

+

# Erasing Family

A new documentary about divorce from the producers of Erasing Dad

PLEASE CONSIDER A TAX-DEDUCTIBLE DONATION TO: [WWW.ERASINGFAMILY.ORG](http://WWW.ERASINGFAMILY.ORG)

# Synopsis

CONCEPT

CONTENT

FILMMAKERS

PRODUCTION

DISTRIBUTORS

ACTION

CONTACT

***Erasing Family*** follows children and young adults from different countries fighting to reunite their broken families. Part emotional roller-coaster, part investigative expose, ***Erasing Family*** follows the money to expose why loving moms and dads are erased from their kid's lives by divorce courts.

Dysfunctional family dynamics collide with a system that systematically rips families apart for financial gain. The result: **22 million parents** in the U.S. alone are cut off from their children after divorce or separation.

***Erasing Family*** will shine a light on the most helpless victims of family courts: children.

***Erasing Family is the first documentary designed to encourage young adults to reunite with their #erased families.***

# Trailer

CONCEPT

CONTENT

FILMMAKERS

PRODUCTION

DISTRIBUTORS

ACTION

CONTACT



**A quick look at what we have filmed so far. . .  
With your help we can complete the film for a 2018 premier!**

# Girls Fighting For Their Families

CONCEPT

CONTENT

FILMMAKERS

PRODUCTION

DISTRIBUTORS

ACTION

CONTACT

**3 young women,  
3 different countries, cut  
off from a loving parent,  
all fighting to see a  
sibling.**

**Rich or poor, American  
or abroad, their moms or  
dads erased, entire  
families broken.**



# Our Young Protagonists

CONCEPT

CONTENT

FILMMAKERS

PRODUCTION

DISTRIBUTORS

ACTION

CONTACT



**Ashlynn** 23, Redding, California

*“I’d say to my sister, our dad is not a monster. He is nothing like we were told he was.”*



**Lisa Rose** 12, Vancouver, Canada

*“My dream is to live a week with my mom, a week with my dad, and have my brother with me.”*



**Yenni** 13, Corrientes, Argentina

*“Some families have photos and memories. I have court documents.”*

# Ashlynn

CONCEPT

CONTENT

FILMMAKERS

PRODUCTION

DISTRIBUTORS

ACTION

CONTACT

Her father was hounded by the system which took his money and his kids. At 18, Ashlynn reunites with her father and tries to reverse the adoption that has made them legal strangers. But her sister now shuns them both.

Can this high school dropout reunite her family, and become a voice for a generation of erased children?



# Lisa Rose

CONCEPT

CONTENT

FILMMAKERS

PRODUCTION

DISTRIBUTORS

ACTION

CONTACT

years for her brother who's been brainwashed against their mother by their father. A million dollars was spent in family court, but with a tragic result: her brother runs away to England at 16. Lisa Rose messages him, but he responds "Until you reject mom, I can't talk to you."

She sets out to find him and confront the judge who let this happen. But will the trip just result in further heartbreak?



# Yenni

CONCEPT

CONTENT

FILMMAKERS

PRODUCTION

DISTRIBUTORS

ACTION

CONTACT

lives in a rundown home with her dad, both cut off from her younger brother and sister by their mother. When she brings birthday gifts for her siblings, their mom screams, “I’ll call the cops on you!” Yenni and her dad have spent years in the courts fighting for visits.

Driven to depression by the legal hurdles, is Yenni’s last hope a class action law suit?





# In whose best interest?

CONCEPT

CONTENT

FILMMAKERS

PRODUCTION

DISTRIBUTORS

ACTION

CONTACT

The first half of the film will investigate the legal systems that let this happen, and follow the money trail that subverts justice for these children.

The girls' investigation reveals false accusations, perjury and forgery in their cases.

The legal system turns family conflict into profit, hounding parents all the way to debtors' prison and sometimes to murder or suicide.

