

**IMPACT CAMPAIGN**

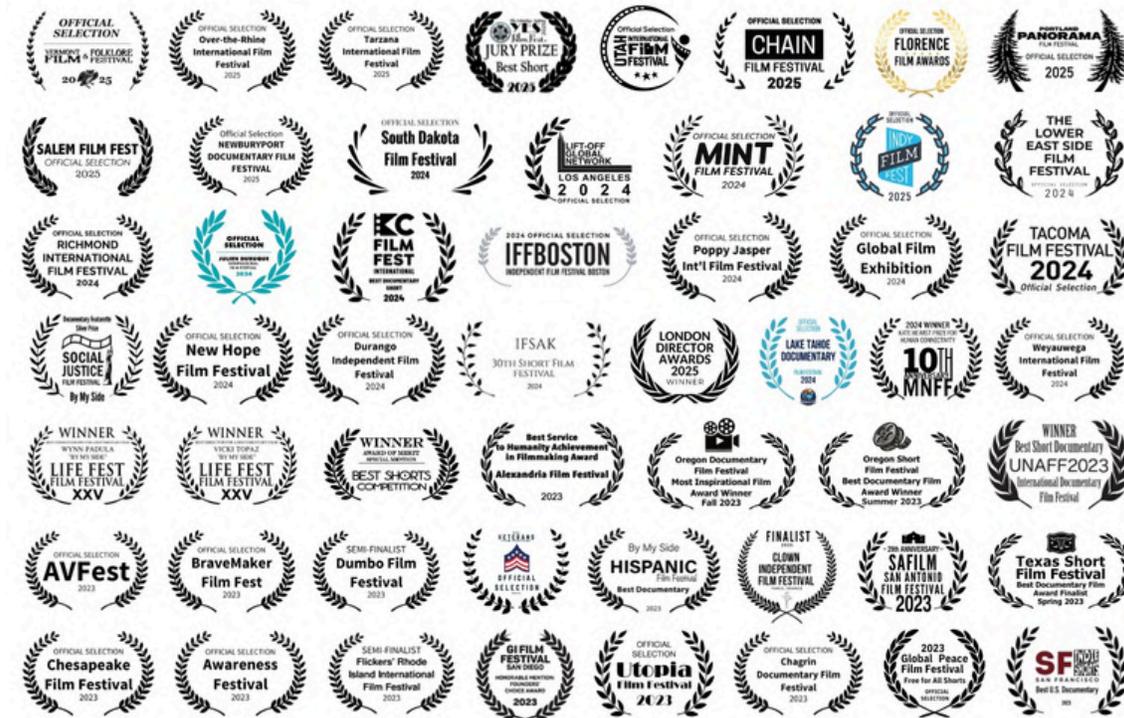
# **By MySide**

**A DOCUMENTARY SHORT FILM**

# By My Side

**"THE FILM MOVED ME TO TEARS, SEEING THE PALPABLE RELIEF AND HEALING THAT SERVICE DOGS OFFER THOSE MEMBERS OF OUR COMMUNITY WHO HAVE OFTEN SACRIFICED THE MOST. A VERY POWERFUL, HEARTFELT FILM!"**

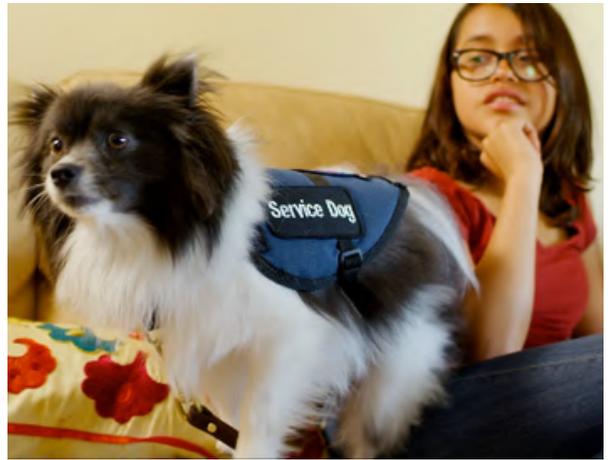
**- Julia Halprin Jackson, MA, Writer for San José State University**



