

ArtWorks®

The Naomi Cohain Foundation

SURPRISE!
SUPPLIES!

Art Supply Drive Informational Packet



Thank you for contacting ArtWorks!

We are excited about your interest in

HELPING DELIVER ART SUPPLIES TO CHILDREN IN THE HOSPITAL!

ArtWorks, The Naomi Cohain Foundation

96 Engle Street, Suite 120

Englewood, NJ 07631

Telephone: 201-608-0146

www.artworksfoundation.org

About ArtWorks, The Naomi Cohain Foundation

Mission

ArtWorks is a not-for-profit organization dedicated to transforming the healthcare experience of pediatric patients through the arts. Our mission is to provide children and young adults battling chronic and life-threatening illnesses access to creative and performing arts programs that encourage the use of the creative process as a vehicle for healing, communication, self-expression and personal development. ArtWorks provides pediatric patients with an avenue to feel proud and uplifted; through our programs children learn that creating art can be self-empowering.

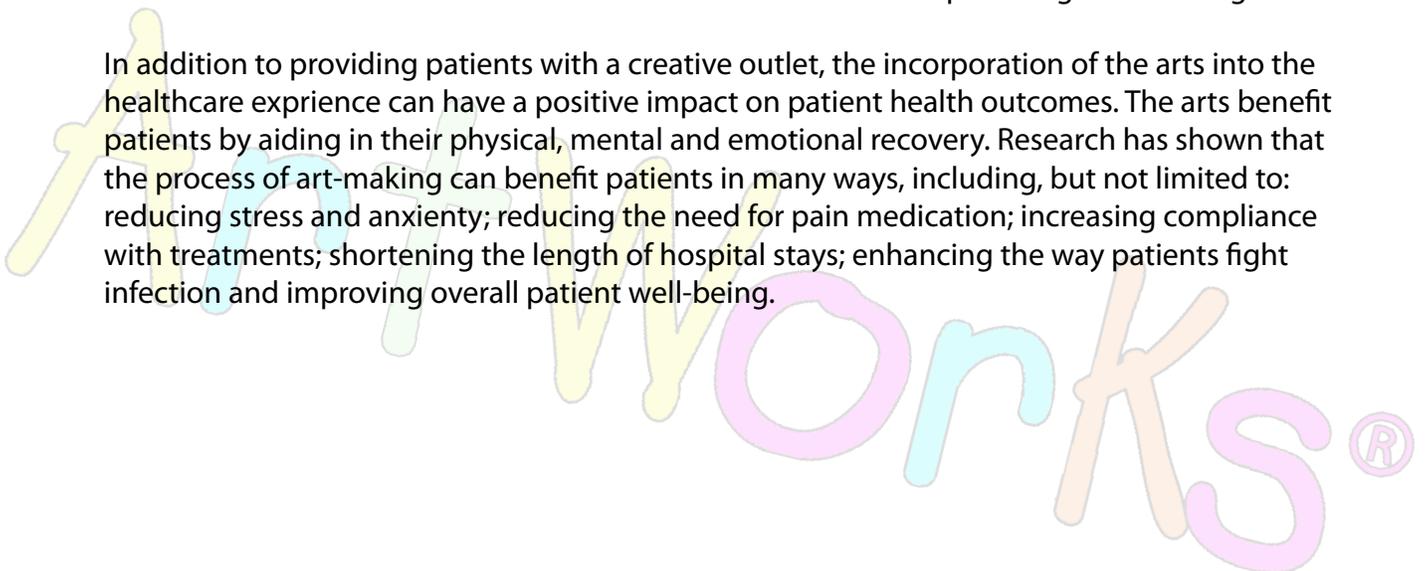
Vision

We strive to be a leader in recreational arts programming that provides patients with the tools and motivation to awaken their creative spirit that enhances their lives and their time spent in and out of the hospital. By investing in experienced, professional staff, and continuous evaluation of our programs, we maintain a steadfast commitment to developing the highest quality art programs that promote quality care for young patients and their families. Our programs help patients and their siblings focus on positive activities, stretching their imaginations during lengthy treatments and stressful experiences.

