



Inclusion Documentary Toolkit

Scaling For Impact Project

Special Olympics





Toolkit Overview

Since 2018, Special Olympics has funded youth-led projects for inclusion around the globe through the Youth Innovation initiative. The projects have inclusive opportunities at their core, but have ranged in focus from Unified Schools, Unified Sports, recreational activities, and so much more. **Over 600 projects, led by over 1,000 Youth Leaders with and without intellectual disabilities, have been successfully implemented in over 150 Special Olympics Program.** The Youth Innovation Initiative has reached over 100,000 young people with and without intellectual disabilities all around the globe.

In 2022 Special Olympics capitalized on the success of the Youth Innovation Initiative by launching the Scaling for Impact Project where we identified 7 youth-led projects to become example projects for other young people to model after. The toolkit and resources created from the top 7 projects can be used by other young people as a guide for how to implement this specific project within their local school/community.

This following Inclusion Documentary Toolkit will serve as roadmap for future Youth Innovation Project Leaders to learn how to spread inclusion in their home communities through the art of film making.



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Project Development



- I. In this section, Youth Leaders will learn how to begin to plan and implement [the Inclusion Documentary Project](#) in their home community. *In the resources section of this toolkit, Youth Leaders can find a planning worksheet to help them develop the Inclusion Documentary Project in their community.*

II. Project Description



- a. Youth Leaders who complete the Inclusion Documentary project will spread the message of inclusion in their community by deploying a creative lens. Youth Leaders will develop a documentary to highlight the triumphs and trials of youth with intellectual disability (ID). Youth Leaders will host a series of Unified sports events in their community and capture them on film. They will execute the film-making process from development to post-production.

III. Project Goal and Metrics

- a. The goal of the Inclusion Documentary Project is to shift mindsets and attitudes toward ID in the community and address the issue of lack of representation of people with ID in the film and creative storytelling industry.
- b. Youth Leaders implementing the Inclusion Documentary Project will need to develop target metrics that they hope to achieve at the completion of the project.
- c. Here are the metrics that Youth Leaders Jerry, Kelvin, and Special Olympics (SO) Tanzania achieved in the first implementation of the project:



	Target Number	Metrics Achieved
Number of youth with and without ID actively engaged in planning of the project	20	20
Number of Unified Schools with expanded programming	1	1
Number of new Unified Schools	1	1
Number of new Unified Champion Schools	0	0
Number of new Youth Leaders	10	10
Number of Special Olympics athletes (people with ID) engaged by the project	10	10
Number of people without ID engaged by the project	75	75
Total social media impressions	1000	1000
Number of new Unified Sports Clubs	0	0

IV. Project Activities

- a. The core activities of the Inclusion Documentary Project include:
 - i. Identify a project team
 - ii. Set up meetings with project collaborators (local schools and organizations)
 - iii. Create a budget for materials
 - iv. Create a storyboard outlining the documentary
 - v. Outline a timeline for filming and finalize dates
 - vi. Create social media pages
 - vii. Recruit and train volunteers
 - viii. Carry out project events/filming days
 - ix. Post-production editing
 - x. Host a film screening

V. Identify Your Project Team

- a. Youth Leaders will need to identify who will support them in the Inclusion Documentary Project.
 - i. *A Mentor*



1. This could be someone from your Special Olympics Program, school, or community.
- ii. *An organization or individual who can help with camera equipment and filming*
 1. In the first implementation of the project, Jerry and Kelvin used a large portion of their budget on camera equipment. However, Youth Leaders can save money on equipment by engaging local videographers in their project to collaborate with.
- iii. *Volunteers to help with film production*
 1. In the first implementation of the project, Jerry and his project team conducted interviews of students in local schools.
- iv. *Community collaborators*
 1. In the first implementation of the project, Jerry and Kelvin partnered with local schools as well as the SO Tanzania Program to host Unified sports events.

