



\$AVVY

Women. Money. Freedom.



DOLBY 5.1 | ENGLISH | CLOSED CAPTIONED | TRT: 79 MIN | UHD

Current as of 2/24/21

\$AVVY

DOCUMENTARY

TAGLINE Women. Money. Freedom.

LOGLINE **\$AVVY** explores why it's critical for women to understand and take control of their personal finances.

BRIEF SYNOPSIS **\$AVVY** investigates the historical, cultural and societal norms around women and money. With incisive humor and captivating honesty, **\$AVVY** questions why women often take a backseat to managing their money, and reveals why it's increasingly critical for women to take the reins of their financial futures.

CONTACT INFO info@Savvy-film.com



\$AVVY

DOCUMENTARY

SYNOPSIS The COVID-19 pandemic's extraordinary impact on the economy is waking many of us up to the hard realities of financial fragility.

Persistent gender roles around money leave women particularly exposed. Eight of ten women in the U.S. will be solely responsible for managing their finances at some point in their lives. Yet, 56% of women and 61% of millennial women still abdicate major financial decisions to the men in their lives. Women 65 and older are 80% more likely to be impoverished than men of the same age. Meanwhile, low-income women and women of color face heightened barriers to building and maintaining wealth.

\$AVVY explores how and why our financial culture sidelines women, and tells a new story about women who are taking matters into their own hands. How do we break taboos around talking about money? Why do financial gender roles persist? How does the lack of financial education in schools deepen inequities? **\$AVVY** dives into the intersections of money and gender, while offering advice from experts in the field about our shared question: What can I do, right now, to be smarter with my money?

\$AVVY celebrates women who are making inroads into the final frontier of gender parity, rallying us all to take an active role in managing our money. The film is an invitation to reflect on our relationships with money, invest in solidarity and resilience, and recognize that liberating our bank accounts is a step toward building the world we all want to live in.



\$AVVY

DOCUMENTARY

DIRECTOR'S STATEMENT

I considered myself financially savvy. After all, my father was an investment counselor and supply-side economics was a frequent topic of conversation at the dinner table when I was growing up. I've earned an MBA and my first career was as a stockbroker. But years later, a divorce taught me the importance of taking an active role in managing personal finances.

That's when I broke the social taboo around talking about money. I started asking other women about their money stories. *\$avvy* documentary was born from those conversations. Shockingly, I learned that the majority of women, especially Millennial women, take a back seat to understanding and managing their personal finances.

The consequences were worse than I'd imagined. Though we live in a time of #MeToo and female empowerment, too many women are suffering from financially abusive relationships, financial fragility and poverty in retirement. I believe that women will not be on truly equal footing with men until we address the pervasively unequal control of resources in families and relationships, in addition to workplaces and public spaces. Though money is personal and there is no one-size-fits-all way of managing finances, transparent access to information and open dialogue about personal finances will help us move toward parity.

I'm a believer in change from within. My experience in the finance world and the corporate relations I've built over years afford me the opportunity to bring light to the repercussions of stereotypical gender norms and the male-dominated financial industry. *\$avvy* is a film for women, by women, but by no means does the film exclude men or non-binary individuals in the audience. My hope is that *\$avvy* will start conversations in relationships, within families, communities, and workplaces, which will educate, inspire and empower women to take control of their financial futures.

As Financial Blogger Farnoosh Torabi says, "When women become financially independent the world becomes a better place. This is not just a victory for women, this is a victory for everybody".



SAVVY

DOCUMENTARY

FEATURING



SALLIE KRAWCHECK
CEO & Co-Founder, Ellevest
Instagram @sallie.krawcheck



FARNOOSH TORABI
Host, So Money Podcast
Instagram @farnooshtorabi



TONYA RAPLEY
Founder, My Fab Finance
Instagram @tonya.rapley



CARRIE SCHWAB-POMERANTZ
President, Charles Schwab Foundation
LinkedIn <https://www.linkedin.com/in/christelt/>



CHRISTEL P. TURKIEWICZ
Certified Divorce Financial Analyst®
LinkedIn <https://www.linkedin.com/in/christelt/>



CHANEL REYNOLDS
Founder, Get Your Sh*t Together
LinkedIn <https://www.linkedin.com/in/chanelreynolds/>



RACHEL J. ROBASCIOTTI
Founder & CEO, Adasina Social Capital
LinkedIn <https://www.linkedin.com/in/rachelrobasciotti/>



BRADLEY T. KLONTZ, Psy.D.
Founder, Financial Psychology Institute
Instagram @drbradklontz



CAITLIN BOSTON
Instagram @heycaitlinboston



YANELY ESPINAL
Director of Educational Outreach
Next Gen Personal Finance
Instagram @missbehelpful



HALEY SACKS
Personal Finance Influencer
Instagram @mrsdowjones



**FROM TENNIS TO STOCKS
INVESTMENT CLUB**

\$AVVY

DOCUMENTARY

KEY CREATIVE PERSONNEL

ROBIN HAUSER, *Director / Producer*

Robin is the director and producer of cause-based documentary films at Finish Line Features and President of Unleashed Productions. Her recent titles include *\$avvy* (2021), *bias* (2018) and *CODE: Debugging the Gender Gap* (2015), which premiered at Tribeca Film Festival. These award-winning films have ignited international conversations about the ways gender and racial bias pervade our institutions and technology. Robin has spoken on the TED and TEDx stage, at the White House, on Capitol Hill, and at conferences worldwide on topics including ethical AI, diversity and inclusion, women empowerment, and gender equality. Robin is currently a diplomat for American Film Showcase and has screened her films at US embassies on multiple continents.

