

Fundraising Fact Sheet

Name of Fundraiser: East Haddam Artists A book that was created as part of the Rathbun Library's 75th anniversary celebration.

Brief description of Fundraiser:

This book is a 76 plus cover softcover book containing a selection of works by artists now living or working in East Haddam, or whose family now resides in East Haddam. The final copy included 34 artists' bios and pictures of their work.

The book was unveiled at a Rathbun Library Art Exhibit which displayed a piece of art work by each artist in the book. Any sales resulted in a 15% commission to the Rathbun. The works were exhibited at the library for a month.

Number of times has the fundraiser been run: One run of 300 copies of the book.

Amount of up-front investment:

Total \$ - Each artist paid \$25.00 as an entry fee. This fee entitled them to a copy of the final book. Total print runoff of 300 copies at approximately \$10.00 each.

In person power : (in hours) 200 to 350 hours over a period of a year.

in publicity: 30 hours – articles for various publications; creation of and distribution of flyers for the Art Show and book sale. The book was signed and sold at the Art Show opening reception.

Profit to Date: All expenses were met and to date the profit is \$1,425.65

Amount To Run : *Total* \$ 2991.35.

of volunteer hours: 100– revisions of book , attendance at the Art Show opening and book sales at later events.

Who bought the Artist Book? The book was purchased by friends and relatives of the artists, **and** patrons of the Rathbun Library. It was available for sale at many FOR functions and is still showcased for sale at the Rathbun Library.

Each artist gave written permission to include a picture of their artwork in the book. The artists wrote a short biography following our guidelines. Each artist approved the final version of the bio to be used. The artists sent in JPGs of 3 pieces of artwork and Jane chose the one that was the most appropriate for the book. Those JPGs not of the quality needed, were retaken at Jane Lewis's studio.

The book is still being purchased by Rathbun Library patrons as holiday and special occasion gifts.

The Friends of Rathbun Maureen Tarbox and Jane Lewis friendsofrathbun@live.com