

ANNUAL REPORT

2024 RESULTS

IF NOT US
THEN WHO?



LETTER FROM THE EXECUTIVE DIRECTOR

Welcome to our 2024 Annual Impact Report. This year marks a decade of If Not Us Then Who? (INUTW), a milestone of self-reflection and celebration.

It is with deep gratitude that I share with you the powerful stories, transformative initiatives, and tangible impacts that our global community has achieved this year. From the heart of the Amazon rainforest to the bustling streets of New York City, from ancestral territories across Latin America to emerging storytellers in Africa and Asia, INUTW has amplified Indigenous, Afro-descendant, and local communities' voices, highlighting their critical narratives on climate justice worldwide.

In 2024, we significantly scaled our efforts, launching an innovative Storytelling Department, expanding our flagship training programs globally, and establishing impactful platforms at key international gatherings to elevate Indigenous, Afro-descendant, and local communities' leadership.

Our work is rooted not merely in storytelling but in strategic narrative transformation: reframing global narratives, challenging prevailing systems, and mobilizing tangible actions for justice.

As we celebrate 10 transformative years, our resolve is stronger than ever—committed to uplifting frontline voices, protecting ancestral lands, and envisioning and building a future defined by justice, abundance, and dignity.

Thank you for being an essential part of this journey.

Paul A. Redman

Executive Director

TABLE OF CONTENTS

04	About INUTW
06	Celebrating 10 Years of Impact
09	How We Work
10	Knowledge Sharing
23	Storytelling Program
30	Global movement-building
36	2024 In Numbers
37	Looking Ahead to 2025
43	Financial Summary



Image: Limber Payaguaje - Ecuador

OUR VISION

We recognize ourselves as nature through diverse, authentic storytelling that ***inspires a culture of community action in a just, abundant world.***

OUR MISSION

We are a global, intercultural collective of storytellers dedicated to diversifying the voices in the climate debate. Collaborating with communities and organizations that embody living solutions to climate change, we reframe prevailing narratives and create new platforms for dialogue. By amplifying stories of personal, cultural, and environmental resilience—with a special focus on those defending their ancestral territories—we mobilize networks and global audiences to drive meaningful, impactful change.



Image: Elías Oxom - Guatemala



THE POWER OF STORY

We understand storytelling not simply as a means of communication, but as a profound catalyst for social and environmental transformation. It is our way to make meaning of our life here on earth, to build alignment, to define meaning.

We look to cultures that still honour our earth, elevating the voices of Indigenous, Afro-descendant, and local communities strategically shifting global conversations around climate and environmental justice.

By collaborating directly with communities, we amplify living, practical solutions grounded in cultural heritage, land stewardship, and resilient resistance.

Our vision is inspired by the wisdom that humanity and nature are inseparable. We strive for a just, abundant world where authentic stories ignite action, restore dignity, and sustain deep connections.

Through using participatory methods in filmmaking, photography, journalism, and digital media, INUTW is reshaping who holds narrative power, making visible both the struggles and the brilliance of communities defending their territories and reimagining sustainable futures.

In 2024, this mission blossomed through the development of pioneering platforms, dynamic convenings, and targeted support for a new generation of storytellers reclaiming their narratives and influencing global decision-making processes. While storytelling is central to our identity, we also proudly embrace our roles as strategists, connectors, and committed movement-builders.

[IFNOTUSTHENWHO.ME](https://ifnotusthenwho.me)

[OURVILLAGE.US](https://ourvillage.us)

[OURPLEDGE.EARTH](https://ourpledge.earth)

[ADAYON.EARTH](https://adayon.earth)



Image: Joel Redman

CELEBRATING 10 YEARS OF IMPACT

Ten years ago, INUTW was founded on the belief that storytelling could bridge critical gaps in shifting global perspectives on climate action and justice. Over the past decade, what began as a small-scale effort has evolved into a global platform that reshapes how climate narratives are crafted and shared. Our journey has been marked by innovation, courage, and collective action—resulting in a powerful movement that places Indigenous, Afro-descendant, and local community storytellers at the forefront of global dialogues. Our 10th anniversary offers a pivotal moment for reflection, recognition, and renewed commitment to our foundational values and future aspirations.

Over this transformative decade, we have developed flagship training initiatives, influenced global climate negotiations, and fostered critical partnerships that amplify community voices and advance their rights. Our presence at major international gatherings, such as COP16, has underscored the essential role of Indigenous, Afro-descendant, and local communities in addressing climate change, protecting biodiversity, and preserving cultural heritage.

**IF NOT US
THEN WHO?**

10 YEARS ON THE GROUND

WATCH FILM

WATCH FILM

NY event in March

WATCH FILM

WATCH FILM

NY CLIMATE WEEK

COP 27

CBD COP 15

WATCH FILM

WATCH FILM

WATCH FILM

WATCH FILM

WATCH FILMS

COP 28



AMPLIFYING OUR ACTIONS

For 10 years, INUTW has served as a partner, key organizer through 'Our Village' (OV), amplifying tools and support to help communities share their stories and lead change. This is not only our story, it is about frontline communities taking control of their narratives, influencing policy, and driving global conversations on climate justice and cultural sustainability.

