



I Want to be a ...
I Want

SPONSOR A DREAM

THREE QUARTERS OF PHILADELPHIA'S KIDS LIVE AT OR BELOW THE POVERTY LINE

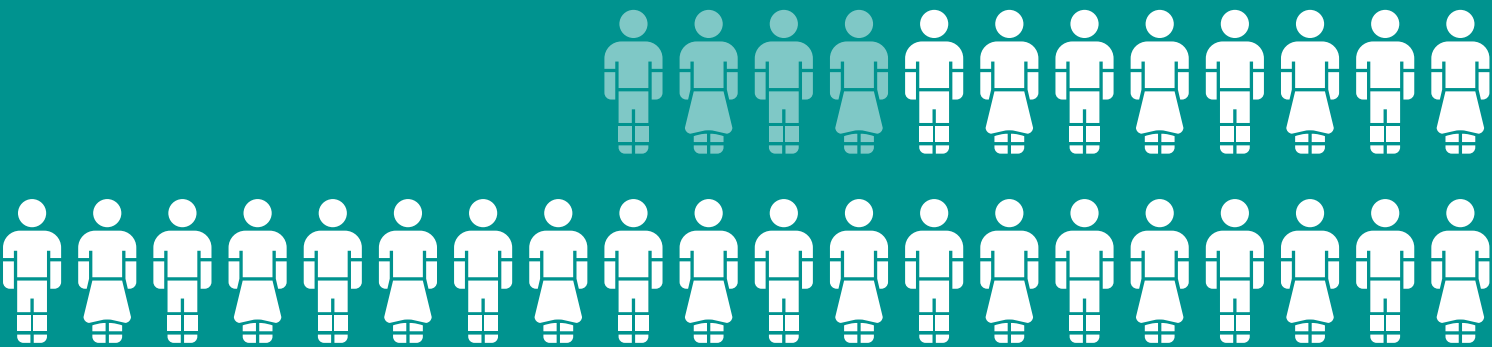
& 52% OF PHILLY
KIDS DROP OUT
BETWEEN 8TH
& 9TH GRADE

These are the kids who don't get noticed.

When they drop out, they miss out on learning
21st century skills essential for success.

Student
(x1000)

Drop Out Student
(x1000)



POVERTY LINE \$19,337 in annual income for an adult living with two children



KIDS STAY IN
SCHOOL WHEN
THEY HAVE A DREAM
FOR THEIR FUTURE.

A DREAM IS THE
ROCKET FUEL TO A
LIFE-LONG CAREER...

A JOB TO LOVE
FOR LIFE.



EXPERIENCING A COOL JOB:

Creating textile patterns with Knoll furniture designers during a Cool Jobs Design Camp



SOME
PEOPLE
CROSS YOUR
PATH AND
CHANGE
YOUR
WHOLE
DIRECTION

EXPERIENCING A COOL JOB:

Puppeteering with Monkey Boys,
suppliers of props for Saturday
Night Live & theaters across the U.S.



IN 2016 WE LAUNCHED COOL JOBS, A 3-DAY CAREER EXPO INTRODUCING 7TH GRADERS TO FABULOUS & FULFILLING JOBS IN THE CREATIVE ECONOMY.

Our ground-breaking idea – a 3-day career fair introducing Philly's at-risk 6th and 7th graders to full-time professionals: artists, designers, chefs, music producers and entrepreneurs – successful people with real jobs in the creative economy.

This annual innovative Expo, reaching almost 600 kids a year, is all about access, a commodity in short supply in low-income neighborhoods.

Meet a muralist, connect with a cartoonist, design your logo with a graphic designer – these can be life changing opportunities for a kid who rarely travels more than 12 blocks from home.

In other words,
**Cool Jobs throws kids
a lifeline to a dream.**

EXPERIENCING A COOL JOB:

Adding color to a mural by
the nationally famous muralist
David Guinn

45 DYNAMIC CREATIVES HAVE CROSSED THE PATHS OF ALMOST 2,400 YOUNG TEENS.



THAT'S 2,400 YOUNG TEENS WHO ARE NOW THE ARCHITECTS OF THEIR OWN FUTURES

EXPERIENCING A COOL JOB:

Designing a dream house on
a paper napkin with architect
Michael Spain of D2

A LIFE-CHANGING DAY

Artists, architects, chefs, designers and musicians create the color in our world. Kids need to know that careers in the creative economy are rewarding, fulfilling and... attainable to them. Cool Jobs shows them just that.



