



*The Latin root of 'infant' means 'unable to speak.'  
For decades, we assumed that meant they could not suffer.  
We were wrong. Science has corrected the facts, but practice lags behind.*

*This initiative gives a voice to that unresolved history, grounding the science in lived experience to create the conviction we need to finally close the gap.*

— Dr. Kanwaljeet “Sunny” Anand, Stanford University

#### EARLY LIFE ETHICS INITIATIVE

## Fish and Babies (Don't Feel Pain)

For much of the 20th century, infants underwent surgery without pain relief. The science has since evolved, yet care has not fully caught up.

Today, an estimated **60% of neonatal procedures** still involve avoidable pain, carrying documented long-term consequences.

No documentary has connected this history to today's persistent challenge. This initiative converts that history into a catalyst for closing the disconnect between evidence and practice in neonatal care.

## PHASE I

### Educational Intervention

Phase I produces and distributes the educational documentary ***Fish and Babies (Don't Feel Pain)*** and equips the next generation of medical professionals to **shift culture from within**.

Featuring firsthand accounts from the pioneers who initiated this paradigm shift, alongside clinicians advancing the work today.

#### Year 1 U.S. Institutional Targets

<b>20%</b>	<b>20%</b>	<b>10%</b>
medical schools	nursing programs	hospital training

## PHASE II

### Public Activation & Institutionalization

Expands the film to a feature documentary for a general audience. Launches a **national screening and convening model** in partnership with organizations advancing neonatal care standards.

A **U.S. nonprofit structure**, the Early Life Ethics Initiative, will steward this work beyond the film's release, building a platform capable of international scale. Strengthening coordinated action and **driving measurable improvements** in how neonatal pain is treated across borders.

#### Expansion Focus

- Self-supporting infrastructure
- Educational programming
- Advocacy collaboration
- Future content development

### Capital Structure

A sequential funding model to secure the media asset before activating the platform.

#### Phase I

\$500,000

#### Phase II

\$1,200,000

The initiative is fiscally sponsored by the International Documentary Association, a U.S. 501(c)(3) nonprofit organization.



### Founding Philanthropic Commitments

A limited number of founding positions are available for the launch phase.

#### Foundational Partner

\$250,000

#### Builder Partner

\$100,000 – \$150,000

#### Supporting Partner

\$50,000

The Founding Circle is being formed now, with commitments secured in Q2 2026.

### Why Now

Avoidable neonatal pain persists across hospitals in the United States and globally, despite decades of scientific evidence and available protocols.

At the same time, the physicians and researchers who led the original paradigm shift are nearing retirement, creating a limited window to capture firsthand accounts with authority and credibility.

The urgency is twofold: **neonatal pain that could be prevented still occurs at scale**, and the opportunity to capture the firsthand accounts of those who led this paradigm shift will not remain open indefinitely.

### Initiative Leadership



Tim van den Hoff is a Dutch documentary producer and founder of Gander Yonder Foundation. He has distributed his previous films, including *Monumental Crossroads*, into academic curricula across the U.S. and Europe, demonstrating demand for media-driven education.

He leads this initiative to execute the production and establish the U.S. non-profit entity that will institutionalize the mission.

### Engagement

Founding participation is arranged through direct discussion.

foundingcircle@fishandbabies.com  
fishandbabies.com/foundingcircle