***The US government spends billions on child support enforcement and almost nothing on visitation enforcement.***

***Meanwhile, the divorce industry grows. . . 25 times the revenue of Starbucks.***

# Public Health Crisis

CONCEPT

CONTENT

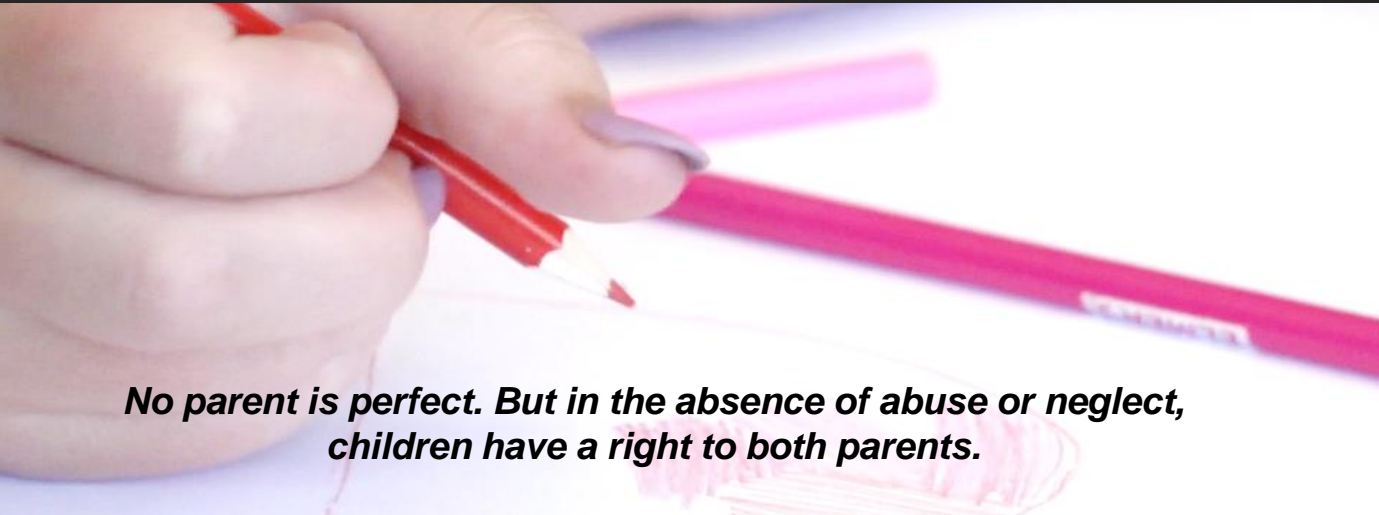
FILMMAKERS

PRODUCTION

DISTRIBUTORS

ACTION

CONTACT



*No parent is perfect. But in the absence of abuse or neglect, children have a right to both parents.*

**A generation of traumatized children.**

**A preventable public health crisis.**

Ignored because it's considered a normal part of divorce for children to lose contact with a parent.

The fallout is passed from generation to generation. Children denied a relationship with a parent still struggle as adults:

