



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



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

A  
B  
O  
U  
T

# 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.



**2016 ATG Fund  
Allocation - \$75,000+**

## 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 camp; selected our first recipient for the \$5,000 Sunna Lee Leadership Scholarship; and raised \$30,000 net at Fashion for a Passion, hosting 400 guests.
- In **2013**, we hosted outreach events Groundbreakers Speak and Fashion for a Passion, provided \$18,000 in aid to 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 at Groundbreakers Speak; raised more than \$35,000 net and hosted a record 450 guests 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; awarded an unprecedented ten artistic scholarships to high school, undergraduate and graduate students; and provided \$1,000 in Culture/Heritage Camp Scholarships to ten young adoptees across the country.
- In **2015**, we included more than \$30,000 in support to orphanages and underprivileged children in the Philippines, Thailand, Cambodia and Vietnam; hosted our most inspirational Groundbreakers Speak yet in conjunction with the NAAAP National Convention hosted in Dallas for the first time ever; raised a net \$43,000 through Fashion for a Passion to a sold-out audience; awarded \$10,000 in Artistic Scholarships, including two new #LiveLikeLyly Memorial Scholarships, and \$1,000 in Heritage/Culture Camp Scholarships; and received \$5,000 from the Dallas Women's Foundation's Orchid Giving Circle to begin development of our next film project *Light of Day* in 2016.



# ORPHANAGES WE HELP

A  
B  
O  
U  
T



ATG supports these orphanages with food, medical supplies, books, bicycles, funds for additional education, tuition and cultural celebrations. In 2015, ATG expanded orphanage and underprivileged aid to the Philippines and Thailand.

# Operation Babylift: Vietnam

## The Lost Children of

2015 was a special year for ATG as we celebrated 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

## FILM



**"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

F  
I  
L  
M



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

## FILM

Against The Grain will go back to the very roots that began its journey to becoming a nonprofit 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.

Against The Grain's latest film project comes exactly a decade after Tammy Nguyen Lee's internationally acclaimed and award-winning documentary, *Operation Babylift: The Lost Children of Vietnam*, a documentary film that followed the journey and compelling stories of orphans that were airlifted to the United States from post-war Vietnam 1975.

Production for *Light of Day* will begin 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.

In 2015, ATG earned a \$5,000 grant from the Dallas Women's Foundation's Orchid Giving Circle to kick start the project. Additional funding will support production and development of the project.



# 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.



"We all have a story.. and ATG Productions allowed me to tell mine."  
- Lily Jang, 2013



"I am honored to be part of this distinguished group of Asian community leaders and hope to inspire the next generation of entrepreneurs, leaders, movers, and shakers."  
- Dr. Sam Lam, 2012



"I now feel even more motivated and energized to make an even stronger impact in my field."  
- Grace Borrero Moss, 2014



"It was an inspiring experience to be a part of. It made me feel proud to be a young Asian American still chasing his dream."  
- Larry g(EE), 2015

S  
U  
P  
P  
O  
R  
T



# Fashion for a Passion

## FEATURED DESIGNERS



**Khanh Nguyen of Nha Khanh**  
Past FFAP Presenting Designer and  
Found in Neiman Marcus and  
Saks Fifth Avenue



**Hanh Dang of Lucy Dang**  
Past FFAP Presenting Designer  
and a Texas Next Top  
Designer Winner

Fashion for a Passion showcases the work of talented emerging and established Asian American designers, artists and performers. In 2015, a record audience of 450 guests enjoyed an exciting runway show, live and silent auctions, musical performances and helped us raise more than \$43,000 net, the most raised yet. Proceeds benefit our supported orphanages and underprivileged children in Asia, scholarship fund and community outreach programs throughout the year.



S  
U  
P  
P  
O  
R  
T

# Fashion for a Passion

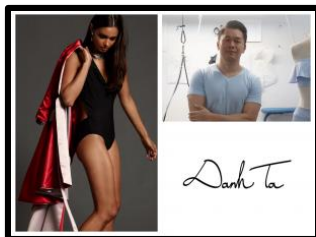
## Some of Our Super Star Past Presenting Designers



**Jerry Matthews** started his **Nine Muses** line with his partner Francesca Viamonte in 2012. Designing for the modern-day woman with a simplistic, edgy, fashion-forward look, this luxury designer took First Place in the 2008 Art Institute of Dallas' National Fashion Design Scholarship Competition and Outstanding Graduate in Fashion Design in March of 2012.



**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.



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.



**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.

S  
U  
P  
P  
O  
R  
T



# 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.



S  
U  
P  
P  
O  
R  
T



# 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 2015, we awarded ten scholarships, including two **#LiveLikeLyly Memorial Scholarship**, established in 2015, for Fashion and Graphic Design students in honor of a special member of the ATG family Lyly Koenig Mendez. We are excited to award two \$5,000 scholarships in 2016 for aspiring entrepreneurs - the Lily Pabilona Emerging Entrepreneur Scholarship.

