

BUSINESS PLAN
FOR
Reflective Media Productions
FILM PRODUCTION

STRONGER

HEALING FOR THE BROKEN. VICTORY FOR THE WOUNDED.



WWW.STRONGERMOVIE.COM

BUSINESS PLAN OUTLINE

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EXECUTIVE SUMMARY

REFLECTIVE LIFE MINISTRIES

*And we, who with unveiled faces all reflect the Lord's glory, are being transformed into His likeness from ever-increasing glory, which comes from the Lord, who is the Spirit.
–2 Corinthians 3:18*

Reflective Life Ministries (RLM), founded by Carla McDougal in 2008, is a 501c3 non-profit organization located in the Houston, Texas area. The overall purpose and mission is to share the truth and message of Jesus Christ. This is accomplished through written materials and books, film productions, speaking engagements, partnerships with other ministries, marriage conferences, as well as missions around the world.

RLM is a ministry serving other ministries. Through these partnerships, RLM not only encourages and inspires other organizations but also provides them with solid biblical materials to use as they serve others. For example, RLM has provided Bible studies, original faith-based movies, devotionals, and biblical materials at no cost to sex-trafficking ministries, prison ministries, mission organizations, Spanish ministries, homeless ministries, women in need organizations, and so many more. RLM truly believes they are called to work together with other organizations, as the body of Christ, to affect the Kingdom of God.

RLM is made up of a team of believers blessed with various talents and gifts. The individuals are unique and different, yet their hearts beat as one for Jesus. This ministry is a picture of the body of Christ working together to accomplish His purposes.

In 2014, RLM started working on their third movie called *STRONGER: Healing for the Broken. Victory for the Wounded*. As a result, in 2015 RLM created an LLC entity called Reflective Media Productions (RMP). The goal of this *STRONGER Film Business Plan* is to present the RLM executive summary, film objectives, RLM's experience and past film projects, timeline, budget, distribution, partnership organizations, and a call to action.

Reflective Life Ministries continues to pray for God to connect them with individuals, organizations, businesses, churches, and ministries who have a heart for those suffering with PTSD and the desire to share the hope and healing found in Jesus.

As you read through this business plan, please consider donating to the STRONGER project. Each donation is tax-deductible and will ultimately serve as a means to raise awareness of PTSD and the hope and healing found in Jesus.

FILM OBJECTIVES

God heals the brokenhearted and binds up their wounds. - Psalm 147:3

PURPOSE

Millions of our US military veterans, police officers, firefighters, and everyday citizens struggle with PTSD – Post-Traumatic Stress Disorder. Many feel isolated and don't know where to turn for help. Reflective Life Ministries has come together with Mighty Oaks Foundation, The PTSD Foundation of America, The Amos House of Faith and The Emergency Chaplain Group to produce a movie titled STRONGER. Our goal is to raise awareness of PTSD and to show the hope found only in Jesus.

TAGLINE:

TOGETHER WE ARE STRONGER

What a true and powerful statement. When people connect and pull together for a cause, strength develops and power forms. RLM's purpose is to raise awareness of PTSD and the hope found only in Jesus. Join the STRONGER team by donating to this project and sharing the information with others.

FILM SYNOPSIS

Master Sergeant Victor Raphael is nearing the end of his military career when an explosion in Afghanistan leaves him injured. Back home, he is thrust into battle once again, but he hasn't been trained for this type of warfare. Physical rehabilitation is painful, and he has more to overcome than his physical injuries. His wife, Michelle, is distant, and their marriage seems to be held together only by her sense of duty.

Vic's first response is isolation, but that becomes a dead end. Feeling hopeless and alone, he is introduced to something new and uncomfortable— meeting in community with others who have faced trauma. People who endured and survived some terrible things, with the scars to prove it, are brought into his life. It is easy to see that these unlikely heroes now live with a hope and purpose far beyond this life. Somehow, their trials have made them STRONGER.

FILM LOCATON

Most of the scenes are scheduled to film around the Houston, TX area – Montgomery, Magnolia, The Woodlands, and in Houston at Camp Hope. Some of the flashback scenes will be shot on a military base in Texas. We are also scheduled to film the retreats at a ranch in South Texas for two days.

CREATIVE TEAM

The STRONGER Creative Team is made up of RLM representatives from the Houston, Texas area. Check out their bios on the STRONGER website.

