



Against The Grain
productions

One Voice. Many Stories.



AGAINST THE GRAIN:

Unconventional, maverick,
non-conformist, contrary to what is
expected, behavior different from
what society expects



ATG Against The Grain Productions, Inc. functions as a traditional 501(c)(3) nonprofit... but with a twist. In the true spirit of its name, ATG finds unconventional, innovative and entertaining ways to promote leadership, positive identity, unity and artistry in the Asian American community; promote awareness of Asian American culture; give a platform to emerging Asian American artists; and provide inspiration to the community around us to think and act “outside the box,” while raising funds for our supported orphanages in Asia, scholarship fund and community outreach programs.



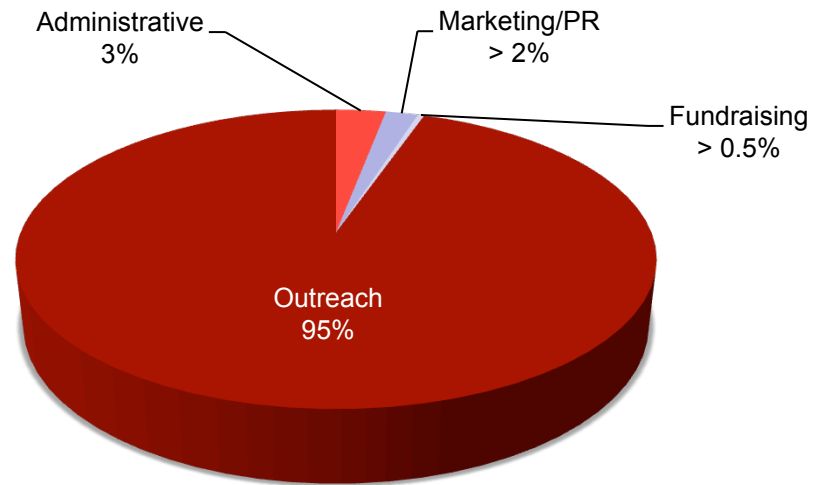
ATG is led by a Board of experienced Asian American professionals and dedicated community leaders.

commitment to Transparency

ATG is registered with GuideStar, which encourages nonprofits to share information about their organizations openly and completely. We value every penny and take great care to use our funds responsibly and efficiently towards reaching maximum community benefit.



ATG has earned the GuideStar Exchange Seal, demonstrating our commitment to transparency.



**2015 ATG Fund
Allocation - \$65,000**

Timeline and Achievements



- In **2009**, we released the award-winning feature documentary, *Operation Babylift: The Lost Children of Vietnam*, which screened at over a dozen festivals and won 2 awards.
- In **2010**, we created the Artistic Scholarship fund to support Asian American students pursuing a degree in the arts.
- In **2011**, we distributed nearly \$10,000 for orphanage aid and outreach programs, gave \$2,000 Artistic Scholarships to two exemplary students and raised more than \$20,000 at Fashion for a Passion, which over 300 guests attended.
- In **2012**, we provided \$13,500+ of aid to half a dozen orphanages in Vietnam and Thailand; awarded \$2000 in Artistic Scholarships; gave \$900 in scholarships for young adoptees to attend culture camps, selected our first recipient for the \$5,000 Sunna Lee Leadership Scholarship; and raised nearly \$30,000 net at Fashion for a Passion, which was attended by nearly 400 guests.
- In **2013**, we hosted two major outreach events (Groundbreakers Speak and Fashion for a Passion), provided nearly \$18,000 in aid to our supported orphanages in Vietnam and Thailand, awarded \$5,000 in Artistic Scholarships to five high school seniors and \$1,000 in heritage/culture camp scholarships to ten young adoptees, gave almost \$1,000 to disaster relief and raised nearly \$45,000.
- In **2014**, we hosted our first-ever all-female panel of game-changers at Groundbreakers Speak; showcased a talented group of Asian American designers, artists and performers to a record audience of 450 guests and raised more than \$35,000 net, the most raised yet, at Fashion for a Passion; raised more than \$50,000 through our Dine for a Cause and shopping partners; gave nearly \$20,000 to orphanages in Vietnam and Cambodia, with more than \$5,000 in additional funds earmarked for The Philippines and Thailand in 2015; awarded an unprecedented ten Artistic and Groundbreaker Leadership Scholarships to talented high school seniors, undergraduate and graduate students; and provided \$1,000 in Culture/Heritage Camp Scholarships to ten young adoptees across the country.

