

# THE APATHY EFFECT EXHIBIT

Igniting Empathy to End Child Exploitation



“ This was the most powerful presentation I have ever witnessed. My expectations were blown away! ”

***Empower K.C. Event Patron***

“ The Apathy Effect Exhibit designed by iEmpathize is one of the highest quality programs I have ever been a part of, both in its message, and in its engagement with residents who attended. ”

***Michael, UCLA Residential Life Office***

**Image:** “I was trafficked from Mexico to Las Vegas in this dress.” – **Natalie**





## THE STORY

The Apathy Effect Exhibit immerses you in stories of resilient young survivors of human trafficking from around the world. Experience the response of everyday people who were ignited with empathy when confronted by exploitation and the apathy that fuels it.

The exhibit and empowerment program is geared to ignite empathy and educate and empower participants with a response to issues of exploitation. The multimedia journey is told through original film, photography, and artifacts with self-guided or interactive tours adding to the experience. Learn how and why this is happening, what iEmpathize is doing about it, and how you can engage to end it.

**Image:** In contrast to the sobering reality of human trafficking, many images inspire hope, such as this one, which provides a glimpse into the resiliency of young survivors.





## THE EXHIBIT

The exhibit features twelve 8x8, free-standing panels of 23 fine art photographs with spot lighting; eleven artifacts; and multiple short films. The exhibit can be experienced through guided or self-guided tours.

The Guided Tour Experience includes:

- Empathy Exercise - participants process personal connections to the issue
- Reflection - participants experience personal guided reflection time following the tour
- Debrief - participants debrief their experiences and discuss appropriate responses to the issue both personally and practically

**Image:** UCLA students learn through film, photography, and artifacts.





## MEDIA IMPACT

iEmpathize media was featured by institutions such as The Nobel Peace Prize Forum, the Women in the World Summit, and the United Nations, garnering international attention and impacting hundreds of thousands of people.

The Apathy Effect Exhibit is dynamic as a stand-alone event or as an addition to an existing event. Hosts have included universities, schools, conferences, government venues, human rights events, galleries, etc.



**Image:** Images such as this one, which features a sewage home where abandoned children live, help participants understand the roots of child exploitation – and the potential to create solutions.





“ The exhibit was extremely impactful and created an awareness, an understanding of the issue of exploitation, and a motivation to take action in the future.”

– **Melinda L. Cain, PhD, University of Colorado, Boulder**

“ iEmpathize’s impactful and moving media was incorporated into the Women in the World Summit’s video introduction for a segment on the perils facing women and girls in Mexico and Central America. The brilliant and original footage informed, engaged and inspired our audience. We are so grateful for the partnership with iEmpathize and hope we can work together on women’s issues in the future. ”

– **Alyse Walsh Producer, Newsweek/Daily Beast**

“ In the years that I have taught here, this is the first event we have ever done that students are actually talking about. ”

– **Teacher at New America School Denver Campus**

**Image:** These small shoes are one of many artifacts featured in The Apathy Effect Exhibit that convey the stories of resilient survivors and determined advocates.



# LOGISTICS

To host The Apathy Effect Exhibit, you will need the following:

- Optimal square footage for the venue should be at least 1,500 sq ft. and up to 5,000
- A venue that is readily accessible to the audience you are engaging (high traffic areas)
- A local Event Team consisting of at least 3-5 people capable of executing preparation of the event, including marketing, funding, and volunteer coordinating
- Additional volunteers able to help with the execution and follow-up of the event
- An agreement that all materials and media tools used come from iEmpathize, unless previous arrangements are approved in advance with an iE staff member



# SCHEDULING AND COSTS

## SCHEDULING NOTICE

- In order to book the exhibit for a week, plan to provide 4-6 months advance notice
- If you are booking for a one-day event, plan to provide at least 2-3 months notice

## COST

- To book the exhibit, inquire about costs, or for all other questions, please contact: [info@iempathize.org](mailto:info@iempathize.org) | 1200 Pearl Street Boulder CO 80302 | 303.625.4074



# SPONSOR THE APATHY EFFECT EXHIBIT

When you sponsor The Apathy Effect Exhibit, you support opportunities for schools, organizations, and communities who otherwise could not bring this experience to their location. Be a part of the solution that ignites empathy in the lives of the future leaders of America, the lives of vulnerable youth, and the lives of community members who will be inspired to engage.

## **PLATINUM – \$2,500:**

- Everything with Silver and Gold included
- Press Release
- Social Media Package
- Logo on iEmpathize website

## **GOLD – \$1,000:**

- Everything Silver included
- Social Media acknowledgement and blast

## **SILVER – \$500:**

- Logo on poster
- Logo on ApathyEffect.com portal website

**Become a Platinum, Gold, or Silver TOUR SPONSOR to send The Apathy Effect Exhibit to spaces that need your help! Learn more at [APATHYEFFECT.COM](http://APATHYEFFECT.COM).**

**Image:** Survivor Norma Bastidas, whose story is featured in the exhibit, sets the tone for the action and response we all can take part in.