- Jury Prize Best Short | Yes! Film Festival
- Finalist | Clown International Film Festival
- Best Director Documentary Film | Film Life Fest Film Festival
- Best Cinematographer Documentary | Film Life Fest Film Festival
- Best Senior Director | London Director Awards
- Winner Kate Hearst Prize for Human Connectivity | Middlebury New Filmmakers Festival
- Best Documentary Short | Kansas City FilmFest International
- Best Service to Humanity Achievement in Filmmaking | Alexandria Film Festival
- Best Short Documentary | United Nations Association Film Festival
- Best U.S. Documentary | San Francisco Short Film Festival
- Best Short Documentary | Global Film Exhibition
- Best Documentary Film | Oregon Short Film Festival
- Most Inspirational Film | Oregon Documentary Film Festival
- Best Documentary Short Film | Hispanic Film Festival
- Semi-Finalist | Dumbo Film Festival
- Finalist Award Best Director and Best Documentary Film | Texas Short Film Festival
- Silver Prize Documentary Featurette | Social Justice Film Festival
- Honorable Mention | Founders' Choice Award, GI Film Festival San Diego
- Honorable Mention | Outstanding Short Film | Utopia Film Festival
- Award of Recognition | Senator John Laird, Senate District 17, California

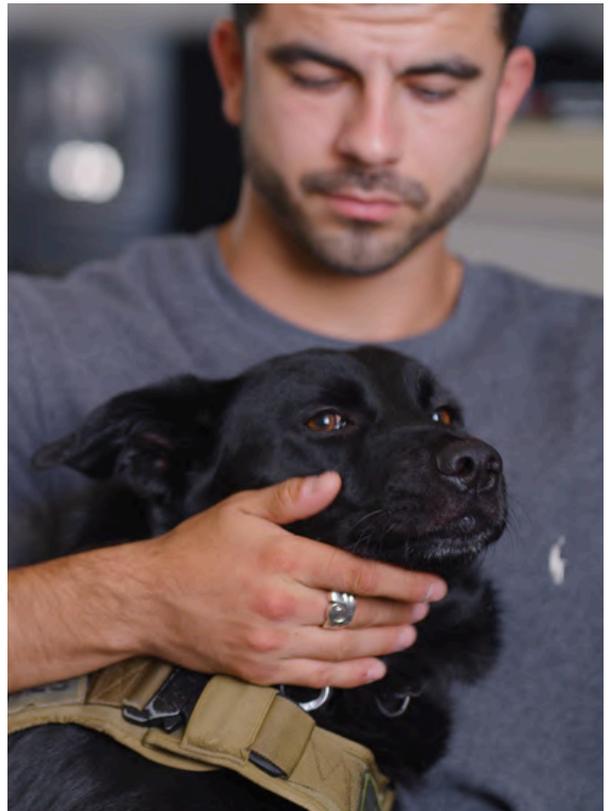
## CAMPAIGN MISSION

The mission of our Service Dog Awareness Campaign is to empower veterans to learn more about and seek out service dogs, an evidence-based therapeutic option for PTSD helping them to live fuller lives, revitalize family relationships and restore their independence.