Every film, training, knowledge-sharing moment, and campaign is part of a collective effort grounded in teamwork and shared goals. As we look back, INUTW celebrates the inspiring impact of communities on the ground and how, together, we've learned to harness the power of storytelling to inspire action.



A DECADE OF VOICES

A series of interviews exploring the impact of OV events through firsthand experiences and insights



#WATCHBACK

Throwback stories and highlights revisiting powerful moments from past films and events produced by INUTW



OUR TRAININGS AROUND THE GLOBE

Highlights from the trainings and key moments, along with a preview of new programs coming in 2025.



STORYTELLERS FOR CHANGE

Emerging talents in film and photography come together to share their experiences, accomplishments, and community connections through a blog.

HOW WE WORK

Our work is grounded in three interconnected strategic pillars that guide and articulate how we create impact. These pillars reflect our holistic approach—linking training, storytelling, and global movement-building to ensure that diverse voices are not only heard but shape the narratives driving climate justice worldwide.



Image: Rinaldo Andres Piaguaje - Ecuador

KNOWLEDGE-SHARING



Image: Eddy Menkorie - Perú

STORYTELLING



Image: Genilson Guajajara - Brazil

GLOBAL MOVEMENT-BUILDING

KNOWLEDGE-SHARING



In 2024, we deepened our commitment to the next generation of Indigenous, Afro-descendant, and local communities' storytellers through a rounded approach that integrates training, mentorship, regional programs, and professional development. This program has a clear process to support new and established participants from passionate individual to employed professional communicator:



A Day on Earth

a global open call for new and established community filmmakers, designed to drive and inspire new storytellers



Mentorship and Residency Program

our peer to peer long term career development program



Community Thriving Narratives

INUTW apprenticeship and the 'Community led communications and storytelling Initiative' in partnership with Health and Harmony

At the core of this effort were our Residency and Mentorship Programs, both designed to ensure long-term capacity-building and career development through immersive, tailored support.





**RESIDENCY
PROGRAM**



**EMERGING
FILMMAKERS
MENTORSHIP
PROGRAM**



**PANAMA
TRAINING**



**CONGO
TRAINING**



**A DAY ON
EARTH**

THE LATIN AMERICA RESIDENCY PROGRAM

The Latin America Residency Program, supported by The Tenure Facility, engaged seven creatives from diverse Indigenous and Afro-descendant communities across the region. These residents participated in over 30 hands-on workshops, in-person labs, and collaborative learning sessions designed to strengthen their visual storytelling, narrative framing, and technical abilities. Instructors included respected mentors such as Yanilú Ojeda and Aymara Sara Aliaga Ticona. This process was not only about film production; it encompassed pitch development, funding strategies, and personalized guidance on career paths. The outcomes were clear: residents received international commissions, festival acceptances, and invitations to global speaking engagements. Their stories were featured prominently at COP16, shifting narratives at the highest levels of climate negotiation.



Image: Esthefania Preciado





Image: Esthefanía Preciado



ANA MARIA JESSIE SERNA

Colombia, Raizal Afro-Indigena
Cinematography Resident



**JIMMY PIGUAJE
PAYAGUAJE**

Ecuador, Siekopai Nation
Cinematography Resident



KUYUJANI SAÚL LÓPEZ

Venezuela, Yekwana Peoples
Cinematography Resident



SANY NAYEMPI

Ecuador, Itia Sapara
Community
Cinematography Resident



PEREGRINO GONZALO

Peru, Ese Eja Community
Cinematography Resident



ELIO CUNAMPIO

Panama, Embera
Photography Resident



GÉNESIS GUTIÉRREZ

Colombia, Wayuu
Photography Resident



LAURA VANESA

Colombia, Afro-descendant
Community
Photography Resident

EMERGING FILMMAKERS PROFESSIONAL DEVELOPMENT

Our Emerging Filmmakers Mentorship Program worked with 36 filmmakers—individuals and collectives—from 13 countries across Latin America, Africa, and Asia. Through one-on-one mentorships, collaborative workshops, and masterclasses led by both Indigenous and non-Indigenous professionals, these filmmakers completed eight impactful short films and developed several others now in post-production. The program's professional development approach included training on distribution, impact campaigns, and grant writing contributing with creativity, leadership and agency in global storytelling spaces.



- 13 Countries**
- 3 Continents (America, Asia, Africa)**
- 22 Nations**
- 36 Emerging Filmmakers active in the Program**