Importance of Arts-in-Healthcare

The arts play a significant role in humanizing the healthcare experience for individuals, families and the healthcare providers that serve them. In most cases, children with severe illnesses have very little control over their lives. The seemingly endless array of doctors, hospitals, treatment plans and possible surgeries, have become a regular part of their existence. Capturing the minds and imaginations of these children through the arts provides them with a much-needed sense of freedom and the opportunity to express themselves - to make choices and decisions about their work - which can be empowering and fulfilling.

In addition to providing patients with a creative outlet, the incorporation of the arts into the healthcare experience can have a positive impact on patient health outcomes. The arts benefit patients by aiding in their physical, mental and emotional recovery. Research has shown that the process of art-making can benefit patients in many ways, including, but not limited to: reducing stress and anxiety; reducing the need for pain medication; increasing compliance with treatments; shortening the length of hospital stays; enhancing the way patients fight infection and improving overall patient well-being.



About Surprise!Supplies

"I wish you could see the smiles and pure glee that we see on the faces of our patients as we roll the art cart into their room. The art activities not only distract and entertain the patients so that they don't focus on their pain and anxiety, but they get entire families drawing and painting."

-Michelle Brauntuch, Child Life Director, Englewood Hospital and Medical Center



Surprise!Supplies distributes art supplies and craft kits to children in the hospital. Supplies are delivered to patients in bright and colorful custom built mobile art carts, designed by New York Pop Artist, Ed Heck. Heck's fresh, colorful and engaging style brightens the halls of the hospital and the rooms of countless young patients.

Each year, thousands of children benefit from the *Surprise!Supplies* program. It keeps patients and their siblings busy creating, while anticipating a long day in treatment or accompanying a sibling to a medical procedure. Carts are often placed in pediatric intensive care units, hemodialysis units, oncology/hematology clinics and renal and liver clinics. The art cart is brought into the rooms of patients and children are able to choose their own supplies to use and to keep. The cart allows hospital staff to reach all children, thereby increasing patient satisfaction and providing valuable therapeutic and recreational support.

To display the children's unique creations, ArtWorks bulletin boards are placed in pediatric units and are filled with artwork created by patients with their art supplies. These boards brighten the halls of the hospitals and provide children with an avenue to feel proud about their creations. Hospitals rave about the program, sharing stories about children whose anxieties in the hospital have been eased as they looked forward to picking out their art supplies from the cart and losing themselves in their project. One hospital shared, "While down in the hematology and oncology area, a four-year-old patient picked out a project from the art cart. She and her mother worked on the project to pass time while waiting for her blood work to come back. She started to tell a story about a princess who had to come to the hospital but it wasn't so bad because there were fun things for her to do. It was evident that the patient was able to take herself out of the usually stressful situation of waiting, and use the art to escape and cope with what was going on around her."



What kind of drive can benefit ArtWorks' Surprise!Supplies program?

If your office, professional organization, child's school, place of worship or other association would like to help children in need, a donation drive is the perfect way to get involved! Drives are critically important as we work to maintain our programs for the children that we serve.

You can help **collect art supplies** and/or **raise money**.



Every donation helps ArtWorks, no matter how small or large. This kit provides information on how you can help us with the *Surprise!Supplies* program.

If you have any questions, please contact Artworks at 201-608-0146 or email sara@artworksfoundation.org.

Thank you for your kind efforts. They are greatly appreciated..

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Most Needed Supplies:

We are always in need of art supplies and craft kits to replenish the art carts in all of our hospitals. The supplies that are needed the most are listed below. To maintain compliance with hospital regulations, please keep in mind that all supplies collected must be new, unopened and non-toxic.