JOHN BEHRENS, *Director of Photography*

John Behrens is an Oakland based cinematographer with a multi-disciplinary background in narrative feature, live music, commercials, corporate and documentary feature films. He uses various techniques from the different disciplines to bring a richer visual style to the documentary form of filmmaking. His recent documentary features include: *Spark: A Burning Man Story*, *Frontline: Death by Fire*, *Racing Extinction*, *The Mask You Live In*, and *Resilience*.

EVELYN R. MANANGAN, *Line Producer*

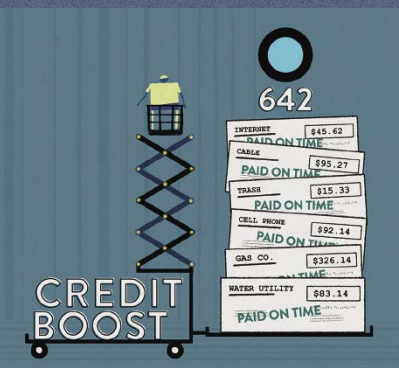
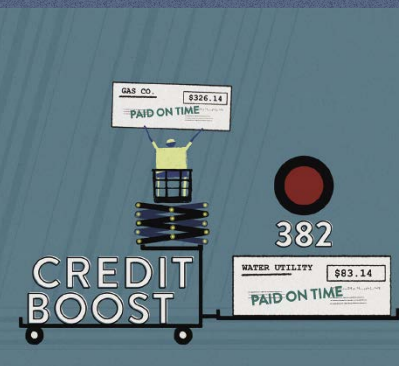
Evelyn R. Manangan is a native New Yorker and holds a film degree from Northwestern University. She has produced visual media for National Geographic, Smithsonian Channel, Stanford Health Care, WIRED magazine and others throughout the U.S. and internationally. She lives in San Francisco with her amazing son, Joaquin.

ANNIE MUNGER, *Assistant Editor*

Annie Munger is a documentary filmmaker based in San Francisco. A graduate of Stanford University's MFA in Documentary Film program, Annie recently directed *Small Family*, *Happy Family*, a short film about female sterilization and population control in India, which premiered at the 2019 Big Sky Documentary Film Festival and screened last fall at the United Nations.

TIERNEY HENDERSON, *Associate Producer*

Tierney Henderson is a documentary producer with a focus on community engagement and education. Recent titles include *bias* (Mill Valley Film Festival, 2018) and *Ai Weiwei: Yours Truly* (San Francisco Film Festival, 2019). Tierney holds a B.S. in Environmental Economics & Policy from the University of California, Berkeley.



\$AVVY

DOCUMENTARY

KEY CREATIVE
PERSONNEL,
CONTINUED

BROOK HOLSTON, *Post Producer*

Brook Holston is a Producer with many years of experience on documentaries and film productions of all kinds. Recent titles include *John Lewis: Good Trouble* (Magnolia Pictures), *Vernon Jordan: Make it Plain* (PBS), *Toxic Hot Seat* (HBO), *The Game Changers* (Netflix), *Paper Tigers* (Pivot TV) and *The Campaign* (PBS). She specializes in budgeting, scheduling and the myriad details and logistics of getting film crews and equipment to the right place at the right time on planes, trains, boats, helicopters, underwater and over. She graduated from the University of Georgia with a degree in Journalism and worked in television and film production in the Atlanta area for many years before relocating to the San Francisco Bay Area, where she currently lives with her husband, cameraperson Phillip Powell, and their cat, Ginger.

LILY GREEN, *Assistant Producer*

Lily graduated from Colorado College in 2019 with a degree in Film and Media Studies. While in school, she created short documentaries for Rocky Mountain PBS, The Professional Rodeo Hall of Fame, and The Sun Valley Institute. After graduating, Green received the Colorado College Documentary Exploration Grant and went to Cuba to film *YAYA*, which premiered at the 2021 Durango Independent Film Festival. Lily is thrilled to be working with and learning from the incredibly talented team on *\$avvy*.

SHIRLEY THOMPSON, *Editor*

A seasoned documentary producer, writer and editor, and a passionate storyteller, Shirley Thompson is best known for the PBS documentaries she has edited and/or produced, including *\$avvy* (2021), *Finding Kukan* (2016), *Kū Kanaka: Stand Tall* (2016), *Winning Girl* (2014), *Pidgin: the Voice of Hawai'i* (2008), *Special Circumstances* (2006), *Surfing for Life* (2000) & *It's Elementary* (1996). These films have garnered major awards, have screened at film festivals around the world and have broadcast nationally on public television. A New Orleans native who lived and worked in San Francisco and Dallas, she is based in Honolulu, Hawai'i since 2010. Shirley is a member/owner of the New Day Films collective since 1993. As a Latina and a daughter of immigrants, she is committed to filmmaking that builds bridges across cultures and communities.