LIMBER PAYAGUAJE

ONISE
Siona, Ecuador



LIZBETH PAYAGUAJE

ONISE
Siona, Ecuador



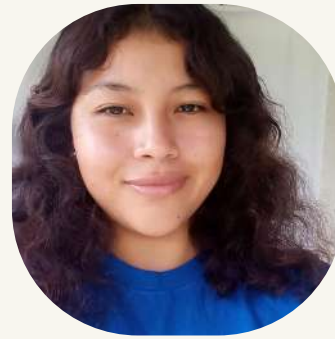
ATUL PURTY

Shodhvahini Media Collective
Munda, India



SUSHMITA DUTTA

Shodhvahini Media Collective
Bengali, India



CHRISTAL CUS

Julian Cho Society
Maya, Belize



VIOLA KUS

Julian Cho Society
Maya, Belize



ISSACK ASUGO

CLAN!
Ren'dille, Kenya



DAVID SILAKAN

CLAN!
Maasai, Kenya



AURA CARREÑO

Avatime, Colombia



JONATHAN MANZANO

CONAIE
Kitu Kara, Ecuador



WALTER MANOLO

CONAIE
Panzaleo, Ecuador



JESHICA MARIBEL

CONAIE
Kitu Kara, Ecuador



NGAIKURWÂTXI KHISETJE

Coletivo Khisetje
Khisetje, Brazil



KHAHRÂNDIDJI SUYÁ

Coletivo Khisetje
Khisetje, Brazil



RENAN KHISETJE

Coletivo Khisetje
Khisetje, Brazil



WENGRONI SUYÁ

Coletivo Khisetje
Khisetje, Brazil



SOMPRÉ SUYÁ

Coletivo Khisetje
Khisetje, Brazil



JUAN CATÍN

Mapuche, Chile



CARLOS ENQUERI

Yawe Film
Woorani, Ecuador



ELISA ENQUERI

Yawe Film
Woorani, Ecuador



MARCIA ENQUERI

Yawe Film
Woorani, Ecuador



JONATHAN ENQUERI

Yawe Film
Woorani, Ecuador



UBOYE GABA

Yawe Film
Woorani, Ecuador



BEKA MUNDURUKU

Coletivo Daje Kapap Eypi
Munduruku, Brazil



RILCELIA MUNDURUKU

Coletivo Daje Kapap Eypi
Munduruku, Brazil



ALDIRA MUNDURUKU

Coletivo Daje Kapap Eypi
Munduruku, Brazil



KALFEIN WUISAN

Minahasa, Indonesia



AMERICA ANAYELLI

San Pedro Atmatla, Mexico



ERICK AGUIRRE

Arazaire, Peru



EMMANUEL NASAWALI

Mumasaba, Uganda



ANA LUCÍA IXCHIU

K'iche, Guatemala



JULIETH ARIAS

Ulu Films
Guna, Panama



YAILLY CASTILLO

Ulu Films
Guna, Panama



KIBIAN DUQUE

Ulu Films
Guna, Panama



ALCIBIADES RODRIGUEZ

Ulu Films
Guna, Panama



TIRZA IXMUCANÉ

Mayan K'iche, Guatemala



These achievements were amplified by a parallel investment in impact distribution. We supported 16 films from our mentees' network, four residency film projects, and three photography projects through more than 40 screenings in 16 countries. These weren't one-off presentations; they were strategically curated appearances at international film festivals, COP side events, and academic institutions. Each project was equipped with a comprehensive impact plan, tailored pitch materials, and guidance to apply for 50+ grants, training programs, and media partnerships.

During the year, we focused on creating a set of assets, masterclasses and support sessions as part of an approach that emphasized autonomy. Students and residents received access to multilingual graphic templates for pitch decks, guides for building impact strategies, and formats to track the reach of their work. Over 40 one-on-one sessions were held to help storytellers strategize around distribution, visibility, and next steps. From applying to the Vogue photo contest to submitting for Berlinale, these artists were able to visibilize stories from the ground to a global stage.

Through regional partnerships in Panama, Congo, and Peru, our training sessions reached more than 75 additional participants. Each of these programs was designed with deep respect for the cultural contexts of the regions involved.

