



# Annual Report

# 2025

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**TRUE  
LSEM** FILM  
CENTER

# Dear Friends:

In October of 2025, thanks to the generous support of hundreds of local individuals and businesses, True West Film Center opened the doors to our James Redford Campus in downtown Healdsburg. From our grand opening celebrations to a robust schedule of film programming and educational programs, the Campus has quickly become a home for the cultural life of Sonoma County.

- Within the first 100 days of opening the James Redford Campus, we welcomed 10,000 people into the Cinemas.
- Of Sonoma County's 65,000 children, just 13%—8,450—had access to media arts education in 2024. In 2025, True West increased that reach by 12%, providing an additional 1,000 young people with knowledge and skills to navigate and shape the media environment.
- Supporters in the North Bay contributed 99% of the funding for True West in 2025, reflecting the value of True West to the communities we serve.

With the extraordinary support of our donors, members, partners, artists, and audiences, we realized our vision to create a cinema for the community. We hope you are proud of what we have accomplished together.

This year also invited us to think critically about the future. We invested in organizational capacity and laid the groundwork for long-term sustainability. This strategic work ensures that we can continue to serve as a vital cultural resource and community gathering space for years to come.

As we look ahead, we see that our work is far from done. Moving images are the most powerful medium we have. When young people understand how they're made, they gain the tools to navigate an image-saturated world—and the power to shape it themselves. We must continue to expand our educational programs to serve even more students, as we also attract new and returning audiences to our cinemas for our wide range of films and events.

Thank you for your continued support, and for helping us remain both grounded in our values and ambitious in our vision. As we move forward with you by our side, we know that our future is bright.

With gratitude,

Hillary Kambour  
Chair, Board of Directors



Hillary Kambour



Kathryn Philip

Kathryn Philip  
Executive Director

# Overview

## Mission

True West Film Center brings the transformative power of cinema to Northern California. We remove barriers to film and media arts. We support artists, educate students of all ages, and create joy through entertainment, fostering a community where everyone belongs.

## Vision

True West Film Center is an accessible and richly diverse community for the exploration of film and media arts. We are champions of equity, opportunity, and inclusion. We celebrate each unique voice.



Impact

# James Redford Campus

On October 25, 2025, we opened the doors to True West Cinemas and welcomed hundreds of supporters to celebrate the debut of our James Redford Campus. Named for the late documentary filmmaker and environmentalist, the downtown Healdsburg center offers a robust, year-round slate of movies, educational programs, and community events, all rooted in our mission to share the transformative power of cinema with Sonoma County.



Impact

# Film Programs

The campus opening marked the arrival of True West as an independent cinema serving the North Bay with curated film programming, 365 days a year. In 2025, our audiences experienced new releases including *Hamnet*, *One Battle After Another*, *House of Dynamite*, and *Wicked: For Good*, alongside repertory films like *The Apartment*, *Cool Hand Luke*, *Planes, Trains, and Automobiles*, and *Elf*. We also raised a glass to Sonoma County’s cinematic legacy with special screenings of *The Birds* and *Scream*. Beyond the cinemas, film programs included the “Through the Lens” series, monthly free film screenings throughout the summer, filmmaker socials, and special events.



In 2025, True West also launched its membership program, helping build a growing community of film lovers and supporters invested in the future of independent nonprofit cinema and cultural programming.

**300**

New members

**215**

Local filmmakers and artists engaged in programs

**518**

Total audience members for eight free community screenings

# Education Programs

Through in-school programs, workshops, free screenings and summer camps across Sonoma County, True West Film Center served more than 1,000 students in 2025, with a strong emphasis on expanding access to youth who are often underserved by traditional arts education opportunities. Last year alone, 45% of participants were racially or ethnically diverse, and 21% were navigating additional learning or life challenges.

Rooted in the belief that every person’s story is valuable, True West teaches young people to create their own short films while building confidence, communication skills, media literacy, and creative problem-solving skills. Through this work, students learn to think critically about the media they consume and develop the tools to become thoughtful storytellers, engaged citizens, and confident self-advocates.



**400**

Students in True West Classroom Integrations

**56**

Short films created by students participating in True West programs

**18**

Number of education programs offered, including Classroom Integrations, After School, and Summer Camps

# Finances

In 2025, True West generated contributed and earned revenue to complete True West Cinemas and to support annual operations. The following figures are based upon our internally-prepared financial statements.

## **Total Revenue: \$2,389,556**

Contributed: \$2,080,661

Earned: \$308,895

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## **Total Expenses: \$1,710,673**

### Programs

- Education: \$619,442
- Exhibition: \$694,321

Administration: \$193,052

Development: \$203,858

## **Capital Campaign**

In December, we concluded a multi-year capital campaign raising \$5.1M for the construction of True West Cinemas and scale of operations.

All funds exceeding the \$1.7M (\$678,889) in operations costs supported capital campaign expenses.

# **TRUE WEST FILM CENTER**

*True West Film Center is a community-funded nonprofit organization dedicated to the art of cinema.*



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[www.truewestfilmcenter.org](http://www.truewestfilmcenter.org)