

Women Of Resilience & Purpose

Art With a Mission To Transform Lives

Our purpose for this book is to tell the stories of women from all walks of life through extraordinary photography and personal narratives. All net proceeds from *Women of Resilience & Purpose* will be donated to Rise of the Butterfly. RISE is a non-profit that uses art as a tool to bring awareness and resources to those who have escaped the grips of human trafficking & now need our support in building a new life.

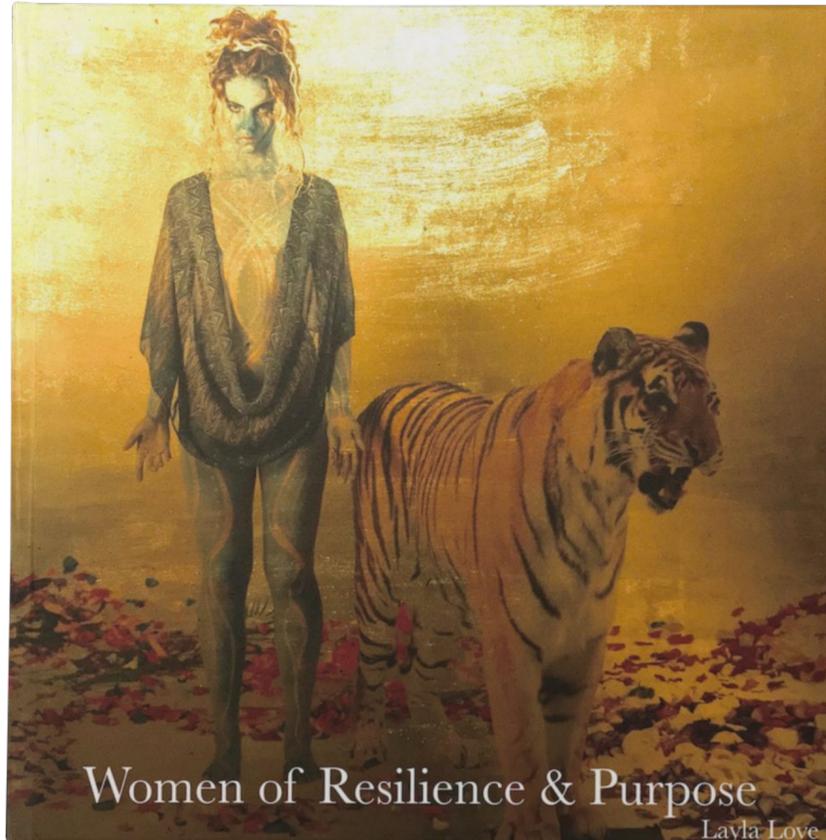
Our goal is to offer tools of resilience & bring purpose for their lives so that they may RISE & become the embodiment of the butterfly. We want to support survivors through the many steps of transformation...*



The development and creation of this important book is led by a team of experienced professionals who understand the issues and have sensitivity and knowledge of connecting emotionally with people using this medium. Waterside Productions has demonstrated repeated success in global publishing and promotion with well over 200 million books sold.

Love has had the honor of being mentored by Gloria Steinem and Anthony Haden-Guest for over a decade in the ways that art can be activism and in the development of a non-profit organization.

Fine Art Book & Digital App



Women of Resilience & Purpose will be a raw yet inspiring collection of photo essays by award-winning art photographer Layla Love. It will include a foreword by Gloria Steinem and an introduction by Anthony Haden-Guest. Production will be managed by Love's agent, three-time Grammy-winning Waterside productions.

This book is a collection of 100 portraits complemented by the authentic words of the subjects themselves in their own penmanship. It will reflect the thoughts of mothers, influencers such as Barbara Walters, Marianne Williamson, Björk, and Alicia Keys, survivors, and even Layla herself.

The final product will be a large format art book with premium image quality throughout, accompanied by a daily art and meditation app.

The content will celebrate survivors and artists, featuring both acclaimed & everyday heroines who exemplify the themes of resilience & purpose.

Financial Goals



Our fundraising effort aims to cover the first 9 months of expenses before we are cash flow positive. After 18 months we conservatively estimate a \$169k net profit which will be reinvested into a second round of publishing and human trafficking awareness campaigns.

Our total ask is \$249,710.

