



# **GFWC Arts Community Service Program**

## *2010-2012 GFWC Club Manual*

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### **PROGRAM PRINCIPLES**

The Arts Community Service Program is designed to enable members to create and contribute to art education and activities in their communities as participation in the arts helps raise public consciousness and connects members and clubs with their communities.

Art is the process of deliberately arranging elements in a way to affect the senses or emotions. It encompasses a diverse range of human activities, creations, and modes of expression, including music, literature, theater, film, sculpture, and paintings. It allows us to express those unconscious basic instincts that are integral to being human; express our basic human instinct for harmony, balance, and rhythm; experience the mysterious; and express the imagination. It also allows for meaningful direct action on the part of an artist or creator.

Art plays an important part in the lives of GFWC members, as art helps to instill confidence, provides opportunities, and broadens clubwomen's horizons. Moreover, members are the catalysts in their communities for encouraging and actively promoting all forms of art.

To encourage GFWC members to further their own artistic expression and recognize their artistic achievements, GFWC sponsors several contests in the areas of photography and writing. GFWC also presents several awards including "The World in Pictures," which encourages members to capture the beauty of the world and people around them and "GFWC Volunteers in Action," which asks members to demonstrate their activities during the year through photography. Winners of the "A Year in Pictures" contest are featured in the annual GFWC calendar, which allows them to demonstrate their talent and support a fundraising opportunity for GFWC. Information regarding the GFWC Photography and Writing contests is in the *2010-2012 GFWC Club Manual* under Awards, Contests, and Grants.

Another key focus is the education and promotion of organizations that center on and celebrate the artistic achievements of women. We encourage clubs to sponsor female artists; recognize the achievements of women artists of all periods and nationalities by exhibiting, preserving, acquiring, and researching art by women; and by educating the public concerning their achievements.

Additionally, we promote programs and organizations that create avenues and opportunities in music, dance, drama, and the visual arts for individuals with physical and mental disabilities, including youth, students, and returning veterans with traumatic brain injuries, to participate in mainstream society.

The legislative objective for the Arts Community Service Program is to support measures that improve and expand arts programs on national and state levels.

## PROGRAM GOALS AND OBJECTIVES

The goals for the Arts Community Service Program are listed below in order to assist you in measuring project success and positive change in your communities. The listed objectives further outline how we can build projects that support these goals.

Goal 1. Create and contribute to arts education and activities in our communities.	Objective 1. Engage our communities through the arts by raising awareness of the unlimited benefits created through arts programs.
	Objective 2. Educate others on and promote the achievements of women in the arts.
	Objective 3. Develop art opportunities for people with disabilities and foster youth community art.
Goal 2. Engage GFWC members in developing and enjoying creative arts as a method of self-expression.	Objective 1. Recognize unique art programs in individual clubs which highlight their successes and are an inspiration to members.
	Objective 2. Recognize the unique artistic talents of GFWC members via awards and contests sponsored by GFWC.

## CALL TO ACTION

We have outlined ideas to help you in attaining the goals and objectives that have been set forth in the GFWC Arts Community Service Program, including ways to educate yourself, inform others, and create change.

### *Educate Yourself*

- Contact your local college and take a fine art, contemporary art, photography, or pottery course.
- Join or start a square, ballroom, line, or ethnic dancing class and perform at senior centers, schools, and other venues.
- Visit local galleries or other venues to see and enjoy art exhibits.
- Join or start a choral group.
- Utilize local newspapers and other sources that promote local exhibits, dances, and shows and support these groups by attending their special events.

### *Inform Others*

- Promote film festivals in the community.
- Sponsor ads in local theater playbills and programs and in school theater playbills.
- Donate tickets for young people, seniors, veterans, or victims of domestic violence to attend an art show, a symphony, the opera, or the theater.

### *Create Change*

- Establish and award music, drama, or art scholarships.
- Support local theater groups with donations, help with set construction, make costumes, and assist with other production needs.
- Sponsor summer concert and theater programs.
- Establish a local club arts mini-grant program.
- Participate in community First Night events on New Year's Eve each year.
- Sponsor senior citizens, youth at risk, incarcerated youth, latch-key youth, and after-school craft workshops.
- Work with local university and community theaters by volunteering or giving monetary support.
- Collect donated musical instruments for children in school bands and orchestras, and foster music and movement programs for young children.
- Establish and support artist-in-residence programs.
- Sponsor an "Oldies" dance at a senior center.