PROGRAMS

 **MENTORSHIP**

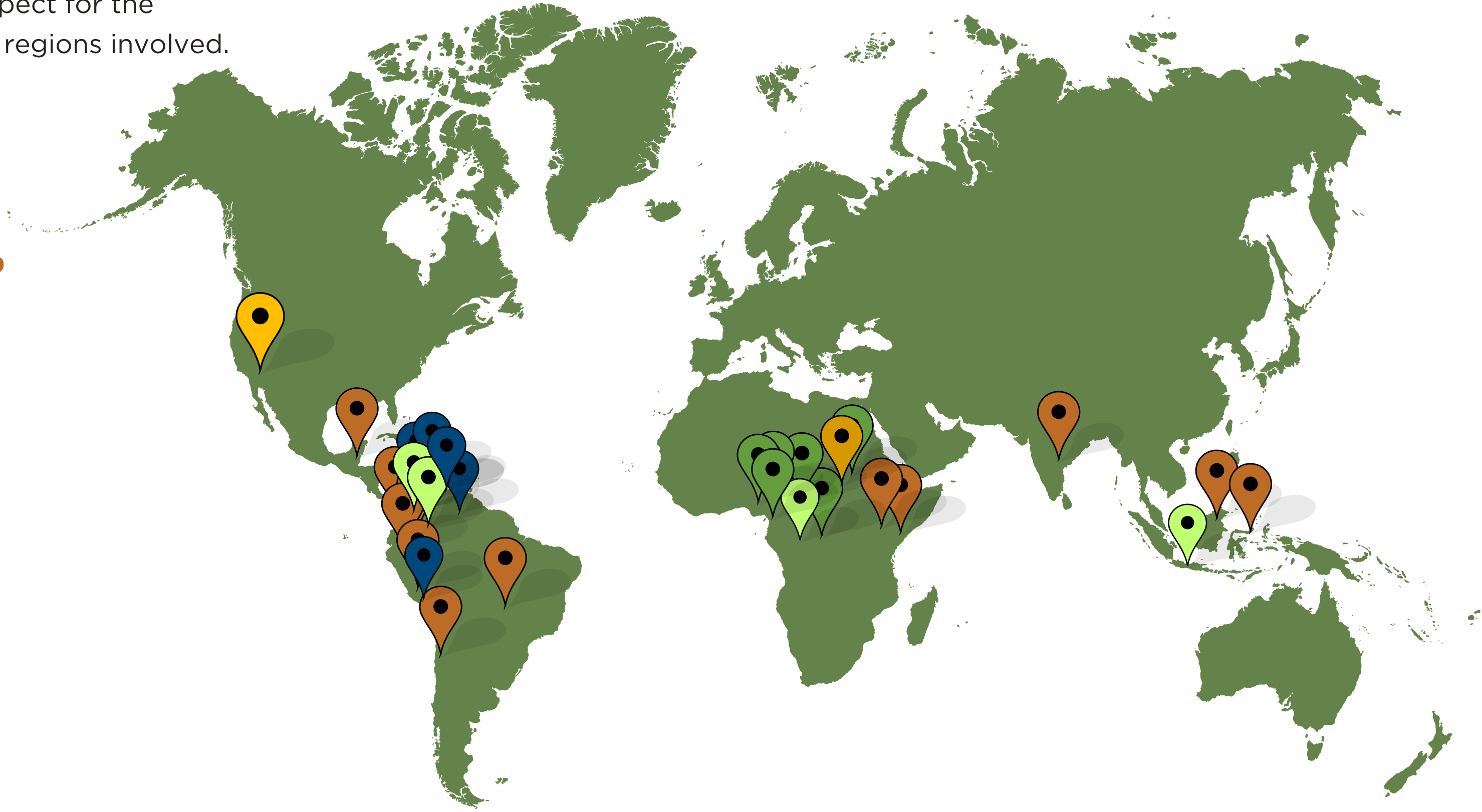
 **RESIDENCY**

 **CONGO
TRAINING**

EVENTS

 **PROGRAMS
IN-PERSON
GATHERINGS**

 **INDIGENOUS
IMAGINARIUM**



COMMUNITY-LED COMMUNICATION AND STORYTELLING INITIATIVE

Launched with Health In Harmony, the initiative delivered mobile video production workshops and narrative training to over 40 participants from three Indigenous communities: Alto Playón, Puerto Lara (including the Emberá community), and Arimae. This program was a peer-to-peer program run by Indigenous Peoples who were trained in our mentorship program. Each community received three-day in-person training sessions, with access to smartphones, editing software, and long-term mentorship. Participants created short videos telling local stories of conservation, traditional knowledge, and economic resilience.



Image: Alcibiades Rodríguez

📍 **DEMOCRATIC REPUBLIC OF THE CONGO**

STRENGTHENING COMMUNICATION & LEADERSHIP TRAINING

INUTW worked with REPALEAC to convene a hybrid-format training program at Douala Akwa Hotel Salons, offering leadership development and mobile journalism training for 22 media professionals from across Central Africa. These sessions included video kit distributions, practical editing labs, and storytelling methodology training.

A second phase of this program will culminate at the Summit of the Three Basins, where participants will showcase their work before international audiences.



CREATIVE SESSION: AMPLIFICANDO TU VOZ

INUTW partnered with SPDA to support 13 Indigenous youth from FENAMAD and ECA Amarakaeri, offering intensive sessions on environmental journalism, social media, and digital security. Participants received mentoring from experienced Indigenous communicators and engaged in workshops focused on leadership, storytelling ethics, and campaign design. One standout element was the creative session "Amplificando Tu Voz," where participants explored self-expression through documentary film, visual design, and performance, concluding with a showcase of their narratives.



Images: Diego Pérez Romero



This year's efforts have shown us that when we invest in storytellers from Indigenous, Afro-descendant, and local communities—not just by enhancing their skills but also through improving infrastructure, visibility, and professional development—they can drive cultural and narrative change from the grassroots level. These storytellers are influencing the global climate dialogue on their own terms.

INUTW is proud to support them on this journey.

STORYTELLING PROGRAM

AMPLIFYING COMMUNITY VOICES THROUGH STRATEGIC STORYTELLING

In September 2024, INUTW proudly launched its Storytelling Department—a major milestone that expanded our capacity to explore new narrative forms and deepen the impact of our work. This department infused fresh energy and bold creativity into our storytelling approach, pushing boundaries in how stories from Indigenous, Afro-descendant, and local communities are created and shared.

The department's flagship initiative, A Day on Earth, is an ambitious participatory film inviting contributions from across our global network. Set to premiere on Earth Day, April 22nd, 2026, the project celebrates humanity's connection to nature and aims to inspire collective action by amplifying community voices to reach global audiences and decision-makers.

As part of this effort, over 100 directors across five continents, 29 countries, filmed on Earth Day 2025, April 22, using a participatory production model. To support this process, we developed dozens of guides, tutorials, and documents, and launched a multilingual website to serve as both a promotional tool and a hub for participants.

Filming has been a success, and we anticipate completing the first cut by August for festival submission from September. The project has already expanded our network, introducing INUTW to new directors, and has generated teasers and publications to promote this groundbreaking initiative—the first of its kind for our organization.