**70%** suffer from depression

**35%** develop problems with drugs and alcohol

**50%** are alienated from their own children

# From Trauma to Hope

CONCEPT

CONTENT

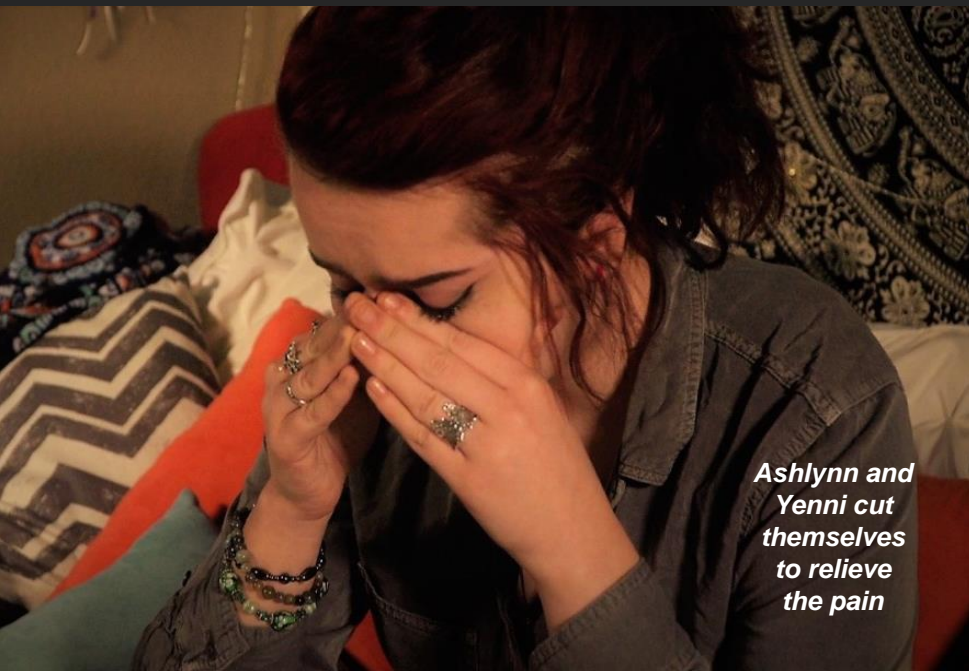
FILMMAKERS

PRODUCTION

DISTRIBUTORS

ACTION

CONTACT



*Ashlynn and  
Yenni cut  
themselves  
to relieve  
the pain*



***Can the girls reunite their families and get them on the road to healing?  
The film's second half presents the emotional fallout for all involved.***

# Finding Solutions

CONCEPT

CONTENT

FILMMAKERS

PRODUCTION

DISTRIBUTORS

ACTION

CONTACT



After confrontation and, finally, reunification, the film explores alternatives to help families avoid this trauma:

Exploring programs that provide alternatives to adversarial family courts.

Using mediation to reduce conflict.

Shared parenting legislation to reduce conflict and ensure that kids have equal access to all their family.



*Erasing Family* is designed to encourage young adults to reunite with their **#erased** families by explaining why this happened and how to heal.

# Urgency to finish in 2018

CONCEPT

CONTENT


FILMMAKERS

PRODUCTION

DISTRIBUTORS

ACTION

CONTACT



I LOVE BOTH  
MY PARENTS  
EQUALLY

- 73% of millennials support shared parenting
- In 2018, almost half of U.S. states have legislation pending supporting shared parenting.

But in the last 10 years, similar bills have been blocked due to lobbying by those who have financial incentives in the adversarial system.

*Erasing Family* will create momentum for legislative change while at the same time encouraging kids to reunite with their families by giving them a road map to healing.

# Previous Film: Erasing Dad

CONCEPT

CONTENT

FILMMAKERS

PRODUCTION

DISTRIBUTORS

ACTION

CONTACT



The *Erasing Family* team is the same behind *Erasing Dad* (*Borrando a Papá*, Argentina 2014), which made family bond obstruction front page news, and drove legislative and court reform in Argentina. It combined the story of fathers fighting to see their children with the testimony of professionals who confessed to keeping families apart in the name of profit.

# Impact of Erasing Dad

CONCEPT

CONTENT

FILMMAKERS

PRODUCTION

DISTRIBUTORS

ACTION

CONTACT

## The film was censored in Argentina.

But passionate advocates privately distributed the film via DVDs and the internet.

The media covered the story and thousands of families began to speak out.

They knew they were not alone.

The impact was huge and spread beyond Argentina all over Latin America.



Thanks to the film, the public now sees fathers separated from their children as victims of institutional violence.

Most importantly, the film reunited families due to court decisions, and young people were inspired to reconnect with their parents.

Argentina enacted joint custody legislation after the film's release.

