

HUMAN UNITY

A GLOBAL MOBILIZATION IN SUPPORT FOR UKRAINE

Ukraine's courageous, odds-defying stand against Russia ignited unparalleled global support for Ukraine revealing the tremendous power of human unity.

FISHER
CREATIVE



MOBILIZE WITH US

Telling the Story of Hope

Hope is the greatest driver of human survival. **HUMANΨUNITY** is a film about humans who act, who give, who show those in need of a reason to be hopeful about the future of humanity.

- **As filmmakers passionate about using the power of story** to drive positive change and highlight the good being done in the world, **our goal with HUMANΨUNITY is to multiply positive impacts for Ukraine** by inspiring continued civilian-led support and keeping hope alive.
- **We seek to motivate and empower** viewers to embrace the power of volunteerism, reject hopelessness, and join the movement in support for Ukraine in whatever ways they can.
- **HUMANΨUNITY is about the volunteers;** men and women, Ukrainian and non-Ukrainian, businesses and private citizens, civilians and soldiers who have stepped forward to do their part to support Ukrainians in their fight to remain resilient and free of tyranny.

The volunteers' stories show that hope always wins by revealing what is possible when people unite behind our shared humanity.

MOBILIZE WITH US

Help us bring HUMAN  UNITY to the world

We launched HUMANΨUNITY on raw inspiration to make a difference.

To date, this is a primarily self-funded, bootstrapped endeavor.

- **Production-lead Fisher Creative and partner Odin Air Productions have so far invested close to \$600,000.** In addition, there have been countless in-kind donations of time and resources from others. All of us have collectively made these investments because we believe this story is so important.
- **We need help getting HUMANΨUNITY across the finish line.** Self-funding is reaching its limits. We are at a critical phase for this inspired endeavor. To ensure this film can make a difference for Ukraine as soon as possible, we need funds to complete post-production and conduct promotional efforts.
- We are currently formalizing an **agreement with a major Hollywood studio for international distribution.**
- **Our total fundraising goal is \$800K - 1M to have a broadcast-ready film by 4th Quarter of 2023.** We aim to recoup expenses through distribution sales and **donate remaining funds** from support and sale directly to the organizations and relief efforts featured in the film.

We seek financial support to help realize our vision to share these hope-filled volunteer stories with the world and inspire others to mobilize with us.

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ORIGINS OF HUMAN UNITY

After Russia invaded, people from around the world, from all walks of life, dropped everything to volunteer support for Ukraine, contributing whatever actions, skills, and resources they could.

1

OUR STORY

CONTRIBUTING HOW WE CAN

Our story parallels that of the film's stories. We saw a way to support Ukraine in a way we are specifically suited to help.

2

UKRAINE'S STORY

FIGHTING FOR EXISTENCE

Russia's unprovoked invasion has displaced millions, killed or wounded hundreds of thousands, and inflicted over \$1 trillion in damages.

3

VOLUNTEERS' STORIES

KEEPING HOPE ALIVE

The outpouring of support was global, united, massive, and unprecedented.

OUR HUMAN UNITY TEAM

PRODUCTION LEADS



MARK FISHER

Producer | Director | Director of Photography

- Internationally recognized, award-winning photographer, director, and D.P.
- Founder/CEO of [Fisher Creative](#)
- [IMDB Profile](#)

mark@fishercreative.com



PATRICK SWEENEY

Producer | Director

- Award-winning producer, entrepreneur, best-selling author, and philanthropist
- Founder/CEO of [ODIN Air Adventure Productions](#)
- [IMDB Profile](#)

patrick@pjsweeney.com



MIKE BANKER

Co-Producer | Writer | Assistant Director

- Producer, writer, and production jack-of-all-trades
- Director of Business Development at [Fisher Creative](#)
- [IMDB Profile](#)

mike@fishercreative.com

ADDITIONAL CREW

- **ERIC DAFT:** Cinematographer
- **CHRIS ANDERSON:** Cinematographer | Photographer | Location Sound
- **SCOTT ROGERS:** Cinematographer
- **WILL GORDON:** Lead Editor



