



ART FOR CHARITY

FREE, EASY, EFFICIENT, POWERFUL FUNDRAISING FOR CHARITIES



OUR STORY



My mother loves Paul Newman. In addition to making her heartthrob from his big screen appearances, he was a hero in real life, raising money through his devotion to charitable causes. Following in his large footsteps, we began Art for Charity by starting with the question, “How can we help many, many charities?”

The answer was simple: create an effective fundraising tool for all charities. We studied (research helps!), we conferred (experts help!), and we thought (quiet time helps!). The resulting AFC business model combines elements from many other highly successful fundraising tools including Paul Newman’s charity brand, Amazon Smile, and girl scout cookies.

In AFC, we created a tool that is automated and highly efficient, easily scalable operationally, targets a large market, provides a continual stream of revenue to charities, and is extremely easy for charities to leverage. And, the AFC tool powerfully complements and augments core charity fundraising efforts. It works!

Why art? We love it. Art connects people, which is ultimately what we are trying to do: create a more connected, symbiotic world.

So dig in, enjoy, spread the word and help the world! Buy something that makes you smile or buy a gift that shares a smile.



WHAT WE DO



- Art for Charity is a free, easy, efficient, powerful way for charities to raise funds
- Art for Charity raises funds for charities through the sale of artistic apparel and home decor
- Art for Charity is a non-profit, 501(c)(3) organization
- All art work is donated
- All Art for Charity organizational work is by volunteers

CHARITIES WE SUPPORT



- **Best Buddies:** We are the world's largest organization dedicated to ending the social, physical and economic isolation of the 200 million people with intellectual and developmental disabilities (IDD).
- **Feeding America:** Our mission is to feed America's hungry through a nationwide network of member food banks and engage our country in the fight to end hunger.
- **Habitat for Humanity:** Habitat for Humanity is a global nonprofit housing organization working in nearly 1,400 communities across the United States and in approximately 70 countries around the world. Habitat's vision is of a world where everyone has a decent place to live. Habitat works toward our vision by building strength, stability and self-reliance in partnership with people and families in need of a decent and affordable home.
- **Lupus Foundation of America:** We are devoted to solving the mystery of lupus, one of the world's cruelest, most unpredictable, and devastating diseases, while giving caring support to those who suffer from its brutal impact.
- **The Peaceful Project:** The Peaceful Project endeavors to reach the underserved population, guiding them to discover, honor, and live their unique life's purpose, peacefully, powerfully and responsibly.
- **Toby Eagle Scholarship in Cancer Research at Johns Hopkins University:** The Scholarship in Cancer Research perpetuates the memory of Toby Eagle, with positive actions and ideas to make the world a better place.

HOW CHARITIES BENEFIT



- Complements existing fundraising efforts such as events and direct mail
- Almost no investment of time required – just send an email
- Great ROI
- Continual source of donations – never ends
- Efficient fundraising – AFC is managed and operated by volunteers
- Detailed audit provided with 100% transparency

HOW AFC OPERATES



- Artists generously donate images of their artwork
- We create apparel and home décor products that feature the artwork
- We offer the merchandise for sale through artforcharity.org
- We add your charity to artforcharity.org
- As consumers shop on artforcharity.org, they select your charity to support
- We manage the entire merchandise production, fulfillment and customer service process
- Art for Charity writes a check each month to your charity

SAMPLE ITEM FINANCIAL



Item	Women's Racerback Tank Shirt
Price to Consumer <small>(shipping costs are additional and are passed through to the consumer)</small>	\$35.00
Production Cost	\$20.00
Payment Processing Cost	\$1.15
AFC Infrastructure Cost	\$2.00
Donation to your Charity	\$11.85

WHAT DOES YOUR CHARITY NEED TO DO?



- Your charity announces to the community that purchases on artforcharity.org benefit your charity
 - Post on your website
 - Include in newsletters
 - Send emails
 - Encourage word-of-mouth

SUMMARY



- Free – no cost
- Easy – send an email
- Efficient – high ROI with almost no effort
- Powerful – get donation checks every month

To get started, please provide the official name of your non-profit, your EIN number, proof of current good-standing as a 501(c)(3) organization, a primary contact name, phone number, email address and mailing address for donations.

Your charity will then be added as a new option for consumers to select when buying products. We can also develop specific designs on Art for Charity that are exclusive to fundraising for your charity.



CONTACT US



Art for Charity, Inc.

artforcharity.org

10702 Cypress Bend Drive, Boca Raton, Florida 33498

Art for Charity 501(c)(3) organization EIN: 32-0548081

Michael Sandler

Founder and President

561-859-1237

msandler@artforcharity.org