S A W W Y

DOCUMENTARY

KEY CREATIVE MOLLY SHWARTZ, *Animator*

PERSONNEL,
CONTINUED

Molly Schwartz founded PHLEA TV studio: creating art, animation, design, and code for installations and documentary film. Her work on “Watchers of the Sky” won a Sundance Special Jury Award for Animation. Film credits include: *Above & Beyond: NASA’s Journey to Tomorrow*, *Worlds of Ursula K LeGuin*, *Black Panthers: Vanguard of the Revolution*, *Cancer: Emperor of All Maladies*, *Nothing Left Unsaid: Gloria Vanderbilt & Anderson Cooper*, *Rancher Farmer Fisherman*, *CODE: Debugging the Gender Gap*, *Rachel Carson*, *Words from A Bear*, and *My Name is Pauli Murray*.

KATHRYN BOSTIC, *Composer*

Composer and singer/songwriter Kathryn Bostic is known for her original work on film, TV, theater and symphonic music. Emmy nominated for her score in the award winning film “Toni Morrison –The Pieces I am,” she is a recipient of many fellowships and awards including the prestigious Sundance Time Warner Fellowship, Sundance Fellowship for Feature Film Scoring, Sundance/Skywalker Documentary Film Scoring, African American Film Critics Award for Best Music in Film, BMI Conducting Fellowship and Society of Composers and Lyricists “Outstanding Music for Independent Feature Film.” Kathryn was the Vice President of the Alliance for Women Film Composers from 2016-2018. A member of the Television Academy of Arts and Sciences, in 2016 she became the first female African American score composer in the Academy of Motion Picture Arts & Sciences.

PAUL ZAHNLEY, CAS *Re-recording Mixer and Sound Editor*

Paul is best known as a creative technician whose passion is film. He loves his work, whether it calls for creating the perfect sound effect, smoothing out difficult dialogue, or mixing the multitude of tracks in a complicated scene. He primarily mixes long form films and non-fiction television, as well as commercials and trailers. During his more than 20 years in the industry, Paul was nominated for CAS Award in 2013 and an Emmy in 2007 and also inducted into the Cinema Audio Society (CAS) in 2001 due to his many film credits. He has a Masters in Documentary TV/Film from Goldsmiths College/University of London.





DOCUMENTARY

CREDITS A Finish Line Features, LLC and Unleashed Productions, Inc. film

DIRECTED AND PRODUCED BY Robin Hauser

VISUAL POST PRODUCTION BY ZAP Zoetrope Aubry
Productions, San Francisco

EXECUTIVE PRODUCER Tim Ranzetta

ONLINE EDITOR Ashley Pagán

EXECUTIVE PRODUCER Haley Sacks

COLOR GRADING Leo Hallal

EXECUTIVE PRODUCER Regina K. Scully

DIRECTOR OF DESIGN &
ANIMATION Molly Schwartz

EXECUTIVE PRODUCERS Broadway Angels
Brad Feld & Amy Batchelor
Kate & Wes Mitchell
Kelly Williams

ANIMATION PRODUCER Rennie Elliot

PRODUCED BY Tierney Henderson

GRAPHIC DESIGN BY Elisa Tanaka

EDITED BY Shirley Thompson

WEBSITE DESIGN BY Agnieszka "Nikki" Orzel

MUSIC BY Kathryn Bostic

ADVISORS Katie Couric
Megan Gorman
Amy Ko

DIRECTOR OF PHOTOGRAPHY John Behrens

EXECUTIVE PRODUCERS Broadway Angels
Brad Feld & Amy Batchelor
Kate & Wes Mitchell
Tim Ranzetta
Haley Sacks
Regina K. Scully
Kelly Williams

LINE PRODUCER Evelyn R. Manangan

ADDITIONAL EDITING Annie Munger

ASSISTANT PRODUCER Lily Green

POST PRODUCTION PRODUCER Brook Holston

STORY CONSULTANT Christie Herring

This Film was Made Possible Next Gen Personal Finance
With the Generous Support of Charles Schwab Foundation
Silicon Valley Bank
Flourish Ventures
Franklin Templeton /
Fiduciary Trust International
Artemis Rising Foundation

MUSIC EDITING & SCORE
MIXING BY Nils Jiptner

\$AVVY

DOCUMENTARY

\$avvy

Documentary | U.S.A. | 2020

Dolby 5.1 | English | Closed Captions | 79 Mins. | Color | UHD

CONTACT INFO
FOR PRESS
INQUIRIES

Press Inquiries and General Info:

info@finishlinefeaturefilms.com

Distribution:

Abby Rodriguez, Everywoman Studios

abbyr@everywomanstudios.com

Film Website:

savvy-film.com

 [@savvy_film](https://twitter.com/savvy_film)

 [@savvy_film](https://www.instagram.com/savvy_film)

 [@savvydocumentary](https://www.facebook.com/savvydocumentary)