Left to Right: Chris, Mike, Patrick, Mark, and Scott in Irpin, Ukraine – October 2022 [Not pictured: Eric, Will]

OUR STORY

- **Sparking HUMANΨUNITY.** The idea originated from news stories about CEOs dropping everything and acting directly to help, such as personally driving supplies to the frontlines. We took notice that something special seemed underway.
- **Bringing HUMANΨUNITY to the world.** We were inspired to do something for Ukraine that could have greater and more lasting impact than humanitarian support alone: share with the world these hopeful and inspiring stories of individuals doing extraordinary things to help Ukraine to multiply their impacts. Soon after, we all embarked on the **most ambitious, important, and epic film any of us have ever tried to make.**
- **HUMANΨUNITY evolves.** In July 2022, we set off on a self-funded production trip to Europe to explore the stories of the CEOs we'd read about. We soon experienced the full extent of the *many* different people doing extraordinary things to support Ukraine. Highlighting the efforts of *all* the different types of volunteers became the film's new focus.



At the start of the war, we all sought to help how we could. For example, Director/Producer Mark Fisher joined fellow *National Geographic* photographers in an online print sale where 100% of \$800,000 in proceeds went to Ukraine humanitarian relief.

OUR STORY

- **Deeply moved and motivated by the power of human unity.** When we visited Ukraine during our first trip in July 2022, it was life-changing to experience the courage, determination, and unity of everyone volunteering to ensure Ukraine's future. **We got hooked on helping.**
- **Producing HUMANΨUNITY.** Since July 2022, we've carried out eight self-funded trips throughout Ukraine. We've also worked with connections we've made to help facilitate donations of over \$20 million in aid and organize the first ever US Department of Defense training of Ukrainian surgeons on US soil.
- **HUMANΨUNITY is about volunteers making a difference and keeping hope alive.** The stories of the often-unsung volunteers supporting Ukraine shine a light on what becomes possible when people unite behind common aims and our shared humanity.

"At the start of the war, I was like many Americans and didn't understand a lot about Ukraine. After being in Ukraine and seeing its situation firsthand, I will never be the same and I got hooked on helping."

- Patrick Sweeney
Director/Producer



DEVELOPMENT & PLANNING

April - June 2022

PRODUCTION

July 2022 - May 2023

POST-
PRODUCTION

October 2022 - December 2023

READY FOR
BROADCAST

Late 2023

HUMANΨUNITY

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UKRAINE'S STORY

- **Unprovoked and illegal.** Russia's invasion has displaced millions, killed or wounded hundreds of thousands, and inflicted over \$1 trillion in damages. Over 65,000 war crimes are documented to date.
- **The stakes.** Russia's actions are an existential threat to Ukraine, Russia is committing crimes against humanity, and it is a moral imperative that the world responds. Freedom and democracy are fragile and must be defended. Tyranny must be stopped or it spreads.
- **Ukraine needs our help – now and for a long time to come.** Ukraine fights for its existence. Much of life is on hold for over 43 million people. There is widespread destruction throughout the country. Ukraine's needs for assistance will remain until long after the war ends as much rebuilding will be necessary. **We must resist “war fatigue”** and remain engaged.
- **Ukraine's story is also the world's story.** What happens in Ukraine impacts much more than Ukraine. The world economy is already being disrupted by food and resource scarcities caused by the war. The consequences of a Ukrainian defeat would ripple across the geopolitical landscape.



VOLUNTEERS' STORIES

“We had people coming from the US, Egypt, France, Canada, German, India, Italy, Croatia, Spain, United Emirates...people coming from all over the world.”

