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.
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.
ATG IMPACTS IN THE PAST DECADE

- Total $ Raised for Outreach Programs
- Total $ Scholarships Awarded
- Total # of Asian American Creative Talents & Industry Leaders featured at our programs
- Total # of Asia Countries ATG Supports: Vietnam, Cambodia, Thailand, Philippines
- Documentary Films Produced: (1). Award Winning Operations Babylift: The Lost Children of Vietnam, (2). Film-making in-process: Light of Day

$230,000
$60,200
110
4
2

2008
(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.

2010
Launched our Artistic Scholarship Fund supporting Asian American students pursuing a degree in the arts.

2012
Outreach Programs Distribution Totaled to nearly $32K in 2011.

2014
Hosted 1st Groundbreakers Speak Series.
Raised > $50K through Dine-For-A-Cause & Shopping Partners Events.

2016
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

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.
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.
“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

“Amazing...compelling and hard-hitting.”
- Hao-Nhien Q. Vu, Publisher, Bolsavik.com

“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

Upcoming film festivals and screening announcements can be found on 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.
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.

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.
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 Huyhn, Nataly Keomoungkhoun, Serena Shen, Yasmeen Anand ]
ATG in the Press

DFW Style Daily
2015 Fashion for a Passion

Dallas Morning News
2015 Groundbreakers Speak

Dallas Observer
2015 Groundbreakers Speak

Angry Asian Man
2015 President Feature

F|D Luxe
2009 Fashion for a Passion

D Magazine Shop Talk
2014 Fashion for a Passion
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:
General info:
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Donations/sponsorship/fundraising:
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Community outreach, scholarship & partnerships:
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Public relations:
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www.AgainstTheGrainProductions.com

#ATGProds #beCAUSE