

# LIGHTS CAMERA COMPASSION

Join the Tradition. Support the Future.



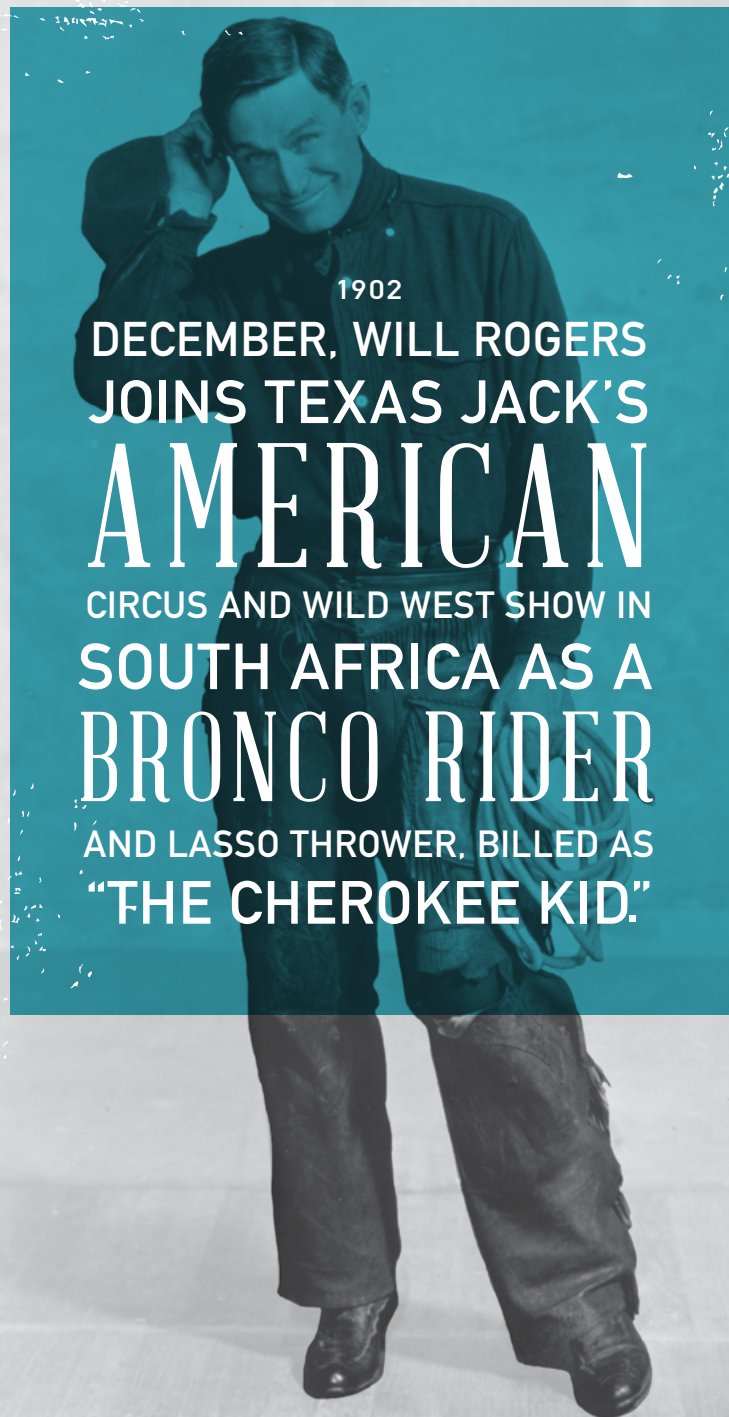
The help you  
need, **minus**  
**the song and**  
**dance.**

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The Will Rogers Motion Picture Pioneers Foundation (WRMPPF) is one of the few charities created by the movie industry for the people in the industry. In addition, WRMPPF runs programs that contribute to the greater well-being of people in communities throughout the country. Since 1936, we have been a special friend to those in need of a helping hand.