VI. Creating a Budget

- a. Outlined below are the categories Youth Leaders may need to allocate budget towards, along with a suggested amount to spend on each category.
 - i. Transportation: \$200.00 USD
 - ii. Venue: \$0.00
 - iii. Supplies: \$75.00 USD
 - iv. Food: \$350.00 USD
 - v. Advertising/Marketing: \$0.00
 - vi. Equipment & Maintenance: \$450.00 USD
 - vii. Printing: \$225.00 USD
 - viii. Photography/Videography: \$50.00 USD
 - ix. Miscellaneous: \$150.00 USD

VII. Outlining a Timeline

- a. The Youth Leaders will determine a frame of time of 6 to 9 months out to effectively carry-out their project plan. In the first implementation, Jerry and Kelvin completed their documentary from planning and development to holding their film-screening



within 9 months. *The project implementation section of the toolkit outlines what was completed in each phase of the project.*

Project Implementation

The image features a solid red background. A thick, white, curved line, resembling a wide smile or a stylized horizon, spans the bottom third of the frame. Centered in the upper half of the image is the text "Project Implementation" in a bold, white, sans-serif font, split across two lines.



I. In this section, Youth Leaders will learn what they need to complete each phase to re-implement the Inclusion Documentary Project.

II. Phase 1

- a. Identify your project team, community collaborators, and stakeholders
- b. Outline budget and if there will be any funding gaps that would require fundraising
- c. Decide on the target metrics
- d. Research and reach out to local schools or community spaces to get permission to host Unified sports events and film some B-roll/documentary content
- e. Determine a narrative and build a storyboard for your documentary

III. Phase 2

- a. Finalize the location and date of the film screening
- b. Identify if Youth Leaders will be hiring an external organization to support with the filming and editing of the documentary or if Youth Leaders will complete it on their own
- c. Recruit volunteers, local schools, and Special Olympics Program to be involved in the production of the documentary
 - i. Jerry and Kelvin recommend recruiting 25 volunteers total for the project
- d. Create social media pages/group chats
 - i. In the first implementation of the project, Jerry and Kelvin created a WhatsApp group chat for all project-related correspondence
- e. Write interview questions to ask youth

IV. Phase 3

- a. Plan and host a Unified sports event with the volunteers, schools, and Special Olympics Programs you recruited, and capture documentary footage
 - i. Utilize social media to promote your events and recruit volunteers
 - A tip from Jerry and Kelvin: Generate hype surrounding your documentary by releasing teaser videos of your footage on social media and create anticipation for the film-screening.
 - ii. Create a sign-up sheet for the event so Youth Leaders can record how many people participated.



iii.



V. Phase 4

- a. Begin preparing for the film screening by confirming the dates and time with the host location
- b. Plan film-screening
 - i. Determine a budget allocating funds to venue, food and transportation for the event
 - In the first implementation of this project, SO Tanzania's project team made t-shirts for the event.



- ii. Develop an agenda for the film-screening event (Jerry and Kelvin's is outlined below):
 - 45 minutes – Registration (sign-in sheet)



- 45 minutes – Opening Ceremony in the morning outlining SO Vision & Mission
 - 20 minutes – Documentary Screening
 - 60 minutes – Unified sports Activities (Soccer & Basketball)
 - 45 minutes – Lunch Break
 - 1 hour – Gathering post-event feedback (interviews)
- iii. Invite students and community members to the screening
 - iv. Create digital and paper promotional posters
 - v. Hire or assign a videographer/photographer for film-screening
- c. Share on social media the date, location, and time of the event.

VI. Phase 5

- a. Complete post-production of the documentary in time for the film-screening event



- b. Hold film-screening
 - i. Youth Leaders should post on social media highlighting the final event - the film-screening. In the first implementation of the project, the screening was held on Tanzania's Independence Day, so there was a lot of celebration already



happening and people were excited to show some spirit at this event!



VII. Phase 6

- a. Share success and event photos/videos on social media
- b. Calculate all metrics achieved
- c. Reflect and celebrate with project team

Project Reflections



- I. In this section, Youth Leaders will read about Jerry and Kelvins’ personal reflections when they completed the Inclusion Documentary Project.

