

Hi! I'm Pablo! I'm a Fresh Artist "philanthropist"!

(Phi-Lan-thro-pist)



A philanthropist is a person who gives money or things of value, or anything at all, really, to help others in a BIG way. You can read the story of how I became a philanthropist by visiting our website www.freshartists.org. You can find my story, "Pablo, the Philly Philanthropist" by clicking the button with my picture on it on the top of our home page.

If you like to make art like I do, and you like to help others, you can hold a **Clothesline Art Show** in your neighborhood. You can:

- Set up a cool art Show, and ask a trusted grown-up to help you!
- Invite people to come and buy your art!
- Send the \$\$\$ you make to Fresh Artists and we will deliver art supplies to a public school that really needs them. Fresh Artists knows hundreds of public schools that have a hard time buying art supplies for the kids to use. Some schools have none at all.

You will have made wonderful art, and you will have helped other people in a BIG way. You will be an artist-philanthropist! Cool! Other people's lives will be changed because you cared and took action to make something better in the world.



What is Fresh Artists?

Fresh Artists is a group of people who live in Philadelphia who think it is really important for children to be able to make art. We believe that all children are creative thinkers and that art instruction is maybe the best way of all to grow that creativity. We think it is even more important for children to be given a chance to use their imaginations to tell us how they think and feel about themselves and the world.

When we found out that many inner-city, K-12 public schools in our community did not have enough art supplies for their art teachers to use, we decided to help fill the shelves! Fresh Artists is a nonprofit organization that delivers high-quality art supplies to these under-resourced schools with the help of generous children who donate the use of their art to us. You can go on our website and see all of the wonderful art that kids have let fresh Artists use (www.freshartists.org).

The people at Fresh Artists want to give kids everywhere a chance to be Artist-philanthropists and to help art to thrive in public schools, so we started a grassroots program called **Fresh Artists Clothesline Art Shows**. All of the money raised in a Clothesline Art Show will be used to buy art supplies for one of the poor schools we serve. Because we buy so many art supplies, we get a big discount, so every dollar you donate to us stretches very far.

The 411: How to Run a Fresh Artists Clothesline Art Show

- Step 1: **Find a Trusted Grown-up** to help you
- Step 2: **Register** your Show with Fresh Artists (coming soon!)
- Step 3: **Decide what group** will hold your Show
- Step 4: **Decide where to hold** your Show
- Step 5: **Decide how you will make** your art
- Step 6: **Spread the word!**
- Step 7: **Get stuff together** to hold your Show!
- Step 8: **Get your crew together** and get organized
- Step 9: **Hang Your Artwork**
- Step 10: **During** your Show
- Step 11: **When your Show is over...**
- Step 12: **Sending your donation to Fresh Artists**
- Step 13: **Fresh Artists delivers** the Art Supplies

Ready to start?

Step 1:

Find a TRUSTED GROWNUP to help you

Because you are inviting people to come see your artwork and because \$\$\$ is involved, it is important to ask a Trusted Grownup to help you run your Clothesline Art Show. The Trusted Grownup will make sure everything goes well and that everyone is safe. It is important that this grownup handle the money and help you with all parts of the show. You must have a Trusted Grownup to register your Show with Fresh Artists.

(Please note: The Registration feature isn't quite ready yet...hopefully by Thanksgiving. You can go ahead and hold a Clothesline without registering.)

Step 2:

REGISTER your Show with Fresh Artists

Ask your Trusted Grown-up to register your Show on our website as soon as you know about it. There is a place on the Fresh Artists homepage called "Clothesline Art Shows." When you register, you will get cool free stuff in the mail – **Clothesline Art Show Kit**, with lots of information, flyers, art tags, name badges and a banner for your Show. After you register, you will get an email from one of our Show Coaches. He or she will be the person who will answer any questions you have and help you have a great Show. Registering with us is a great way to help schools in real need because we buy high quality art supplies at a really big discount,

Step 3:

Decide WHAT GROUP will hold the Show

There are a lot of ways you can hold a Show. It can be:

- You in your own backyard, alone, or with a group of a group of pal.
- A birthday party activity
- Part of a neighborhood garage sale

- Your scout troop
- Your faith-based organization
- Your camp or after-school program
- Your class or your whole school.

It's a great project for teens to do with younger kids. It could be an Eagle Scout or a mitzvah project.

Step 4:

Decide WHERE to hold the Show

You can have it outdoors on a real clothesline or inside a house, a school, a church or a synagogue or a community meeting place. Make sure your date and place are approved by everyone involved. If you decide to have it outdoors, make sure you have a plan if it rains. Maybe a rain date, or moving it inside? Just make a plan. That way you are prepared. Art doesn't like to get wet!

Step 5:

Decide How You Will Make Your Art

Will you save up your artwork made in school or camp for several weeks or months or will you make art just for your Show? If you decide to make the art specially, you might want to think about using really bright colors, and filling the whole page with your drawings and paintings...almost out to the edges. Your artwork will look terrific and people will admire the way it brightens up their room when they take it home.

Step 6:

Spread the word!

The more people who come to your Show, the more \$\$\$ you will raise for art supplies. Spend some time planning how to spread the word about your Show.

Make a flyer! Make lots of copies of the flyer (sometimes a business that your Trusted Grown-up knows may volunteer to make lots of copies for young philanthropists like yourselves. Just ask!) Get the flyer out and up on bulletin boards at least 4 weeks before your Show. Tell your friends and family. Be creative in getting the word out.