- Carla McDougal–Executive Producer
- Robin Murray–Screen Writer & Director
- Jake Allen–Director, Cinematographer, Graphics, Editor
- Hannah–Editor and Director Assistant
- Kitty Self–Production Coordinator
- Tenda Lynch–Prayer Coordinator

CAST

The STRONGER Cast is made up of actors and actresses from the Houston and surrounding areas. To find out more about each one visit the STRONGER website.

- Ulises Larramendi - Lead Actor, “Victor Raphael” - Soldier suffering with PTSD
- Angela Sweet - Lead Actress, “Michelle Raphael” - Vic’s wife
- Bryce Miller - “Dr. Dan Jamieson” – Psychiatrist
- Don Ortolano - “Tommy” – Veteran friend with PTSD
- Justina Page – “Aunt Hazel” – Vic’s neighbor and burn survival (In 1999, Justina was severely burned when her house caught fire and collapsed. She lost one of her sons in the fire.)
- Carson Whitaker – child actor, “Carson” – Vic’s neighbor
- Rachel Francis – child actress, “Mia” – Vic’s neighbor and Aunt Hazel’s niece.
- Jamie Higgs – “Sarah” – Veteran healed from PTSD (Jamie’s real life testimony)
- Darin Unruh – “John” – Fire fighter burned while on active duty.
- Supporting Actors/Actresses – Bios given on the STRONGER website.

PROJECTED RELEASE DATE

In the summer of 2014, Reflective Media Productions (RMP) started working on STRONGER. Once the idea of a feature-film about a soldier suffering from PTSD became a reality, they started interviewing veterans with PTSD and visiting with Christian organizations that help those with PTSD. Through their research, they discovered that Post-Traumatic Stress Disorder is far reaching. Not only do men and women from our military and veteran communities suffer from PTSD, but also first responders and civilians who have survived horrific events. The Emergency Chaplain Group helped the RMP team understand that the rate of first responder suicides is rapidly increasing each year in America. This fact overwhelmed the RMP team and confirmed God’s call to make this film.

Between June 2014 and September 2015, RMP built the platform for STRONGER. The script was written, actors and actresses confirmed, locations set, partnerships formed, the STRONGER website and other promotional items were created. The goal is to have the STRONGER Official Trailer ready for distribution by the end of June 2016. This gives distributors plenty of time to create a marketing strategy and plan for promoting STRONGER.

PAST PROJECTS

Reflective Life Ministries has been producing faith-based films since 2010. Each film project has given them the opportunity to grow in wisdom, knowledge, and understanding of the film making process and the film industry. For more information about RLM's film productions please visit the website... www.strongermovie.com/past-projects



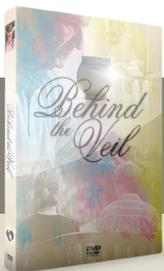
FIRST LOVE

Produced by Reflective Life Ministries – Released 2013

- Awarded a 5-Star Dove Seal of Approval for family-friendly viewing from the Dove Foundation.
- Available with Spanish subtitles.
- When purchased through the Reflective Life Ministries website, each order includes a FREE copy of the *First Love Couples Devotional*.

First Love is a modern day story based on the life of Peter. Joe is a natural leader who is impulsive and passionate, but he needs a heart transformation in order to follow a higher calling. As he struggles to decide between ambition and humility, his marriage to Catherine and his career hang in the balance.

Watch the Official *First Love* Trailer - www.strongermovie.com/past-projects



BEHIND THE VEIL

Produced by Reflective Life Ministries - Released 2010

Beloved friend. Wise mentor. Faithful encourager. Mr. James lived much of his life as an “unveiled face” reflecting God’s glory. Even after his death, his legacy of faith, purpose, and love lived on. In *Behind the Veil*, we see God working in the lives of Mr. James’ family and friends as they restore old relationships and build new ones.

Behind the Veil was originally created in ten episodes to accompany Carla McDougal’s *Reflecting Him* Bible study. The episodes fit together to tell the story of how lives change when God’s truths are revealed, and we offer it here as a full length film.

Watch the Official *Behind the Veil* Trailer - www.strongermovie.com/past-projects

TIMELINE

PRE-PRODUCTION:

June 2014 – November 2015

- Script writing and finalization
- Casting
- Purchasing of equipment
- Marketing and fundraising
- Organization of legal documents and contracts
- Branding, web design, and cover art design
- Filming cast and creative team interviews
- Location scouting

PRODUCTION:

November 2015 – June 2016

- Storyboarding
- Continuation of fundraising and marketing
- Scene filming
- Preliminary editing
- Behind the scenes material

POST-PRODUCTION:

June 2016 – November 2016

- Official trailer submission
- Editing and final composition
- Sound design
- Scoring
- Finalization of cover art
- DVD and Blu-ray authoring