Note: to ensure costs are kept under control, several of the professionals contributing to this project have discounted their services which are estimated to amount to an additional \$1.4m in cost savings. We also have a detailed breakdown of the budget, that we would be happy to share. Our finance department can answer any further questions.

Use of Funds

Cost of Goods Sold (10k books & 200 fine art images)

Pre-Production Professional Services

Post-Production Design, Editing &

Formatting Publishing

Insurance

Legal

Fiscal Sponsorship

Interviewing & Book Writing

Counseling & Healing for Survivor Thrivers



What You Make Possible

Women of Resilience & Purpose is not an isolated charitable exercise. Together with your investment, we can benefit a multitude of audiences, individuals, and mission-driven organizations in the following ways:

- Proceeds of sold books will directly support survivors and their healing--so that one day--they too can become advocates for anti-trafficking.
- Limited editions of this work, which will be donated to like-minded organizations, can be used as fundraising mechanisms to propel anti-trafficking, mission-based work.
- Enabling readers to remain connected to an extended community focused on resilience and purpose through an accompanying app, The Vibe.
- Profits earned from corresponding art gallery shows in New York, Los Angeles, and London and an emerging sustainable clothing line will go back into RISE of the Butterfly, to expand our platform as both an umbrella organization and an artistic consortium that can fight even harder for the end of human trafficking once and for all.

What You Make Possible

Your investment will not only bring the book to life, but will work in conjunction with other projects Layla is involved with which include merchandise, fashion and gallery events in cities such as New York, London and Tokyo. These efforts can be complementary to this project and may serve to bolster our effort to successfully launch and sustain a prolonged book sales campaign. Layla's publisher has also suggested to follow up this project with a PBS Special or Netflix documentary.

Love will continue to drive awareness, build funds, and work to end human trafficking with Creative Visions. This relationship enables RISE and its stakeholders a multitude of opportunities for connection and collaboration, including but not limited to hosting events, fundraisers, and large-scale meetings at its headquarters in Malibu, California. For gallery shows, Creative Visions offers studio and gallery space in Chelsea, New York and London.



