



**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

# **Against The Grain** productions

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 and underprivileged children in Asia, scholarship fund and community outreach programs.

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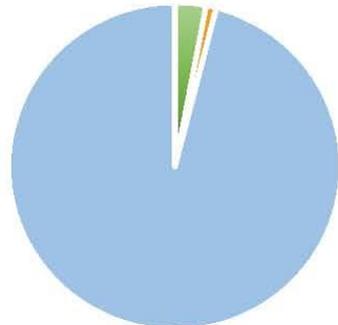


ATG is led by a Board of experienced Asian American professionals and dedicated community leaders.

# Commitment to Transparency

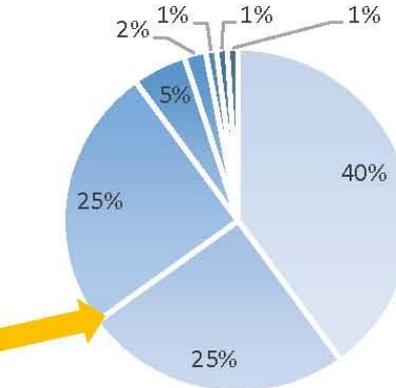
ATG is registered with GuideStar, which encourages nonprofits to share information about their organizations openly and completely. We value every penny and take great care to use our funds responsibly and efficiently towards reaching maximum community benefit.

ATG FUND ALLOCATION\*



\*The Fund Allocation Budget for 2018 will be based on ~\$65,000

- Administrative: 3%
- Marketing/PR: 1%
- Fundraising Expense: 0%
- Outreach: 96%



OUTREACH DISTRIBUTIONS

\*\*Donations made to other charities, community partners.

- Orphanages: 40%
- Scholarships / Mentorships: 25%
- Programming: 25%
- Media / Film Projects: 5%
- Festivals/Heritage Camps: 2%
- Networking: 1%
- Travel: 1%
- Other\*\*: 1%



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

# ATG IMPACTS IN THE PAST DECADE



2008

2010

2012

2014

2016

Birth of ATG & debuted our 1st Cocktails for a Cause Charity Event.

(1). Premiered our 1st Passion for a Passion (FFAP) Event.  
 (2). Released ATG's Award Winning Feature Documentary *Operation Babylift: The Lost Children of Vietnam*.

Launched our Artistic Scholarship Fund supporting Asian American students pursuing a degree in the arts.

Outreach Programs Distribution Totaled to nearly \$32K in 2011.

*Hosted 1st Groundbreakers Speak Series.*

Raised > \$50K through Dine-For-A-Cause & Shopping Partners Events.

Received \$5,000 Grant from Orchid Giving Circle and Dallas Women's Foundation to begin 2nd documentary film *Light of Day*.

*Expanded our support for orphanages and underprivileged children in Vietnam, Cambodia, Thailand and Philippines.*

# Orphanages We Help

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In 2017, as active stewards, we disbursed nearly \$33,000 in aid to our supported orphanages and underprivileged children in Vietnam, Cambodia, Thailand and The Philippines, expanding from providing basic needs to uniforms, bicycles, coats, backpacks and glasses to give our children the needed tools and self-confidence to succeed.



# 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

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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](http://www.TheBabylift.com).

# Light Of Day

ATG will go back to the very roots that began its journey to becoming a non-profit with its second documentary feature film project **Light of Day**. The film will give voice to the untold stories of domestic violence against Asian women and children by exploring and exposing a complex and emotionally heavy topic that silently affects many in the Asian community. Through **Light of Day**, ATG hopes to bring awareness to the unique issues facing women of Asian origin and be a tool for outreach and awareness.

Production for **Light of Day** began in 2016 with research, development and filming in order to produce a preliminary trailer that will build publicity around the project and kick start additional fundraising. Stories will be collected first from the local Dallas community and additional funding from the film given to specific programs and organizations that actively impact Asian and Asian American domestic violence victims in the area. A hallmark of ATG's mission, several artistic collaborations with Asian American artists and musical performers are also planned for the project.



