



Germany

**Topic:**  
Finance

**Achievement:**  
Resilience through  
Finance

**Sector:**  
Audiovisual - Film, TV &  
Radio

## How a Mental Health Film Project Reimagined Funding and Community Impact

By pairing screenings with workshops, Bildsturz Kollektiv transformed LENZ, a short film, into a lasting dialogue. A financing mix, combining match funding, foundation grants, and regional film funding, enabled the team to realize their vision.



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## Challenge

Having self-financed past projects, Felix Bausch understood the difficulty of funding short films and their typically limited impact. Aware that festival success is rare and often fleeting, he and Bildsturz Kollektiv set out to not only produce LENZ but also ensure it resonated with a wider youth audience.

## Solution

To address both funding and impact challenges, Bildsturz Kollektiv developed a two-part strategy: producing LENZ alongside a mental health education initiative. In partnership with a local youth mental health organization, they ran school screenings and workshops to spark discussion. This educational component also strengthened their funding applications, resulting in a financing mix of crowdfunding, foundation grants, and regional film support.

## Impact

By adding a social-health dimension, the LENZ project overcame key challenges in funding and longevity. This dual approach not only opened access to broader funding opportunities but also ensured the film's continued relevance, with screenings and workshops still engaging local students two years later.

## Milestones & Learnings

**Forming a legal collective enabled access to foundation funding**, which laid the groundwork for the entire project.

**Expanding the project's scope** by integrating a mental health education initiative gave the film lasting relevance and access to new funding sources.

**Launching a crowdfunding campaign** early on helped test the project's vision.

**Linking the film to community workshops extended** impact beyond festivals and allowed for additional funding after production.

**Adopting a flexible funding strategy** showed that it's possible to build the budget in stages, adapting and applying for new funding as needs emerge.

## Key Takeaways

- LENZ reimagines a classic story as both a short film and a mental health initiative.
- Screenings were paired with workshops to start a lasting dialogue around mental health.
- The project was made possible through a diverse financing mix that included matchfunding, foundation grants, and regional film support.

Learn more about Bildsturz Kollektiv and LENZ film:

- Bildsturz Kollektiv [official website](#)
- LENZ [official website](#)