# Production Details

CONCEPT

CONTENT

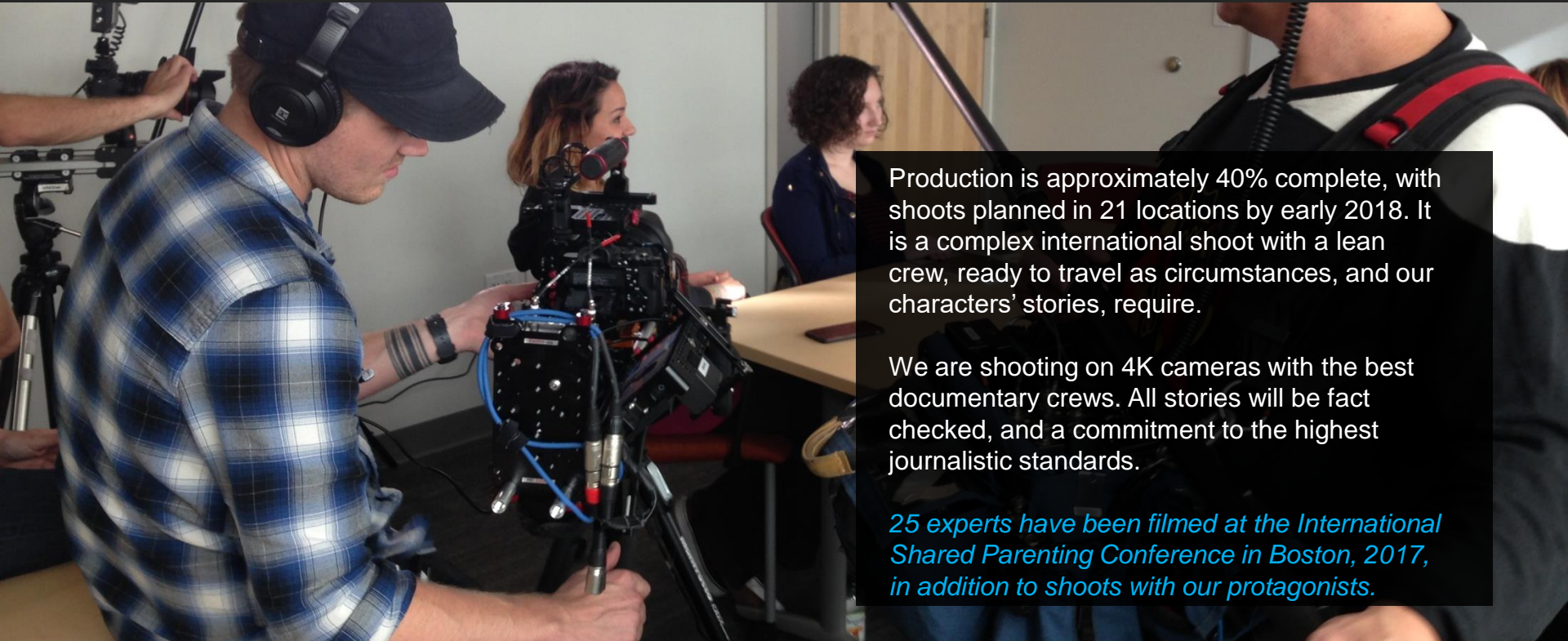
FILMMAKERS

PRODUCTION

DISTRIBUTORS

ACTION

CONTACT



Production is approximately 40% complete, with shoots planned in 21 locations by early 2018. It is a complex international shoot with a lean crew, ready to travel as circumstances, and our characters' stories, require.

We are shooting on 4K cameras with the best documentary crews. All stories will be fact checked, and a commitment to the highest journalistic standards.

*25 experts have been filmed at the International Shared Parenting Conference in Boston, 2017, in addition to shoots with our protagonists.*



# Locations

CONCEPT

CONTENT

FILMMAKERS

PRODUCTION

DISTRIBUTORS

ACTION

CONTACT



More than 25 experts from around the world have been interviewed.



# Unique Access to Stories

CONCEPT

CONTENT

FILMMAKERS

PRODUCTION

DISTRIBUTORS

ACTION

CONTACT



We have unique access to **thousands of families** who contact us on our social media and platforms. They trust us due to our work with ***Erasing Dad*** and our emphasis on solutions.

They share information, their family photos, and pleas for help with us.

**15,000** followers on Facebook/ErasingFamily  
**40,000** followers on Facebook/Borrandoapapa

<https://www.tribute.co/erasing-family>  
#Erased families can submit a video tribute to their children. This platform was created with the support of the POV Digital Lab.

# Distribution & Impact

CONCEPT

CONTENT

FILMMAKERS

PRODUCTION

DISTRIBUTORS

ACTION

CONTACT

We plan to **stream** on **Netflix** and/or premiere on HBO, Showtime or CNN.