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# Fashion for a Passion

## FEATURED DESIGNER



**Khanh Nguyen | Nha Khanh**  
Past FFAP Presenting Designer and  
Featured in Neiman Marcus and  
Saks Fifth Avenue

Fashion for a Passion showcases the work of talented emerging and established Asian American designers, artists and performers. In 2017, our audience of nearly 350 guests enjoyed an exciting runway show, live and silent auctions, musical and dance performances and helped us raise more than \$30,000 net. Proceeds benefit our supported orphanages and underprivileged children in Asia, scholarship funds and community outreach programs throughout the year. This 2018 year marks the 10th Anniversary of ATG and Fashion for a Passion will be even more of a special event than previous years with special partnerships and new programs added.



# Fashion for a Passion

## Some of Our Super Star Past Presenting Designers



**Joanne Hong** started her **JOLYNN Kids** line, inspired by the New York City's bustling energy and fashion scene. Sweet, feminine and sophisticated separates and dresses define this versatile collection for girls ages two to twelve. Among her many accomplishments: selected as a top emerging designer to showcase in Launch Pad at WWD MAGIC in Las Vegas and featured during Oklahoma Fashion Week 2013.

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**Becky Hollands** of **Becky Hollands Label** is a three-time veteran of FFAP (2013, 2014, 2015). She has been greatly involved in as a Representative in the Dean's Leadership Council at Texas Tech University, where she received her degree in Apparel Design and Manufacturing; numerous Fashion Group International Competitions and received the Glenna Goodacre Scholarship for Creativity. In 2014, she officially launched **Becky Hollands Atelier** providing couture fashions for the modern sophisticate.

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Dallas-based **Danh Ta** has presented at FFAP three times (2012, 2013, 2015), expanding his fashion line beyond Texas' borders. He finished in the Top Three of his class at the Art Institute of Dallas and continues to show his collections at top fashion events and has his line in local boutiques, establishing his name as a designer for the modern-day woman.

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**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. Now celebrating 12 years, the President of Peta recognized Cykochik in 2013 as a socially-responsible and cruelty-free business.

# 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 2017, we awarded ten scholarships totaling **\$14,500** as well as \$1,000 in camp scholarships to ten young adoptees to attend heritage camp.



2017 ATG Scholarship Winners

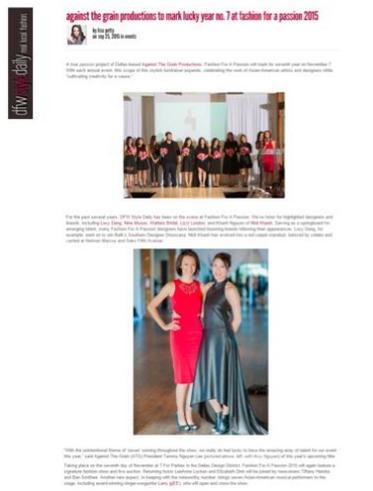
[ From Left to Right - 1st Row: Alyssa Domenico, Jessica Lee, Maia Schmidt, Phuong Bui, Uyen Truong; 2nd Row: Inaara Muhammad, Lauren Huynh, Nataly Keomoungkhoun, Serena Shen, Yasmeen Anand ]



Heritage Camp

# ATG in the Press

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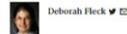
*DFW Style Daily*  
2015 Fashion for a Passion



*Angry Asian Man*  
2015 President Feature

*The Dallas Morning News*

## Deborah Fleck Asian Culture and Community: Diwali events scheduled



Published 22 October 2015 10:33 PM  
Updated 20 October 2015 09:31 PM

### Fashion for a Passion

Dallas-based Against the Grain Productions produces events with the theme, "One Voice. Many Stories." Co-founded by Tammy Nguyen Lee, the nonprofit promotes leadership, unity and artistry in the Asian American community and gives a platform to emerging Asian American artists. Two ways Lee does this is through the annual Groundbreakers Speak and Fashion for a Passion.