COOL JOBS SPARKS A DREAM

EXPERIENCING A COOL JOB:

Casting a repair to a gold leaf frame with the fine art conservators from the Barnes Foundation



LOVEIS WISE,
ILLUSTRATOR

HOW COOL JOBS WORKS

We prime the pump by visiting each class a week before Cool Jobs. We show the kids a video made by teens describing their experience at last year's event and what to expect. The class is then guided through a discussion with prompts like, "Who designed your sneakers?" "What's your favorite video game?" This begins the conversation.

A week later, the buses we provide show up to bring the kids to Cool Jobs.

We leave no detail to chance.

When the kids arrive on the scene, we give each one a colorful, 48-page keepsake "handbook," – a resource for information on local schools, colleges, after-school and summer creative programs. The book features design challenges, career games and photos and bios of all the creative people who will cross their path that day.

They spend almost half an hour getting to know each of five highly successful designers. Among the stable of creative professionals we bring to Cool Jobs are dog toy designers, pastry chefs, art therapists, digital printers and... Saturday Night Live prop designers!



DAVID GUINN,
MURALIST

STUDENTS ARE ENCOURAGED
TO PARTICIPATE, DEEPENING
THEIR EXPERIENCE

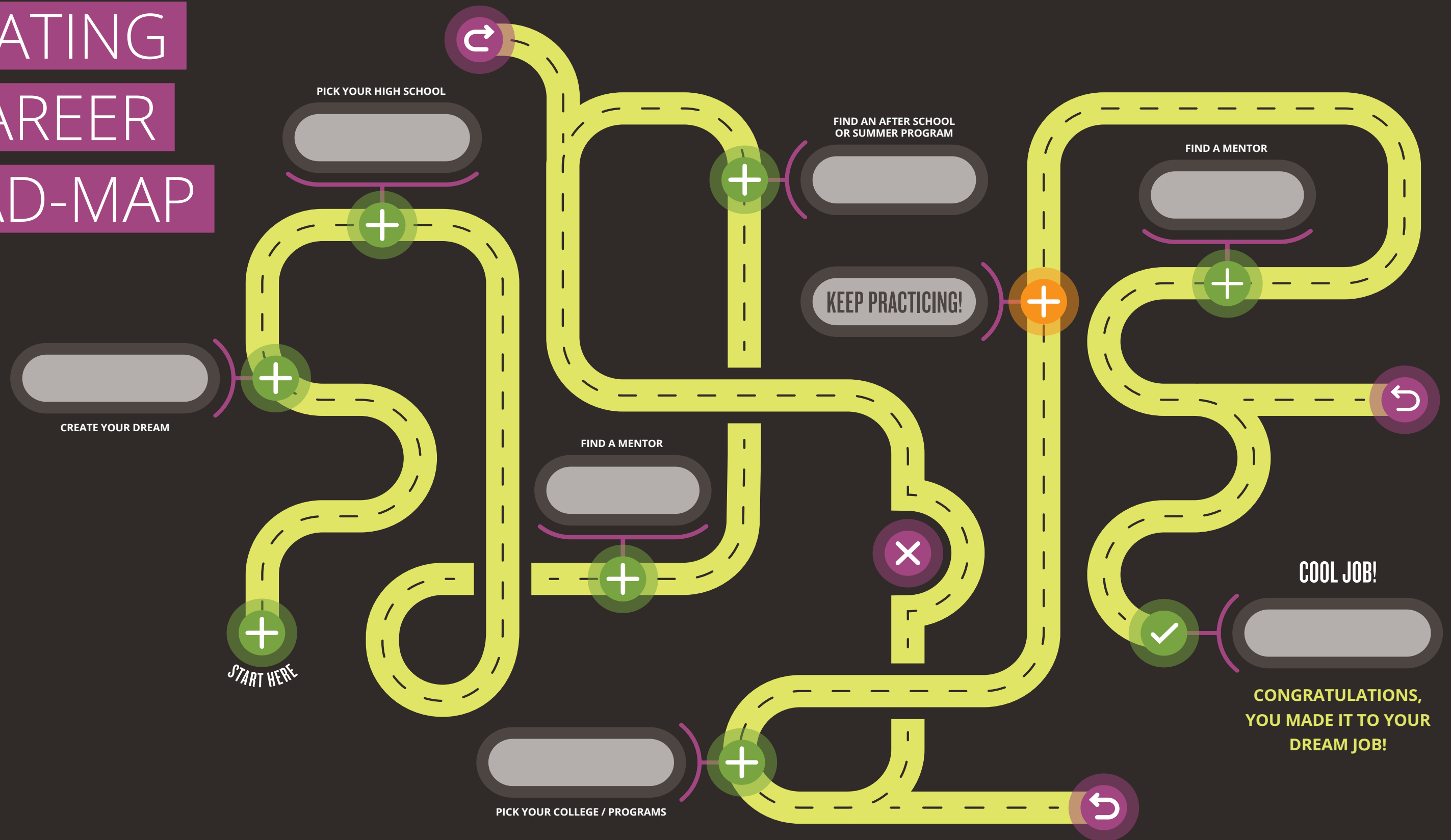



THEY'RE ASKED TO
DREAM BIG, IMAGINING
THEIR FUTURES



THEY ASK BIG
QUESTIONS AS THEY
REFINE THEIR VISION
OF A SUCCESSFUL
CAREER TO LOVE FOR LIFE

EVERY STUDENT IS
GUIDED THROUGH
CREATING
A CAREER
ROAD-MAP





*Cool Jobs provides the spark
that ignites a dream potentially
changing a child's whole direction*

WHAT KIDS TAKE AWAY

Kids learn what a typical day is like in the studio or workshop of each presenter and how they got to be where they are. Most presenters lead the kids in a quick, hands-on exercise related to their craft. Kids learn about meaningful careers. And a path to get there.

Jobs to love for life.

Once we find our comfortable, fulfilling purpose in the world, we need to give the key to a youngster just starting out. This is critical for creative kids with scant access to information and opportunities. Passing the keys can change the trajectory of a life.

Barbara Chandler Allen,
President and Founder of Fresh Artists



JASON JAMES,
GRAPHIC DESIGNER,
LISTRAK