We are creating a **robust audience** outreach program with guest speakers to make ***Erasing Family*** accessible to high schools, universities and community groups.

We will also deliver a digital copy to every state and federal politician and family court worker, lawyer and judge.



- **set up youth committees**
- **distribute curriculum packets**
- **implement action campaigns**

*The American Film Market reports that **independent documentaries** are a **breakout film genre**, especially with **built-in audiences** or **powerful personal stories**.*

**ERASING FAMILY** has both.

*Documentaries have a **unique ability to help us walk in another's shoes**, to create empathy for families in pain, and advance real-world solutions.*

# Documentaries Creating Change

CONCEPT

CONTENT

FILMMAKERS

PRODUCTION

DISTRIBUTORS

ACTION

CONTACT



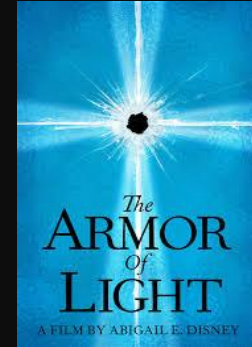
**Bullying declined from 24% to 14% of US school children being victims. Bullying is viewed as a public health crisis in great part due to “Bully”.**

- Film seen by 3.2 million children
- Educator’s Toolkit reached over 2 million
- 88% agree that the film & training helped create a safer classroom environment



**Blackfish aired on CNN and brought the “fringe” issue of animal rights to national attention. “The Blackfish Effect” caused an 84% drop in SeaWorld profits.**

- SeaWorld halted its orca breeding program
- U.S. Congress studied the impact of captivity on orcas



**Sparked gun control dialogue in evangelical churches. Sermons and bible study reached an audience normally opposed to this issue.**

*“Our plan was always to go church by church, because the real change happens in those small church-basement screenings.”*  
– Producer / Director Abby Disney

# Early Impact

CONCEPT

CONTENT

FILMMAKERS

PRODUCTION

DISTRIBUTORS

ACTION

CONTACT

**Case study: *Tamra Judge, Reality TV Star* contacts us because she cannot see her daughter**



**Results: PSA viewed by more than 300,000 in one week**

***Real Housewives of Orange County (BRAVO)* featured Erasing Family as a story line. Tamra promotes to her 1 million social media followers, reaching a new audience.**

## **Audience Response:**

*"My daughter has alienated me from her life for 2 years now. The pain was/is so great. I'm very glad to have seen this on the OC because I've felt alone with this issue for a longtime."*

*"I am sitting here sobbing after watching Tamra Judge share her story on TV. I am currently going through this and I went through it as a child. I can't tell you how powerful this information is for me."*

*"When I watched tonight's episode --- it changed everything for me - I can't believe I'm not alone."*

# Our Filmmaking Team

CONCEPT

CONTENT

FILMMAKERS

PRODUCTION

DISTRIBUTORS

ACTION

CONTACT



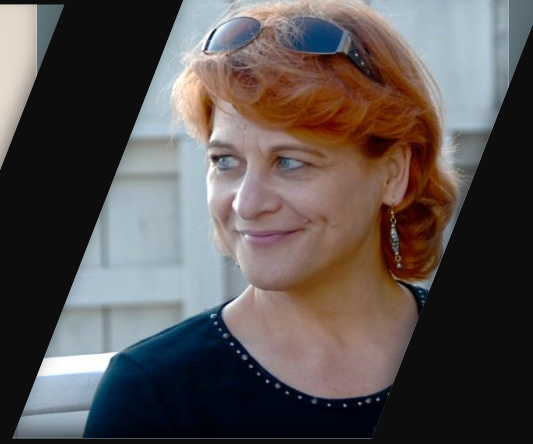
**Director -  
Producer**

*Ginger Gentile*



**Producer**

*Gabriel Balanovsky*



**Executive  
Producer**

*Julie Janata*

# Director

CONCEPT

CONTENT

FILMMAKERS

PRODUCTION

DISTRIBUTORS

ACTION

CONTACT

## Ginger Gentile

This award-winning director grew up in New York and graduated from Columbia University. Her motivation is for no child to suffer from divorce as she did as a teen.

