

2008 Pride of CASE V Awards
Category 37d: Excellence in Photography, Photo Essay

Photographer

Tyagan Miller
Creative Director
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Project Description

Since 2000, the IU-Kenya Partnership's central mission has been to combat the HIV/AIDS pandemic in Kenya. It has become the world's pre-eminent model for HIV-AIDS prevention and treatment and last year was nominated for a Nobel Peace Prize.

The partnership delivers care to 60,000 HIV positive persons. Private donors to Indiana University help support the IU-Kenya Partnership's HIV/AIDS programs. Their gifts exceed \$2 million each year.

The photographs in this submission were made in Fall 2007 by Tyagan Miller, creative director at the Indiana University Foundation. Selected from a portfolio of over 1,200 images, they are being used in a variety of initiatives, including advertising, editorial layouts, displays, lectures, and online presentations. The purpose of the photographic assignment was to increase public awareness of the IU-Kenya Partnership's invaluable work and to encourage further donor support.

Background on the Indiana University Foundation

The Indiana University Foundation is the official fundraising partner for Indiana University. The Foundation's mission is to maximize private-sector support for Indiana University so that IU is able to fulfill its mission and enhance its pre-eminent position among public universities. Consistently ranked in the top two percent of universities in total voluntary support and university endowments, the Foundation has twice won the Circle of Excellence Award for Overall Performance in Educational Fundraising from CASE.

Background on the IUF Marketing Group

The Indiana University Foundation Marketing Group consists of 20 marketing professionals within the Foundation's Office of Development. Our mission is to build awareness of the IU's fundraising priorities, shape positive attitudes, and promote philanthropic contributions to IU.