## IMPORTANT DATES

Plan projects and events around days, weeks, and months of celebration and commemoration in the GFWC Arts Community Service Program:

February                      Library Lovers Month  
 March                            Youth Art Month

April	National Poetry Month
May	National Photography Month
October	National Arts and the Humanities Month, America for the Arts

## COLLABORATIONS

Art can have such a transforming effect on our lives. With so many choices, we can touch the hearts and minds of adults and children alike. From art programs in adult education, to children's arts and crafts camps, there is something for everyone. Members' enthusiasm helps spark interest and passion in their communities.

In the GFWC Arts Community Service Program-Collaborations, GFWC clubs will:

- Research, plan, and implement projects, programs, and advocacy based on its interests and the needs that the club members believe are important. This is the club members' opportunity to think out of the box and do it their way.
- Report. It is imperative that clubs report the projects that they have developed so that as an organization, we can better see where our members' interests lie and those statistics can be used in working with and recruiting new GFWC Partners, grants, and advocacy opportunities. Reporting is also important so we can highlight and share your club's creativity and interests with our membership so that they can also be inspired to either implement a similar project or use it for inspiration for their own.

Explore examples of what your fellow GFWC clubs have done around the country to implement projects related to the arts in their own communities. For more information about any of the following GFWC club projects, please contact the GFWC Arts Community Service Program Collaboration Chairman or the GFWC Senior Director of Programs, Public Policy, and Communications.

Music is the key to understanding in this community! The **GFWC Northford Women's Club (Connecticut)** supports a member who runs a music club consisting of vocal, piano, and flute students. The "Gailz Music Club" group was formed for students to get together as friends and peers to meet, socialize, and perform for each other and share their love of music. The students, who meet once a month for two hours year round, come from different towns and use music as the avenue for sharing and teaching each other about their different backgrounds and cultures. This member also provides music lessons to young people who have musical abilities and want lessons, but whose families have suffered a catastrophic illness or have financial need.

**GFWC Woman's Club of New Iberia (Louisiana)** celebrated the arts by distributing an annual grant that has been a part of its club since 1983. The grant is called the Carrie Davis Art Grant and was named in memory of a life-long club member. It is a one-time grant of \$250 given to a student majoring in an art program at the university level. Letters are sent state-wide to colleges that offer arts programs in order to choose the recipient. The student must maintain a 3.0 grade point average. Applications are received, then interviews conducted by a committee that recommends its choice to the club members, who then vote on the nominee.

**GFWC Lamoille Woman's Club (Nevada)** sponsors two major activities to encourage local artists' crafts and spread creativity and ingenuity around their community. One of these activities is the Annual Chili Feed and Crafts. At this event, which is held the second Saturday in November, the club has 13 tables available for handcrafted items. This year all the tables at the event were sold out. The crafters at this event not only had the chance to sell their art but also learn more about the club and the services being provided to the community. The second activity that allows the community to showcase its creative talent is the tradition of inviting the Spring Creek High School Choir to sing at the December club meeting. After this invigorating performance the club presents the choir with a \$100 check to help them continue their work as a choir.

**GFWC Treadwell Community Improvement Club (New York)** celebrated women in the arts by holding a writing workshop with author and publisher, Bertha Rogers. The event was partially subsidized by Poets and Writers Readings/Workshops and the club donated \$50 needed to cover the occasion. During the workshop Bertha Rogers read to the clubwomen some of her favorite pieces. Members were also given the opportunity to fine-tune their writing skills. The women were given writing prompts—statements or questions designed to get writers to think about a topic in depth and motivate them to produce their best, most expertly

expressed writing—*You Want* and *She Finds Herself*. Then Ms. Rogers provided excellent direction and feedback on the women’s written work.

**GFWC Progress Club of Las Cruces (New Mexico)** sponsored youth art. The club was approached by the Dona Ana Arts Council and asked to sponsor the Missoula Children’s Theatre production of *Robin Hood*. In addition to sponsoring the event, club members were hands-on volunteers during the week prior to the performance. Clubwomen registered the children as well as helped keep the production organized by watching the younger children during rehearsals and performances. Members volunteered their time and assisted with dress rehearsals, costumes, and make up. They sold tickets, folded programs, and kept the crowds under control during the performance. Additionally, to boost staff morale and learn more about the directors and theatre staff, club members hosted a delicious potluck dinner the Thursday before the performance. The club built a lovely relationship with the Dona Ana Arts Council and helped encourage the performing nature in numerous youth.

