

A BOOST FOR SCHOOL FUNDS...

A SCHEME was announced recently for schools struggling to raise money during the current gloomy economic conditions. Charities are seeing a marked drop in donations, and school PTA fundraising is no exception.

PTA TEAMS (Parent Teacher Associations) are having to be creative and are searching out fundraising ideas and events that don't involve parents just handing over cash in these cash strapped times.

One such scheme was launched recently by Warwickshire based small business "My Art Project", the brainchild of Box Three Creative Design Studio & Evergreen Marketing. The children create a piece of art in school and then the clever people at "My Art Project" turn them into great quality cards, canvases, posters, writing paper, etc that are available for parents to order, with 10% of the total order value going to school as a donation.

Shaun Goddard of My Art Project comments: "Designers by trade, we created My Art Project to raise the profile of art in schools whilst raising much needed funds. The benefits for the school & PTA are not only financial. Used as part of school lessons, "My Art Project" helps satisfy the attainment levels of the National Curriculum for Art & Design and ICT. The projects benefit the pupils and parents too. Pupils enjoy seeing their art work transformed into professional personalised products and

get real hands on experience in the design process. To allow them to feel like a designer themselves, we offer the ability to feature a photograph or signature of the artist on the reverse of the cards. Every child receives a complimentary personalised card featuring their artwork to keep. Parents make an indirect donation to the school's fundraising efforts by purchasing the resulting products."

Many of the My Art Project team have children and have been involved in fundraising for their children's schools. Alison Braithwaite, the art project manager from Evergreen Marketing, was Chair of her children's School PTA last year and understands the trials and tribulations of running successful PTA schemes. "PTAs are having to work harder than ever to sustain their school funds and are looking for fresh and interesting ways to engage the school community. We created My Art Project to do just that. Our aim is to produce great



quality products showcasing children's natural artistic abilities, that parents will want to buy. We've seen very high levels of participation in our schemes, and even better, no complaints from parents! "We've been overwhelmed

by the fantastic response so far and have had enquiries from over 60 schools nationwide already. We're thoroughly excited about seeing the resulting masterpieces from the children. We like the word "fun" in fundraising and that's exactly what we promise with our art projects."

Nanci Austin from Dormer House School (Gloucs) who ran a project recently comments: "Not only was it a good fundraiser for the school, but the quality of the finished products were fantastic. We had loads of positive comments from parents, teachers and children."

There are no costs associated with running one of their art projects, no minimum order or obligation to buy. Each school is supplied with a project pack containing everything needed to get the parents & teachers support and run a successful project.

So if your school wants to raise funds in a way that doesn't involve parents purely reaching into their pockets to donate, visit www.myartproject.co.uk, call **01789 450520** or email Alison@MyArtProject.co.uk today.