Named after the humanitarian, philanthropist and entertainer Will Rogers, the WRMPPF perpetuates his legacy through the great works of the Will Rogers Institute (WRI), Brave Beginnings—a neonatal pulmonary grant program—and the Pioneers Assistance Fund (PAF).

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# Our History.

Throughout the 1920s and 30s, tuberculosis (TB) was as familiar to vaudevillians as cold dressing rooms, drafty theaters and damp hotel rooms, all of which actually increased the spread of the disease. In 1927, the National Vaudeville Association (NVA) founded a lodge at Saranac Lake, New York, as a convalescent home for performers afflicted with TB. Although the Lodge prospered at first, the continuing national depression combined with the decline in the vaudeville phase of entertainment, created financial difficulties. The NVA had no choice but to transfer the responsibilities of the Lodge to the Will Rogers Memorial Commission. The Commission had been formed in 1935 following the tragic death of beloved humanitarian Will Rogers, in an airplane crash at Point Barrow Alaska.

In 1936, the commission changed its name to the Will Rogers Memorial Fund and the Lodge was named the Will Rogers Memorial Hospital. An official declaration was written in May, 1936:

“Henceforth it will be known as the Will Rogers Memorial Hospital, and it will become a permanent monument in memory of the popular humorist-philosopher, as a haven for unfortunate members of the entertainment industry to which he devoted his life.”

By 1939, the motion picture industry had blossomed and a small group of industry personalities in New York formed a club, Picture Pioneers, Inc. The men figured out a way to “take care of our own” and announced that they were going “to establish a self-perpetuating fund to assist pioneers of the motion picture industry who find themselves in need; the assistance to consist of direct financial aid, medical care and temporary business subsistence during periods of unemployment and unfortunate circumstances to eligible applicants.” The idea was formalized in May of 1949 and the Foundation of Motion Picture Pioneers was established.



**MOTION PICTURE  
PIONEERS  
INC.**

1585 BROADWAY

**FOUNDATION OF THE MOTION  
PICTURE PIONEERS  
INC.**

JUdson 6-8400

NEW YORK 36, N.Y.

1916  
GIVES HIS FIRST PRESIDENTIAL  
PERFORMANCE  
TO WOODROW WILSON, IN MAY.  
IN JULY, JOINS THE  
ZIEGFELD FOLLIES  
AS A COMEDIAN EMCEE.

In June of 1936, the fund's Summer Theatrical public service announcements were launched nationwide, thus starting our tradition of raising money in movie theaters.

# Help for today. **Hope for tomorrow.**

Entertainment is a unique business and we are a unique charity. Rather than striving to eliminate a specific disease or social issue, the WRMPPF was created to offer help for today and hope for tomorrow.

As a donor to WRMPPF, you make it possible for this industry charity to take care of its own and to continue the work of all our unique programs. By making this investment, you help us provide peace of mind and direct services to those in need.

“

*We are all here  
for a spell. Get all  
the good laughs  
you can.*

”

WILL ROGERS



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# The Pioneers Assistance Fund

The Pioneers Assistance Fund (PAF) continues the mission of the Foundation of Motion Picture Pioneers by providing financial assistance and supportive counseling for feature film professionals nationwide—in trade services (IATSE members), exhibition, and distribution—who are experiencing hardship due to illness, accident or underemployment.

## Program Overview

Depending on eligibility, we can assist with financial grants that pay for unexpected medical costs and/or assistance with cost of living expenses.