**THERE ARE AT LEAST 1.8  
MILLION U.S. VETERANS  
SUFFERING FROM PTSD.**

**THEY AND THEIR  
FAMILIES COULD BENEFIT  
FROM THE SUPPORT OF A  
SERVICE DOG.**



## A BRIDGE TO HOPE

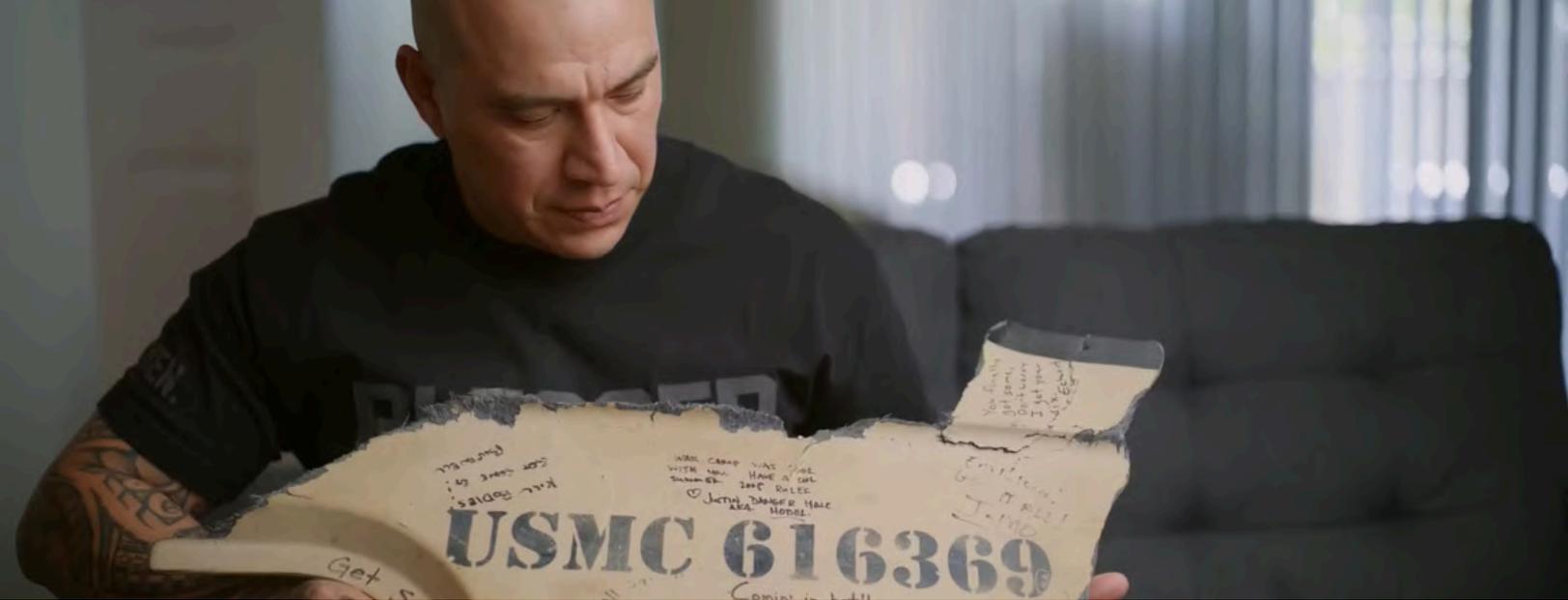


**"YOU CAN'T TALK ABOUT VETERANS WITHOUT TALKING ABOUT OUR FAMILIES."**

- Colonel Sam Whitehurst,  
U.S. Army (Ret.), Dixon  
Center, Vice President,  
Programs & Services

**"MY SERVICE DOG LUCY HAS SAVED MY LIFE SO I CAN SAVE OTHERS."**

- Jack Ravin, 1968 Viet  
Nam, 1st Cav Infantry



*PTSD IS NOT A MENTAL DISORDER, IT'S A PHYSICAL INJURY TO THE BRAIN!*

## **IMPACT CAMPAIGN MODEL**

### **HOST A SCREENING**

Offer BY MY SIDE to individuals and organizations that include veteran groups, educators, service dog providers and others - especially to reach those that may not otherwise have access to the film.

### **EDUCATIONAL MATERIALS**

Develop professionally produced discussion guides and provide access to online modular video content, to be included as part of screening packages to add more in-depth learning.

### **COMMUNITY SCREENINGS**

Partner with organizations that help veterans and their families thrive and enhance their support with screenings of the film—showing hope and survival. Discussion guides will be made available.

### **FILM FESTIVALS**

Continue our outreach through film festivals, especially those where veteran issues, service animals, disabilities, and social justice are a fit, to keep the conversation going.



## OUR FILM LAUNCH

It was a thrill to celebrate our World Premiere at the **GI Film Festival San Diego**, enabling us to reach some of our most important viewers--veterans and service members. We played to a sold out audience at the beautiful Museum of Photographic Arts theater. Our families and several team members attended the festival, making the event even more special. Moreover, it was wonderful to have cast member Kim and her service dog Artemis included on the panel; and a super surprise for the invite to appear live on the KUSI-TV "Good Morning San Diego" show with cast members Emilio and Samson.





## TAKE ACTION

### HOST A SCREENING

Host a screening of  
BY MY SIDE and  
inspire the people in  
your community!

### BECOME A PARTNER

Collaborate with us in  
expanding impact and  
programs to more  
communities.

### CAMPAIGN SUPPORT

Make a tax-deductible  
donation to help fund  
our campaign goals  
outlined above.

## CONTACT

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YELLOW CHAIR  
FOUNDATION



**“THIS FILM IS SO POWERFUL THAT  
IT CLEARLY DEEPLY AFFECTED  
THE AUDIENCE MEMBERS AND  
ALLOWED THE PANEL MEMBERS  
TO CONNECT WITH THEM  
DIRECTLY ABOUT ESSENTIAL  
MENTAL HEALTH ISSUES.”**

**-Dr. Elena Klaw, Professor of Psychology, Director, SJSU  
Center for Community Learning & Leadership, Director,  
Veterans Embracing Transition (VET) Project**