Below is a list of our most requested items:

- **Individually Packaged Supplies:**

- Crayons
- Markers
- Colored Pencils
- Glitter Glue
- Watercolors
- Model Magic
- Play-Doh

- **Craft Kits**



Monetary Donations:

Some people prefer to give monetarily to a drive rather than purchase an item for the collection.

ArtWorks is very grateful for any contributions! These procedures are helpful when accepting monetary donations:

ArtWorks appreciates cash, checks or credit card donations. Credit Card donations can be made on our website at www.artworksfoundation.org.

Checks should be made payable to:

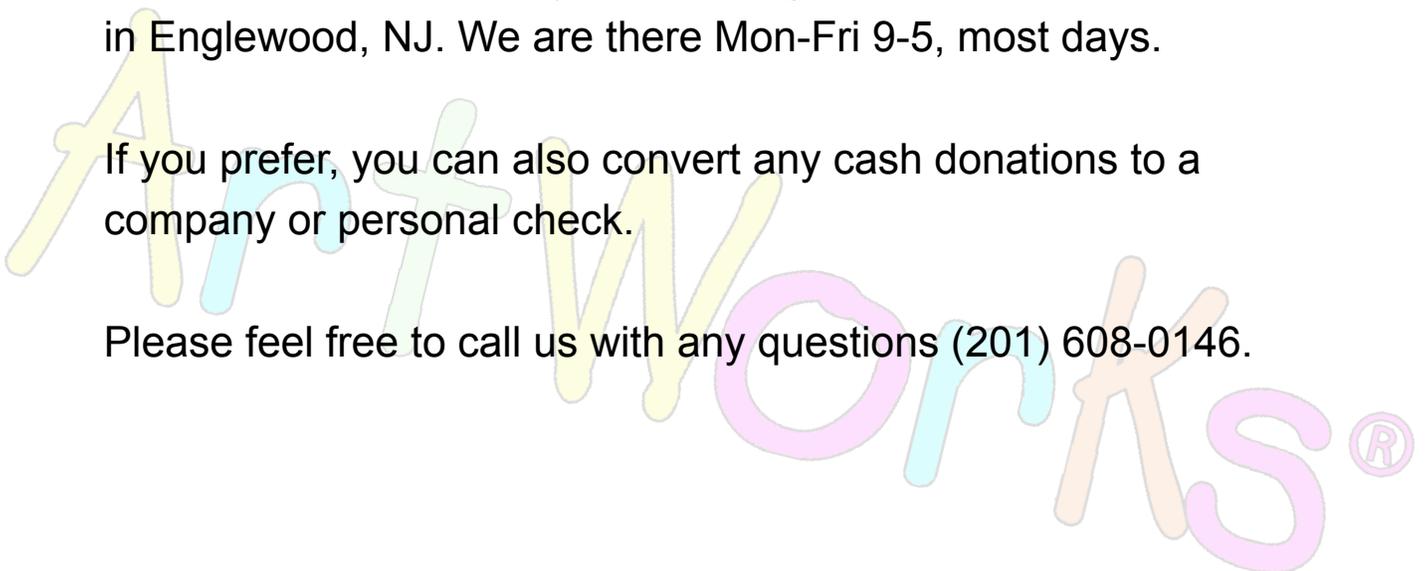
ArtWorks, The Naomi Cohain Foundation

A donation form is attached and can be used for monetary donations. Please make additional copies of the form as needed.

When your drive is complete, ArtWorks is happy to help collect the cash and checks or you can bring them to the ArtWorks office in Englewood, NJ. We are there Mon-Fri 9-5, most days.

If you prefer, you can also convert any cash donations to a company or personal check.

Please feel free to call us with any questions (201) 608-0146.





Art Supply Drive Monetary Donation

Please fill in the form and return it to the drive coordinator.

First Name _____ Last Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

My Gift: (Please circle)

\$1000 \$500 \$300 \$200 \$100 \$50 \$25 Other \$ _____

I would like to (check all that apply):

- make my donation anonymously.
- make my donation in the name of: _____
- receive your email newsletter.
- help with fundraising.
- be contacted about volunteer opportunities.