## When Life Is Challenging

Medical grants can pay for the following services (minimum of 5 years employment):

- Dental
- Medical fees and co-pays
- Hearing aids
- Medications
- Psychotherapy
- Health insurance premiums
- Medical equipment

Emergency grants can pay for the following (minimum of 10 recent years employment):

- Rent and utilities
- Food and household necessities
- Moving expenses
- Burial or cremation fees
- Vocational assistance

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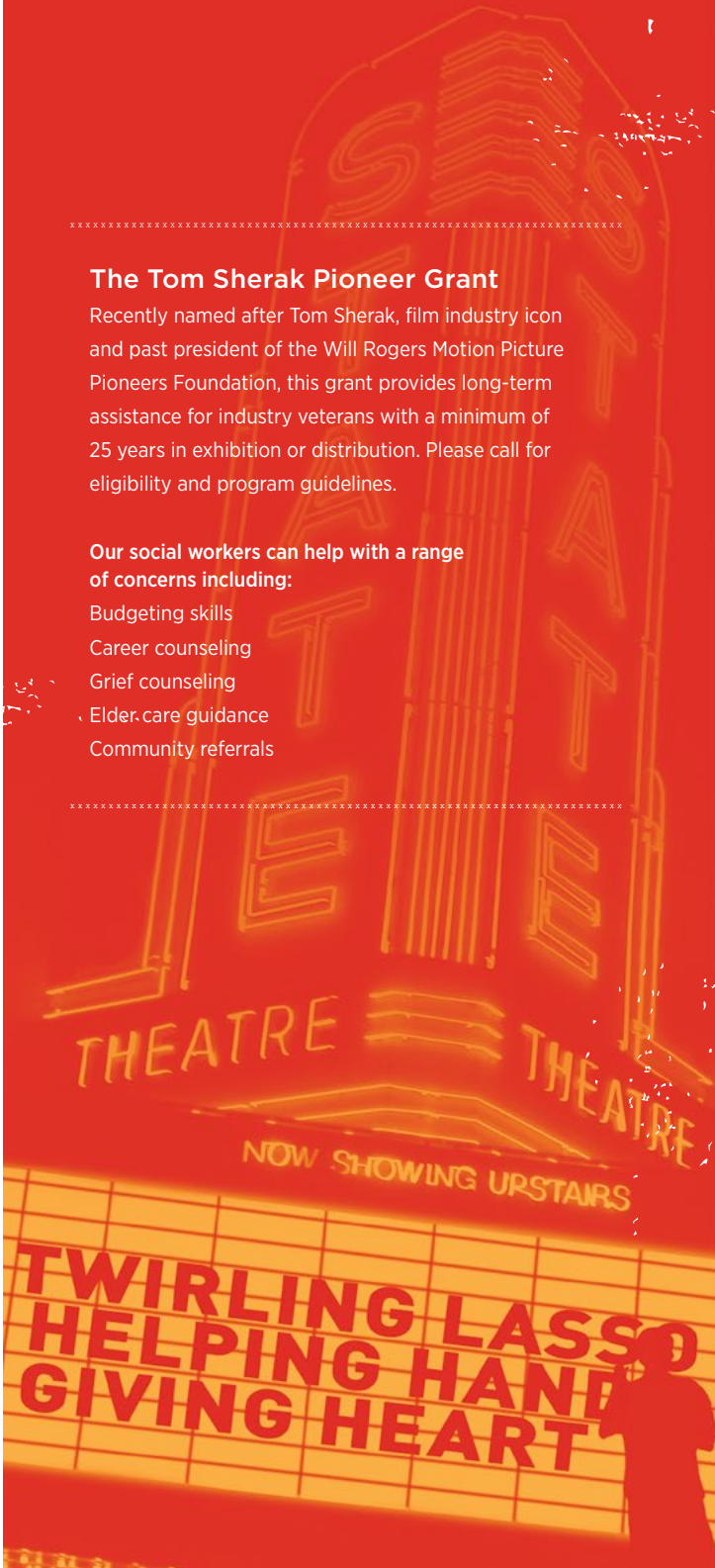
## The Tom Sherak Pioneer Grant

Recently named after Tom Sherak, film industry icon and past president of the Will Rogers Motion Picture Pioneers Foundation, this grant provides long-term assistance for industry veterans with a minimum of 25 years in exhibition or distribution. Please call for eligibility and program guidelines.

