APJ
Artists for Peace and Justice
“We believe youth, especially those living in abject poverty, deserve liberty and equality to build a better life for themselves and for their families.

APJ actively looks to collaborate with those committed to advancing peace and social justice in communities of greatest need. These are the founding principles of Artists for Peace and Justice.”

Board of Directors, Artists for Peace & Justice
For over a decade, Artists for Peace and Justice have been at the forefront of rebuilding communities and creating positive change through education and leadership in some of the world's most poverty-stricken areas.

Rolling into our second decade, we hope to continue helping those most in need to provide peace and justice. For this, we count on the support of companies like yours to create a global impact.
APJ
Artists for Peace and Justice

HOW WE CREATE CHANGE
Our Programs
THE ACADEMY FOR PEACE AND JUSTICE

Built on a seven-acre campus in the capital of Port-Au-Prince, the Academy is the largest secondary school of its kind in Haiti. It has grown tremendously since its inception and is now at full enrollment offering secondary education to more than 3,700 students.

The Academy is unique in seeking out some of the city’s most struggling and deserving youth, providing them with a middle and high school education. This truly is exceptional since most children in Haiti do not attend school past the 5th grade.

THE ARTISTS INSTITUTE

The Institute provides professional training and technical resources to power a youth-led creative economy of local film and music production. Located in Jacmel, on the southern coast of Haiti, the beautiful five-acre campus features recording studios, video editing suites, production offices and classrooms.

It is an oasis for creatives to learn, teach, collaborate, envision and produce.
BRILLIANT IS BEAUTIFUL

We know first hand the power of investing in women, supporting the dreams of over 1,500 young Haitian women to succeed in secondary and higher education. Working towards the global emergence of a generation of transformative women-led leadership, Brilliant is Beautiful provides support to local organizations in developing nations working to empower girls and women through secondary education and professional development.

PROGRAMMATIC PARTNERS

Building on our experience in Haiti, Brilliant is Beautiful is now partnering with organizations in Peru, Uganda, and Pakistan to expand our scholarship program.

We are currently running partnerships with St. Luke Foundation, Iqra Fund, Hope North and All Hands and Hearts.
OUR IMPACT
Key Figures of our Success

3700 HAITIAN STUDENTS RECEIVING SECONDARY SCHOOL (12-18 YEARS OF AGE) EDUCATION. 87% OF STUDENTS IN HAITI DO NOT STUDY PAST 11 YEARS OF AGE.

2000 BRILLIANT IS BEAUTIFUL SCHOLARSHIPS ISSUED.

67% OF ARTIST INSTITUTE GRADUATES IN FULL TIME EMPLOYMENT, EARNING 20 TIMES THE NATIONAL AVERAGE ANNUAL HOUSEHOLD INCOME.

ARTIST INSTITUTE IS A CO-RECEPIENT OF AN EMMY AWARD IN 2014.
WHO’S INVOLVED?

APJ is blessed to be supported by artists from every creative area possible, from film stars to performers to sporting legends.

Our Board of Directors is chaired by Ben Stiller and Susan Sarandon and our advisory board has over 50 household names that lend their voice and image to our charity to make a change.

We have a Board of Directors in the US and in Canada.
US Board

Susan Sarandon, Co-Chair
Ben Stiller, Co-Chair
Dr. Bob Arnot
David Belle
Maxwell
Natasha Koifman
Dr. Reza Nabavian
Michael Novogratz
Deborah Rennard
Madeleine Stowe
Peter Tortorici
Olivia Wilde

Canadian Board

Natasha Koifman, Chairperson
George Stroumboulopoulos, Treasurer
Joanne Bull, Secretary
David Belle
Shantelle Bisson
Yannick Bisson
Suzanne Boyd
Dr. Reza Nabavian
Advisory Board

Javier Bardem
Todd Barrato
Maria Bello
Yannick & Shantelle Bisson
Alix Boyer
Jeff Bridges
Adrien Brody
Josh Brolin
Pierce Brosnan
Jackson Browne
Gerard Butler
Jim Clark & Kristy Hinze
Chuck Close
Daniel Craig
Jessica Craig-Martin
Simon Baker
Rebecca Rigg

Clint Eastwood
Dina Eastwood
Johan Ernst Nilson
Mark Evans
Shepard & Amanda Fairey
Frances Fisher
Jane Fonda
Dr. Henri Ford
James Franco
Jimmy Jean-Louis
Milla Jovovich
Ryan Kavanaugh
Nicole Kidman & Keith Urban
Diane Lane
Jude Law
Dana Maksimovich
AnnaLynne McCord