TEAM

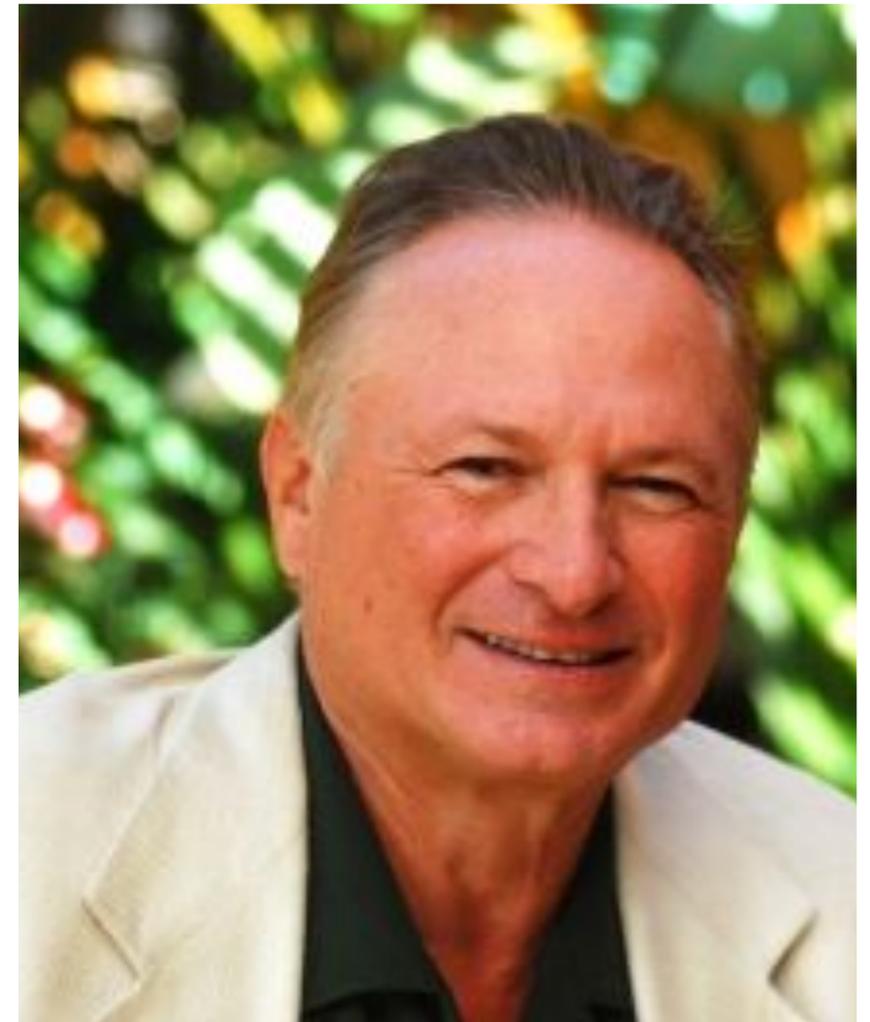
Publisher

Bill Gladstone

Waterside Productions

Bill Gladstone founded Waterside Productions over 30 years ago, and has personally placed more than 5000 titles with dozens of publishers. He led to the phenomenal series which now has sold over 200 million copies .Even with this great success he has remained one of the most reputable agents in the business, focused on both integrity and what it takes to make the best seller...

Currently, Mr. Gladstone represents individual authors such as spiritual teachers Eckhart Tolle and Neale Donald Walsch, as well as many other outstanding authors and professionals dedicated to creating books which inspire and improve the world. Bill Gladstone has been working directly with Layla Love since 2011, when she was the art director of an event he produced, and they have had a productive fruitful relationship ever since.



Activist

Gloria Steinem

Excerpts from the Foreword

I spent a decade or so looking at the images created by the camera of Layla Love. I haven't a clue how she does this. I've been present while she works, and I can vouch for the fact that she is recording real events, not fictionalizing them. Her photographer's "eye" is not created with chemicals or enlargers or other tricks of a darkroom. Her images are as much a part of her as a camera seems to be part of her hand. Indeed, those of us on the other end are more aware of her as a presence than of her camera, which lets us be ourselves.

We are not interchangeable. We are unique. And we are linked by our humanity.

As Layla explains, *"Art loses its ego when paired with purpose."*

This book brings us art and purpose. What could be better than that?



Gloria Steinem

This mission to intersect art and activism to fund anti-trafficking efforts, was born in the living room of Gloria Steinem, Layla Love's mentor.



Gloria Steinem and Layla Love

Art Critic

Anthony Haden-Guest

Authoring introduction for *Women of Resilience & Purpose*

Anthony Haden-Guest is an internationally acclaimed art critic. Haden-Guest was a columnist of art collection for the *Financial Times*. He is a frequent contributor to major magazines including *Esquire*, *GQ* (UK), *The New Yorker*, *Rolling Stone*, and *Vanity Fair*. His recent books include: *The Last Party: Studio 54, Disco and the Culture of the Night*, *The Chronicles of Now*, *In the Meantime*, and *True Colors: The Real Life of the Art World*.

Anthony has interviewed Layla for a number of magazine articles. In 2018, he curated a collection of Love's work at the RISE Gallery, located in Chelsea, Manhattan's most influential art district, to bring awareness to human trafficking. Haden-Guest has said that Love has the ability to bring equal parts emotion and content into an image.



In an article on *Artnet*, Haden-Guest shared, *“She can be at once as objective about her subject matter and as committed to it as any member of the secular priesthood of Magnum, she can be as disturbingly intimate as Sally Mann.”*

Photographer

Layla Love

Founder of Rise Of The Butterfly

Love Now Studio

Layla Love

Love recognizes art's transformative power and necessary impact on humanity; therefore, she formed RISE to heed the call and raise the alarm. She has been immersed in humanitarian work for over a decade. Layla has personally emancipated women in conflict zones from prostitution, slavery, and bondage herself—and has been thrown into foreign prisons in the process. These experiences have informed her knowledge and fueled her passion to abolish trafficking and improve the human condition.

Layla's work includes *She of God*, *Activation*, and other books and collections. Her art has been exhibited at Paris Photo Expo, Art Basel Miami, AiPAD in New York, and other showcases and in solo shows. Her work is in the permanent collections of The Obama White House, The Alex Grey Foundation, and The Women's Museum in Dallas, and her photographs appear in 30 Tiffany & Co. stores around the world as well as numerous galleries and private collections.