II. Project Highlights

- a. Creating meaningful media that will have a lasting impact on the community and beyond
- b. Introducing a younger audience to Special Olympics and the inclusion movement
- c. Overwhelming online and local engagement with project

III. Project Challenges

- a. The project team for SO Tanzania faced many power outages during their project which halted their production and post production processes. Ultimately, they overcame these struggles and produced a strong end product.

IV. Opportunities for Project Sustainability

- a. The hope is that this project will grow into something larger and further documentaries or docuseries will be produced touching on the issues of ID and treatment of young people with ID.
- b. The relationships and bonds established over the course of this project will extend beyond the project’s end date - local schools will continue to host Unified sports events, and the documentary can be re-screened!

V. Testimony

- a. “There were a lot of hurdles planning the screening, but we were able to improvise and ended up having a lot of fun.”

– Jerry, SO Tanzania

Project Resources



- I. Project Planning Worksheet
- II. First Implementation Worksheets
- III. First Implementation Application to Participate
- IV. [Inclusion Documentary Project Highlight Video](#)



Scaling for Impact Project Planning Worksheet

Project Development

Participant and Program Information

Please provide information about Youth Leaders within the following questions.

Special Olympics Program

First Youth Leader Name, Age, and Role

Second Youth Leader Name and Role

Additional Project Team Member Name and Role

Additional Project Team Member Name and Role

Additional Project Team Member Name and Role

Additional Project Team Member Name and Role



Project Overview:

What is the **problem** in your community you want to solve?

What are the **activities and steps** to complete the project?

1.

2.

3.

4.

5.

6.

7.

How will you **scale the impact** of the project from the original implementation?



Metrics: Please indicate the metrics that will be achieved during this project.

For a full glossary of the metrics, please click [here](#).

Key Performance Indicator	Target Number
Number of youth with and without ID actively engaged in planning of the project	
Number of Unified Schools with expanded programming	
Number of new Unified Schools	
Number of new Unified Champion Schools	
Number of new youth leaders	



Number of Special Olympics athletes (people with ID) engaged by the project

Number of people without ID engaged by the project

Total social media impressions

Number of new Unified Sports Clubs

Budget Proposal

Please enter the amount you will spend on each category in US dollars. If a category does not apply to you, please write 0. **Budgets for projects must equal \$500, \$1000, \$1500, or \$2000.**

Transportation:	
Venue:	
Supplies	
Food	
Advertising/Marketing	
Equipment & Maintenance:	
Printing	
Miscellaneous (Miscellaneous expenses may <u>NOT</u> exceed 10% of total budget)	
Total (\$500, \$1000, \$1500, or \$2000):	



Project Duration: The project must be completed within 6 to 9 months.

Proposed Start Date:

Any Key Activation Dates:

Proposed End Date:

Content Gathering: What tools or technology (camera, phone, etc.) do you have access to?

Project Overview:

What is the **problem** in your community you are trying to solve?

Tackle the lack representatives with special needs in film & creative storytelling industry

What are the **activities and steps** for completing the project?

- Development
 - Pre-Production
 - Production
 - Screening
-

How will you **scale the impact** of the project from the original implementation?

By sharing our experience and the resources used to produce this film in a manner of presentations such as but not limited to: filming & production procedures, behind the scenes footage, power point presentations, documents such as but not limited to shortlists, planners, release forms, etc. with specificity to where they may apply as well as their respective boundaries.

Metrics: Please indicate the metrics that will be achieved during this project.

For a full glossary of the metrics, please click [here](#).

	Target Number
Number of youth with and without ID actively engaged in planning of the project	20
Number of Unified Schools with expanded programming	1
Number of new Unified Schools	1
Number of new Unified Champion Schools	0
Number of new youth leaders	10
Number of Special Olympics athletes (people with ID) engaged by the project	10
Number of people without ID engaged by the project	75
Total social media impressions	1000
Number of new Unified Sports Clubs	0

Budget Proposal

Please enter the amount you will spend on each category in US dollars. If a category does not apply to you, please write 0.