ABOUT

ORPHANAGES WE HELP



**HOUSE OF LOVE • SCP – DANANG (CENTER FOR STREET CHILDREN) • PHU MY
QUANG CHAU • DUC SON • UU DAM COMPASSION HOUSE • BAAN FUENGFAH
SACRED HEART CENTER FOR HANDICAPPED CHILDREN • THANH TAM**

ATG supports these orphanages with food, medical supplies, books, bicycles, funds for additional education, tuition and cultural celebrations. In 2015, ATG will expand orphanage aid to other parts of Asia.

Operation Babylift: The Lost Children of Vietnam

2015 is a special year for ATG as we celebrate the 40th anniversary of Operation Babylift, the \$2 million U.S. initiative in 1975 that airlifted more than 2,500 orphans out of a war-torn country to protect them from the impending threat of the communist regime.

Called “one of the most humanitarian efforts in history,” this little-known event inspired ATG President/Founder Tammy Nguyen Lee to produce and direct her 2009 award-winning feature documentary *Operation Babylift: The Lost Children of Vietnam*. The movie takes a candid look at the event through the eyes of the volunteers, parents and organizations directly involved and uncovers the lost stories of the adoptees, who they have become as adults and the struggles and triumphs they faced growing up amidst prejudice and cultural identity crisis. Featuring compelling and insightful interviews, the movie takes a contemporary look at Babylift and its relevance to international adoption today.



Audience Reviews



"Amazing...compelling and hard-hitting."

- Hao-Nhien Q. Vu, Publisher, Bolsavik.com

"Heart-wrenching and heart-warming, *Operation Babylift* shares the stories of a unique group of Asian American adoptees who illuminate our common humanity. A must see for anyone touched by adoption or who cares about the Asian American community and our shared human connections."

- Ysa Le, Executive Director, Vietnamese International Film Festival

"...we believe sharing these stories of war, history, and ultimately hope, helps us understand more about the world and about each other."

- Lee Ann Kim, Executive Director, San Diego Asian Film Foundation

"Through incisive interviews and archival footage, the history of this airlift and its aftermath are presented in complex, rich detail."

- Tad Doyle, Director of Programming, DC Asian Pacific American Film Festival

"A powerful film about courage, hope and love amidst a war that tore so many apart in the U.S. and Vietnam...encourages all of us not to be afraid of taking action that can positively impact others."

- Cynthia Salzman, award-winning documentary filmmaker
THE MONSTER AMONG US and *A FAIR TO REMEMBER*

"This film reminds us all that as human beings we have the remarkable capacity to love one another, care for one another and help one another...even those we don't even know."

- Sarah Lawrence, adoptee

"An engrossing historical document...a riveting story that spoke to me as an Asian American."

- Dr. Sam Lam, LFP-blog.com

Film Festivals & Screenings

FILM



St. Louis, MO



San Diego, CA



Philadelphia, PA



Irvine, CA



Vancouver, BC Canada



Dallas, TX

Upcoming film festivals and screening announcements can be found on www.TheBabylift.com.

Groundbreakers Speak

ATG hosts an engaging and educational panel discussion comprised of dynamic and influential Asian American industry leaders who speak on their motivating path to success. The event's mission is to inspire leadership, provide mentorship and provoke thought on how we are all capable of becoming groundbreakers.



Fashion for a Passion

FEATURED DESIGNERS



Vatana Watters of Watters
Multi-award-winning designer and
first FFAP presenting bridal designer



Mai Pham
Little Black Dress Designer
2014 Winner



Fashion for a Passion showcases the work of talented emerging and established Asian American designers, artists and performers. In 2014, a record audience of 450 guests enjoyed an exciting runway show, live and silent auctions, musical performances and helped us raise more than \$35,000 net, the most raised yet. Proceeds benefit our supported orphanages in Asia, scholarship fund and community outreach programs throughout the year.