Russell Crowe
Penelope Cruz
Martha Rogers
Lekha Singh
Michael Stahl-David
Caroline stanbury
Charlize Theron
Carlo Traglio
Peter & Amy Tunney
Jonathan Vilma
Craig Watson
Hari Ravichandran
Brenda robinson
David & Kate Daniels
Mary Demetree
David Mimran
Pascal Raffy
APJ
Artists for Peace and Justice

HOW YOUR BRAND CAN GET INVOLVED

Events & Campaigns
7 ALTERNATIVE WAYS TO EXPRESS YOUR BRAND TO ITS CUSTOMERS & MARKET PLACE WITH PHILANTHROPY AT THE HEART OF IT.
In a global collaboration, we would activate a complete Brand experience in each city. Any events carried out by APJ other than those mentioned here, we would have Brand presence in those cities too as part of our global strategy and promise with the Brand. This ensures maximum exposure for the Company and highlights the Brand as a Global Partner.
CAMPAIGNS

Should your Brand wish to do something punctual, we will be running campaigns every trimester to highlight and fundraise for one of our social causes.

These campaigns will be run online through social media with the help of our charity ambassadors and celebrities.

We are looking for like-minded brands that wish to help run one of these campaigns covering the social media investment needed to reach fundraising audiences and above all—create noise, generating much needed awareness.
CURRENT & PREVIOUS PARTNERS

Audi
BOVET 1822
Stella Artois
NKPR
Brioni
Etihad Airways
Vanity Fair
BIRKS
Josie Maran
Giorgio Armani
Air Canada
ICON
Windsor Arms
Bulgari
Vhernier
Millennium
Hotels and Resorts
Mantella
Corporation
Roots
Russel Hill
Northern Lights
An Entertainment Agency
MEDIA RESULTS

3.131.522.289 IN MEDIA IMPRESSIONS ACROSS THE GLOBE

AN AVERAGE OF $7.626.289 IN AD VALUE PER EVENT
Top Hollywood Stars to Attend ‘Artists for Peace and Justice’ Fundraising Event for Dubai Cares

By Ashraf Lutfy, December 13, 2013

Ben Stiller, Susan Sarandon lead Dubai gala

Hollywood stars help raise hundreds of thousands of dollars for Dubai Cares
APJ
Artists for Peace and Justice
PARTNERSHIP OPPORTUNITIES
Packages
GLOBAL EVENT PARTNER -
EXAMPLE OF BENEFITS

Hospitality:
30 VIP Tickets per event. (4 tables)
2 Seats on the Presidential Table.
Enterance via the red carpet and photo opportunity for CEO with honorary chairs.

Brand Placement:
“The APJ Gala presented by Your Company”
Presence and naming in all media activities.
Mention in newsletters to donor database as a Philanthropic brand of choice.

Publicity & Product Placement:
Logo featured on red carpet backdrops in main position.
Logo publicity on all collateral material including invitations, tickets, programme, LED boards and print advertising.
2 pages prime advertising space in the official magazine at each event.
Product placement at the event. Opportunity to carry out presentation on stage.
Branded cocktail area. Opportunity to network with guests.
Company information and products featured in gift bags.
Company spot at strategic moments in the night on LED.
Meet and greet with key celebrities and influencers.
Use of all photographic material from the events.
Opportunity to choose a philanthropic Project you wish to see benefitted.

Online:
Social Media activation from our celebrities and APJ.
Link to company website from APJ website.
Possibility to have celebrities participate in product placement initiatives to be posted on their social media pages.

Media Coverage:
Your company mentioned in all press releases sent out by the Charity.
Company naming in all featured pieces by media partners.

Other initiatives can be discussed on request of client.

Includes:
Six Main Cities: Los Angeles, Toronto, Singapore, London, Dubai, Montreal.

Pricing: $1,000,000
CAMPAIGN PARTNER - BENEFITS

Brand Placement:
Presence and naming in all media activities.
Mention in newsletters to donor database as a Philanthropic brand of choice.

Publicity & Product Placement:
Logo featured on published material as sponsor.
Ability to share content on Brands own social media.
Choice of preferred platform.
Choice of preferred segmented market.
Opportunity to choose a philanthropic project you wish to see benefitted.
Celebrity involvement to Support the chosen Project.
Promotional video from ambassador.
Photographic support material including logo.

Online:
Daily publications in chosen platforms. (Time span according to spend).
Complete impact results study on number of users reached and interaction.
Link to company website from APJ website highlighting the campaign.

Media Coverage:
Press releases sent out by the Charity highlighting the campaign.

Other initiatives can be discussed on request of client.

Pricing: From $50,000