DISTRIBUTION:

June 2016 Forward

- Contracts with distribution companies
- Advertising through various media and television forums
- Movie release in November 2016

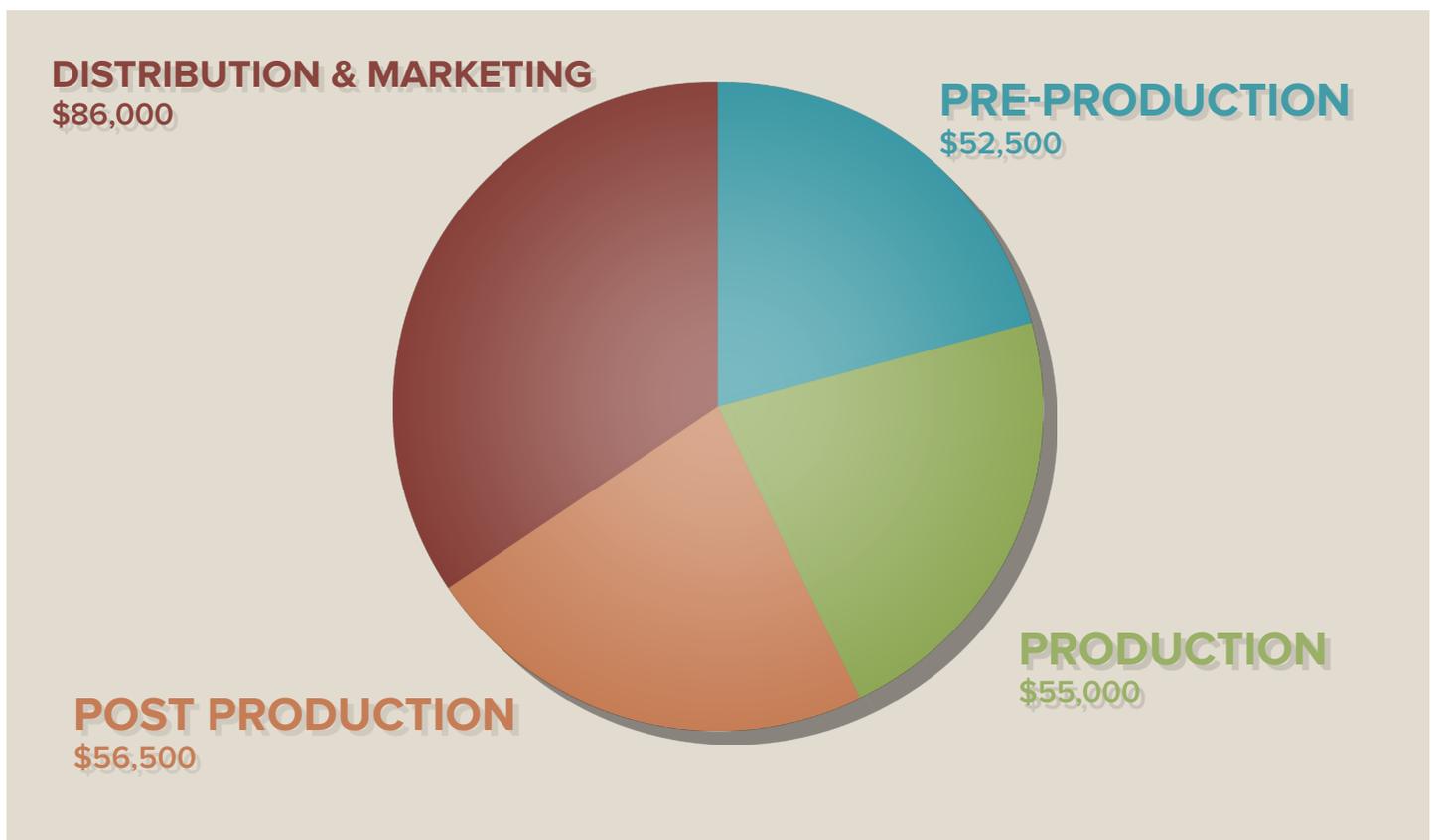
PREMIERE SHOWING:

November 2016

Hosting of a red carpet, premiere event at a local theater
Hosting of a VIP after party following the premiere event

PROJECTED BUDGET

Reflective Media Productions projects the STRONGER Budget to be \$250,000. The production costs are lower than most independent films due to the fact that most of the STRONGER Creative Team and Cast are donating their time for this film project. Why? Because they believe in STRONGER's purpose and cause of raising awareness of PTSD and the hope and healing found in Jesus. The Video and Film Production Company, Jell Solutions - led by Jake Allen, is fully paid for their services throughout the duration of the STRONGER project. They are responsible for the Production Personnel, Graphic & Titles, Sound Designer, Editing and Finishing.



