



*art* ATL  
*party*

100 ARTISTS + 500 GUESTS UNITE TOGETHER  
TO SUPPORT THE WORLD'S MOST VULNERABLE  
CHILDREN IN A BEAUTIFUL SHOWCASE FROM  
ATLANTA'S CREATIVE COMMUNITY

**3.02**

7:30pm - 12:00am  
West Midtown  
595 North

**[atlartparty.com](http://atlartparty.com)**

# unicef usa



*Every child, no matter where they live, deserves a safe and healthy childhood. UNICEF USA raises funds for UNICEF's work on child survival, child development, child protection and emergencies.*

## **UNICEF IS EXPERIENCED**

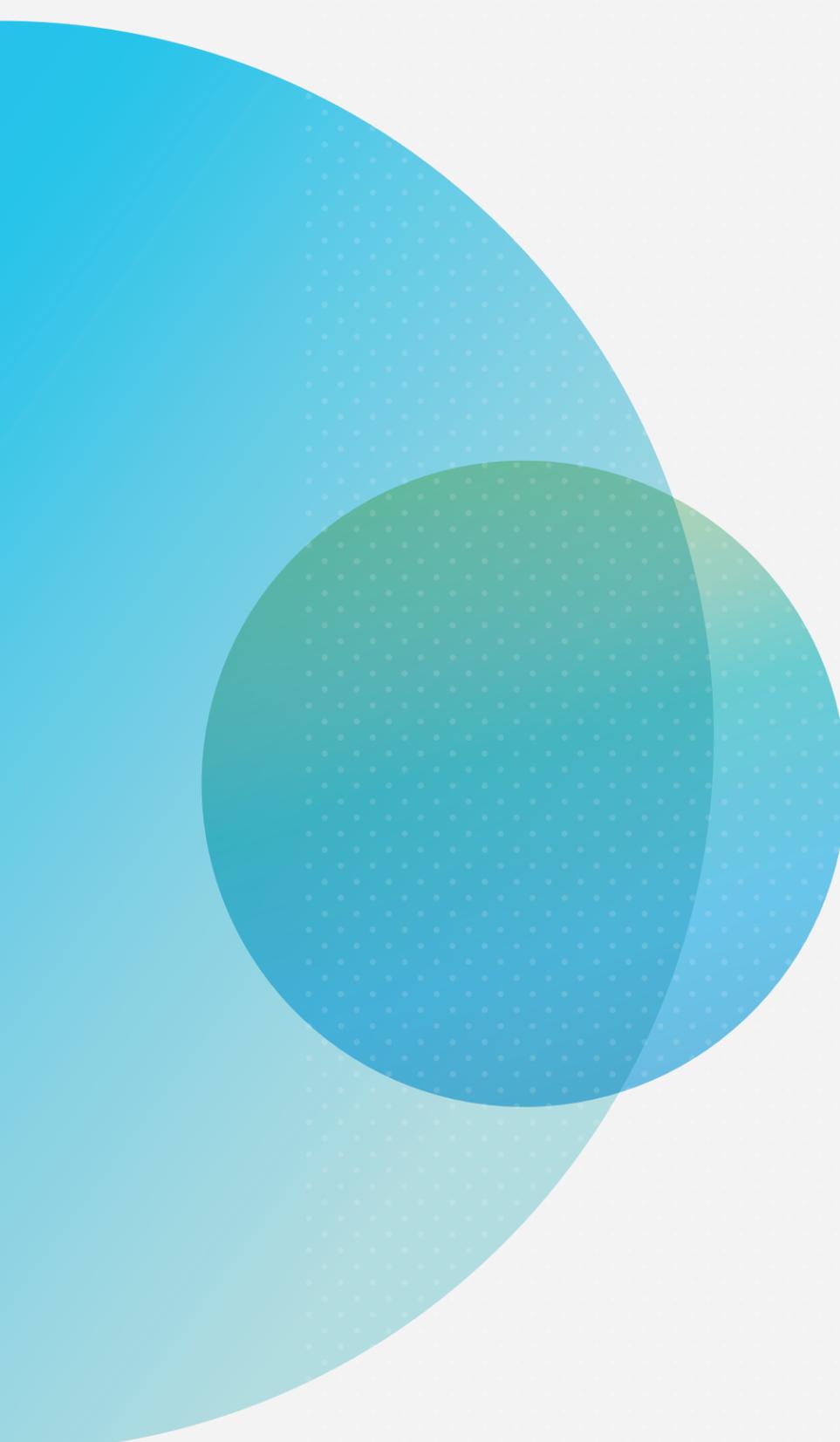
UNICEF has helped save more children's lives than any other humanitarian organization in the world. UNICEF has global reach, expertise, and the access and influence needed to get things accomplished in difficult places and emergency situations. UNICEF works for children in more than 190 countries and territories. Every year, UNICEF responds to more than 250 emergencies—from conflicts to natural disasters.

## **UNICEF IS RELENTLESS**

UNICEF will do anything it takes to save a child, from providing hard-to-reach territories with life-saving supplies like food, water, and medicine to negotiating ceasefires so children can be vaccinated.

## **UNICEF WILL USE YOUR MONEY WISELY**

UNICEF USA spends 88.4 cents of every dollar received on programs that help children, has an A rating on Charity Watch, and meets the Better Business Bureau's Wise Giving Alliance's Standards for Charity Accountability. Renowned philanthropist Bill Gates recently listed UNICEF in a piece he wrote for Time regarding his "4 Favorite Ways to Give Back."