- *Victoria Umanska*
Polish Volunteer / Team Ukraine Love

- **Ordinary people are doing extraordinary things for Ukraine.** Inside Ukraine, the country is united like never before and everyone does their part to defend their homeland. Outside Ukraine, people from everywhere and all walks of life dropped everything to volunteer for Ukraine – many had no prior connection to Ukraine or prior volunteer experience and have themselves been changed in positive ways.
- **Powerful stories of positive impact.** From those supporting refugees outside Ukraine to those providing humanitarian aid to those supporting Ukraine’s military defense, HUMANΨUNITY tells the volunteers’ powerful stories, such as:
 - A French community that self-organized to host displaced youth hockey players and their families.
 - Two American sisters who travelled to a country they’d never been to provide emergency medical training in honor of their Ukrainian babushka.
 - A charity formed to provide ongoing support for the thousands of children who have suffered the ultimate tragedy of losing parents in the war.
 - A Ukrainian videographer who joined the military to contribute his drone piloting skills and defend his country.
 - A former US Marine who sold his belongings to travel to Ukraine to provide combat training – and ultimately ended up fighting alongside its soldiers.



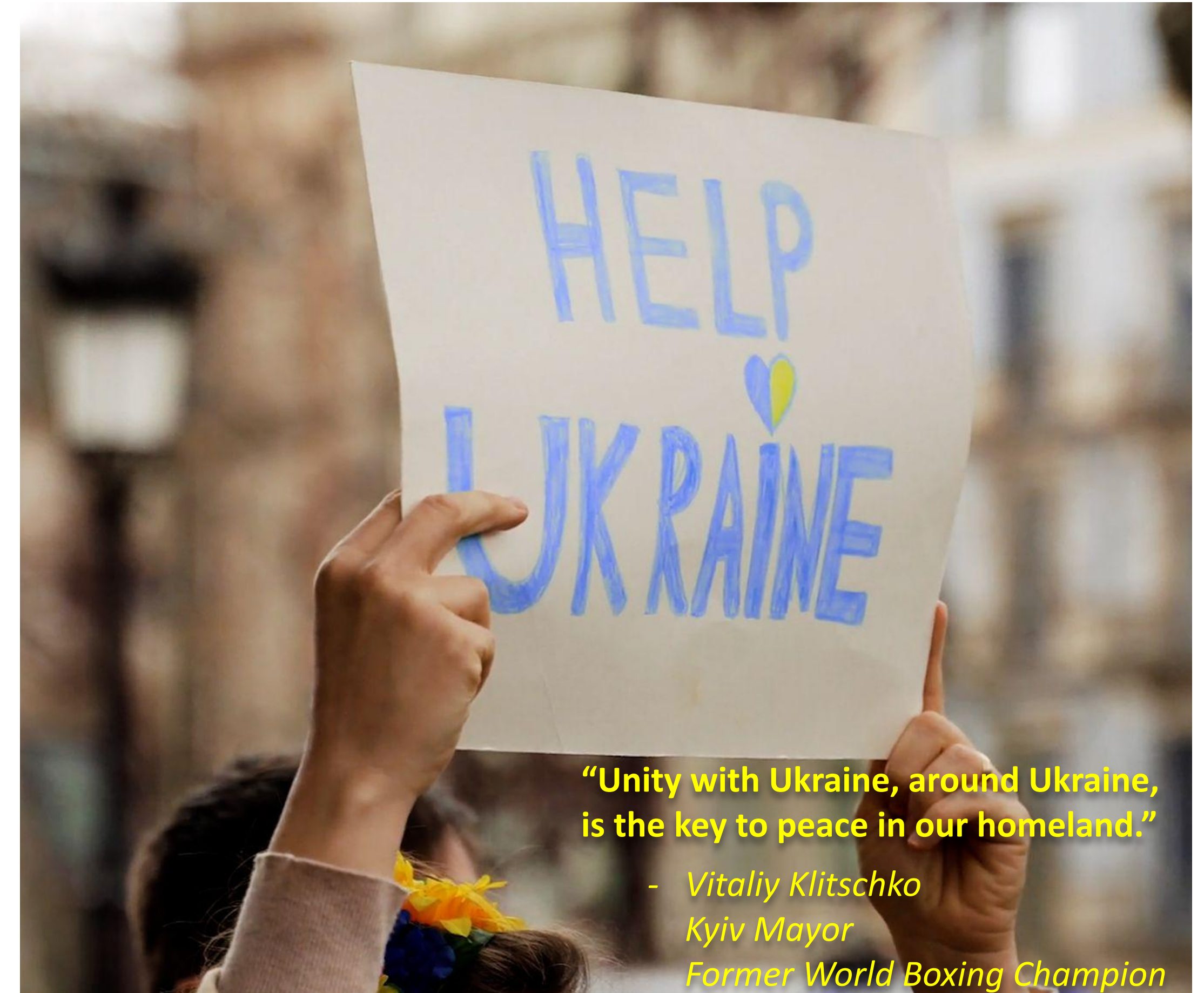
WHY ARE THE VOLUNTEERS' STORIES IMPORTANT?