Our social workers can help with a range of concerns including:

- Budgeting skills
- Career counseling
- Grief counseling
- Elder care guidance
- Community referrals

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The logo for the Will Rogers Institute, featuring the name in a bold, sans-serif font. The text is white and set against a dark blue rectangular background.

## **WILL ROGERS INSTITUTE**

### **Will Rogers Institue**

From its foundation as an upstate lodge for vaudevillians and stagehands with tuberculosis, the WRI has grown into a national organization that strives to help individuals and families by supporting and providing health education and funding medical research.

#### **Education for Today**

For more than 30 years, the WRI has been a leader in health-related public service announcements and has provided educators with free health materials that promote the wellbeing of children and adults. To date, WRI has provided more than 50,000 free health education booklets to schools, individuals and medical offices.

#### **Research for Tomorrow**

The WRI supports medical research, rehabilitation and health education programs at prestigious medical centers across the country. For more than three decades, the WRI has funded the higher education training of more than 400 pulmonary physicians and research studies nationwide. It has given over \$92 million to research laboratories across the country studying pulmonary medicine.

A black and white photograph of a man wearing a fedora and a suit, sitting on a wooden stool. He is holding a long, thin object, possibly a pipe or a stick, in his right hand. The background is slightly blurred, showing what appears to be a building or a structure. The image is partially covered by a teal overlay on the right side.

1922

STARS IN AND PRODUCES HIS OWN

**MOTION PICTURE  
AND BEGINS**

A SERIES OF SYNDICATED WEEKLY  
**ARTICLES FOR THE  
MCNAUGHT SYNDICATE.**

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# Brave Beginnings

Helping Premies Thrive

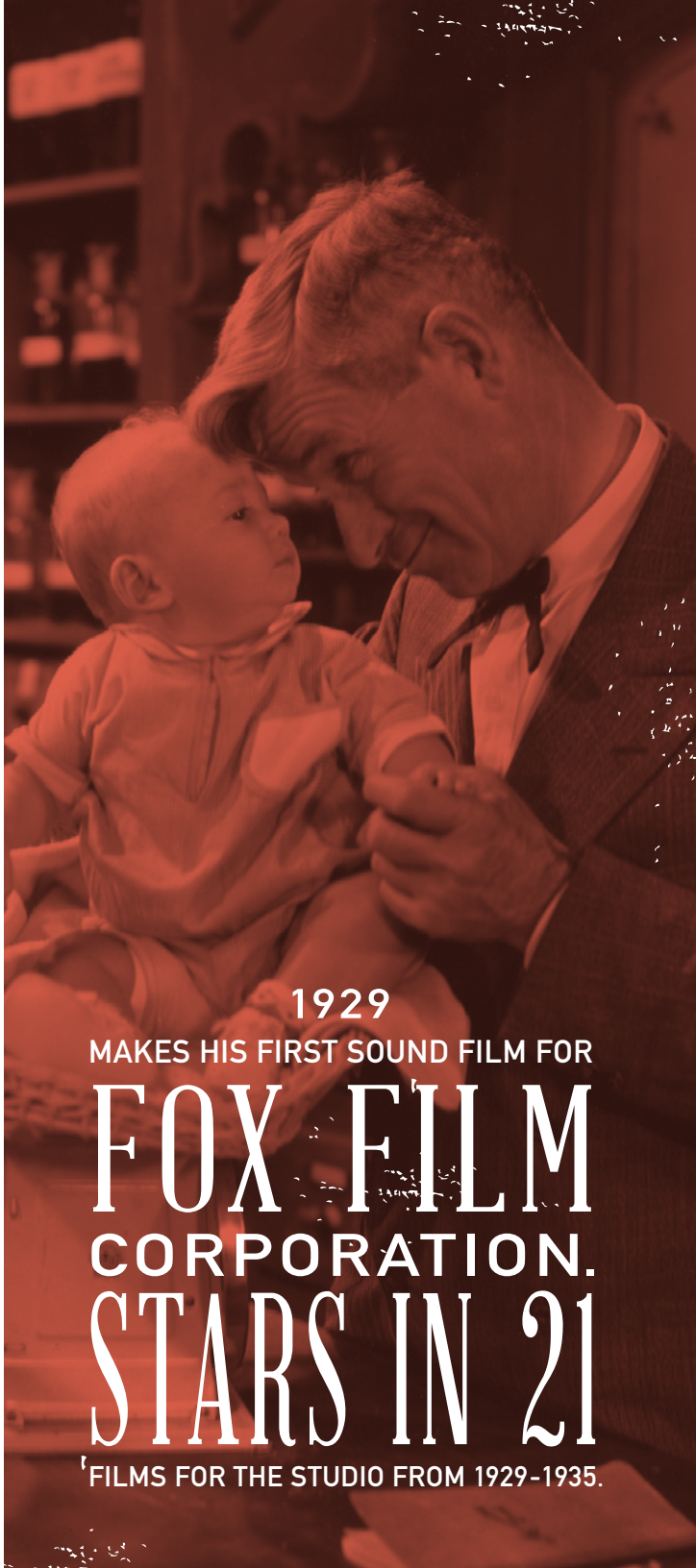
Brave Beginnings provides life-saving equipment to hospitals across the country, so little lives can have a fighting chance.