Co-Director of *Erasing Dad* and *Goals for Girls: a story of women with balls*, about the fight of slum girls to play soccer in Argentina, the film has been shown in more than 10 international film festivals and acquired by 80 universities. She has directed more than 70 short documentaries, and produced a short film where she researched for three months to find sex offenders willing to speak on camera. In addition to filmmaking, she is an adept public speaker.

She recently participated in Speak Truth To Power at Union Docs, and is a member of Alliance of Women Directors and Film Fatales.

<http://www.imdb.com/name/nm3141234>

<http://www.gingergentile.com/>



# Producer

CONCEPT

CONTENT

FILMMAKERS

PRODUCTION

DISTRIBUTORS

ACTION

CONTACT

## Gabriel Balanovsky

Producer of *Erasing Dad*, the precursor to *Erasing Family*. He co-directed and produced **Goals for Girls: a story of women with balls** and is executive producer of San Telmo Productions, a production services company based in Argentina with clients ranging from Nat Geo to ABC to Al Gore.

He has been fighting to see his daughter for 13 years and encourages other suffering parents to take their sadness and anger and turn it into fire for the movement. When he isn't producing, he is speaking with other parents who are suffering, and educating judges, lawyers and educators.

<http://www.imdb.com/name/nm4234454/>

<http://www.gabrielbalanovsky.com/>





# Executive Producer

CONCEPT

CONTENT

FILMMAKERS

PRODUCTION

DISTRIBUTORS

ACTION

CONTACT

## Julie Janata

She is proud to serve as executive producer of *Erasing Family*. A two-time Emmy Award winner, five of her films have been acquired by Showtime, three by PBS, others by Amazon, Netflix, Sundance Channel and more, in addition to worldwide theatrical and television distribution. They have won more than 25 awards around the world, including Emmy Awards and the FIPRESCI International Critic's Prize.

She is committed to diversity in media as a Chair of the Producers Guild Power of Diversity Master Workshop, as a member of the Academy of Television Arts and Sciences, and promotes female directors as President Emeritus of Alliance of Women Directors.

<http://www.imdb.com/name/nm0417322/?ref =nv sr 1>



# Expert Advisory Board

CONCEPT

CONTENT

FILMMAKERS

PRODUCTION

DISTRIBUTORS

ACTION

CONTACT



**Dr. Christine Giancarlo**

*Canadian Advisor, Associate Producer, an applied anthropologist and professor at Mount Royal University, with expertise in Parental Alienation*



**Zena Crenshaw-Logal**

*Executive Director of the National Judicial Conduct and Disability Law Project that takes on systematic corruption*



**Dr. Kiley Hamlin**

*Canada Research Chair in Developmental Psychology and Assistant Professor of Psychology at the University of British Columbia*



**Dr. Jennifer Harman**

*Associate Professor of Psychology at Colorado State University and is the Program Coordinator for the Applied Social & Health Psychology Program*



**Kenya N. Rahmaan**

*Author of "The Child Support Hustle" and Founder of the Reform Child Support NOW! Movement*