- **Ukraine's volunteer stories can help Ukraine.** The raw human stories are powerful and can help motivate continued international support.
- **Ukraine's volunteer stories are a beacon for our times.** They reveal the power of human unity along with potential paths forward for addressing the world's larger, collective challenges.
- **Leveraging the power of Ukraine's volunteer stories.** By seeing the impacts that these volunteers have had, global audiences will be inspired and empowered to act to effect positive change in the world. *We want this film to help make the world better.*

WHY IS HUMAN UNITY IMPORTANT?

- **Tangible support is critical.** Many people prefer their financial contributions support tangible items like medical supplies, generators, and drones – which are all absolutely essential.
- **Ukraine needs more support than just tangible.** Russia uses disinformation as a tactic to justify their actions and influence public perceptions. Some volunteers are specifically focused on countering those efforts. HUMANΨUNITY's stories will increase understanding of Ukraine and what's really happening on the ground while demonstrating the real differences made through tangible support.
- **Powerful stories can multiply impacts for Ukraine.** Stories have always been critical components of supporting people in times of crisis, as well as ending wars. They are one of the best ways to engage and inspire people. By doing so, this film has the potential to create impacts orders of magnitude greater than the film's cost. Ukrainians themselves have confirmed the value of this film to their plight. They don't want to be forgotten and stories like those featured in HUMANΨUNITY help maintain visibility into their horrific situation.



HUMAN UNITY OVERVIEW

Since Russia's invasion of Ukraine shocked the world, ordinary people everywhere have been doing extraordinary things to help keep Ukrainians in the fight, hopeful, and resilient – while also changing the volunteers themselves.

HUMANΨUNITY is a feature-length documentary examining the stories of the volunteers - both inside and outside Ukraine - who are contributing whatever actions, skills, and resources they can.

1

REFUGEE SUPPORT

NEIGHBORS WELCOME

Millions of Ukrainians - particularly women and children - were forced to leave their lives behind and flee their country for safety.

Volunteers around the world rose to the challenge to support these new refugees.

2

HUMANITARIAN SUPPORT

LIFE GOES ON

Amidst the war and its effects, Ukrainians must persevere and maintain their daily lives as best they can.

Individuals and organizations around the world help make that possible by providing essential humanitarian aid and resources.

3

DEFENSE SUPPORT

DEFENDING HOMELAND

Ukraine strives to defend its borders and preserve its sovereignty.

Volunteers play a crucial role in supporting Ukraine's military defense - both directly and indirectly - with many of them risking their lives to do so.



HUMAN UNITY


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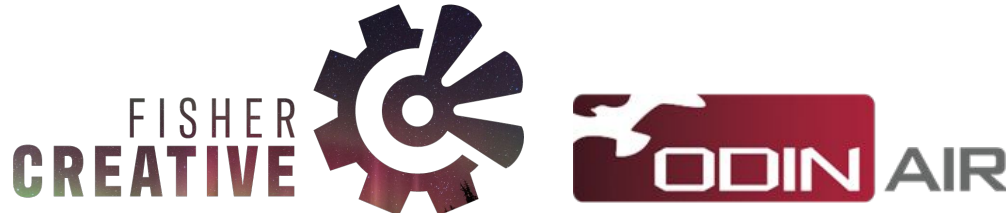
[CLICK TO VIEW TRAILER](#)

www.humanunityfilm.com

HOW TO CONTRIBUTE

Through your financial support, you can help us change the world, preserve democracy, and highlight hope by helping us bring HUMANΨUNITY to the world!

