

Through the Fire

Stories of Resilience From the Heart of New Mexico

FUNDRAISING OVERVIEW

Through The Fire welcomes financial support from individuals and organizations in any amount, large or small. If this project speaks to you, please support us by:

- #1 MAKING A DIRECT CONTRIBUTION** to our production company, What's Good, LLC. Email Executive Producer Jake McCook at LetsGo@ThroughTheFireNM.com for more information.
- #2 MAKING A TAX-DEDUCTIBLE CONTRIBUTION.** Thanks to the support of the New Mexico Film Foundation, we are able to accept tax-deductible donations through their Fiscal Sponsorship program. Visit ThroughTheFireNM.com for more information.

FUNDING HELPS COVER THE COST OF:

- Production & studio rentals
- Travel & expenses
- Advertising & marketing
- Community screenings

SPONSORSHIP PERKS MAY INCLUDE:

- Sneak peak of episodes
- Free screening tickets
- Recognition on promotional materials
- Production credits



Fire Starter
\$100



Kindler
\$250



Igniter
\$500



Sizzler
\$1,000



Pyrotechnic
\$2,500



Flame Thrower
\$5,000



Producer
\$10,000+

PROJECT OVERVIEW

Through The Fire is a new video project featuring stories of hope, healing and transformation. Guided by narrator Sara Tapia-Tomer, this documentary series will dig deep into what it's like going "through the fire" of life's challenges - with the goal of helping others do the same.

New Mexico has some of the most unique energy and people in the world. And every day, they walk through life with no idea what to do with their struggles and few resources in their communities to help. So we decided to make a place for them.

We know the statistics - New Mexico is last in this and worst in that - and we're tired of hearing it. It's time to shine a light on what's good here: the resiliency and grit that makes us who we are and how we find ways to make it through the fire.



FORMAT

Documentary series; 20 - 40 minutes each episode. Narrator Sara Tapia-Tomer will share her own journeys of transformation and illumination.



BUDGET

\$75,000. With additional resources, the project can expand to more stories, more communities and more episodes.



PRODUCTION

The series is being produced by Jake McCook via What's Good Video, LLC in Albuquerque, N.M. in partnership with NMCO Studio in Las Cruces, N.M.



TIMELINE

Pre-Production: Early 2026;
Post-Production: Mid 2026;
Premiere: Fall 2026



DISTRIBUTION

TBD



SOCIAL IMPACT

A comprehensive social impact campaign is in the works to accompany the project. This may include hosting screenings in schools and community spaces, recovery and addiction centers, with government agencies, etc. We invite anyone connected to these issues, especially mental health professionals, counselors, therapists, teachers, parents, and advocates to partner with us. We also invite any non-profit organization, community partner or individual to join us in this journey.