BUDGET DETAIL BREAKOUT

SCRIPT & STORY		
Story & Script	\$1,000.00	
Storyboarding		
Copyright		
TALENT		
Director		
Actors		
PRODUCTION PERSONNEL		
Boom Operator	\$5,000.00	
Makeup	\$500.00	
Cinematographer	\$20,000.00	
1st Camera Assistant	\$2,500.00	
Production Assistants	\$2,500.00	
GRAPHICS & TITLES		
Graphic Designer	\$5,000.00	
Titles	\$2,500.00	
SOUND		
Sound Designer	\$2,500.00	
EDITING & FINISHING		
Editor	\$30,000.00	
LOCATION EXPENSES		
Meals		
Motel		
Location Fees		
Transportation		
Mileage/Fuel		
Electricity/Permits		
Petty Cash	\$15,000.00	
FIELD EQUIPMENT		
Camera Gear		
Camera Support		
Camera Supplies		
Sound Gear		
Lighting Equipment		
Misc. Lighting		
SteadyCam		
Dolly		
Crane/Jib	\$15,000.00	
Props		
Wardrobe		
Expendables		
Set Construction		
Makeup Supplies	\$4,000.00	
SOUND AND MUSIC		
Composer		
Recording Studio		
Equipment Rental		
Music Mix		
Sound Mix		
Musicians/Instruments	\$10,000.00	
Audio Stock	\$1,000.00	
PROFESSIONAL FEES		
Legal Fees	\$25,000.00	
Administrative Costs	\$8,500.00	
DISTRIBUTION		\$50,000.00
MARKETING		\$15,000.00
INSURANCE		\$5,000.00
CONTINGENCY		\$20,000.00
PREMIER AND AFTERPARTY		\$10,000.00
TOTAL		\$250,000.00

DISTRIBUTION PLAN

Our goal is to pursue distribution companies and other forums who will further the cause of STRONGER – to raise awareness of PTSD and the hope and healing found in Jesus. At the present time, we are working with faith-based distributors who believe in our film’s ability to reach the general audience in a profound way. Our goal is to have the STRONGER Official Trailer ready for distribution companies 6 months prior to the release date of Veteran’s Day, November 11, 2016. Below is a list of companies that we hope to partner with:

FAITH-BASED DISTRIBUTION COMPANIES

- For theatrical release around the country.
- For mass production of DVD and Blu-rays.
- For distribution into Walmarts, Targets, Christian stores, etc.
- For online distribution through Amazon Prime, Netflix, etc.
- For networking and any other distribution opportunities.

ONLINE STREAMING

- Netflix
- Amazon Prime
- iTunes
- Parables Network

TELEVISION

- Uplift TV
- Daystar

CHURCHES, MINISTRIES, MILITARY ORGANIZATIONS, ETC.

- Provision of Blu-ray and DVDs as part of the donation incentive
- Sales through church bookstores

PARTNERSHIPS

The following organizations have joined forces with Reflective Life Ministries through Reflective Media Productions and the movie STRONGER to help raise awareness of PTSD and the hope found in Jesus.



MIGHTY OAKS FOUNDATION – www.mightyoaksprograms.org

Mighty Oaks Foundation is committed to serving the brokenhearted by providing intensive peer-based discipleship through a series of programs, outpost meetings, and speaking events. The Warriors who attend are fully sponsored with travel arrangements, meals, and lodging needs to ensure that upon arrival to the ranch, each Warrior is focused solely on his recovery and identifying purpose moving forward. All the instructors are Mighty Oaks alumni who have experienced firsthand deployments, family separations, learning to handle the effect of PTSD, and more. As a result, the instructors are able to connect to the students on a peer level, opening a forum that is not found in clinical environments. Mighty Oaks is located in Paso Robles, CA.



THE PTSD FOUNDATION OF AMERICA – CAMP HOPE – www.ptsdusa.org

PTSD Foundation of America is a non-profit organization dedicated to mentoring to our combat veterans and their families with post-traumatic stress. Many warriors are coming home with visible wounds; countless others are coming home with scars we cannot see, wounded souls from witnessing the horrors of war over and over again – PTSD. We feel it is our duty as Americans to help these mighty warriors and their families adjust and find their new normal. Camp Hope is located in Houston, TX.



