

Brighter Futures Campaign

supporting immigrant children in need, succeed.



July 19 – September 10

Join Ayuda for our **eight-week, peer-to-peer *Brighter Futures Campaign*** to raise critical funds to support immigrant children and youth receive the legal representation, comprehensive case management, and language services they need to have a brighter future.



About the Brighter Futures Campaign

Dear Friend,

We're so grateful for your decision to support us in raising both funds and awareness in support of our low-income immigrant communities.

Children and families arriving at the U.S. border to ask for protection is not new and is not unexpected.

But this year we have seen a large increase in children arriving at the U.S.-Mexico border.

While most attention is centered on the rising arrivals of unaccompanied children and their conditions of care in federal custody, far less focus being given to what happens once they are released.

Many of these children have experienced trauma or victimization, whether from violence in their home countries or within the family.

In light of their unique vulnerabilities, immigrant children without legal representation and comprehensive case management face significant challenges.

Children with legal representation are 5X more likely to gain U.S. protection. Children with access to culturally sensitive social and language services are more likely to thrive.

And this why Ayuda's work is so critical.

This summer YOU have the unique opportunity to help fundraise for Ayuda and help immigrant children access the holistic services they need.

As you begin to plan your fundraiser, we are eager and ready to support you. We have put together this guide to help you out and are also available to help you with any further questions.

Please feel free to reach out!

We look forward to working with you!

- Team Ayuda

How to join!

Well for starters you're reading this so, off to a good start. Thank YOU for helping an immigrant child have a brighter future, today.

By supporting our Brighter Futures peer-to-peer campaign we can help the youngest in our communities receive the legal representation, comprehensive case management, and language access services they need to succeed.

To join this year's Brighter Futures Campaign, you can:

Join one of our pre-made teams, below. This is a CHALLENGE, so share these pages with your friends, family, and colleagues. It's a challenge people, let's get competitive!

[TEAM DC](#)

[TEAM VIRGINIA](#)

[TEAM MARYLAND](#)

[Create a Team](#) - If you're feeling creative and inspired you can create your fundraising page as an individual or on behalf of your company, organization, or community group.

You will be prompted to name your team (ah yes, creativity), set a fundraising goal (shoot for the stars!), and write a team mission statement. Once that's completed, you are ready to recruit team members and start fundraising! Remember, this is a competition and you'll want to win! (wink)

[Need more of an incentive?](#)

Three lucky people from the winning team will be entered in to win one roundtrip domestic ticket courtesy of our partners at Southwest Airlines!

Plus, YOU can help be the difference between a child receiving the support they need to remain safe in the United States, or returning to. What's more rewarding than that?!

Sample language? We've got you covered.

Dear [First Name]

Children and families arriving at the U.S. border to ask for protection **is not new and is not unexpected.**

But this year we have seen a large increase in children arriving at the U.S.-Mexico border.

While most attention is centered on the rising arrivals of unaccompanied children and their conditions of care in federal custody, **far less focus being given to what happens once they are released.**

Many of these children have experienced trauma or victimization, whether from violence in their home countries or within the family.

In light of their unique vulnerabilities, immigrant children without legal representation and comprehensive case management face significant challenges.

Accessing the holistic services they need can be the difference between remaining safe in the United States or returning to violence, abuse, or neglect in their home country.

Children with legal representation are five times more likely to gain U.S. protection. Children with access to culturally sensitive social and language services are more likely to thrive.

This is why Ayuda's work is so critical. But they can't do this alone.

Support Ayuda's Brighter Futures Campaign and help the youngest in our communities receive the legal representation and comprehensive case management services they need.

Join me today and help support this amazing cause:

- [Make a meaningful donation](#) to Ayuda to help immigrant children thrive and succeed.
- Follow Ayuda on [Facebook](#), [Instagram](#), [Twitter](#), & [LinkedIn](#) to stay up to date on current news regarding immigration and what Ayuda is doing in the community.
- Become a [monthly sustaining donor](#) and make your gift go further.
- Start your own [peer-to-peer fundraiser](#) to support Ayuda.

Sincerely,

[Insert your name]

Graphics for social media? Copy & Paste.

Brighter Futures Campaign

supporting immigrant children in need, succeed.



JUST THIS YEAR

2,200

unaccompanied immigrant children have arrived from the southern border to Virginia

this is 3X more than in 2020



JUST THIS YEAR

120

unaccompanied immigrant children have arrived from southern the border to Washington, D.C.

this is 2X more than in 2020



JUST THIS YEAR

2,236

unaccompanied immigrant children have arrived from the southern border to Maryland

this is 3X more than in 2020



Thank You!



Sample social media posts.

Facebook

Children with legal representation are 5X more likely to gain U.S. protection. Children with access to culturally sensitive social and language services are more likely to thrive.

This summer I am supporting Ayuda's #BrighterFutures Campaign to support immigrant children and youth get the holistic services they need to have a brighter future.

Join me and click here to make an impactful donation today [INSERT LINK TO FUNDRAISING PAGE].

Instagram

Children with legal representation are 5X more likely to gain U.S. protection. Children with access to culturally sensitive social and language services are more likely to thrive.

This is why this summer I am supporting Ayuda's #BrighterFutures Campaign so that immigrant children and youth in our communities get the holistic services they need to have a brighter future.

Join me in making a difference today. Click the link in my bio to donate today.

Twitter

This summer I'm supporting Ayuda's #BrighterFutures Campaign so that immigrant children and youth can get the holistic services they need to have a brighter future. Join me in making #differnece. Click here to show your support today.