This must add up to the \$3,000 funding that will be provided to support with the Scaling Project.

Transportation:	\$250
Venue:	\$150
Supplies	\$150
Food:	\$450
Advertising/Marketing:	\$250
Equipment & Maintenance	\$1,150
Printing:	\$250
Photography/Videography:	\$50

Miscellaneous (Miscellaneous **expenses may NOT exceed 10% of total budget**): 300

Total: **\$3,000**

Project Duration: How much time will it take to complete the project? **7 months**

Proposed Start Date: **6th May, 2022**

Any Key Activation Dates:

Proposed End Date: **9th December, 2022**

Project Team Monthly Meeting Confirmation: Please confirm the time and day that works best for the Project Team (Youth Leaders, Program Staff, Regional Staff and SOI staff) to meet every month.

Monthly Meeting Date: **Fridays**

Monthly Meeting Time (include time zone): **16:00 (EAT)**

Content Gathering: What tools or technology (camera, phone, etc.) do you have access to? **A**
mobile phone, picture and video editing software



Project Implementation

Youth Innovation Scaling Toolkit

PLEASE OUTLINE SPECIFICALLY WHAT YOU DID EACH MONTH DURING YOUR PROJECT

MAY

- Put the word out (social media & friends) and find willing parties to apply(via Google forms or any other more convenient way to gather information from someone online)
- Narrow down promising applicants based on merits but don't skim because of short comings especially if they show great willingness and passion to learn, they learn best on and off the job.
- Schedule an opening meeting (online/physical) based on how you intend to deliver your message and the convenience of having everyone engaged and active during this time

JUNE

- Develop team building sessions that so that a good working relationship is developed both during and after the set project meeting.
- Have these sessions (online/physical at least once a week for at least 2 hours until a broad idea of how to execute event aims become realized by at least 2/3 of participants)
- Create an online group (WhatsApp, Instagram, Microsoft/Google teams) where you can all engage in exchange of resources (links, documents, pictures) that will make physical

JULY

- Begin to develop the narrative of your film and the means you will present this to your audience as well as other event functions that will make the event more fun and impactful.
- Assign roles to each member based on how well they worked with each other on the team building sessions and make sub-teams as well as a communication plan so they know who handles what and how to do so moving forward with a healthy amount of

AUGUST

- Scout for event venues and narrow down based on event type (based on time, location & ability to accommodate change, preferably without increasing the cost of the venue itself.)
- After a consensus is reached, make a shooting schedule and acquire the tools you'll need to get these things done.
- Spend a good amount of time at your shoot locations preparing and then actually

SEPTEMBER

- After shooting the footage, start editing and then reviewing it.
- In the meantime make posters and start making phone calls because you're in the marketing phase of the project. Post on social media and send posters out to invite any and all parties interested and willing to attend and take part. Make use of the communication plan and as many resources as you can get your hands on because this will be an extensive team effort.

OCTOBER

- Rehearse and prepare for the day of the event
- NB: The screening shouldn't take too long (20-30mins) and should act as the closing ceremony presentation/send-off to the event in genral.

**Send this completed worksheet and any attachments to
innovationgrants@specialolympics.org**





Budget

Youth Innovation Scaling Toolkit

WHAT WAS THE MOST IMPORTANT PART OF THE PROJECT TO SPEND MONEY ON?

Food, Transportation and Equipment

PLEASE PROVIDE A BUDGET BREAKDOWN OF HOW YOU SPENT \$3,000 USD

Transport – \$ 180
Food – \$ 410
Printing – \$ 100
Equipment – \$ 1500
Supplies – \$ 160
Photography/Videography – \$ 50
Miscellaneous – \$ 300

**IF YOU WERE ONLY GIVEN \$1,500 TO REDO YOUR PROJECT, HOW WOULD YOU
ALLOCATE YOUR BUDGET?**

Transport - \$ 200
Equipment - \$ 450
Printing - \$ 225
Supplies - \$ 75
Food - \$ 350
Photography/Videography - \$ 50
Miscellaneous - \$ 150

**Send this completed worksheet and any attachments to
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Event Management

Youth Innovation Scaling Toolkit

WHAT WAS THE SCHEDULE OF THE EVENT?