Each year, for the past 26 years, the **GFWC Country Shore Woman’s Club (New Jersey)** has celebrated children in the arts by producing an annual children’s play. The play is the club’s largest fundraiser and a very popular community cultural event. Club members are involved from beginning to end. This year’s production, *The Little Mermaid: An Underwater Adventure*, was an original adaptation of Walt Disney’s *The Little Mermaid* by two club members, and the most successful play to date. The show, which features a cast of almost 60 adults and children, was attended by over 1,200 people through the course of the six performances. The cast was comprised of theatre enthusiasts in the area, including two father-daughter combos. In conjunction with the production, the club members produced a program, sold tickets, printed and sold t-shirts, and manned the refreshment table at the theatre. The goal of the club is “to improve their lives and the lives of others,” and they certainly accomplished that goal with this impressive undertaking.

## **PARTNERSHIPS**

GFWC Partners are organizations that operate at the national or international level and offer unique and customized services such as project materials, speakers, kits, and/or additional information specifically designed for GFWC clubs to enhance the effectiveness of the GFWC Arts Community Service Program and special projects within your communities. These Partners are aware of GFWC clubs’ specific needs and our club and organizational structure.

These GFWC Partners will assist in monitoring the donations generated by GFWC members. To ensure that your donation, whether at the individual, club, district, or state level is included in the GFWC total, please make sure to:

1. Write on your check that you are a GFWC member or club.
2. Submit your check to the GFWC Partner Contact listed in the *GFWC Club Manual*, even if it has a local or state representative.
3. Notify GFWC of your donation by calling or e-mailing the GFWC Senior Director of Programs, Public Policy, and Communications at 202-347-3168 or [GFWC@GFWC.org](mailto:GFWC@GFWC.org).

If you have any questions regarding donations to GFWC Partners, please contact the GFWC Arts Community Service Program Partnership Chairman or the GFWC Senior Director of Programs, Public Policy, and Communications at [GFWC@GFWC.org](mailto:GFWC@GFWC.org).

### **American Mural Project | [www.AmericanMuralProject.org](http://www.AmericanMuralProject.org)**

PO Box 538 | 100 Whiting Street | Winsted, CT 06098

E: [Info@AmericanMuralProject.org](mailto:Info@AmericanMuralProject.org) | P: 860-379-3006

Contact: Ellen Griesedieck, President

The American Mural Project is a nonprofit organization focused on creating the largest collaborative piece of indoor artwork in the world, a celebration of American ingenuity, productivity, and commitment to work. The piece, when finished, will be a three dimensional-painting, measuring 120 feet long, five stories high and nearly 10 feet deep—so large that a special building is being created for it. The mural is made of a wide variety of materials, including honeycomb aluminum panels, fiberglass, ceramic tiles, fabric, marble, and blown glass. GFWC is proud to be a partner with the American Mural Project.

GFWC members have the opportunity to actively contribute in this masterpiece by participating in the “Watch Project.” Member clubs are asked to develop a program or project to collect watches, which will be incorporated into the finished mural and form one large watch link. There is a suggested \$1 donation per watch and send to:

The GFWC Sharon Woman’s Club | Attn.: Kim, GFWC/AMP Liaison  
PO Box 283 | Sharon, CT 06069

GFWC members can also support the American Mural Project by:

- Helping spread the word regarding the American Mural Project
- Promoting membership in the American Mural Project
- Outreaching with schools and civic groups to collaborate on an American Mural Project workshop or fundraiser

The American Mural Project will present an award to one State Federation in each membership category to recognize achievements in a) fundraising, and b) donating watches in support of the American Mural Project. These awards are presented at the end of the 2010-2012 Administration at the GFWC Annual International Convention (June 2012).

**VSA | [www.VSArts.org](http://www.VSArts.org)**

1300 Connecticut Avenue NW, Suite 700 | Washington, DC 20036

P: 800-933-8721 | TTY: 202-737-0645 | F: 202-737-0725

Contact: Stephanie Litvak | [Info@VSArts.org](mailto:Info@VSArts.org)

VSA, the International Organization on Arts and Disability, is an international organization dedicated to providing quality art programs for children and adults with disabilities. VSA creates opportunities in music, dance, drama, and the visual arts for individuals with disabilities to participate in mainstream society, while also seeking to change the perceptions about people with disabilities all over the world.

## **RESOURCES AND ADDITIONAL INFORMATION**

Additional resources, including a listing of governmental agencies and non-governmental organizations, are provided to assist you in researching and creating your projects.