Additional Comments: _____

Payment Options:

- Enclosed is my check or money order made payable to:
ArtWorks, The Naomi Cohain Foundation
- I wish to donate by credit card, so I will visit your website donation page at:
<https://www.artworksfoundation.org/donate.shtml>.
- My Employer has a Matching Gift Program. Enclosed with my donation is my company's form.

Thank you so much for your support! An acknowledgement of your generous donation will be mailed to you upon receipt of your contribution.

Frequently Asked Questions:

How many supply items are needed?

As many as possible! We provide children with activities in order to keep every child busy creating while anticipating a long day of treatment or accompanying a sibling to a procedure. Each year, thousands of children benefit from the *Surprise!Supplies* program.

How often are new supplies needed?

YEAR ROUND. Each cart is replenished every four months therefore we are always in need of new supplies.

Can I choose which hospital I want to receive the supplies?

YES, if an art cart is already at your chosen location. Donors may also sponsor a new art cart or allow ArtWorks to select where the supplies are needed most.

What are the ages of the kids that use the supplies?

0 to 24 years old

Can I bring the supplies to the hospital?

Due to infection control, donors are not permitted to have direct contact with the patients in the hospital so all art supplies are shipped through ArtWorks. That said, volunteers are more than welcome to organize and pack supplies at our ArtWorks headquarters.

Where do we bring the supplies once they are collected?

The ArtWorks office located at: 96 Engle Street, Suite 120, Englewood, NJ 07631

How much does it cost to launch a brand new art cart?

Art cart sponsorship of \$5,000 provides a brand new art cart filled with a year's worth of art supplies.

Can I go to the hospital if I am sponsoring a cart?

YES! Once the funds have been collected & a hospital is selected, ArtWorks will arrange a festive art cart launch event. Hospital staff, donor(s), family & friends will be invited to attend the launch.

How much does it cost to replenish an art cart for a full year?

Replenishing an art cart with supplies for one year costs \$2,000 - \$4,000 depending on the patient populations at each hospital.

What are the naming and branding opportunities?

Sponsoring an art cart in the value of \$10,000 will allow a custom plaque affixed directly on the cart and will be seen by the hospital community and beyond. With this generous gift, ArtWorks will host a launch event, circulate a press release and highlight your commitment on our various communication channels.

Steps to a successful art supply drive:

Some of the most important work during your art supply drive actually happens before it event begins. We have found that planning ahead can make your campaign more successful!

Get Ready...

- Designate a coordinator to help manage the drive.
- Set the goal.
Set a goal for the amount of supplies to be raised. Setting a target allows you to build momentum.
- Plan logistics.
Decide where you are going to have your drive. If you have multiple locations, you may want to recruit someone at each of those sites to help you manage donations at each building. Select high-traffic areas where the containers/boxes will be noticeable and convenient for donors to access.
- Determine the timeline.
Art supply drives can run for as little as an hour or for up to two months. Some donors even collect donations year-round. The average drive is usually 2 to 3 weeks.
- Please be in touch with us so we can help! We encourage you to complete the art supply drive registration form contained in this packet.

Get Ready...

- Obtain sturdy collection bins.
Label boxes with art supply drive information. (see attached)
- Promote the event.
- Share information throughout your community and/or organization to raise involvement early in the process. Publicize, publicize, publicize! Posters, flyers, e-mails, newsletter articles, payroll inserts and public service announcements are all effective ways to let people know about your art supply drive. It helps to provide a specific contact person within your organization who can answer questions (the drive coordinator).

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Steps to a successful art supply drive:

Get Ready...

- *Start collecting art supplies!*
- *Continue promoting the drive during collection through emails and newsletters.*

Cross the Finish Line...

Your Art Supply and Fund Drive has ended. It was a success!