The mission of the neonatal equipment program is to help the many hospitals across the United States in need of additional or updated ventilator equipment and critical care pulmonary services.

Since its inception in 2006, the neonatal program has contributed more than \$2.9 million to 78 facilities across 30 states. Each year, the program spends roughly \$500,000 in grants awarded to hospitals nationwide. The funds are used to purchase life-saving equipment for Neonatal Intensive Care Units (NICUs) caring for fragile lives born too soon.

Due to the overwhelming need for this type of equipment, the program is expected to triple in size within the next few years.

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1929  
MAKES HIS FIRST SOUND FILM FOR  
**FOX FILM  
CORPORATION.**  
**STARS IN 21**  
FILMS FOR THE STUDIO FROM 1929-1935.

# We Need Your Help

A donation at any level ensures that WRMPPF programs will be there for you and for those in your community who may need them. By supporting the charity at any donation level you are directly contributing to all WRMPPF programs and providing pulmonary medical school research fellowships, neonatal equipment, free health education materials and financial assistance to those in need.

Industry members are encouraged to make a restricted donation to the Pioneers Assistance Fund. Your donations do make a difference. The following giving levels are suggested:

## **\$25 - Food and Household Necessities**

Sometimes it is difficult to make ends meet. A donation at this level will provide grocery gift cards or local transportation.