### *Governmental*

National Endowment for the Arts / [www.Arts.gov](http://www.Arts.gov)

The National Endowment for the Arts is a public agency dedicated to supporting excellence in the arts, both new and established; bringing the arts to all Americans; and providing leadership in arts education. Established by Congress in 1965 as an independent agency of the federal government, the Endowment is the nation’s largest annual funder of the arts, bringing great art to all 50 states, including rural areas, inner cities, and military bases.

Smithsonian Institution | [www.SI.edu](http://www.SI.edu)

The Smithsonian Institution is the world’s largest museum complex and research organization composed of 19 museums, nine research centers, and the National Zoo in Washington, D.C. Check to see if the Smithsonian is in your neighborhood. Through Smithsonian Affiliations, the Smithsonian shares the splendors and the work of its programs across the country. You can access more information at [www.Affiliations.SI.edu](http://www.Affiliations.SI.edu).

### *Non-Governmental*

Council for Art Education, Inc | [www.ACMINet.org](http://www.ACMINet.org)

The Council for Art Education, Inc. was created by The Art and Creative Materials Institute, Inc. to administer the national Youth Art Month program and to encourage funding for the program.

John F. Kennedy Center for the Performing Arts/Partners in Education

[www.Kennedy-Center.org/Education/Partners](http://www.Kennedy-Center.org/Education/Partners)

The John F. Kennedy Center for Performing Arts Education Department through its Partnerships in Education Program provides a free, valuable online recourse for education directors, arts presenters, teachers and other arts educators. The Touring Programs and Resources site provides a listing of

resources, some of which are free of charge that include professional development workshops for teachers, seminars for artist development, classroom materials for teachers and students, workshops for parents and community members, and much more.

National Association of Women Artists | [www.NAWANet.org](http://www.NAWANet.org)

The National Association of Women Artists was founded in 1889. It is the oldest professional women's fine art organization in the United States. It provides a forum for women artists to share ideas and to exhibit their work. Through its exhibitions, programs, events, educational programs, and archives, NAWA fosters awareness of the monumental contribution of women to the history of American art. The organization is inclusive and serves professional women artists of all backgrounds and traditions.

The National League of American Pen Women | [www.AmericanPenWomen.org](http://www.AmericanPenWomen.org)

The National League of American Pen Women is the oldest arts organization for women in the United States with 135 branches throughout the country. It is a community of professional artists, writers, poets, composers, and arrangers who believe in the power of words, art, and music to illuminate the human experience, fire the imagination, and nourish the soul.

National Museum of Women in the Arts | [www.NMWA.org](http://www.NMWA.org)

The National Museum of Women in the Arts brings recognition to the achievements of women artists of all periods and nationalities by exhibiting, preserving, acquiring, and researching art by women, and by educating the public concerning their achievements. NMWA conducts education programs, maintains a library and research center, and supports a network of national and international chapters.

## **AWARDS, CONTESTS, AND GRANTS**

### *GFWC Club Awards*

A \$50 award will be given annually to one club in the nation to recognize creativity in implementing an effective **Arts Community Service Collaboration Program**. The award is based on narrative reports. State chairmen should forward the winning state entries to the national GFWC Arts Community Service Program Collaboration Chairmen by March 15 of each year.

A \$50 award will be given annually to one club in the nation to recognize creativity in implementing an effective **Arts Community Service Partnership Program**. The award is based on narrative reports. State chairmen should forward the winning state entries to the national GFWC Arts Community Service Program Partnership Chairmen by March 15 of each year.

### *GFWC State Awards*

GFWC awards will be presented annually to one state federation in each GFWC membership category to recognize outstanding achievement in both the **Arts Community Service Collaboration Program** and the **Arts Community Service Partnership Program**. Award presentations will be made annually in honor of junior and general membership participation at the GFWC Annual International Convention.

### **American Mural Project**

The American Mural Project will present an award to one state federation in each membership category to recognize achievements in a) fundraising, and b) donating watches in support of the American Mural Project. These awards are presented at the end of the 2010-2012 Administration at the GFWC Annual International Convention (June 2012).

### *Contests*

Please see the Contests section of the *GFWC Club Manual*.

### *Grants*

There are no grants in the GFWC Arts Community Service Program area currently offered through GFWC at this time. Please subscribe to GFWC's *News & Notes* at [www.GFWC.org](http://www.GFWC.org) to receive updated information regarding grants and other member benefits.