COCKTAILS for a cause

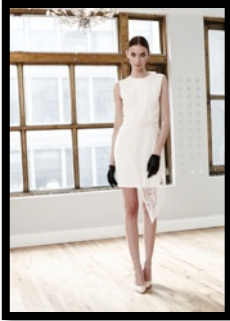
Cocktails for a Cause is a charity fundraiser that highlights the talent and work of Asian American artists while benefiting ATG's community outreach and educational initiatives and needy orphanages in Vietnam. This elegant event attracts a large and diverse audience of industry and non-industry professionals, community leaders, artists, musicians and philanthropists.



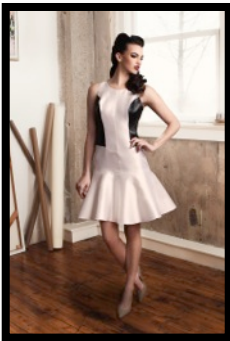
Fashion for a Passion

Designer Showcase Benefits

A platform to showcase and discover the talents of emerging Asian American designers



Khanh Nguyen of **Nha Khanh** is a four-time FFAP Presenting Designer veteran. She presented her collection at the very first FFAP, which gave her the launching pad to establish her brand today. Her work has been featured in numerous publications since and recently launched in Saks Fifth Avenue in New York City and Neiman Marcus Online.



Hanh Dang of **Lucy Dang** has presented at FFAP three times, garnering the attention of local press like *The Observer*. She also went on to win the 2012 Texas Next Top Designer Competition as well as the Belk Million Dollar Deal in 2013. Her Belk Southern Showcase exclusive line called Lady by Lucy Dang made its debut in 40 flagship stores and online in Spring of 2014.



Cykochik showcased at FFAP in 2010. This year, the maker of chic handmade vegan handbags and other accessories proudly celebrates 12 years and continues to grow in popularity across DFW and beyond. In 2013, the President of Peta recognized Cykochik as a socially-responsible and cruelty-free business for 10 years.

Scholarships

Each year, ATG awards its **Against The Grain Artistic and Groundbreaker Leadership Scholarships** to amazing Asian American high school seniors, college and graduate students who exemplify what it means to go *Against The Grain* in their artistic pursuits and strong, demonstrated community leadership. In 2014, we awarded a record **TEN** scholarships. This year, we added the **#LiveLikeLyly Memorial Scholarship** for Fashion and Graphic Design students in honor of a special member of the ATG family Lyly Koenig Mendez, an *Operation Babylift* adoptee and aspiring fashion designer who recently lost her battle with breast cancer.

ATG also awards ten \$100 **Heritage/Culture Camp Scholarships** for young adoptees here in the U.S. to explore their native heritage with their adoptive families at heritage and culture camps, such as Catalyst Foundation, Heritage Camps for Adoptive Families or Vietnamese Heritage Camp.



ATG Artistic/Groundbreaker Leadership Scholarship winners since 2011



2014 Heritage/Culture Camp Scholarship Winners

ATG in the Press

against the grain's 'fashion for a passion' marks record-setting year in 2014



by Lisa Petty
on Nov 11, 2014 in events

A true passion project of Dallas-based Against The Grain Productions (ATG), Fashion For A Passion is among our city's most anticipated events each fall. On Saturday, November 1, a sold-out crowd of 450-plus gathered at Three Three Three First Avenue for the sixth annual runway show and stylish fête, which featured a series of firsts and a record-setting goal.



DFW Style Daily 2014 Fashion for a Passion

Sixth Annual "Fashion for a Passion" Featured 2014 Designers

Posted on Saturday, September 13, 2014 in Others, Uncategorized | 0 comments

Seven Designers to Feature Exclusive Creations

Saturday, November 1, 2014



DALLAS, TX - Against The Grain Productions has selected seven emerging and established Asian American designers to join their elite roster of Presenting Designers at their upcoming Fashion for a Passion charity event, one of Dallas' hottest must-have fashion tickets and charity events of the fall season. Now in its sixth year, the evening showcases the talent of Asian American artists and springboard for careers, while serving as a place to bring together the entire community to celebrate up and coming talent and raise money for a worthy cause.

