through the power of motion picture storytelling.



INTRODUCTION

For two decades, I've worked for many humanitarian relief organizations and grew acquainted with the boundless presence of churches that supported vast relief initiatives everywhere I went. This was coupled with many encounters with older healthcare professionals who entered their retirement to work in the mission fields. What a remarkable contrast to how people spend time in their *Golden Years*. And so I became aware of the endless supply of stories to share where audiences would not only be entertained but learn something and hopefully be moved toward action and inspired to help in some way.

The Works is a film series that illuminates specific humanitarian relief sectors. It features organizations that navigate treacherous terrain—figuratively and literally—to carry out their missions. We aim to shed light on the formidable challenges they confront, the people they encounter, and the resilience they demonstrate in the face of adversity.

— Loyd Jenkins
Producer/Director

LOGLINE

Disasters hit everyone. But for some, they are truly life-threatening. Join Cody as he attempts to understand the impact of disasters and what really works.





CONCEPT SUMMARY

The key objective of this film is to draw upon the power of our audience to make a difference by illustrating the unyielding spirit of compassion people have for the well-being of others. The story shows Cody's journey of self-discovery as he explores the motivations of a curious group of people who work tirelessly to help disaster victims around the world.

Our approach showcases the experiences of real people impacted by churches' charitable efforts. Through captivating stories and interviews, we aim to evoke a deep understanding of the power of humanity. This film series reflects the passion and drive of those who dare to venture beyond the bounds of ordinary life into extraordinary living.

SYNOPSIS

The aftermath of Hurricane Harvey leaves a profound emotional impact on Cody Terry, a Texas resident. Overwhelmed by the devastation and loss he witnesses in Houston, he is driven to volunteer in clean-up efforts. This transformative experience exposes his family's vulnerability while igniting a deep curiosity about why a curious group of people work tirelessly to provide relief.

Cody embarks on a quest for understanding, a journey of self-discovery that takes him on an exploration of the cataclysms and impact of disasters around the world. On this adventure, he learns about disaster response and recovery stages and gains deeper insight into the meaning of Home. Ultimately, he discovers that churches are best suited to mobilize relief aid, juxtaposed to the second disaster their efforts create.





LOCATIONS

United States

Nepal

Puerto Rico

Guatemala

Ukraine





EXECUTIVE SUMMARY

Title	The Works
Season 1 Topic	Church In Disaster
Genre	Documentary
	Limited Series, 5 Episodes
Length	35-40 Minute Episodes
Target Audience	45-60 Female Healthcare Worker
Secondary Target	50+ Female Philanthropic Enthusiast
Budget	\$ 150,000

PRODUCTION TEAM



Associate Producer – Kristin Jenkins, MPH

Kristin is a healthcare professional who loves to research health data and initiatives. She has a Master's of Public Health and teaches global health at a local Christian university, where she inspires students to consider careers in the humanitarian relief sector.

She is featured in The Works film.



Director / Producer – Loyd Jenkins

Loyd is a seasoned communications professional experienced in storytelling, content messaging, tv commercials, and nonprofit media production. He has reported on various natural disasters, wars, and global health crises in over 20 developing countries.



Executive Producer – Brian Kelley

Brian is experienced in distributing over 15,000 music and TV productions in more than 30 countries through New Life Network, a company he founded in 1990.

He lives in Germany with offices there and here in the US.



PRINCIPLE TALENT

PRESENTER

Cody Terry

Cody has worked as an actor in local TV commercials and as an extra and Wentworth Miller's body double for four seasons of the TV series Prison Break. His primary occupation is in state legislation. Cody works and lives in Austin, Texas.



DISTRIBUTION

STRATEGY

1. Film Festivals
2. Broadcast / Cable-Satellite
3. OTT - Video On Demand
 - TVOD - rent or buy online as pay-per-view
 - SVOD - premium commercial-free viewing
 - AVOD - free user access that contains commercials
 - vMVPD - scheduled premium content in a bundle, packaged similarly to traditional cable/satellite
 - FAST - scheduled free content with commercials
4. Non-Theatrical
 - Educational Institutions - schools, college/universities
 - Libraries
 - Churches
5. Direct-To-Video



MARKETING

GOALS

1. Secure distribution deal(s)
 2. Stimulate and build interest
 3. Maximize revenue
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STRATEGY

- Utilize the featured nonprofits within the film in social media and email marketing to their patrons (estimated 500,000+ viewers)
- Develop partnerships with influencers and organizations to promote the film series (e.g., Global Health Mission Conference, Storm Chasers)
- Advertise on key platforms that the film's target audience frequents
- Secure producer and cast interviews with key entertainment companies (radio, TV news and talk shows, video and podcasts, etc.)



OPEN THE DOOR TO
ENTERTAINMENT
AND INSPIRE A
WORLD OF
CHANGE

PARTNERSHIP OPPORTUNITY

Film entertainment is the most effective form of media advocacy. It amplifies the voices of a cause, portrays life struggles and triumphs, and deepens empathy from the experiences of others. Your partnership and support help tell the stories that can change and save lives.

Join us in transporting viewers to the world's farthest reaches, leaving an indelible mark on their hearts and minds that inspires them to act and be less about talk and more about The Works.

CONNECT

PRODUCER / DIRECTOR

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WEBSITE & TRAILERS

 theworksfilm.com



 <https://vimeo.com/manage/videos/941215703>

 <https://www.youtube.com/watch?v=SbE9DCX6O20>





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