

Glen South Regional High School Senior Class

Proposal for the Art for Food Holiday Art Class

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Glen South Regional School District

MEMORANDUM

To: Julia Ryan, Superintendent of Schools
Glen South Regional District Board of Education

From: Veronica O'Neill, Senior Class Advisor

Date: July 22, 2016

Subject: Proposal for Holiday Art Sale

The Senior Class of Glen South Regional High School requests your approval of the attached proposal for a holiday art sale. The "Art for Food Holiday Art Sale" will showcase the work of our art students while raising needed funds for the Glen South Food Bank. Full details of the project are included.

If you have any questions about the proposal, I am available at 973-555-1234. Once you approve the proposal, we request that you contact the Secretary of the Board of Education to have the proposal added to the agenda of the next Board of Education meeting. I will also be present at the August meeting of the Board of Education, to answer any questions and speak to the members of the Board directly. We appreciate your time in reviewing the proposal and look forward to your approval of this important project.

Glen South Regional High School Senior Class
Proposal for the Art for Food Holiday Art Class

According to a study conducted by Feeding America in 2014, over 900,000 people in the state of New Jersey rely on food banks. Each year, food banks in New Jersey provide over 7,700,000 meals to people in need. Clearly, hunger is a significant problem throughout the state.

We at Glen South Regional High School have an opportunity to come together as a community and make a positive contribution to the problem of hunger in our area. The Senior Class proposes holding the “Art for Food Holiday Art Sale,” featuring the work of our talented art students. The profits from this sale would be donated to the Glen South Food Bank, which serves the hungry in our own area. We believe that participating students will benefit from this service learning experience, by increasing their awareness of the greater community, and understanding that even a small act of generosity can make a big difference.

The “Art for Food Holiday Art Sale” will be scheduled for Friday, December 9, 2016, from 7 pm to 9 pm, and Saturday, December 10, 2016, from 10 am to 4 pm. These dates will allow shoppers who are looking for a unique gift to purchase an original work of art created by our students in time for the holidays. We request the use of the high school cafeteria for this event, because it is a flexible space which can accommodate many people comfortably. A flyer which will be used to advertise the event is provided as Appendix 1.

The Friday evening session would feature an Opening Night reception, with entertainment provided by our GSRHS musical ensembles: Jazz Band, Wind Ensemble, String Ensemble, Madrigal Choir and Knights Choir. During the reception, the artists would be available near their work to discuss it with patrons and answer questions. We expect that the atmosphere will be elegant and festive, with patrons sipping sparkling cider and nibbling on

finger foods, which will be donated by local businesses. There will be a table available for patrons who wish to donate non-perishable food items or cash to support the Food Bank. All donors will be entered into a drawing for prizes donated by local businesses.

The Saturday session will continue the art portion of the art show, but will be structured for shopping only. By providing both evening and daytime hours, we hope to maximize the number of shoppers who will visit the show.

The artwork for the sale will be created by our students in all art courses. We expect that the art teachers will encourage their students to participate in this good cause, and hope they might consider assigning a project specifically to support the sale. We expect to have artwork in many media, including drawings, paintings, sculptures, photography and digital art. The art teachers and the student artists will determine a fair price for the work together.

A project of this magnitude will require a combined effort of teachers, parents, students and the administration. As stated above, the Art Department and Music Department will be key contributors to the Holiday Art Show. In addition to the Senior Class, various school organizations will contribute to the success of this event. For example, the TV Production Club will prepare a promotional video to be broadcast to the entire school community, and submitted to our local cable provider for advance publicity. The Leo's Club will provide babysitting services during the event to enable patrons to shop conveniently.

The project will also require a significant effort from our parents. Our project chairperson will present the proposal at the first Home & School Association meeting of the year in September, and will recruit interested parents who will lead various committees, in partnership with a Senior student leader. The main committees and their functions are detailed in the table below.

Table 1: Project Committees

ART for FOOD Committees	
Publicity	Arranges publicity before, during and after the event
Inventory	Works with Art Teachers to ensure a sufficient inventory of artwork, and to display the art appropriately
Volunteers	Schedules and supervises volunteers
Reception	Works to provide a memorable Opening Night experience for our artists and patrons
Sponsorships	Contacts major retailers and other local businesses to publicize the event, and to obtain donations of food and prizes for the Art Show. All donors will be recognized on a large banner displayed at the event.
Finance	Handles all money generated at the event, provides an accounting of all transactions

At the end of the art show, a celebration including pizza and beverages will be provided to thank our students and volunteers. In addition, all students and volunteers will receive a letter of thanks and a certificate to recognize their participation in the event. Patrons will be able to pick up their purchases at the completion of the event on Saturday, and free delivery will be available for anyone who is unable to pick up their artwork at that time.