- *Get your art supplies to ArtWorks:*
Please deliver the supplies to ArtWorks at:
96 Engle Street, Suite 120
Englewood, NJ 07631
Drop-offs can be made anytime, Monday through Friday, 9:00am to 5:00pm. If you collect a large amount of supplies and cannot drop off your items please contact us to make arrangements for pick up.
[Dropping off your donations keeps our transportation costs down and is another way you can help ArtWorks.](#) Please make every effort to drop off your donations!
- *If possible, take some photos of your hard work to share with ArtWorks.*
- *Please thank the contributors and supporters for ArtWorks and let us know how we can share our appreciation! We would love to work with you again on your next drive!*

Congratulate yourself on a job well done!

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Art Supply Collection Box

Help us collect art supplies for children suffering with chronic and life-threatening illnesses. All donations will be delivered to ArtWorks, The Naomi Cohain Foundation on _____, and will be put to good use bringing the healing power of the arts to kids in local hospitals.

Drive Coordinator: _____





Art Supply Drive

Help us collect art supplies for children suffering with chronic and life-threatening illnesses. All donations will be delivered to ArtWorks, The Naomi Cohain Foundation on _____, and will be put to good use bringing the healing power of the arts to kids in local hospitals.

ArtWorks is in need of the following types of items:

- Crayons
- Markers
- Colored Pencils
- Glitter Glue
- Watercolors
- Model Magic
- Craft Kits
- Play-Doh

For more information contact the drive coordinator at _____



SAMPLE LETTER/EMAIL TO TARGETED PARTICIPANTS

Our organization is holding an Art Supply and Fund Drive on [DATES] to benefit ArtWorks, The Naomi Cohain Foundation's *Surprise!Supplies* program. ArtWorks provides children and young adults battling chronic and life-threatening illnesses access to creative and performing arts programs that encourage the use of the creative process as a vehicle for healing, communication, self-expression and personal development. This is a great opportunity to help a great cause and I encourage you to join in our efforts. All supplies and funds raised will help ArtWorks bring arts programming to deserving young artists.

ArtWorks seeks to empower, validate, and honor these children by offering them the hands-on experience and materials with which to create, as well as the opportunity to publicly share their artistic accomplishments. In most cases, children with severe illnesses have very little control over their lives. The seemingly endless array of doctors, hospitals, treatment plans and possible surgeries, have become a regular part of their existence. Capturing the minds and imaginations of these children through our programs provides them with a much-needed sense of freedom and the opportunity to express themselves - to make choices and decisions about their work - which can be empowering and fulfilling.

Here's how you can help:

1. Donate Funds. For an official Financial Donation Form, please email or see [DRIVE COORDINATOR'S NAME AND EMAIL ADDRESS], or visit ArtWorks' website: www.artworksfoundation.org. For every dollar raised, ArtWorks can effectively supply \$5 worth of art supplies to hospitalized children.

2. Donate art supplies in the marked boxes at collection points in our location during the drive.

Thank you for your help!

[DRIVE COORDINATOR, ORGANIZATION LEADER, COMPANY EXECUTIVE NAME]

Art Supply Drive Registration Form

| Contact Information | | | |
|--|--------|----------------|------------|
| Name of Drive Coordinator: | | | |
| Name of Organization/School/Business: | | | |
| Number and street (or P.O. box if mail is not delivered to street address) | | | Suite/Apt: |
| City: | State: | Zip Code: | |
| Telephone: | | Email Address: | |

Thank you for helping hospitalized kids, and their siblings, discover the healing power of the arts!

PLEASE EMAIL OR FAX THIS COMPLETED FORM TO:

Sara Wingerath-Schlanger

Email: sara@artworksfoundation.org

Fax: 201-608-0148

ONCE THIS FORM IS RECEIVED, YOU WILL RECEIVE A CONFIRMATION EMAIL.
IF YOU DO NOT RECEIVE A CONFIRMATION EMAIL, PLEASE RESEND
AND CONTACT SARA AT 201-608-0146.

Art+Works®

Thank you!

Thank YOU for choosing ArtWorks!

Please reach out anytime if we
can be of help in any way.

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