Asia World Media 2014 Fashion for a Passion

Deborah Fleck

Oscar-nominated documentary has ties to Jesuit grad



Deborah Fleck

Published: 27 February 2014 10:13 AM
Updated: 27 February 2014 10:31 AM

Groundbreakers

Seven accomplished Asian-American women will share their stories as part of the third annual Groundbreakers Speak program. Presented by Against the Grain Productions, the event will be from 2 to 4:30 p.m. Sunday, with a reception at 1 p.m. at the Crow Collection, 2010 Flora St. in Dallas.

The theme is "Female Game Changers: Playing to Win." The speakers will be Doualy Kaykothao, senior reporter at NPR affiliate KERA-FM (90.1) in Dallas; Kim Phan, senior manager of eSports at Blizzard Entertainment; Grace Borrero Moss, manager of entertainment diversity initiatives for NBC; Thea Sy Suzuki, Southwest regional managing partner of Ernst & Young's Advisory Services business; LeUyen Pham, an award-winning author/illustrator of nearly 60 children's books; Cynthia Yung, executive director of the Boone Family Foundation; and Lesley Varghese, executive director and general counsel of the Asian American Resource Center Inc.

Sylvia Komatsu of North Texas Public Broadcasting will give opening remarks. Against the Grain founder Tammy Nguyen Lee will moderate. Tickets are \$15-\$25 (free for high school and college students). The event will include a guided tour of Asian art and a reception. Call 469-826-9077 or visit againstthegrainproductions.com.

Dallas Morning News 2014 Groundbreakers Speak



FID Luxe 2009 Fashion for a Passion



The Weekend Insiders - Halloween Weekend The Broadcast TV

Weekend Insider 2014 Fashion for a Passion

D

Making Dallas Even Better

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Can't Miss: Fashion for a Passion this Saturday

BY RAYA RAMSEY | POSTED IN EVENTS | OCT 09, 2013 AT 10:57 AM

This year marks the Fashion for a Passion's fifth annual local fashion show presented by Against The Grain. The evening celebrates Asian American fashion designers and artists with proceeds benefiting hand-selected orphanages, scholarship funds, and outreach programs. But this isn't some homemade fashion affair. These up-and-coming designers are ones you'll want to shop immediately post-show: Nine Muses (I bloomed about their leather-clad fall collection here), Ischlike and

D Magazine Shop Talk 2014 Fashion for a Passion

ATG in the Press



SMU presents Tammy Nguyen Lee with Emerging Leader Award



Dallas Morning News
Profile of ATG Founder/President
Tammy Nguyen Lee



SMU Magazine
Profile of ATG President/Co-Founder Tammy Nguyen Lee



A UNIQUE SPONSORSHIP OPPORTUNITY

Join us in raising funds for orphanages, year-round community outreach programs and supporting Asian American artists. How you can help:

- **Tax-deductible monetary donation**
- **Sponsor community screening of *Operation Babylift*** - screening fees, airline/hotel, catering, marketing & PR, venue
- **Sponsor Cocktails for a Cause or Fashion for a Passion** - cash, in-kind, services or auction items
- **Sponsor Groundbreakers Speak** - speaker fees, airline/hotel, catering, marketing & PR, venue
- **Sponsor a Scholarship Fund in You or Your Business' Name**
- **Host a Dine for a Cause Fundraiser** - donate a portion of sales, and we'll bring our audience to you!
- **Become an ATG Savings Card Featured Business** - offer savings and receive increased business
- **Become a Community Partner** - co-host a program or help us promote our events and programs to your audience

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Better world.



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Against The Grain productions



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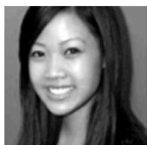
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