



210 Maud Street ● Punta Gorda, FL ◆ 33950
www.VisualArtCenter.org

941.639.8810 ■ ExecDir@visualartcenter.org

Visual Arts Center Member,

Hope you had a lovely Thanksgiving! As we approach the end of the year, we have some exciting news to share with you and hope you will consider helping us reach our goal.

Margin & Mission Ignition: We are on a path towards making the Visual Arts Center self-sustaining with our programs fully supporting operating costs, without requiring contributions to keep the lights on. To help us on this journey, we have been selected by the Patterson Foundation as one of five nonprofit organizations for its Margin & Mission Ignition initiative. This is an entrepreneurial approach to helping nonprofits enhance their mission and improve their bottom line. Some of you participated in a recent unveiling of the Business Plan for a new VAC Art & Supply Store. If you have already contributed, we thank you. If you have not yet had the opportunity to learn about our plans, please read the attached documents, or visit the "About" section on our website www.visualartcenter.org and click on the Art & Supply Store page for a full copy of our Business Plan.

There are many opportunities for you to help, and some of them include MATCHING DOLLARS:

Giving Tuesday: This year, the VAC will be participating in **Giving Tuesday on November 27th**, a global online movement of philanthropy that offers opportunities for matching dollars.

- Facebook is partnering with PayPal to offer \$7 million in matching funds to the first donations on Giving Tuesday through **Facebook beginning at 8:00 am Tuesday, November 27th**. You can access our Facebook donation button by visiting www.facebook.com/VACPuntaGorda.
- VAC Website: You can also donate through the VAC's website at www.visualartcenter.org in the "About" Section and click on the Donate Box on the Art & Supply Store page.

Patterson Foundation Match: **Between now and mid-February**, The Patterson Foundation will match dollar for dollar all contributions for this initiative up to \$50,000. This includes any donations made on Giving Tuesday, either through our website or through Facebook. And of course, you can always mail your check, use your credit card by phone or stop by the VAC for a visit. If you visit between now and December 22nd you can also visit the Gift Shop for holiday ornaments and unique artist gift creations.

We are trying to raise start-up investment funding of \$125,000 before February 15th to take advantage of the Patterson Foundation Match and meet the deadline of the Margin & Mission Ignition initiative. We are hoping to have enough to begin construction December 22nd, so most of the improvements can be completed for our **January 3rd to 5th VAC Open House**. The VAC will be closed December 23rd through January 2nd for construction.

Holiday Market: Don't forget to stop by the VAC on **Friday, November 30th through Sunday, December 3rd** for our **3-Day Holiday Market Extravaganza**. We have a great line-up of artists with an exciting selection of holiday gift items.

If you want more information, visit our website, email or call me. Contact information is at the top of the page. If you would like your own personal hard copy of our Business Plan, I'll be happy to provide one for you.

Happy Holidays!

Janet Watermeier
Executive Director



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www.VisualArtCenter.org 941-639-8810

USING YOUR DONATION

VAC Art & Supply Store Start-up Funds

For details visit the VAC Website at www.VisualArtCenter.org, Click on the "About" tab and the "Art & Supply Store" page to view the full Business Plan. Call 941-639-8810 or email execdir@visualartcenter.org for questions.

THE VISUAL ARTS CENTER

Vision: To provide everyone a place to enjoy the arts with opportunities to learn and appreciate all visual art forms.

Mission: To Inspire, Explore, Create and Promote the Visual Arts.

Facility: 11,900 SF Visual Arts Center with 3 Galleries, 5 Classrooms, Pottery Studio, Jewelry Studio, Library & Gift Shop with local artists' unique and custom creations.

Offerings: 24+ Free Exhibits open to the public; Fine Art & Fine Craft Classes; Workshops for all levels, beginners to experts; Youth & Teen Classes; plus, Memberships entitling you to class discounts, special events and more.

VAC ART & SUPPLY STORE START-UP FUNDING:

- \$ 20,000 Store Inventory
- 7,000 Store Equipment
- 10,000 Storage Rental Lockers
- 5,000 Opening Advertising & Promotion
- 32,000 Advance Salary Support for 18 Months
- 16,000 Store Construction
- \$ 90,000 Art & Supply Store**
- 35,000 Re-alignment Costs for Library, Admin & Classroom
- \$125,000 Total Start-up Investment Funds Needed**

How to Donate

Select the one that works best for you.

1. **VAC Website:** Go to <http://www.visualartcenter.org/> In the "About" tab, click on the "Art & Supply Store" page and then on the Donate Button at the bottom of the page. Funds matched by the Patterson Foundation through 2/15/19.
2. **By Phone:** Call the Visual Arts Center at 941-639-8810 with your credit card or debit card information.
3. **In Person:** Visit the Visual Arts Center at 210 Maud Street, Punta Gorda (across from Fishermen's Village) with your credit card, debit card or check.
4. **Email or Mail:** Complete the form below and email to execdir@visualartcenter.org or mail to Visual Arts Center, 210 Maud St., Punta Gorda, FL 33950.
5. **Facebook:** Facebook is partnering with PayPal to provide \$7 million in matching funds on Giving Tuesday, November 27th beginning at 8:00 am. www.facebook.com/VACPuntaGorda. Funds matched by Patterson Foundation through 2/15/19.

**PLEASE GIVE TO THE VAC
 ON GIVING TUESDAY 11/27/18 or
 BEFORE 2/15/19 for Matching Funds**

<p><i>Count me in . . .</i></p> <p>_____ \$25</p> <p>_____ \$50</p> <p>_____ \$100</p> <p>_____ \$500</p> <p>_____ Other</p>	<p>Name _____</p> <p>Address _____</p> <p>City, State, Zip _____</p> <p>Phone _____</p> <p>Email _____</p>	<p>Credit Card Number _____</p> <p>Expiration Date _____</p> <p>CSV Code (from back of card) _____</p> <p>Billing Zip Code _____</p> <p>Signature _____</p>
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To Donate - Please provide the above information, by email, mail, phone, or in person

THE CHARLOTTE COUNTY ART GUILD, INC. DBA VISUAL ARTS CENTER IS A 501C3 NONPROFIT ORGANIZATION DEDICATED TO THE CREATION AND ENJOYMENT OF THE ARTS. REGISTERED IN THE STATE OF FL TO SOLICIT CHARITABLE CONTRIBUTIONS (REGISTRATION NUMBER CH1731), A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES WWW.FLORIDAConsumerHELP.COM OR BY CALLING TOLL FREE 1-800-435-7352 WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.