

MOVING IMAGE

Winter 2020



Reflecting on 2020

This year has proven to be challenging and unpredictable, not just for Purple Field Productions, but for everyone around the world. To ensure the safety of others and ourselves, the way in which we now manage our day to day lives has changed dramatically. We have all had to adapt to a “new normal”. This has been no different for PFP and we have made increasing use of virtual meetings and social media to support our friends and colleagues out in Africa.

Although local restrictions have affected production and distribution work, we are delighted at the way we have identified ways to continue to make a real difference. We have worked closely with Future View Film Group (FVFG) in Sierra Leone, and The Kasungu Film Collective (TKFC) in Malawi, to co-produce Covid-19 awareness music videos that promote safe practices. These videos have been broadcast on local TV and radio stations reaching a very wide audience. You can find these on our [website](#).

As we look forward to 2021, we are optimistic that we will be able to continue to bring positive social change through our work. ‘Di Kombra Di Krai’, a feature film concerning safe motherhood in Sierra Leone, is nearing production, and we are also filming a short documentary exploring the impact of Covid-19 school closures on vulnerable girls in Malawi.

So, welcome to our Winter 2020 newsletter! We have lots to share with you. If you do have any comments or questions, please contact us at admin@purplefieldproductions.org.

Alternatively, for future updates you can visit us at www.purplefieldproductions.org.

Kevin Waldie
Chair



Contents

AGM & Annual Report	3	International Community	12
Covid-19: Our Response	4	Local Community	13
Projects Update	6	Reflections	14
Latest News	10	What's next?	15

2020 AGM & Annual Report

We normally enjoy the occasion of the December Annual General Meeting, to present an overview of recent PFP activities and meet up with supporters and friends. However, this was not possible this year, and the formalities of the AGM were completed by the Trustees virtually, as captured below.

Elspeth Waldie was formally thanked by the incoming Chairperson for all her work in establishing PFP and bringing it to this stage, and we look forward to being able to celebrate with our supporters in person as soon as it is safe to do so.

In the meantime, we hope to arrange a virtual meeting to share information on our ongoing projects and enable supporters to directly ask questions, for which details to be circulated in due course.



Statement of Financial Activities

for the period 1 May 2019 to 30 April 2020

£	2020 Total	2019 Total
Income		
Donations	25,178	57,150
Trading activities	3,395	6,883
Other	218	86
Total Income	28,791	64,119
Expenditure		
Charitable activities	31,106	26,407
Raising funds	1,482	385
General support	4,775	5,173
Total Expenditure	37,363	31,965
Net surplus / (expenditure)	(8,571)	32,154
Total funds brought forward	48,027	15,873
Total funds carried forward	39,456	48,027

A summary of projects over the 2019/20 period is provided in the 2020 Annual report, in addition to matters of governance and financial performance (as summarised to the left).

We are grateful to all those that made, and continue to make, our activities possible.

This Annual Report was approved by the Trustees and Independent Examiner on 14 September 2020, and can now be found at:

<https://purplefieldproductions.org/governance/>

If you would like to receive a physical copy of this report, please email:

admin@purplefieldproductions.org

Covid-19: Our continued response...

Covid-19 has impacted on all aspects of our operations, none more so than on our international programmes. As the news and advice and regarding the pandemic continues to evolve and change, we closely monitor the situation and the impact in the countries in which we operate to ensure we can continue to work effectively and safely.



(Malawi awareness music video)



(Sierra Leone awareness music video)

Nonetheless, in these uncertain and challenging times, we recognise we have an especially important role to play. Our recent experiences of co-producing, at great speed, Covid-19 awareness music videos, have demonstrated that we do have the capability of making a difference, even in the most trying of circumstances.

Building on our successful awareness music video productions in Malawi, we have provided further support to TKFC with training, covering film scripting, production, sound recording, and editing. This has led to the production of a short documentary on the effect of Covid-19 on vulnerable schoolgirls in Malawi.



(Malawi awareness music video)

If you wish to stay up-to-date with the latest news and advice, you can visit the World Health Organization (WHO) [website](https://www.who.int).



Sunrise in Kuti, Malawi

Sierra Leone



Following the successful production of local language awareness music videos, we have continued to work closely with Future View Film Group (FVFG) on the post-production editing for our safe motherhood film titled 'Di Kombra Di Krai', which translates into English as 'Cry of a Mother'.

