



BITTERSWEET

FALL 2016 / STORY SLATE

WE TELL STORIES TO EDUCATE AND INSPIRE—
TO BUILD HOPE IN A WORLD VERY MUCH IN NEED OF IT.

Every month, our story teams collaborate to feature an organization doing inspiring work in response to critical social issues. This feature is of tremendous value to the benefitting organizations—getting their story told in a truly creative, authentic way.

“I wanted to thank you and your stellar team at Bittersweet for the article on City Year DC’s work on addressing the drop out crisis in our community. I was so impressed not only with the beautiful layout but also the detailed attention to data, testimonials and accurate description of the work our City Year AmeriCorps members provide for our DC kids. I have seen a number of articles on our organization’s work and Bittersweet’s piece was the best I have seen in my 8 years as Executive Director. Thank you!!!”

Jeff Franco, Executive Director, City Year DC



ISSUE 025

OCTOBER 2016

LOCATION

CAIRO, EGYPT

STORY

EDUCATION FOR THE POOREST OF THE POOR IN THE GARBAGE SLUMS OF CAIRO



CONCEPT

A LOVE STORY BETWEEN A FATHER AND A DAUGHTER

Twenty-five years ago, Maggie Gobran walked away from her successful career as a marketing entrepreneur and into the garbage slums of Cairo. She met the Zabaleen—Cairo’s garbage collectors and the world’s most effective and efficient recyclers—and fell in love with the children of the slums. Known as ‘Mama Maggie’ on the streets, she began an effort to bring education to the poorest of the poor. Since then, the organization she founded, Stephen’s Children, has established 92 schools and serves more than 32,000 children each year.

We enter this world through one young girl on her first day of school. At eight-years-old, she is just beginning to read and write. Her father works at the aluminum factory, in the undisputed harshest conditions, 11 hours a day, 7 days a week. Ours is a love story between a father and a daughter, showing the impact and value of education alongside the inspiring and gut-turning industry of Garbage City.



ISSUE 026

NOVEMBER 2016

LOCATION

DC

STORY

READER'S CHOICE! CARING FOR
FOSTER YOUTH AGING OUT WITH
NOTHING, NO ONE, AND NOWHERE

A large number of birds are scattered across the page, appearing to fly in various directions. They are rendered in a light, semi-transparent style, blending into the white background. The birds are positioned at various heights and angles, creating a sense of movement and dispersal.

CONCEPT

AGING OUT OF FAMILY OPTIONS

Older children are the least likely to be adopted and the most likely to age out of foster care. Yet, research shows that having just one caring, committed adult in the life of a child in foster care can make all the difference between struggle and success.

DC FYI focuses its care and concern on teenagers aging out of the foster care system with nothing, no one and nowhere to go.



ISSUE 027

DECEMBER 2016

LOCATION

UNITED STATES

STORY

HUMANIZING THE REFUGEE
EXPERIENCE AND EMPOWERING
ENGAGEMENT



CONCEPT

CHALLENGING PERCEPTIONS AND CHANGING MINDSETS

Refugees are not the illiterate poor that stereotypes assume. Many, if not most, are well-educated (upwards of 80% have a college degree) and worked in professional industries like banking, engineering, teaching, journalism and media, development, prior to fleeing violence, war, persecution, terrorism with their families. By the time they are admitted and resettled in the United States, they have been waiting at least two years in camps where they can't work and kids can't go to school.

Our series presents a diverse range of resettlement experiences in an effort to humanize refugees and challenge stereotypes. These are funny, hard-working, family-oriented people with renewed hope and regular challenges.

REJECT CYNICISM. DEFY APATHY.

Help us put something different out into the world.

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