45 minutes - Registration
45 minutes - Opening Ceremony in the morning outlining SO Vision & Mission
15 minutes - Brief Documentary Screening
60 minutes - Unified Sports Activities (Soccer & Basketball)
45 minutes - Lunch Break
1 Hour – Gathering post event feedback

PLEASE DESCRIBE IN DETAIL HOW YOU MANAGED THE DAY OF EVENT

♦ *How did your adult mentor support you through this process?*

- We had a presentation in the morning to let everyone know what the day was about and how they could help us be a lot more successful in our endeavor throughout the course of the day, Including asking them to share insight where possible and use the hash-tags when they posted this event on their social media to tag us as well
- We had volunteers stationed at the places where instruction and direction was needed;
- We had signs up to direct and navigate people to venues where there were events going on;
- My project mentor helped by providing us with an itinerary and SO presentation materials we were able to fit to suit our event.

WAS THERE ANYTHING YOU COULD HAVE DONE DIFFERENTLY TO MAKE THE EVENT MORE SUCCESSFUL?

- We could have used a division of labor model to make delegating tasks a lot easier because it was a tad overwhelming and time consuming having to figure these things out for the first time.
- We needed a venue that was a lot more malleable with time
- We needed more time to realize that longevity actually isn't the best approach to making a good documentary. We needed to have shorter, clearer and more concise stories rather than longer and less interesting ones.

Volunteers

HOW MANY VOLUNTEERS DID YOU REQUIRE TO MAKE THE EVENT SUCCESSFUL?

25 Volunteers

HOW DID YOU RECRUIT YOUR VOLUNTEERS?

- ♦ *What roles did the volunteers have?*

Recruitment based on their interest and will to learn, previous experience was a bonus.

We had time keepers, speakers, interviewers and interviewees, communication and social media gurus, food overseers and record keepers to keep us on track for every event.

WHAT TRAINING DID YOU PROVIDE YOUR VOLUNTEERS WITH?

- ♦ *How much time was needed to train your volunteers?*
- ♦ *Did you train them the day of or prior to the event?*

We started training about a month prior to the event, meeting at least once a week for a virtual call and having a total of 2 physical meetings and rehearsals for the day of the event.

**Send this completed worksheet and any attachments to
innovationgrants@specialolympics.org**



Project Sustainability

Youth Innovation Scaling Toolkit

HOW IS THE IMPACT OF THIS PROJECT GOING TO CONTINUE NOW THAT YOUR EVENT IS OVER?

- We hope to use the media we have on the Special Olympics Tanzania Social Media Pages

HOW COULD THIS PROJECT BE SCALED IN YOUR SCHOOL OR LOCAL COMMUNITY?

Making themed episodes as to how a school club has made or is in the process of making their club inclusive while showing a before and after; with feedback from new and old members.

WOULD YOU CHANGE ANYTHING ABOUT YOUR PROJECT?

Yes, the timeline; I'd give this more time in the future.

**Send this completed worksheet and any attachments to
innovationgrants@specialolympics.org**

Participant Application Form for Special Olympics Documentary

Participant Information.

Please be sure to submit accurate and relevant information in each required section of this form.

All selected persons will be informed of their selection within 5-7 business days after submission through the provided contact information on this form.

Please note: the submission of this form does not in any way guarantee your selection to this program.

* Required

1. Name *

2. Age

3. Which best defines you

Mark only one oval.

☐ High School

☐ College

☐ University

☐ Working

☐ Other:

4. Phone: *

5. Email Address

6. Tell us about yourself (100 words)

7. How did you come across this form?

Mark only one oval.

☐ Instagram

☐ Facebook

☐ Through a friend

☐ Other:

This content is neither created nor endorsed by Google.

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