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 and Vietnamese Heritage Camp.



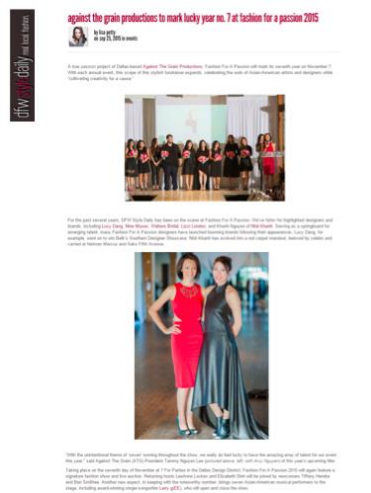
2015 ATG Artistic and #LiveLikeLyly Scholarship Winners



2015 Heritage/Culture Camp Scholarship Winners

# ATG in the Press

## PRESS



**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

Deborah Fleck

Published: 28 October 2015 10:33 PM  
Updated: 30 October 2015 08:31 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, 100 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, Yut 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).

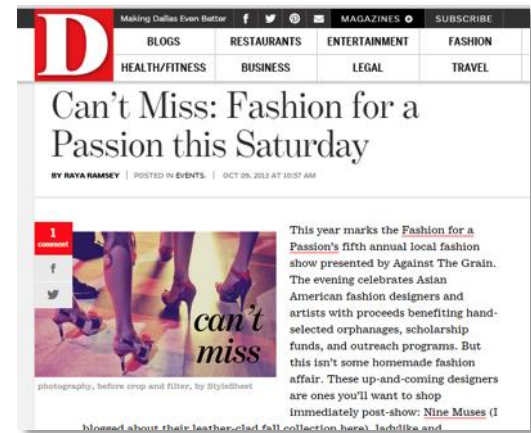
**Dallas Morning News**  
2015 Groundbreakers Speak



**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

## 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 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 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
- 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!
- Become a Community Partner - co-host a program or help us promote our events and programs to your audience

Some past sponsors:



DALLAS  
WOMEN'S  
FOUNDATION  
Strong women.  
Better world.



Watters®



PAGE PARKES  
MANAGEMENT

# CONTACT



PRESIDENT/CO-FOUNDER  
Tammy Nguyen Lee



CO-DIRECTOR OUTREACH  
Julianne Nguyen



DIRECTOR FUNDRAISING  
Thanh Ho



CO-DIRECTOR  
PROGRAMMING/EVENTS  
Sharon Chan



CO-DIRECTOR  
PROGRAMMING/EVENTS  
Jennifer Devany



DIRECTOR  
MARKETING & PR  
Renae Virata



SOCIAL MEDIA CO-CHAIR  
Aivy Nguyen



SOCIAL MEDIA CO-CHAIR  
Bianca Nguyen



AMBASSADOR  
(TREASURER)  
Uyen Tran Chew



AMBASSADOR  
(TREASURER)  
Ivone Vu



AMBASSADOR  
(OUTREACH)  
Nikki Duong Koenig



AMBASSADOR  
(OUTREACH)  
Tien Truong



AMBASSADOR  
(OUTREACH)  
Gauthami Vemula



AMBASSADOR  
(PROGRAMMING/EVENTS)  
Liz Nguyen Ho



AMBASSADOR  
(PROGRAMMING/EVENTS)  
Vivien Rosal



AMBASSADOR  
Ann Chao Sheu



AMBASSADOR  
(GRAPHIC DESIGN)  
Carol Nguyen



CO-FOUNDER & ADVISOR  
(AID - VIETNAM)  
Aileen Nguyen



ADVISOR  
(AID - THAILAND)  
Lisa Tran



ADVISOR  
(AID - CAMBODIA &  
LEADERSHIP DEVELOPMENT)  
Thear Suzuki



ADVISOR  
(AID - THE PHILIPPINES)  
Stephen Tan



ADVISOR  
(ADOPTEE RELATIONS)  
Jared Rehberg



ADVISOR EX-OFFICIO  
Shirley Yu



CO-FOUNDER &  
ADVISOR EX-OFFICIO  
George Lee



General info:

[info@againstthegrainproductions.com](mailto:info@againstthegrainproductions.com)

Donations/sponsorship/fundraising:

[fundraising@againstthegrainproductions.com](mailto:fundraising@againstthegrainproductions.com)

Community outreach, scholarship & partnerships:

[outreach@againstthegrainproductions.com](mailto:outreach@againstthegrainproductions.com)

Public relations:

[pr@againstthegrainproductions.com](mailto:pr@againstthegrainproductions.com)

Events:

[rsvp@againstthegrainproductions.com](mailto:rsvp@againstthegrainproductions.com)

[www.AgainstTheGrainProductions.com](http://www.AgainstTheGrainProductions.com)

#ATGProds #beCAUSE



Scan with your  
smartphone's QR  
code reader app to  
visit our site