# unicef nextgen

UNICEF NextGen is a passionate group of young philanthropists, entrepreneurs and innovators in their 20s and 30s who commit their resources, networks, resolve and enthusiasm toward supporting UNICEF's lifesaving work. NextGen members study issues that affect children around the world and choose UNICEF projects to support through education, advocacy, skill sharing/remote volunteering, and fundraising. Through their philanthropy, members mobilize their networks and inspire the next generations to take action on behalf of the world's most vulnerable children.

Since 2009, UNICEF NextGen has raised over \$9.7 million and supported 16 UNICEF projects around the world. The projects NextGen supports span the breadth of UNICEF's focus areas— from nutrition to child protection to maternal and neonatal health and more.

On the following page, you'll find a series of supported projects. For more information on each project, including the final impact reports, please visit [www.unicefusa.org/nextgen](http://www.unicefusa.org/nextgen).



NextGen

Current Project:

## ENDING VIOLENCE AGAINST MADAGASCAR

Madagascar aims to address the many thousands of children who are victims of exploitation or abuse every day — 84% of children ages 2-14 have been subjected to at least one form of psychological or physical punishment.

In response to the situation, NextGen will support UNICEF Madagascar in implementing a comprehensive set of programs designed to support the nation's child protection system, and ensure that thousands of children in Madagascar are given the opportunity to grow in stable, nurturing, and protective environments — allowing them access to the services they need to recover and thrive.

*Fundraising goal: \$272,557*

Past Projects:

### SYRIA

NextGen raised \$500,000 to support education for out-of-school children in Syria and the surrounding region.

### PAKISTAN

NextGen raised \$89,000 to support the Community and Lady Health Workers program in Pakistan, empowering women and keeping communities healthy.

### HORN OF AFRICA

When disaster struck the Horn of Africa in the form of widespread famine, NextGen raised \$150,000 to support UNICEF's emergency relief efforts.

### HAITI

When Haiti was hit with a devastating earthquake, NextGen rose to the occasion to raise over \$50,000 for recovery in the two months following the disaster.

### COLOMBIA

In 2012, NextGen raised over \$200,000 to help protect the indigenous children of Colombia.

### ETHIOPIA

In 2010, NextGen raised \$150,000 to help equip a maternal and neonatal center in Ethiopia.

### GUATEMALA

For NextGen's first fundraising project, the group raised \$175,000 to support nutrition programs in Guatemala.

### JAMAICA

NextGen raised over \$450,000 for UNICEF Jamaica's Violence Interruption Program that seeks to break the cycle of violence for adolescents.

### SOUTH AFRICA

NextGen raised over \$150,000 to support child survival programs in South Africa in the following areas: child & maternal health, education & adolescent development, child protection, and social policy & advocacy.

### VIETNAM

In 2011, NextGen supported the Vietnamese government in developing a more child friendly justice system.

### LET US LEARN

NextGen provided education for the hardest to reach children in the world, by raising \$175,000 for UNICEF's Let Us Learn program.

### TAP PROJECT

NextGen provided \$150,000 in seed funding for the UNICEF Tap Project mobile app experience.

The ATL ART PARTY is hosted by UNICEF's network of emerging leaders, UNICEF Next Generation (NextGen) and features amazing local artwork donated by generous artists.

Alongside the art, there will be an open bar, DJs, and much more! All net proceeds from the event will benefit critical UNICEF programs impacting areas such as global nutrition, water sanitation, child protection, education, & healthcare.

The logo for ATL ART PARTY is centered on the page. It features a large, semi-circular graphic on the right side that transitions from purple at the top to pink at the bottom. The words "ATL ART PARTY" are written in a white, stylized, cursive font across the center, with "ATL" in a smaller, blocky font above "ART".

ATL  
ART  
PARTY

Over the past three years, ATL ART PARTY has raised over \$245,000 with the support of hundreds of local artists.

The event has received coverage through numerous media outlets including Star 94 and the Atlanta Journal Constitution in addition to UNICEF NextGen's national social media channels.

SUPPORTER  
DIAMOND

## \$10K

*\$10,000 could allow UNICEF to construct a temporary school in a conflict torn area for 80 students and includes teacher training, distribution of education materials, and sanitation facilities so that students can return to a safe and productive learning environment.*

**In return for your generosity, a diamond supporter will receive the following benefits:**

- Name recognition: email correspondence, event website, event signage, Facebook event page
- Special thanks from the stage
- 20 VIP tickets to ATL ART PARTY
- Opportunity to display product or provide an item to attendees

SUPPORTER  
PLATINUM

## \$5K

*\$5,000 could allow UNICEF to provide 741 fleece blankets to be used in hospitals and health centers or distributed among the needy refugees. When all else that is familiar has been destroyed or lost something as simple as a blanket can provide a sense of safety and protection to a child.*

**In return for your generosity, a platinum supporter will receive the following benefits:**

- Name recognition: email correspondence, event website, event signage, Facebook event page
- Special thanks from the stage
- 10 VIP tickets to ATL ART PARTY

SUPPORTER  
GOLD

**\$2.5K**

*\$2,500 could provide treatment for 40 acutely malnourished children.*

**In return for your generosity, a gold supporter will receive the following benefits:**

- Printed program recognition.
- Special thanks from the stage
- 5 VIP tickets to ATL ART PARTY

SUPPORTER  
SILVER

**\$1K**

*\$1K can provide 5 classrooms with a UNICEF School-in-a-Box that helps children continue their education during times of emergency and conflict.*

**In return for your generosity, a silver supporter will receive the following benefits:**

- Printed program recognition.
- 2 VIP tickets to ATL ART PARTY

# Thank you. We appreciate your consideration of this special request!

Donate at: [events.unicefusa.org/event/2018-atl-art-party](https://events.unicefusa.org/event/2018-atl-art-party)

*For more info about being  
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**[unicefusa.org/  
nextgeneration](https://unicefusa.org/nextgeneration)**