Curator

Grayson dantzic

Contributing photographer

Grayson Dantzic is a New York City based photographer and curator. Grayson comes from a multigenerational family of creatives whose work is displayed in the permanent collections of the Metropolitan Museum of Art, the Whitney, and the Museum of Modern Art.

He was a contributor to his father's, Jerry Dantzic's *New York: The Fifties in Focus* (Edition Stemmler, 2002) and *Jerry Dantzic: Billie Holiday at Sugar Hill* (Thames & Hudson, 2017). He curated a traveling exhibition for the Smithsonian photographs of Billie Holiday.

Dantzic is a board member at the National Arts Club where one of Layla Love's most prestigious art shows took place. For the past 15 years, Dantzic has worked closely with Love, meticulously photographing each one of her shows. He plans to continue photographing Love and her shows.



Rise of the Butterfly



Art driven funding &
awareness for those
recovering from human trafficking.

Founded by Love and mentored by feminist icon Gloria Steinem, RISE empowers viewers beyond discomfoting them as the work empowers its subjects by bringing their suffering out of the shadows.

RISE believes in the power of art to change people and people to change the world. The promotion of personal transformation, resilience, community solutions, and agency are core values of our mission. To achieve our mission, we have garnered a team of revolutionary activist artists and influencers, and partnered with the largest and most established programs working to end global human trafficking, namely Voices4Freedom, Apne Aap, and Coalition Against Trafficking in Women (CATW).

We look forward to exploring what is possible with you.

With the Creative Visions Foundation, individuals and organizations can make charitable tax deductible donations to RISE of the Butterfly. Alternatively, we are seeking sponsorship for investors to help up bring this book to life.

If that could be you...

- **Anthony Finno**
- Investment Inquiries
- (917) 690-1835
- **outreach@laylaloveart.com**
-
- **Layla Love**
- Founder of RISE and Author of *Women of Resilience & Purpose*
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- **RiseofTheButterfly.com**
-
- **Nicole Fortuna**
- Public Relations, RISE
- (215) 850-9123
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“Layla Love is an artist in all the best senses of that word — in love with and filled with the energy of life, from suffering though miracles. Her work is universal and unique at the same time. You will always know it's hers and your own.”

-Gloria Steinem

RISE OF THE BUTTERFLY

MAY 17TH, 6:30PM
CHELSEA, NY

RISE

More than an art show, we are working with a number of pioneers from the women's movement and human rights campaigns, studying those in displacement and enslavement.

30K

VICTIMS OF SEX TRAFFICKING DIE EACH YEAR FROM ABUSE, DISEASE, TORTURE, AND NEGLECT.



27,000,000 & 13,000,000
ADULTS CHILDREN

ESTIMATED VICTIMS OF HUMAN TRAFFICKING AROUND THE WORLD TODAY.

1 WEEK

TIME IT TAKES THE PIMP TO RECOVER THE \$10,000USD INVESTED IN BUYING A HUMAN.



80%

OF THOSE SOLD INTO SEXUAL SLAVERY ARE UNDER 24, AND SOME ARE AS YOUNG AS SIX YEARS OLD

*empowered women,
empower women.*

A sample of Images
featured in the book

follows:

Women of
Resilience &
Purpose

The new Images Layla will create for the book will be a simple Black & White with some gold. This new style will create a perfect juxtaposition with the existing collection. Below is a very small sample but it will lend itself to the energy & inspiration we are aiming to provide with this book and the vision for how we will share it with the world.



I am sure we can all agree that humans should not own other humans.
Let's join forces as freedom fighters...



As well as everyday heroes the book will include portraits of many acclaimed & beloved women from around the world. Love has completed a number of celebrity portraits for the book and is excited for upcoming shoots for the book with some of her favorite iconic women.



Self-love is not found in another..
Self-love is a key component to Resilience.



This book will be primarily a celebration of our universal strengths while exploring ways to cultivate our best lives: our goal is to inspire the reader!



This book explores what purpose means for the modern day women.



Layla had the honor of being the part of a 50 city sold out tour, illuminating epic resilience featuring Climbing poetree











DARE TO BECOME A
CREATIVE FORCE IN
THIS WORLD



The art shows associated with the book will multiply both the awareness and fundraising potential for this book exponentially.

HELP TRANSFORM OBSTACLES INTO OPPORTUNITIES.



Women of Resilience & Purpose

