E³ Project: An Innovative Way to Raise Charity

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ABSTRACT   Welfare is the biggest part of the community services, and also one of the areas, which is continuously evolving and taking different shapes. While half of the world is developing, there are still some parts of the world that are highly underdeveloped; moreover they do not even have clean water to drink and proper food to eat. It is necessary for everyone to partake in raising funds with a little contribution while keeping these scenarios in front. However, due to the dramatic rise in poverty, small contributions cannot help the community, and it is not possible for individuals to raise higher funds. Therefore the author came up with a solution called "E3 Project (Entertainment, Education, Endowment)," this project not only raises the proper amount of funds but also helps students to learn filmmaking with new techniques and aggressive styles. More details of this project are described in this research.

I: Introduction

A: Social Welfare & its Challenges

A social welfare framework is a project that gives help to poor people and families. The sorts and measure of welfare accessible to people and families vary for a nation, state or locale.

It is not easy to raise charity in higher amount through any non-government or private organization; also it is not easy for an individual to raise such charity funds. Crowd funding or charity events often fail nowadays due to recent scandals and scams. People had rebuked many charity organizations by fraud and distrust; this had caused problems with those organizations that wanted to help the needy people and develop their lifestyle in real.

B: Innovative Ways of Raising Charity

There are many different ways to raise charity; charity organizations and individuals have recently introduced number of different ways to raise charity. Nowadays events like "Marathons", "Rotary Challenges", and "Media Events" are common vehicles for raising charities, however, in many cases some events spends more money in organizing them than raising the money out of it. This issue results in failure and diverts from its

main aim. The only way to successfully raise charity is without spending money on its source, and involving practitioners can solve this issue, because they are the individuals who focus more on their practices without spending money on their sources. These practitioners can be students, filmmakers, and exhibitors. Ideally the most efficient source of charity funding will be the involvement of someone from "Non-Profit" organization, and its combination of the practitioners. For example the filmmaking students who had studied at the non-profit institutes, these students can raise dramatic amount of money by screening their movies on a bigger screen.

C: Filmmaking Institute and Students

In an era of dramatically rise in demand for entertainment, it becomes highly essential to train students about new and innovative styles of film direction and production. Current studies show that movies released in cinemas are considered the highest source of entertainment, and many other countries' economy like USA, India, and Pakistan heavily relies on the entertainment business.

In the film institutes, students go through numbers of phases to complete their diploma and to master the art of filmmaking. These film institutes provide students with quality workstations and filming equipment to learn the filmmaking process with the proper experience and exposure. Students projects are non-profit projects. Therefore, they

cannot be used as a source of income. However, another way to these projects can be turned into a charity running amount. Further in this research the methods of raising charity through films (E3 projects) are explained in more details.

II: The E3 project and its Methodologies

The author is teaching filmmaking courses in Bahrain for almost ten years; at the end of the course students are required to screen their short movie projects in front of their teachers or the presence of a jury. After a brief survey conducted in author's video production class, he found that students are not satisfied because their projects were screened only in front of a small group of students rather than a bigger audience. This survey helped the author to understand the student's enthusiasm and interest in screening their movies on the bigger screen. After speaking to cinema owners in Bahrain and arranging some meetings with them, conjointly the author came up with a contract of screening student movies in Bahrain cinemas without any charge and decided all the outcome, however, will go to the charity based groups.

This method later pronounced as the term "E3 Project." The E3 project refers to three Es'; Education, Entertainment, and Endowment. In this project students masters the filmmaking skills and when they reach to the final year, they are supported and critiqued by filmmakers from professional industry. Once the jury approves the film, it is

finalized and gets ready for screening. These film projects produced by students are considered non-profit by almost all the ministries due to its nature of "only for learning and educational purposes." Therefore, the cinemas do not charge the students to screen these films. However, the audiences are charged to see the films with a certain amount. Later on the entire outcome goes to the charity decided by the film institute and the cinema (the entire process is shown in the Fig. 1.)