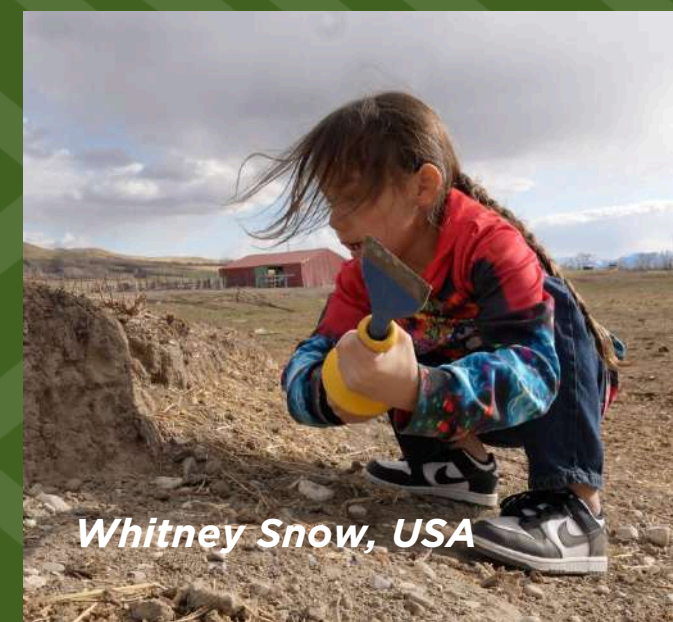
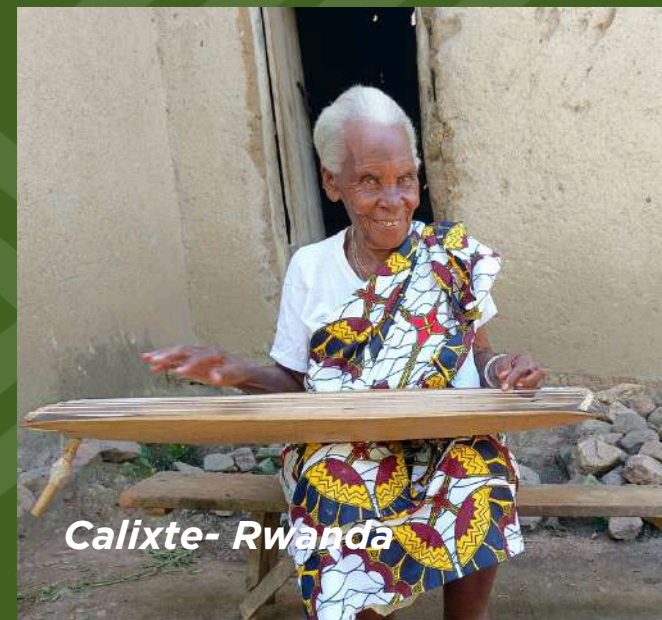


Image: Eddy Menkorie

A DAY ON EARTH

A Day on Earth is a catalyst for expanding our narrative and creative reach while staying true to our participatory values. It blends artistic, humanistic, and political dimensions to engage wider audiences meaningfully.

The tools and methods developed through this project will guide future initiatives within the department. Additional projects are in the pipeline and will begin once A Day on Earth is completed.



PHOTOGRAPHY

Beyond film, photography remained central to our work. Our image library grew significantly, becoming a vital resource for media outlets, partners, and campaigners. Notable photography campaigns included the "Resistance" series, which documented 20 years of collective action at Brazil's Free Land Camp. These images were exhibited at international spaces like NYC Climate Week, Hope House, and the Nature Hub at Grand Central Station. Our photographers also contributed to visual storytelling projects for key partners such as the Ford Foundation and the Tenure Facility.



Image: Genilson Guajajara

PODCAST

INDIGENOUS IMPACT STORYTELLERS

A heart-centered podcast series by If Not Us Then Who, with Indigenous hosts and speakers from across the globe weaving our narratives within our identities.

The season two marks a significant milestone in our production journey. Co-hosted by Isabela Santana and Elizabeth Swanson Andi, this heart-centered series offered space for deep reflections on identity, land, and art. Each episode featured dialogue between storytellers from diverse regions, connecting shared struggles and ancestral wisdom across geographies. The season highlights powerful voices such as Myrna Cunningham Kain—a Miskito feminist, Indigenous rights advocate, and medical surgeon from Nicaragua—who speaks to the vital role of women in sustaining cultural practices. It also features Alexis Grefa and Helena Gualinga, a Kichwa leader from Sarayaku, Ecuador, and a leading defender of Indigenous and environmental rights. The series takes us to northeastern Brazil, where artist Edivan Fulni-ô and climate activist João Victor Pankararu share their journeys and reflections on Indigenous resilience, identity, and music.

[LISTEN TODAY HERE](#)



1,400+ Streams
500+ Listeners
340+ Followers

In 2024, we also produced and promoted over 13 short films, working with local and Indigenous communities around the world.



