

HEY MOVIE MONDAY FANS !! TIME TO GALVANIZE !

Canada Council just turned down our proposals to expand our presentation of independent Canadian film and to assist in another REEL MADNESS FILM FESTIVAL. Our CHR funders are casting a jaundiced eye at the festival again and our modest funding that we have from CHR that supports the regular MM events is under review. Money's tight and getting tighter. Movie Monday's got some lofty goals and needs funding to fulfill those goals.

We began with a thrifty idea. Part of our original concept was:

"To show to ourselves and to others that we can make things happen without financial support, using existing facilities, our own resources and energy. This may open doors for future projects."

That was 6 years ago. Been there, done that! We've been opening doors ever since.

Since then we've come of age. **We're still a thrifty operation but we got ambitious.** We've been pulling off some remarkable stuff, building on the amazing resource of the free use of a theatre. We've actually improved the place and established a well recognized "mental health consumer" driven project that's a focal point for artists, entertainers, filmmakers, educators and lovers of great films. It has been instrumental in keeping me well personally and has contributed substantially to the wellness of our community.

With consistency and creativity Movie Monday has become a model "consumer initiative". We have run for six years a program that approaches mental illness and health from a creative and independent perspective of *people who have experienced the illnesses*. We're networking in ever widening circles with mental health agencies and professionals, family members and consumer/survivor/ex-patients. And the film industry. **Hey, we're doing great!**

So now we've got to struggle for a piece o' the budgetary pie. We're now paying for the public performance rights, answering machine and phone line, (a lot of calls to network and to find films and present them in special ways), upgrading equipment, postage, video tapes, all that stuff. We also travelled to a film fest in Toronto about mental illness and we threw our own fest. Last year we put on about 60 MM events with an average attendance of 80 in our 100 seat venue - as well as a 5 day festival!

The CHR Consumer Initiatives Program has contributed \$6000 a year to compensate me and my supporters to make MM happen. **Yo Video** our only consistent corporate sponsor has been very generous. We got some hard fought corporate sponsorship for last year's festival and some helpful contributions from agencies and individuals in the mental health business but we had to empty MM's nest-egg fund of at-the-door donations. **It shouldn't be so hard to sell this program!**

What you can do is write to Anne Bowles and Linda Johnson at :
Capital Health Regional, #100 - 3200 Shelbourne Street, Victoria, B. C. V8P 5G8 and **let them know how the program works for you.** They haven't been to a Movie Monday or Reel Madness event so don't really know what's being accomplished.

And send or pass me a copy - 2033 Chaucer St., V8R 1H6 - our gang needs as much encouragement as we can get. With your permission we'll add your "testimonial" to our appreciations page on our web site.

And, when you come to an event, any spare change?

Any other sure-fire ideas welcome.

Bruce Saunders Aug. 17/99