TAX-DEDUCTIBLE DONATION	NON-TAX DEDUCTIBLE DONATION	INVESTMENT OPPORTUNITIES
<p>We have partnered with <u>From the Heart Productions</u>, a 501(c)(3) tax-exempt nonprofit organization, as the fiscal sponsor for HUMANΨUNITY. All donations to the film made through From the Heart Productions are 100% tax deductible.</p> 	<p>Fees are deducted from all donations made through From the Heart Productions. If you don't need the tax-deduction, you can contribute directly to Fisher Creative and your entire contribution will go directly to supporting HUMANΨUNITY.</p>	<p>Fisher Creative is excited to offered unsecured, accredited investors the opportunity to invest on this film. With an investment of \$100,000 or more, you will receive both Executive Producer credit on the film and the opportunity to earn up to 10% on your investment back through distribution.</p>
<p>Online:</p> <ul style="list-style-type: none"> ● Check or credit card through the WeDidIt fundraising platform: fishercreative.wedid.it ● Via PayPal: bit.ly/HU-Donate-PP 	<p>Online:</p> <ul style="list-style-type: none"> ● Via the Fisher Creative website: bit.ly/HU-Donate-FC 	<p>For details, contact Mark Fisher:</p> <ul style="list-style-type: none"> ● mark@fishercreative.com ● +1.208.709.8276
<p>By Mail:</p> <ul style="list-style-type: none"> ● Checks to: From the Heart Productions, Inc. ● Memo line: Fisher Creative - Human Unity ● Mail to: From the Hearth Productions, Inc. 1013 Harbor Blvd #53 Oxnard, CA 93035 	<p>By Mail:</p> <ul style="list-style-type: none"> ● Checks to: Fisher Creative, LLC ● Memo line: Human Unity ● Mail to: Fisher Creative 176 N Main St Victor, ID 83455 	



OTHER WAYS TO HELP

Through your financial support, you can help us change the world, preserve democracy, and highlight hope by helping us bring HUMANΨUNITY to the world!

1. Does your company or professional association have a corporate, employee, or member giving program?

- Many companies with such programs provide an employee donation match.
- Every bit counts and groups of employees can work together to provide a combined contribution.
- Opportunities are available for companies to receive recognition for their contributions in the film. **For details, contact Mark Fisher:**
 - mark@fishercreative.com
 - +1.208.709.8276

2. Do you have a family member, friend, or colleague in your network who would be interested in this project?

- Spread the word!
- Have them contact us if they'd like to learn more.



WHO WE ARE

FISHER CREATIVE'S CORE PURPOSE IS TO UNLEASH **EPIC STORIES** AND **POSITIVE CHANGE** THROUGH **TRANSFORMATIVE EXPERIENCES**.

World-class, full-service production company, creative agency, and rental house equipped to develop, direct, produce, and distribute **authentic, story-driven motion and still content**.

For over 20 years, we've been:

- **Capturing iconic, award-winning still and motion images** of adventure sports and unique experiences around the world.
- **Executing advertising campaigns** for outdoor, travel, automotive, leisure, and other brands.
- **Producing award-winning adventure, environmental, and human-interest films** that drive positive change.

As some of the very few filmmakers and photographers willing or able to follow stories to Earth's most challenging, dangerous, and difficult-to-reach places, we're known for pursuing (and pulling-off) what others deem impossible.

FROM THE SUMMIT OF MOUNT EVEREST TO THE STREETS OF VENICE, OUR MISSION IS TO HELP THE WORLD WANDER, WITNESS, AND WONDER ABOUT WHAT WAS PREVIOUSLY UNKNOWN, UNSEEN, OR MISUNDERSTOOD.



WE KNOW THE TOP OF THE WORLD FEELING.

WE'VE BEEN THERE.





in association with



THANK YOU

Let's chat!

MARK FISHER

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LEARN MORE

www.humanunityfilm.com