This year's Fashion for a Passion will be from 6-30 p.m. to midnight Nov. 7 at 7 For Parties, 150 Turtle Creek Blvd. in Dallas. Along with a fashion show by top designers, the event will include an art exhibit and musical performances. Dallas singer-songwriter Larry g(EE) will open and close the show. Other performers will be JONAVI, Kassy Levels, Robbie G and Peter P, Hannah Sansavath, Yui and the Hot Four.

Emcees will be Elizabeth Dinh of CBS 11 and LeeAnne Locken. Proceeds will benefit ATG's supported orphanages and underprivileged children in Asia, scholarships and community outreach programs. Tickets are \$60-\$110. To purchase tickets, visit [againstthegrainproductions.com](http://againstthegrainproductions.com).

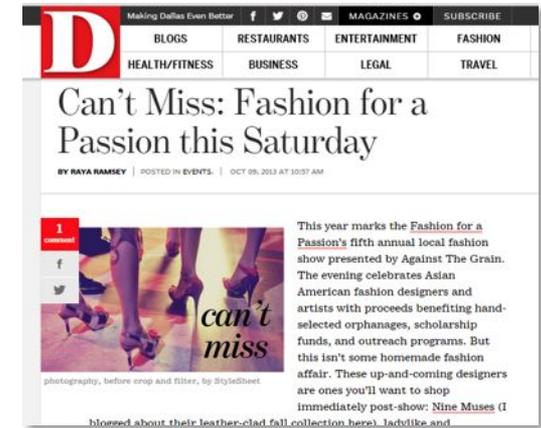
*Dallas Morning News*  
2015 Groundbreakers Speak



*F|D Luxe*  
2009 Fashion for a Passion



*Dallas Observer*  
2015 Groundbreakers Speak



*D Magazine Shop Talk*  
2014 Fashion for a Passion

# ATG in the Press

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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 and underprivileged children in Asia, scholarship fund and year-round community outreach programs. How you can help:

- Tax-deductible monetary donation
- Sponsor community screening of *Operation Babylift* - screening fees, airline/hotel, catering, marketing & PR, venue
- Sponsor Fashion for a Passion - cash, in-kind, services or auction items
- Sponsor a Scholarship Fund in You or Your Business' Name
- Sponsor New Documentary *Light of Day* - cash support for development and production of film
- Host a "Dine for a Cause" Fundraiser - donate a portion of sales, and we'll bring our audience to you!
- Host "Shop for a Cause" Fundraiser - donate a portion of sales, and we'll bring our audience to you!
- Become a Community Partner - co-host a program or help us promote our events and programs to your audience

Some past sponsors:



# CONTACT



## OUR BOARD OF DIRECTORS . AMBASSADORS . ADVISORS



**Tammy Nguyen Lee**  
Co-Founder / President /  
Producer



**Vy Tran**  
Treasurer



**Sharon Tom**  
Co-Director of  
Programming & Events



**Teresa Vuong**  
Co-Director of  
Programming & Events



**Andrea Palladino**  
Co-Director of Fundraising



**Sarah Horne**  
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Fundraising



**Anna Hung**  
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**Lisa Tran**  
Co-Director of  
Community Outreach /  
Advisor (Aid - Thailand)



**Hue Pederson**  
Co-Director of  
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**Aivy Nguyen**  
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**Uyen Tran Chew**  
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**Ivone Vu**  
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**Nikki Duong Koenig**  
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**Liz Nguyen Ho**  
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**Ann Chao Sheu**  
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(Legal)



**Carol Nguyen**  
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Design)



**Annie Tran**  
Ambassador (Outreach)



**Kate Nguyen**  
Ambassador (Logistics)



**Shadia Lee**  
Ambassador  
(Programming/Events)



**Sasinapa Nong**  
Thangsaksathit  
Ambassador (Aid -  
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**Thear Suzuki**  
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**Stephen Tan**  
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**George Lee**  
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Member/Past  
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**Justin Hung**  
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#ATGProds #beCAUSE