**SEEDING
SOCIOBIOECONOMIES**



**BOMBWANZA – A
NEW HOPE**



**MASSAHA -
TERRITORY OF LIFE**



**CLIMATE ACTION
NETWORK
EKOENERGY**



**CLIMATE ACTION
NETWORK
SERBIA**



**ROLLY: A STORY OF MY
FATHER
KALFEIN WUISAN**



**LIDERESA EN LA RBM
ACOFOP**



**ARAZAIRE: EN DEFENSA
DEL TERRITORIO
ERICK AGUIRRE**



**YENDO A CACERÍA
Yawe Film**



**EL LATIDO DEL BOSQUE
AMERICA OLGUIN**



**MAI AIRO NAJĚ BAÑUU AIRO
ACUAIRE
ONISE**



**UQ'AXIK B'E -
ATRAVEŠAR CAMINOS
LUCÍA IXCHIU**



**HONÃ - A ORIGEM DO
POVO KHISETJE
COLETIVO KHISETJE**

These films were featured at high-impact venues like COP16, the UN Permanent Forum on Indigenous Issues, and NYC Climate Week, reaching audiences of policymakers, grassroots activists, and global supporters. Each screening was accompanied by targeted distribution strategies, community dialogues, and digital campaigns.

[WATCH FILMS](#)

The visibility these films generated was not just cultural—it opened doors for further partnerships and commissions. Many filmmakers were approached by international organizations for further collaborations. We also supported a campaign around the Oscars, tying in the film launches with the global awards cycle to increase traction and visibility. Content such as "Ati't: The Memories of Grandma Lake" was spotlighted during World Water Day, showcasing the relevance of Indigenous storytelling in global environmental narratives.



Image: Limber Payaguaje

To maintain narrative continuity and mobilize digital audiences, we launched the monthly "Road to COP30" newsletter and the "Storytellers for Change" blog. These platforms uplifted frontline voices while strengthening community-led digital presence. The newsletter reached over 2,400 subscribers, sharing storytelling victories and updates from events like New York Climate Week. Meanwhile, the blog became a co-creation space where Indigenous and Afro-descendant creators published reflections, dispatches, and experimental narratives.

These collective outputs—film, photography, podcasts, newsletters, and blogs—form a narrative ecosystem that expands our reach while deepening our integrity. Our strategy is not just to tell more stories but to tell them more collaboratively, across media, and with lasting impact.



Image: Genilson Guajajara

GLOBAL MOVEMENT-BUILDING

INFLUENCE & LOCAL ACTION

In 2024, INUTW deepened its global impact by supporting Indigenous, Afro-descendant, and local communities to reclaim space in both international policy arenas and grassroots cultural action. This year was not simply about participation—it was about power, presence, and transformation. Across every level of our work, from high-level forums to neighborhood murals, we supported storytellers to lead, collaborate, and mobilize.



We began the year at the United Nations Permanent Forum on Indigenous Issues (UNPFII) in New York, where we supported the participation of filmmakers from our mentorship and residency programs. Films such as *Through the Dance* by Noveni Usun (Indonesia) and *Epanae* by Carlos Enqueri (Ecuador) were screened in curated sessions that created meaningful dialogue between community storytellers and international policymakers. These moments—deeply artistic and deeply political—demonstrated the power of creative media to influence global conversations on land rights, cultural continuity, and Indigenous leadership. They sparked invitations, commissions, and new collaborations.



Image: Joel Redman

Image: Joel Redman

IMPACT EVENTS

OUR VILLAGE COP16

Later in the year, we played a central role at COP16 in Cali, Colombia, co-curating the “Our Village” hub—a vibrant space that hosted storytelling labs, film screenings, youth-led sessions, and artistic showcases. Developed in collaboration with Indigenous youth leaders, regional partners, and global allies, the hub was rooted in community wisdom and narrative sovereignty. Programming featured sessions such as “Digital Security for Storytellers” and “Visual Sovereignty: Photography & Movement,” alongside daily open mics that wove together voices across generations and geographies.



Images: Noveni Usun

OUR VILLAGE

MATCH OF OUR LIVES

One of the most talked-about moments of COP16 was the “Match of Our Lives,” a symbolic football match co-organized with the Global Alliance of Territorial Communities (GATC), Nature4Climate, and the Green Sports Alliance. Featuring Indigenous athletes, women environmental defenders, and local activists, the match transformed a public stadium in Cali into a metaphor for the collective struggle to defend life on Earth. Broadcast nationally and livestreamed internationally, it created a powerful and playful moment of visibility for communities too often excluded from global narratives.



Image: Mariel Jumba

DINNER WITH GUARDIANS

That same week, we co-hosted “Dinner with Guardians,” a sensory and cultural journey developed in collaboration with Indigenous chef Tukumá Pataxó and members of the Afro-Colombian collective Lila Mujer. Guests—including negotiators, donors, and activists—were guided through ancestral dishes and oral storytelling traditions that connected food, land, memory, and spiritual practice. This intimate gathering celebrated cultural resilience while challenging the systemic exclusion of Afro-descendant leadership from environmental spaces.



Image: Elio Cunapio

Our commitment to movement-aligned storytelling was especially visible in our grassroots programming around COP16. We partnered with more than 15 local collectives—artists, land defenders, musicians, and educators—providing small grants, logistical support, and visual identity resources. These partnerships enabled community-led events including a mural project in Cali’s urban center, youth poetry readings, and musical performances rooted in Afro-Colombian rhythms. These alternative venues for storytelling became cultural counterpoints to formal negotiations, bringing movement voices into the heart of climate diplomacy.