## **\$50 - Home Health Supplies and Safety Aids**

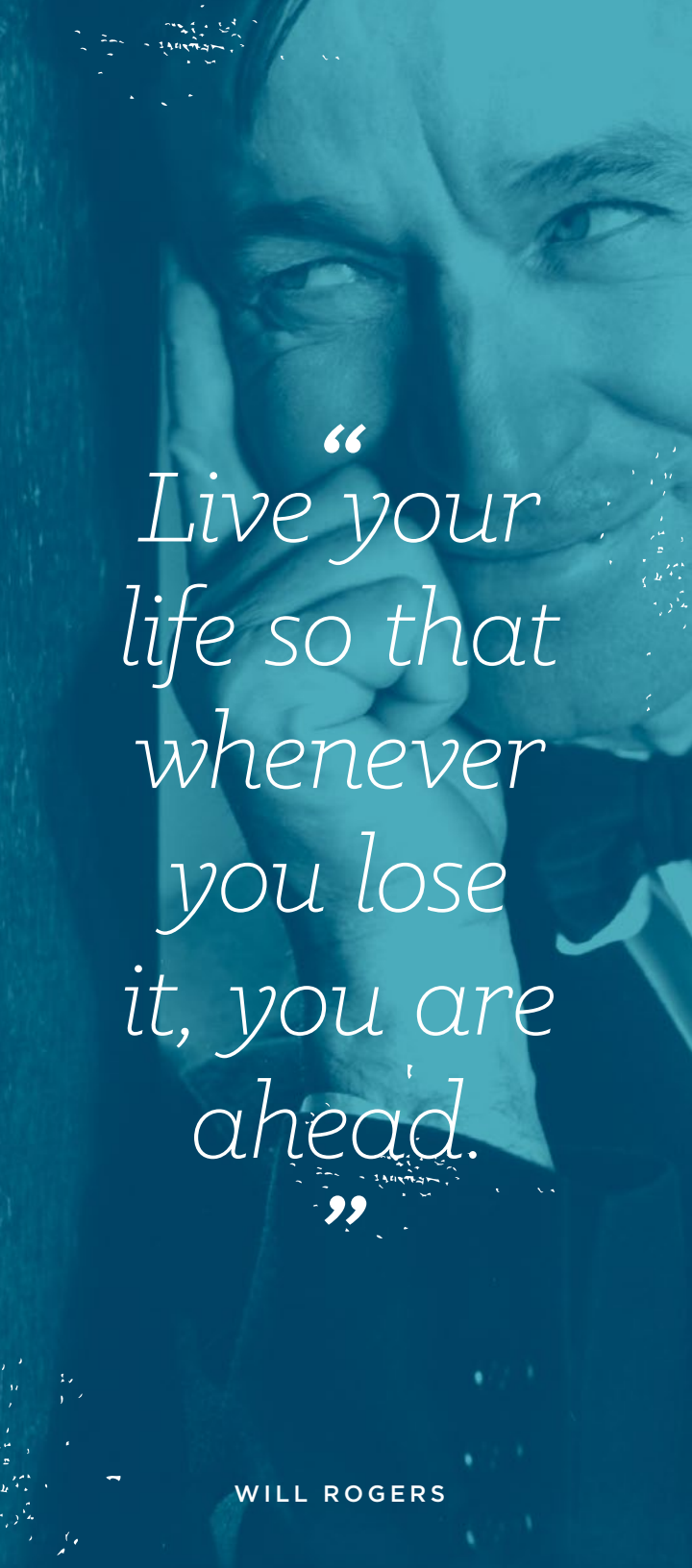
A donation at this level ensures that an industry member has the smaller necessary items that insurance often does not cover.

## **\$100 - Assistive Devices**

A donation at this level will ensure proper equipment for those encountering a temporary or permanent disability. The right aid can have a direct impact on quality of life during a difficult time.

## **\$250 - Medical, Dental, Rx Medication**

A donation at this level will help defray the cost of unexpected fees and co-pays after an accident, injury or work slowdown.



*“Live your  
life so that  
whenever  
you lose  
it, you are  
ahead.”*

WILL ROGERS

“  
People are  
marvelous  
in their  
generosity  
if they just  
know the  
cause is  
there.”

WILL ROGERS

“  
Even if you're on  
track, you'll get  
run over if you  
just sit there.”

WILL ROGERS

**\$500 - Health Insurance and Physician Fees**

No one should have to live without health insurance or the ability to see the proper doctor. A donation at this level will ensure that does not happen.

**\$1,000 - Moving Expenses, Rent or Mortgage Payments**

When faced with economic challenges, housing is a large concern. Donating at this level helps us provide assistance for a housing crisis.

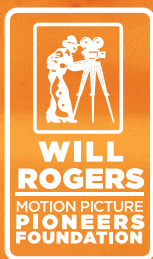
**\$5,000 - Family Crisis or Funeral Expenses**

The loss of a loved one is always tragic. A donation at this level will offset the financial burden of a funeral or unexpected emergency.

**\$10,000 - The Tom Sherak Pioneer Grant**

This grant, named after industry icon Tom Sherak, provides monthly stipends to motion picture industry veterans. A donation at this level will support multiple pioneers annually.

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[willrogersmotionpicture.org](http://willrogersmotionpicture.org)

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