

HOW ALBANIAN VOICES WAS BORN

1. ALBANIANS SAVE ASHLEY'S LIFE

While she was doing research in the Dominican Republic, she approached a group of men who mistook her research for espionage and tried to harm her. A group of Albanians she had met just the day before intervened, saving her life.

June
2012

2. ALBANIAN CULTURE INSPIRES ASHLEY TO WRITE A BOOK

She begins to research Albanian culture and write about her experience in the Dominican Republic. She launches a Kickstarter campaign to raise money to travel to Albania in order to gather information for her book.

KICKSTARTER



April
2013

3.



MICHIGAN COMMUNITY OFFERS SUPPORT

Funding for Kickstarter was unsuccessful. Instead of going to Albania, Ashley decides to go to Michigan to do research due to its large population of Albanians. She travels there multiple times during the next year, collects stories, and continues writing the book.

July
2013

4. GLOBAL COMMUNITY OFFERS SUPPORT

Quickly, the project's social media presence grows. Ashley receives an increasing number of emails from Albanians around the world sharing their stories. This reveals the need for their voices to be heard. Bora joins the team and contributes by implementing creative and marketing strategies.



Sept.
2013

5. THE NEED FOR A PROJECT GROWS

There is much interest in being interviewed in person for stories, in the U.S. and abroad. The team does not have the capacity to travel and interview all people interested. Many people do submit their stories online, but request writing tips and guidance for doing so.



Jan
2014

6. ALBANIAN VOICES IS BORN

The Albanian Voices team goes to Michigan to promote the organization with a new identity and logo. Ashley finishes book and sends it to editor. Editing and publication process begins.



June
2014

7. YOUR SUPPORT IS NEEDED

We create an Indiegogo crowd-funding campaign in order to travel and collect the stories of those interested in face-to-face interviews. The funds will be used to sustain the growth of the organization.



Sept.
2014