



ART FOR CHARITY

FREE, EASY, EFFICIENT, POWERFUL FUNDRAISING FOR CHARITIES



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



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