@AyudaGreaterWashington



@Ayuda_DMV



@Ayuda_DMV



@Ayuda



@AyudaDC

Read Kayla's story.

Ayuda helped save me and my children and set us up to have a brighter future.

In 2004, my family and I were separated. I was 19 years old and civil war had plagued my home country. I fled to a refugee camp in a neighboring country, but was held captive by a violent man.

After eight years of captivity and abuse, I escaped to the U.S. embassy with my two young children.

At the U.S. Embassy, I learned that my mother and some of my siblings were alive and living in the U.S. I made the difficult decision to go to the U.S. alone, leaving my children in the care of a family friend.

I entered the U.S. in March 2013 and was immediately reunited with my family.

From day one, Ayuda was there for me.

An Ayuda attorney took the case to bring my two children to the U.S. We filed for humanitarian parole for my children and, six months later, **Ayuda brought my children to the U.S.**

Reunited, my children and I were finally safe. In the months that followed, Ayuda case managers helped us get settled, and I received therapy to help me begin to recover from the years of physical and emotional trauma.

Because of Ayuda, my family began to recover from the past and focus on the future.

Today, I am working full-time as a caregiver, and my kids are attending school. In 2019 my children and I became U.S. citizens.

This is why Ayuda matters: Ayuda helps support families access justice, recover from abuse, and rebuild our lives.

I promise you that my life today honors your support. From the bottom of my heart, I hope you will give to Ayuda.

Please, give generously to Ayuda's Brighter Futures campaign and support immigrant families.

Sincerely,

Kayla*

**Name has been changed to protect the identity of the client.*



Get to know Ayuda.

Who We Are

Ayuda is the leading provider of direct a legal, social, and language access services to low-income immigrants in D.C., Maryland, and Virginia.

We envision a community where all immigrants prevail over obstacles in order to succeed and thrive in the United States.

We trace our roots back to the 1960s with the creation of Ayuda Para El Consumidor, a George Washington Law School clinic that assisted immigrants specifically targeted and victimized by consumer fraud.

Ayuda was incorporated as a 501(c)(3) nonprofit in 1973 to provide general civil legal services to immigrants.

Since 1973, Ayuda has helped more than 150,000 immigrants access justice, stop abuses, find safety, heal from trauma, and overcome language isolation.

Today, we realize our mission by offering a full range of immigration and family law assistance, case management, therapy, and language support.

Our clients are some of our most marginalized and highly resilient community members.

Coming from more than 100 different countries, speaking 25+ languages, many of the immigrants who turn to Ayuda for help are survivors of domestic violence, sexual assault, human trafficking, child abuse, and other serious crimes.

Because of our supporters and funders, we are uniquely positioned to support our clients with culturally specific, trauma-informed, holistic services.

To read more about our work, check out our [2020 impact report here](#).



How to use our logo.



Logo Construction: Ayuda's logo represents care, support, and lending a helping hand to those in need. Please treat our logo with respect!

Logo Width: It is recommended that the logo be a minimum width of .75 inches for print. There is no maximum size defined for this logo.

Logo Clearance: Always allow a minimum space around the logo. This is also known as exclusion zones.

Logo Misuse: see image below



DO NOT
rearrange the elements
in the logo



DO NOT
rotate the logo



DO NOT
use the hand or "ayuda" on
its own



DO NOT
change the colors in the logo

To download Ayuda's high-resolution logos
[please visit our website here.](#)

How to use our colors.

Color Palette

PMS (Pantone) colors should be used for spot color printing process. Use CMYK for 4 color printing. RGB/HEX should be used for onscreen applications.

PRIMARY COLORS

AYUDA BLUE Pantone 7432 C C97, M59, Y16, K2 R0, G90, B149 HEX #005a95			
80%	50%	30%	20%
AYUDA VIOLET Pantone 512 C C85, M53, Y20, K4 R123, G65, B123 HEX #85377b			
80%	50%	30%	20%

SECONDARY COLORS

AYUDA INDIGO Pantone 2105 UP R75, G16, B138 HEX #7c2e8a C83, M100, Y6, K1			
80%	50%	30%	20%
AYUDA VIOLET Pantone 528 UP R180, G140, B168 HEX #b48cbe C30, M49, Y2, K0			
80%	50%	30%	20%
AYUDA TEAL Pantone 2125 UP R0, G140, B153 HEX #008c99 C84, M28, Y37, K2			
80%	50%	30%	20%
AYUDA GOLD Pantone 1235 CP R253, G183, B35 HEX #fdbe7a C0, M31, Y85, K0			
80%	50%	30%	20%

Questions? Contact us.

Inquiries or Questions?

Contact: Laura Trask, Associate Development Director

E: Laura.Trask@ayuda.com

T: 202-552-3608

Other Ways to Contribute:

1. Donate by Check

Made payable to Ayuda and sent to:

1413 K Street NW, Suite 500

Washington, D.C. 20005

2. Donate Online & Fundraise

[Peer-to-Peer fundraiser](#) (create your own fundraiser or join a team!)

[Donate page](#) (for one-time and monthly donations)

3. Other Ways to Give

- Gift of stock or securities
- Donor Advised Fund (DAFs)
- Individual Retirement Account (IRA) Distribution
- Combined Federal Campaign | Ayuda CFC #76261
- United Way | Ayuda United Way #8038
- Volunteer - email

info@ayuda.com to learn more

- Internships & fellowships -
- visit our website at
www.ayuda.com/internships