Sometimes a grown-up can contact your local newspaper and they might send a reporter or photographer to meet you. This can really help get the word out, and bring more people to your Show.

Make sure any information about your Show tells people:

- The place you are holding the Show
- The date
- The time
- That you are raising money to send art supplies to a severely under-resourced public school.



Step 7:

GET STUFF TOGETHER to hold your Show!

You will need:

- Long lengths of plain old clothesline.
- Clip-type clothespins. You need 3 for each piece of art...two to hang it up and one to clip the label on the artwork.
- A cash box with a lid (cigar box, shoebox, or metal cash box) with some starter change in it. Good to have your Trusted Grown-up put some single dollar bills into it so you can make change for people.

- A sign that you are helping to support Fresh Artists, a nonprofit organization that gives art supplies to public schools in need so everyone knows whom you are helping,
- A table and chair for the person taking the money. You want that person comfy!

Step 8:

GET YOUR CREW TOGETHER and get organized!

Decide who will help you, and make sure they know you are counting on their help on the day of your Clothesline Art Show. Give them a reminder written on paper so they can put the Show on their calendar at home. Tell them what job you want them to do: help set up, sell art, help clean up, etc. If you are holding the Show all day, or even over a couple of days, you will need helpers to come in shifts of a few hours at a time.

It's best to have lots of people help you on the day of your Show. It's safer for you, and more fun, too. Extra people can help tell your visitors about the artwork, and why you are raising money to help other children. If everyone who comes to your Show knows what the money is going to, they will be much more generous and buy more art. That means more art supplies for kids who need them!

Step 9:

HANG YOUR ARTWORK

Price your artwork. Best to keep it in dollars, and not in loose change. Keep your prices low so people can afford them, and will buy lots of your art. It is nice when all the art is the same price. Your Trusted Grown-up will know what the right price should be. You might feel more comfortable asking people to make a donation for a piece of art, rather than putting a price on it. Sometimes asking for a donation will result in people giving you MORE money than putting a price tag on it. This is a good idea especially when several children are donating their art...so one child's artwork isn't priced more than another's. Feelings are very important. The Show is about everyone feeling good about being generous...NOT about how much money each child raises!

Step 10:

DURING YOUR ART SHOW...

Make sure to tell people that you are raising money to deliver art supplies to children in an inner-city public school that really needs them. Tell them about your artwork, and why making art is important to you. Make sure to thank them for coming, even if they don't buy any art. Make sure to thank them a lot!

A Clothesline Art Show is a way to give other people a chance to see your wonderful art. Sometimes people come just to look, and that's fine. Don't be disappointed if there is still art left at the end of the Show. You can have a plan to donate any art that doesn't go home with someone to a local nursing home where older people really love seeing young children's beautiful artwork.

What really matters is that:

- you made beautiful art,
- people came to see it,
- they learned that some schools have no art supplies at all,
- and, best of all, that you have made a difference in the world. You are an artist-philanthropist!

You can have a basket, a decorated box or an unused paint can with a sign that says "Donations for Art Supplies" for people who want to be very generous after looking.

Step 11:

When your SHOW IS OVER...

- Clean up! Make sure to leave the place you hold the Show cleaner than you found it. Pick up any trash, and put away all the furniture you borrowed.
- Be sure to thank every person who helped you. Your volunteer helpers, big and little. The people who let you hold the Show at their place.

- Count the money you raised immediately after the Show is over. Do this with your Trusted Grown-up and check your addition three times.
- Give the money to your Trusted Grown-up to keep it safe.
- Send us an email about your Clothesline Art Show while everything is fresh in your mind. It is easy to forget how many kids donated their artwork, how much \$\$\$ you raised, and how many people volunteered. Hearing from you is really important to us. We want to know all about your Show and all the good ideas that you had so we can share them with other kids.,

Step 12:

Sending your donation to Fresh Artists

When you are all done with your Show send the money you raised to Fresh Artists in a check or money order, made out to Fresh Artists Clothesline Art Show. Send it to:

Fresh Artists
Post Office Box 44
Lafayette Hill, PA 19444

Be sure to list your name, or all the children's names who participated in the Show. You will receive a thank-you letter, with a Certificate of Extraordinary Generosity! Your name, or the name of your group, will be put into a box of art supplies and delivered to a public school in need.

Currently we are serving hundreds of severely under-resourced K-12 public schools in the Philadelphia region. If you know of a K-12 public school in desperate need, please tell us and we may be able to add that school to our list. We will need the name, address, phone number, and name of a contact person at the school so we can call that school and talk to them about their needs.

Step 13:

Fresh Artists delivers the Art Supplies

The funds you raise will be used to buy art supplies for severely under-resourced, K-12 public schools struggling to deliver a quality art education to their children. Your name will be listed as a donor on a box of art supplies delivered by Fresh Artist's during the same year. Your name will also appear in a special place on our website.

We will choose a school in need from the hundreds of schools that we know about and work with. Fresh Artists will buy art supplies at a big discount and deliver them directly to a public school that really, really needs them, along with the name of your Clothesline Art Show. Other kids will know that you have done something special to help them. In just two years, Fresh Artists has delivered the retail value of more than \$100,000 in high quality art supplies to public schools in need!

I know you will have good feelings when you do something wonderful for other kids like I do. Good luck, I can't wait to hear about your Show!

Love,

Pablo

For more information, call my trusted grownup,
Barbara Chandler Allen, at 215-920-3317
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www.freshartists.org

fax: 215-695-222

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