Sierra Leone has the highest rate of maternal mortality in the world, with 1,360 mothers dying per 100,000 live births (by comparison, the UK figure is 3.25 per 100,000). This shocking number of deaths is due to a shortage of hospitals, trained staff and ambulances. Lack of education also plays an important part, and this is where film can help to spread safe practices.

"Di Kombra Di Krai" is a drama based on true-life stories and will help to raise awareness within disadvantaged local communities. You can view the trailer [online](#).



"There is a very important role which we think is the backbone to saving the lives of the mother and the baby which we think we can contribute to; that is, informing the people who lack knowledge about what to do from the first day of the pregnancy on to the last day. We believe a film like this will save a lot of lives for generations to come."

— **Tyson Conteh (FVFG Director)**



As well as working on 'Di Kombra Di Krai', FVFG have worked with BBC Africa Eye to produce a six-part series documenting the effects of Covid-19 in Sierra Leone. You can find these on [YouTube](#).

Malawi



In Malawi, PFP have been providing training to eight women and eight men who form The Kasungu Film Collective (TKFC). Supported by Patiel Mizeck, our training facilitator, the group began by developing their skills through working on one and three minute documentaries, highlighting local issues such as reducing plastic waste, deforestation, and agriculture.

The group have now moved on to a bigger challenge and recently finished shooting a fifteen-minute documentary investigating the effects of Covid-19 on vulnerable schoolgirls. The film explores themes such as early marriages and unplanned pregnancies which have resulted from school closures during the pandemic.

We will continue to work closely with TKFC. Plans are now underway to collaborate in the coproduction of a full-length dramatic feature about the widespread stigma, superstition and dangers facing persons with albinism. Further information on Albinism in Malawi can be found at [Al Jazeera report in Albinism in Malawi](#).



(TKFC with their competition certificates)

Please note, social distancing is not currently a legal requirement in Malawi

Tanzania



In August, our award-winning film 'Lisilojulikana – The Unknown' was screened on 'TBC1' the national television station. The film was shown in sections over three weeks and the scheduling included a studio discussion of the issues raised.

We continue to work on the distribution of this drama which works to break down the issue of stigmas attached to disabilities – in this instance, cerebral palsy.

To date, over 3,000 people in Tanzania have seen the film at local screenings, organised by our partners in Tanzania, ADD International.

You can watch the film by visiting our [website](#) or [YouTube](#) channel.



(Setting up a local screening in Pwani, Tanzania)

Kenya



Our award-winning film 'Lisilojulikana – The Unknown' continues to receive interest in Kenya.

As part of the celebrations of International Day of Disabled People, Disability in Wales & Africa and Hub Cymru Africa organised a screening of the film where the star of the film, Vanessa Atieno attended for a Q&A session.



(Salome Jordano)

Also in attendance were Salome Jordano, the mainstay of our community screening programme in Kenya, and Chikondi Mandalasi our community facilitator in Malawi.

You can watch the film for yourselves by visiting our [website](#) or [YouTube](#) channel.



(Vanessa Atieno stars as Grace in the award-winning Lisilojulikana)



Latest News

In September, we went live with an updated PFP website.

In this version, you will be able see our portfolio of films, the people whose hard work makes everything possible, as well as information on how you can support or volunteer with PFP.

You can find us at

www.purplefieldproductions.org



As many will be aware, fundraising opportunities have been limited, and in some instances, abandoned as a result of Covid-19.

However, so that you won't forget us, we have organised a bit of Christmas fun in the form of a bumper "Quiptic Quizmas Quiz" that you can do at home. We will send it via email and post it on our [website](http://www.purplefieldproductions.org). If you are interested in entering, please get in touch with us at admin@purplefieldproductions.org

We are pleased to introduce Joel Canty, who has joined us this year as a trustee & Director of Finance. Joel is an accredited Chartered Global Management Accountant (CGMA) with over a decade of experience across finance and business with a large FTSE 250 company. To find out more about Joel, or any of our team, you can visit our team profiles page on our [website](http://www.purplefieldproductions.org).





