

BROTHER'S KEEPER

A FILM BY ROBERT L. POOLE

isaiah 40 films

[HTTP://ISAIAH40FILMS.COM](http://isaiah40films.com)

December 6, 2011

To Whom It May Concern:

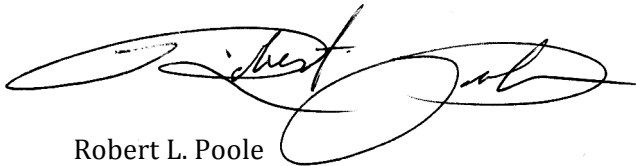
My name is Robert Poole and I am raising money for "Brother's Keeper" - my thesis film in the Columbia University graduate film program. The film takes place in Nashville Tennessee and will begin production in Mid-January. It's the story of Tim: an inner-city high school prodigy who finds himself ineligible for a vital college scholarship. His last resort is to hold court with a secret group of the city's most influential men. While approval from this exclusive club would no-doubt guarantee free admission to any college of Tim's choosing, it will come at the cost of a brutal initiation.

Brother's Keeper is a classic narrative that quickly transitions into dark, gritty surrealism. My goal is to create a film that is entertaining, thought provoking, and moving. Hard work and dedication will certainly help achieve these goals, but increased production value will go a long way to polish the underlying craft. In order to make this film memorable and impactful, my production team and I are asking for your financial support.

Our goal is to raise \$15,000 to give this film the polish that it requires. We managed to raise about \$10,000 through a grassroots online campaign but still need about \$5,000. Momentum is building for this project but we need your support to "cross the finish line". We're going to need money for vehicles, drivers, locations, insurance, food, stunt coordinators, flights, and lodging. While the film will be made with whatever resources we have available, our aim is to produce the caliber of film that surpasses the clumsiness so often associated with "student films". We want to engage our audience rather than have them wonder, "what if they'd had the budget to really pull this off?"

There are two ways to provide financial support. You can donate online at www.isaiah40films.com/bk or send a check to the mailing address in the footer of this letter made out to "Brother's Keeper". In addition to monetary donations we need businesses that are interested in providing food, coffee, and transportation. We also need extras. In addition, you can also help make this film happen by spreading the word through your social networks, your fraternities, sororities, schools, churches, places of business or even your neighborhood. Person-to-person word of mouth is still the most effective way to connect to another human being and influence behavior. We hope that you're as excited about seeing this project come to life as we are. Thank you for your time.

Sincerely,



Robert L. Poole
Director

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Investor Recognition

\$1,000 to \$5,000+	Executive Producer	<ul style="list-style-type: none">▪ Personal thank you letter from the director▪ Signed DVD of the completed film (Director & Main Cast)▪ Framed Signed 11"x17" Film Poster (Director & Main Cast)▪ Listed as an "Executive Producer" in the film credits▪ Special Edition Film T-shirt▪ Movie Ticket to the NYC screening in May at the IFC
\$500	Associate Producer	<ul style="list-style-type: none">▪ Personal thank you letter from the director▪ Signed DVD of the completed film (Director & Main Cast)▪ Signed 11"x17" Film Poster (Director & Main Cast)▪ Listed as an "Associate Producer" in the film credits
\$250	Producer's Circle	<ul style="list-style-type: none">▪ Personal thank you letter from the director▪ Invitation-only online screening of the completed film.▪ Signed DVD of the completed filmsx (Director & Main Cast)▪ 11"x17" Film Poster (Director & Main Cast)▪ Listed in the "Special Thanks" section in the film credits
\$100	Director's Circle	<ul style="list-style-type: none">▪ Personal thank you letter from the director▪ Invitation-only online screening of the completed film.▪ Signed DVD of the completed film (Director & Main Cast)▪ Listed in the "Special Thanks" section in the film credits
\$50	Patron's Circle	<ul style="list-style-type: none">▪ Personal thank you letter from the director▪ Invitation-only online screening of the completed film.▪ DVD of the completed film
\$25	Sponsor's Circle	<ul style="list-style-type: none">▪ Personal thank you letter from the director▪ Invitation-only online screening of the completed film.
\$1 - \$10	Loyalty Circle	<ul style="list-style-type: none">▪ Personal thank you from the director

Corporate sponsorship opportunities are also available.