A teacher in 9th grade chose me to help design a logo for our school with world-famous frogdesign. Fast forward 15 years – I am now designing products for Hammacher-Schlemmer, Martha Stewart and Disney. That teacher changed my life.

Antonio Black, Industrial Designer and Cool Jobs Presenter

EXPERIENCING A COOL JOB:

Making lemon curd with an executive pastry chef



JACKIE TURCHI,
PASTRY CHEF,
BRÛLÉE

When I was in 3rd grade, a famous children's author visited my classroom. We were all drawing as he sauntered down the aisles, quietly looking at each child's drawing. He stopped at my desk, tapped on my drawing and said, "Nice cat," and resumed walking. This small gesture made a colossal difference in my life.

Jarrett J. Krosoczka, NY Times best-selling illustrator and author of 20 children's books including the famous "Lunch Lady" series, from his TED Talk



MICHAEL SPAIN,
ARCHITECT,
D2 ARCHITECTS



YOUR SUPPORT TODAY
CAN SHAPE THE FUTURE
TOMORROW

Contact Barbara Chandler Allen to become part of Cool Jobs
and help guide almost 600 kids down the path to dream careers
in the creative economy. Jobs to love for life...

phone: (215) 920-3317
email: bcallen@freshartists.org

SPONSORSHIP LEVELS

~~\$5,000~~

GAME CHANGER

Sponsor a Career Studio

Naming rights: Flag above 1 Creative Presenter's Booth
Recognition on social media, PR & printed materials
Recognition of sponsorship during events
4 Tickets to a guided VIP Tour during the children's Expo

~~\$2,500~~

DREAM WEAVER

Sponsor the Dream Wall

Naming rights: Dream Wall
Recognition on social media, PR & printed materials
Recognition of sponsorship during events
3 Tickets to a guided VIP Tour during the children's Expo

~~\$1,000~~

TRAIL BLAZER

Sponsor a bus to get kids here and back

Banner on each bus with donor name for photos
Recognition of sponsorship during events
2 Tickets to a guided VIP Tour during the children's Expo

~~\$500~~

HOPE GROWER

Sponsor Cool Jobs Handbook for 20 kids

Recognition of sponsorship during events
1 Ticket to a guided VIP Tour during the children's Expo

~~\$250~~

SPARK STARTER

Sponsor Cool Jobs Handbook for 10 kids

Recognition of sponsorship during events

DONATIONS CAN BE MADE ONLINE:

www.freshartists.org/givetoday

*Net proceeds from the event will be used
for the Cool Jobs program along with supporting
the operations of Fresh Artists

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