Local village screening, Tanzania
(Filmed pre Covid-19)

International

Lip-reading in Malawi

Doreen, one of the students of The Kasungu Film Collective (TKFC), is deaf. As a result of the regulations requiring everyone to wear a face mask, Doreen has been unable lip-read instructions from our trainer, Patiel.

Following the generous and voluntary efforts of the Ile Mask Makers, multiple patterns were studied across deaf organisations online which resulted in the production and posting of face masks with clear, plastic mouth sections. This has enabled Doreen to fully engage in her training, whilst still following government regulations.



(Doreen and Patiel testing out their new clear mouth face masks)

Meet the Team

Funnie Chindipha is one of the members of The Kasungu Film Collective (TKFC), in Malawi. She is fluent in English and Chichewa.

Funnie is also fluent in sign language. The requirements for wearing a face mask has meant that those with hearing difficulties were initially unable to rely on lip-reading, placing a greater level of importance on the use of sign language to communicate effectively, Funnie's specialist skills have been a massive asset to TKFC team.

Local

We are incredibly grateful to the Ile Mask Makers for their relentless efforts to voluntarily produce free masks for health care workers, the local community, as well as our friends in Malawi. Through people's generous donations, the group helped raise money for both St. Margaret's Somerset Hospice and PFP.

PFP have received just under £2,000, which will be used to support our ongoing Covid-19 awareness work in Africa.

We would like to say a huge "thank you" to everyone who kindly donated their time and effort.



(Patel after receiving his face masks)

Fundraising Activities

Despite the challenges in arranging our usual face-to-face events, we have enjoyed the opportunity to explore new virtual alternatives. Our summer quiz proved successful and good fun, which raised much-needed funds towards the distribution of 'Di Kombra Di Krai' in the new year. We are now looking forward to our "Quiptic Quizmas Quiz" which should get the brain working over the festive period.



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Online shopping

Don't forget, online shopping through [Give as you Live Online](#) or [Amazon Smile](#) are free and easy ways to raise money for PFP.

There are over 4,200 retailers to choose from and by supporting Purple Field Productions you can become a #givinghero.

Reflections

Rick Elgood, our Trustee and Director of Overseas Film Training and Production shares his thoughts on the challenges our ongoing projects face as a consequence of Covid-19 and how training has had to adapt to overcome them.



During my first year with PFP I had the good fortune to be able to travel and work with our partners Future View Film Group (FVFG) in Sierra Leone on the safe motherhood film 'Di Kombra Di Krai'. The production went relatively smoothly and with a 'hand's on' approach I feel it really helped raise the bar on their capabilities as filmmakers, all members of FVFG were very keen to learn and put suggestions into practice on set. Due to the onset of the Covid-19 pandemic, things have not been the same this year and we at PFP had to adapt to a remote form of training which began to develop with the production of two music video's on Covid-19 awareness with The Kasungu Film Collective (TKFC) in Malawi which we started in March. We have found that the best way to communicate is through the Whatsapp platform, not only could we form groups with the trainees in which to share thoughts, discuss training, but we also shared photo's, video's and the occasional joke! Training by remote is not easy and relies on constant back and forth communication, however TKFC rose to meet this challenge and have so far produced some wonderful short mobile phone film clips on issues that they feel are important issues in Malawi. I hope to be able to travel there in the coming year to further this training in the production of a film about the stigma and superstitions surrounding Albinism. We are also engaging another group of young filmmakers at the Marc Bolan School of Music (MBSM) in Sierra Leone and will be implementing the same communication and training model that is so successful in Malawi.

What does 2021 hold for PFP?

As we head into 2021, Covid-19 is still very at the forefront of our thoughts. Despite the positive news of vaccines being announced, it is certain that we shall continue to face considerable challenges heading into the New Year.

However, based on the successes we have shared with our international partners over the last year mean that we have reasons to feel optimistic as we look ahead. We are especially excited at the prospect of releasing *Di Kombra Di Krai* in Sierra Leone and undertaking the new feature-length drama on Albinism in Malawi. We also look forward to March, where we will be reaching out to our supporters to schedule a virtual zoom session to catch up and provide a chance to ask any questions.

In summary, we are confident that next year will continue to be a successful one for PFP as we continue to work together with local people and filmmakers to produce and distribute films that give help and hope to vulnerable and disadvantaged communities.



Scan the QR Code to visit our website