Beyond events, we continued our strategic support for GATC throughout the year, co-facilitating weekly narrative and communications sessions. Working alongside partners like Burness, Movilizatorio, and TINTA, we supported the development of campaign strategies for key international moments like COP16, UNPFII, and NYC Climate Week. INUTW also helped produce two major GATC audiovisual projects and commissioned young storytellers to document the network's participation in these events.

Our return to **New York for Climate Week 2024** anchored our global work in the power of visual storytelling. INUTW curated **a week-long exhibition**, including “Photography as Resistance”—a powerful exhibition hosted at the Nature4Climate Hope House and the Nature Hub at Grand Central Terminal.



Image: Genilson Guajajara

Featuring work by Joel Redman, Genilson Guajajara, and other community photographers, the exhibition captured two decades of Indigenous and Afro-descendant resistance and stewardship. The opening night welcomed over 600 guests, with panels, performances, and multimedia installations offering space for intergenerational exchange and reflection. Alongside these events, we continued to invest in local storytelling infrastructure. We also launched a **new film on the Congo** in partnership with RRI.

We **provided microgrants, mentorship, and equipment to three media collectives—TV Indígena (Panama), Mídia Indígena (Brazil), and the National Commission of Indigenous Territories (Colombia)**—supporting them to define their own priorities and develop projects rooted in local needs. Content translation, podcast editing, and distribution were also supported to ensure their narratives reached broader regional and global audiences.

Our capacity-building efforts expanded with the delivery of multilingual toolkits, webinars, and one-on-one mentorship on strategic communication. Storytellers and collectives received tailored support in designing distribution strategies, engaging the press, and applying for funding. Several participants were invited to speak on high-profile panels or received new commissions from NGOs and film festivals.

Digital campaigns extended the reach of our impact. During World Water Day and Oscars season, we featured works like Ati't: The Memories of Grandma Lake and other community films in thematic digital activations. These campaigns drew powerful connections between traditional knowledge, ecological care, and the leadership of Indigenous women.

As the year closed, we initiated consultations to co-design a microgranting platform for movement-aligned communications and began developing a peer-learning network for storytelling collectives.

These initiatives aim to nurture long-term infrastructure for narrative sovereignty and ensure that community-led communications are resourced, recognized, and resilient.

INUTW's global influence in 2024 was not about occupying space—it was about transforming it. By centering frontline narratives and investing in movement storytelling, we are reclaiming power, shifting systems, and creating new pathways for solidarity, imagination, and action.





Image: Kynan Tegar

2024 IN NUMBERS

532.820

Global Reach

40.463

Website Users

43

Trainees



LOOKING AHEAD TO 2025/26

One of the most ambitious and visionary projects we are preparing to launch in 2025 is the global premiere of A Day on Earth—a landmark storytelling initiative and a turning point in participatory media. This multilingual, multicontinental film will be woven from +5K community-submitted videos capturing daily life, acts of resistance, cultural celebration, spiritual rituals, and quiet moments across Indigenous, Afro-descendant, and local communities.

More than a film, A Day on Earth is a global living mosaic to intimate, small everyday action by communities in relation with our planet.

It will be accompanied by a global impact campaign including curated screenings, immersive exhibitions, and educational materials—bringing these stories into territories, classrooms, climate summits, and community cinemas.

The project is a chance to introduce a new cohort of local filmmakers to be a part of If Not Us Then Who?

[ADAYON.EARTH](https://adayon.earth)

A DAY ON EARTH



ACKNOWLEDGMENTS

Our deepest gratitude goes to the communities, filmmakers, partners, and supporters who make our mission possible. Together, we continue to build a world transformed through authentic storytelling and collective action.



MINA SETRA

Indonesian Indigenous Dayak,
INUTW President &
Deputy Secretary General of
AMAN



PAUL REDMAN

South African-born Founder
& non-voting board member



BUKOLA JEJELOYE

Managing Director,
Offline Diplomat



HUGO METZ

French broadcast content
producer/director &
Chief Financial Officer



PENNY DAVIES

UK/Bolivia based International
development specialist (CLUA,
FORD FOUNDATION, DFID)



THEMBA BHEBHE

Freelance Strategic Advisor
and Consult



CASEY BOX

Director of Global Strategy at
The Christensen Fund



BILL PULLMAN

US based Hollywood Actor and
fruit advocate, Secretary

THE 2024 BOARD

If Not Us Then Who is a US-registered charity, 501(c)(3), that supports a global awareness campaign highlighting the role indigenous and local peoples play in protecting our planet.

AN ODE TO PENNY DAVIES

This year marks a significant change in our board with the inspiring Penny Davies leaving to retire.

The first time I met Penny was for a coffee outside Kings Cross Station in London in 2013. She sat Tim and I down to see if we would like to recreate our successful '5x5 series' with the Ford Foundation, not just in Indonesia but in Brazil and MesoAmerica too. At the time I was broke, trying to piece together a living as an ethical freelance documentary filmmaker in London. Our answer was a resounding, YES!

The film series became, 'If Not Us Then Who?', a global participatory, impact driven media organisation and US based charity. Penny has been our champion throughout this journey beginning with her role at the Ford Foundation, where she actively encouraged many a crazy idea - candle lit vigils, kayaktivism, the bus tour, Times Square projections, to visiting an ancient stone face.