A more detailed description of the activities which have been identified for this project, as well as a proposed timeline, appears below:

Table 2: Project Task Timeline

ART for FOOD Holiday Store December 9 and 10, 2016		
PROJECT TASKS	TEAM	START DATE
Submit proposal to Superintendent and Board of Education	Project Chair	7/1/16
Attend Board of Education monthly meeting to answer any questions	Project Chair	7/19/16
Secure approval from Superintendent and Board of Education	Project Chair	8/1/16
Arrange for necessary custodial and security support	Project Chair	9/10/16
Preliminary meeting with Art and Music Teachers to ensure their support	Project Chair	9/10/16
Address parents at Home & School Association meeting to gain support for the project	Project Chair	9/15/16
Identify committee chairs: Publicity, Inventory, Volunteers, Reception, Sponsorships, Finance	Project Chair	9/15/16
Present project updates and recruit volunteers at Home & School Association meetings monthly	Project Chair	monthly beginning in October
Art Teachers to encourage classes to participate (or assign specific project to class)	Art Teachers	10/1/16
Contact Leo's Club advisor to arrange for babysitting during reception and shop hours	Reception	10/1/16
Arrange for display in Public Library to promote the event	Publicity	10/1/16

Music Teachers to arrange for Jazz Band, Wind Ensemble, String Ensemble, Madrigal Choir and Knights Choir	Music Teachers	10/1/16
Check policy on money-handling and checks	Finance	10/1/16
Request assistance from TV Production Club to create a promotional video to be shown to students	Publicity	10/15/16
Check with Cablevision to arrange for promotion of project on their Community Access channel	Publicity	11/1/16
Procure certificates of appreciation for artists, musicians and other participants	Project Chair	11/1/16
Create posters for in school and local businesses to promote the event	Publicity	11/1/16
Submit event to local television news (Channel 2, 4, 7 and 12) and to NJ101.5 Radio for their community calendars	Publicity	11/15/16
Contact Daily Record and Neighbor News to send photographer to event	Publicity	11/15/16
Contact School Newspaper and Yearbook advisors to send photographer to event	Publicity	11/15/16
Approach Costco, Baker's Perfection and other local bakeries for food donations for reception	Sponsorship	11/15/16
Approach Target, Walmart, Shoprite and other local businesses to sponsor the event	Sponsorship	11/15/16
Arrange for pizza party for post-event/clean-up party. Certificates will be presented at this party.	Volunteers	12/1/16
Set up art displays	Inventory	12/9/16
Art pick-up tables	Inventory	12/10/16
Clean up all remnants of event	Volunteers	12/10/16

Create thank you announcement for Monday morning	Project Chair	12/11/16
Art delivery (if needed)	Inventory	12/11/16
Deposit checks and cash if needed, and request donation check to Food Pantry	Finance	12/11/16
Deliver food and monetary donations to Food Pantry	Volunteers	12/13/16
Arrange for press release regarding event results with photo of donation presentation	Publicity	12/14/16
Report results of the event to Superintendent, Board of Education and Principal	Project Chair	12/20/16

The Senior Class is looking forward to the opportunity to positively impact the lives of members of our community who are undergoing financial hardship. This project will bring positive experiences to our students, while demonstrating our school's commitment to the larger community. The Senior Class hopes you will grant your permission to go forward on the "Art for Food Holiday Art Shop."

Appendix 1



*A Holiday Art Show and Sale
Benefitting the Glen South Food Bank*

**Glen South
Regional High School**

11 Kinsale Road, Glen South, NJ

<p><i>Opening Reception and Sale Friday, December 9 7 pm - 9 pm Music provided by the NVRHS Musical Ensembles</i></p>	<p><i>Holiday Shop Saturday, December 10 10 am - 4 pm</i></p>
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*Purchase an original work of art
and support your community*

<p><i>Babysitting available while you shop</i></p>	<p><i>For more information, call 555-123-4567</i></p>
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**Bring an item of non-perishable food
and be entered into a drawing for prizes!**

References

Feeding America (2014). Hunger in America in 2014. Retrieved from

http://www.cfbnj.org/_assets/library/2016/02/Hunger-Study-NJ-2014.pdf