

# International Rescue Committee (IRC)

## What does your nonprofit stand for?

It's a question every nonprofit organization needs to ask itself. How do you address an issue like supporting refugees without being political? We created a theme around "Human Beings" where we presented Refugees, Migrants, and Asylum Seekers not as just labels, but as people just like you.

For the Rescue Dinner, IRC's annual fundraiser, We transformed the ballroom at the New York Hilton with large portraits of people and placed small mirrors on each of the tables so that all the guests could see themselves as Human Beings who are all in this together. The Rescue Dinner gala raised over \$16 million for the International Rescue Committee.

**"For our signature gala, we were looking for a fresh way to convey our values and communicate a message of hope. Langton Creative came back to us with very bold, out of the box concepts."**

MELISSA MEREDITH  
DIRECTOR, STRATEGIC EVENTS  
INTERNATIONAL RESCUE COMMITTEE

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Theme graphic.



Table centerpieces featuring photos of refugees and a mirror so attendees could see themselves as Human Beings who are all in this together.



Invitation and program.



Large photos and graphics wrapped the columns in the ballroom and reception area at the New York Hilton.