EMERGENCY CHAPLAIN GROUP – www.emergencyministries.org

Emergency Chaplain Group is the arm of Emergency Ministries which provides Chaplaincy service to EMS, Fire, Law Enforcement and Dispatch agencies - both on-scene and “behind scene” with an emphasis on Critical Incident Stress assistance. They serve these every day heroes on issues involving things such as fatalities involving children, multiple fatality accidents, deaths of co-workers, marital problems, substance abuse issues and the like. Emergency Chaplain Group, the Official First Responder Partner of the PTSD Foundation of America, is located in Houston, TX.



ARMOR OF GOD MILITARY MINISTRY – www.weaog.net

The Armor of God Military Ministry (AOG) began as an outreach ministry of WoodsEdge Community Church, in The Woodlands, TX in April 2010. Their mission is to serve veterans and their families in tangible and relevant ways that offer them hope and healing in Christ.



AMOS HOUSE OF FAITH – www.theamoshouse.org

The Amos House of Faith, founded by Justina Page, provides post burn support to children and families affected by burn trauma. Being a burn survivor herself, as well as the mother of burn survivors, Justina has experienced all the stages of trauma a burn patient faces and is uniquely qualified to deal with these problems. Amos House of Faith serves as a place of refuge, healing, and support for burn survivors.

CALL TO ACTION

STRONGER FILM SUPPORT

Individuals, Corporations, Businesses, Churches, and Ministries

MAKE A DONATION

- Prayerfully consider making a one time tax-deductible donation to STRONGER through Reflective Life Ministries (a 501c3 non-profit organization). All donations made to the STRONGER project go to support the film in all areas of production.
- Commit to donating on a monthly basis over the next 12 months.
- Ways to Donate:
 - Online Donations can be made at www.strongermovie.com
 - Make checks to Reflective Life Ministries and mail to...
Reflective Life Ministries
6606 FM 1488 Ste 148-185
Magnolia, TX 77354

STRONGER SUPPORT PACKS

5 Stronger Support Packs are available on the website. Each pack contains a variety of STRONGER merchandise like t-shirts, DVD and Blu-ray (pre-order), mug, poster, tickets to the premiere, and more. Go to the website for more information.

PRAYER

Pray for the making of STRONGER... For the cast, crew, creative team, funding, production, music, distribution, connections, the audience, and however you are led.

SPREAD THE WORD

- Share the STRONGER website www.strongermovie.com
- Share the STRONGER Business Plan with friends, family, business owners, military organizations, PTSD organizations, first responders,
- Social Media—“Like” the STRONGER Facebook page and share it with others. Promote and share the STRONGER information on Facebook, Twitter, and other social media networks.

REASONS FOR STRONGER

“My husband is a veteran with PTSD. I am looking for any body that might be able to help assist with getting him outpatient treatment. He is not doing well, and unfortunately the Veterans organizations/people I've been in contact with haven't been any help. I've had to move my high school daughter out of our house. She can't handle the stress and is having panic attacks and stress problems because of her father. I'm pretty discouraged to see the response I've found especially among the body of Christ and our own family members.”

– Anonymous

“I cant wait to see this movie! My brother has PTSD from being deployed as a marine. And now has some further PTSD personally at home. I cant wait to watch this movie with him!”

– Deloris
(Texas)

“While filming the STRONGER scene 12 a few onlookers watched from the sidelines. Let me set the scene: Vic is alone in his living room. He's sitting in his wheel chair and working through his physical therapy exercises. On the side table, was a bottle of Bourbon, prescription medicines, and a gun. Each take intensified and we could feel Vic's struggle. After the fifth take, I noticed tears welling up in one of the onlookers - a first responder who was hurt in the line of duty. He pointed at Vic and said, “For 2 years that was me! I was the one doing the exercises with the pills and alcohol to suppress the pain... not the physical pain, but the mental and spiritual pain.” Ulises, or Vic, approached him and says, “You've got to help me understand the inward struggle. I can show it from the outside, but you have it in your heart.” Suddenly, the first responder bear hugs Ulises and says, “Thank you! I am healed. God used this scene to heal me. I am moving forward. Praise Jesus for His love, grace and mercy.” With a gentle touch I said, “God loves you so much that He would put all of this together just for you.” He responded, “Oh, Carla, I promise there are going to be so many just like me sitting in the audience watching this life-changing movie. God is going to use this film to help remove the veils and masks so that God can begin to heal those with PTSD.” In an instant, God confirmed to me the purpose for STRONGER.”

– Carla McDougal,
STRONGER Executive Producer