# Production Company

CONCEPT

CONTENT

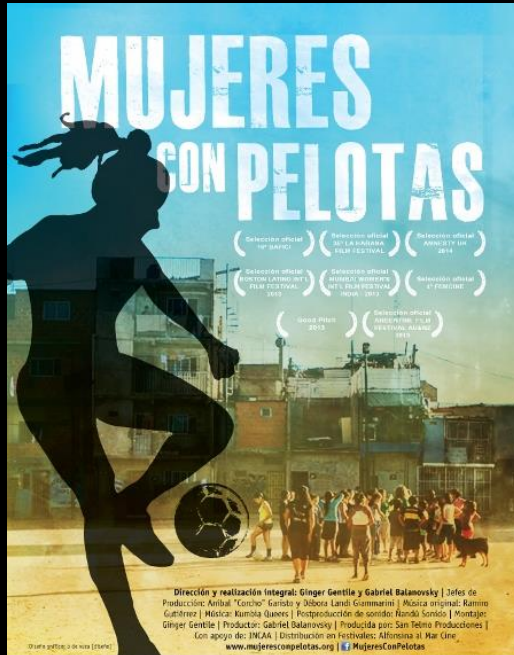
FILMMAKERS

PRODUCTION

DISTRIBUTORS

ACTION

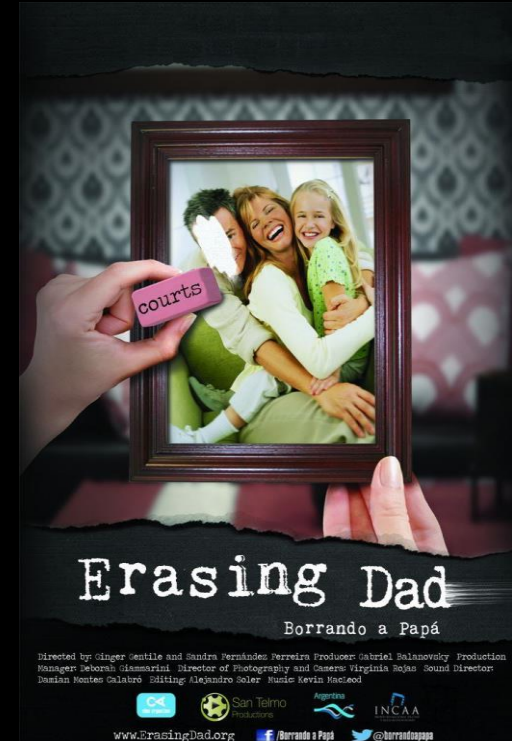
CONTACT



San Telmo Productions produced **Goals for Girls: a story of women with balls**, **Erasing Dad**, and collaborations with Nat Geo, History Channel, ABC, A&E, HGTV and brands like Nike, GE, Gatorade and LG Electronics. It had the honor of producing a mini-documentary for Nobel Prize Winner **Al Gore's Inconvenient Truth Climate Challenge**.

A production company with a heart, using its resources to make high impact documentary films. "Goals for Girls" which was chosen by Good Pitch, and "Erasing Dad". Both were financed the Argentine Film Institute.

San Telmo Productions was founded by Ginger Gentile and Gabriel Balanovsky. Erasing Family Films LLC will be producing in the USA & Canada.



# Help make a film to reunite families

CONCEPT

CONTENT

FILMMAKERS

PRODUCTION

DISTRIBUTORS

ACTION

CONTACT

***Erasing Family*** is expected to cost **\$735,000** to produce plus funding for the impact campaign. We need **\$145,000** by December 2017 to finish filming, then **\$350,000** by July 2018 for the impact campaign.

We have **secured \$200,000** in a grant from the Canadian Association for Equality and are awaiting a **\$200,000** grant for post-production from the Argentine film board.

We are also drawing on **\$100,000** so far in small donations through a very successful crowdfunding campaign, including 22 donations of \$1000 apiece.

But we need the bulk of our funding by late 2017 to meet our goal of using the film in 2018 to push legislation that supports shared parenting.

Our ideal partners are individuals & Foundations committed to promoting healthier families.

# Let's Talk

CONCEPT

CONTENT

FILMMAKERS

PRODUCTION

DISTRIBUTORS

ACTION

CONTACT



**Julie Janata**  
**EXECUTIVE PRODUCER**

EMAIL: [motivedit@gmail.com](mailto:motivedit@gmail.com)

PHONE: 1-310-994-5465



**Gabriel Balanovsky**  
**PRODUCER**

EMAIL: [gabriel@santelmoproductions.com](mailto:gabriel@santelmoproductions.com)

PHONE: + 54 9 11 5977 3900

**PLEASE DONATE TO:**

**WWW.ERASINGFAMILY.ORG**

TAX-DEDUCTIBLE IN THE US  
thanks to our fiscal sponsor Reel  
Fathers - [www.reelfathers.org](http://www.reelfathers.org)

Please contact us about  
arranging a tax-deductible  
donation in Canada.

Join us on  
[Facebook/ErasingFamily](#) and  
Twitter - [@erasingfamily](#)



*Thank You!*