She then joined our board in 2020 where her wisdom ensured compliance, laughter and trust was built with grace, as we battled with the challenges of setting up a US based 501 c 3.

Penny has been a major mentor for me over 12 years, often believing in me when I struggled. Rarely does a person influence your life so profoundly. I can honestly say with out Penny's inspired leadership this organisation would not exist.

Always one step ahead of the movement, I am intrigued to read her memoirs and to understand how she did it. I also personally can't wait to see her pottery develop in blissful retirement.

All our Love and deep gratitude,

Paul, Tim and everyone at If Not Us Then Who?





ELIZABETH SWANSON ANDI

Santu Urku Kichwa | Ecuador
Impact Storyteller & Comms



ISABELA SANTANA

Pataxó | Brazil
Mentorship Program Lead
Producer



NOVE NIRYANTI USUN

Dayak Bahau | Indonesia
Junior Communication
Coordinator & Impact
Storyteller



MARIA LUISA SANTANA

Pataxó | Brazil
Mentorship Program Manager



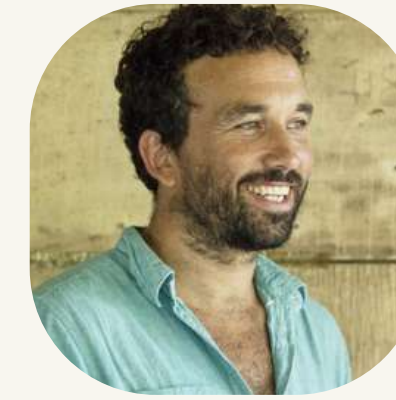
**YURSHELL RODRIGUEZ
HOOKER**

Raizal Afro-Caribbean | Colombia
Impact Storyteller & Head Of
Trainings



**ANA LUĆIA IXCHÍU
HERNÁNDEZ**

Maya K'iche' | Guatemala
A Day on Earth Impact
producer



PAUL REDMAN

South African-born Founder
& non-voting board member



HUGO METZ

France
Partnership and Development
Producer, Europe & Africa



ANNISA SEKAR SARI

Indonesia
Indonesia Residency Program
Coordinator



JOEL REDMAN

UK
Director of Photography



TIM LEWIS

UK
Filmmaker & Financial Manager



ARAM VIDAL

Mexico
Filmmaker & Head of
Storytelling



LINA SALAS

Colombia
MEL Lead



MARIEL JUMPA

Peru
Head of Communications



VICTÓRIA SALUM

Brazil
Project and Graphic Design
Coordinator



LUCAS WASSON

Colombia
Project Coordinator



JAYE RENOLD

UK
Partnership and Development
Producer, Brazil and Europe



PAULA ALVARADO

Peru
Strategic Lead

OUR CORE TEAM

Our overall aim is to diversify our core team to represent key stakeholders, whilst maintaining an appropriate gender balance and the required skill sets.

FINANCIAL SUMMARY

STEADY GROWTH, SOUND STEWARDSHIP

2024 was a year of consolidation and transformation of INUTW's financial systems. We strengthened our internal capacity, enhanced resource planning and tracking, and improved our ability to manage funding with greater responsiveness, efficiency, and accountability—to our communities, team, and allies.

Private philanthropic grants and strategic partnerships - formalised through Memorandums of Understanding - accounted for \$1,329,647.00 USD in 2024. These partnerships reflect a shared vision and an increasing recognition of INUTW's unique value.

A key development in 2024 was the adoption of a formal Reserve Policy — an important step toward long-term resilience. This reserve acts as a financial safeguard, enabling us to continue our work without disruption during periods of uncertainty.

It reflects the maturity of our systems and our responsibility to protect not only our programmes, but also our people and communities.

Looking ahead, we remain focused on strengthening and diversifying our funding base. That includes new philanthropic relationships, grassroots fundraising, and generating flexible income through values-aligned initiatives. We are also working ways to embed sustainability into our programme budgets — allowing a portion of project funding to help reinforce our financial foundation over time.

As we continue to grow, we do so with intention, building a financial model that reflects who we are — rooted in trust, driven by impact, and guided by the collective vision of the communities and movements we serve.



Image: Joel Redman



Image: Priscila Tapajowara

FUNDERS



Tenure Facility



FORD
FOUNDATION



Climate and
Land Use Alliance

Earth Alliance



NIA
TERO



THE
CHRISTENSEN
FUND



Global
Alliance
of Territorial
Communities



RAINFOREST
ACTION NETWORK



PERSPECTIVE
FUND



The Nature
Conservancy



Nature
4Climate



TRUE
COSTS
INITIATIVE



ONE SMALL
PLANET



CAN
CLIMATE ACTION NETWORK



RIGHTS
+
RESOURCES



Health In
Harmony
Regenerating communities by listening to communities




Friends of
the Earth



SKYSCAPE



SALL FAMILY
FOUNDATION

A photograph showing two men from behind, sitting in a small boat on a calm river. They are carrying large bundles of palm fronds, which are heavily laden with small, dark, round berries. The man on the left wears a grey cap and a purple shirt, while the man on the right wears a red cap and a dark shirt. The river is surrounded by lush green vegetation, including mangroves, under a clear sky.

IF NOT US THEN WHO?
IF NOT NOW, WHEN?

www.ifnotusthenwho.me

Image: Priscila Tapajowara