The film is a popular source of entertainment all over the world and is one of the biggest sources of income as well. Therefore the money raised from these projects are higher in amounts, and plays a vital role in raising charity for needy people. Thus in the end, the endowment itself plays a major part in effective renovation in underdeveloped areas around the world.
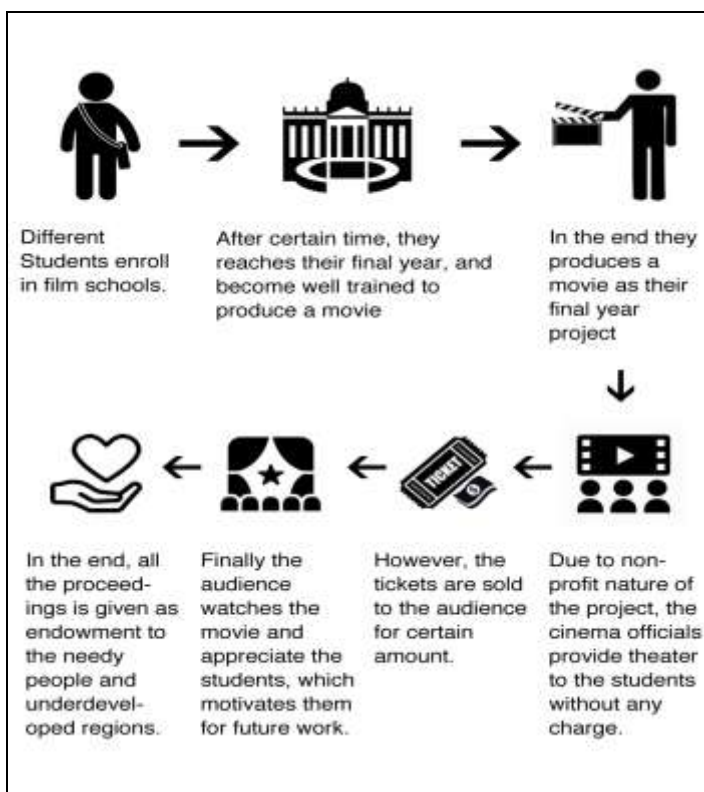

Fig. 1. The E3 Project flow chart

III: Related Work

A: Gilgamesh Pearl (2011)

In the year 2011 the author introduced the idea of producing a students project based film at "New York Institute of Technology Bahrain Campus (NYIT.)" [1] The film was based on Bahrain's oldest myth of Urik's ancient king Gigamesh's pearl. The story of the movie revolved around three characters who got wrongly accused of Bahrain's most loved local rapper's murder, later on it

became their destiny to prove the world wrong and solve the mystery of Gilgamesh Pearl [2][3].The idea of a non-profit film got discussed with the officials of "Bahrain Cinema Company," and after the agreement, the officials decided to provide the theater without any charge to the NYIT students. However, the major part of the agreement was to sell the movie tickets to the audience and to transfer all the proceedings to "Charity Water" as an endowment. Students utilized all the equipment provided by NYIT without spending any additional amount of money. Therefore, the amount raised was considered as the pure form of endowment because there was no money spent on its source. In the end, the students were able to raise around $ 2,038 and helped charity water organization to brought clean water to Tsurgolo school, Ethiopia [4].

Fig. 2. "Gilgamesh Pearl," theatrical poster

B: Silveraven (2012)

After the successful release of the first film in Bahrain, author pushed the students further. This time author planned a course that continued the previously taught digital film process and introduced them to the visual effects process and produced a film called "Silveraven [5]."The idea of producing next students' film based on visual effects was strongly related to the trend, and hype of visual effects based science fiction movies [6]. This movie also got screened at the Bahrain Cinema, and the completion time of this film project was four months, and the duration of it was 57 minutes. The film successfully raised $2600 without spending any additional cost on the source, and all the proceedings went to the "Bahrain Red Crescent Society [7]."

Fig. 3. "Silveraven," theatrical poster

C: Dead Sands (2013)

After two consecutive releases, NYIT-Bahrain students film project became a major event for the year 2013, among young Bahrainis. In the year 2013 NYIT Bahrain's media department became more advanced with latest workstations and equipment for students. In this year, students chose horror movie's zombie genre and produced first Bahraini zombie movie "Dead Sands [8][9]." Students created their lights with the help of available youtube tutorials, and also made other homemade equipment, for example, shoulder rigs made out of plastic pipes, and camera dolly made out of wheels from broken and new children stroller. This movie became a major blockbuster in Bahrain and was in two different theaters for almost a week [10]. At the end of the film show, students raised $2800+. All the proceedings from this movie went to the "Bahrain Red Crescent Society" as well [11].

Fig. 4. "Dead Sands," theatrical poster

IV: Conclusion

E3 project's concept will not only help the students in an advance and effective way, but also it will entertain the audience who always seek local films with different genres and huge improvement. Due to the non-profit nature of these film projects, the fundraising is remarkably higher than any other source of charity.

Bahrain is the origin of E3 project, it is a small-developed country, and there is no film industry yet introduced to this region. However, the E3 project will definitely push the young students to open the doors of opportunities and build an industry that have immense potential in the area.

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Leadership is the capacity to translate vision into reality.

~ Warren G. Bennis