



the arts empowerment project

**ANNUAL** *Shine* **FUNDRAISER**

**IGNITING CREATIVITY FOR BRIGHTER FUTURES!**

---

**THE MINT MUSEUM UPTOWN, CHARLOTTE, NC**

October 16, 2024 – 6:00 PM





Watch Here

### TAEP Video

Meet Ericka and Javontre, former youth participants of The Arts Empowerment Project.

Javontre has since become a professional dancer and Ericka has pursued a career in social work.



Dear Friends,

On July 22, 2014, I welcomed our first class and was delighted to witness a room filled with young people eager to learn culinary skills and even more excited to savor the meal their new talents made possible. I was inspired as I watched these young people from various backgrounds and life circumstances ask questions, explore new ideas, and get lost in the joy of new experiences. Ten years later, my inspiration remains as strong as it was on that first day of The Arts Empowerment's (TAEP) youth programming. Thanks to your dedication and continued support, we have not only replicated these moments but also expanded our core programs, **offering over 3,000 children new opportunities since 2014.**

### Mission

To break the cycles of violence and trauma through arts opportunities that ignite change in vulnerable youth.

### Vision

A community that gives every child arts experiences that broaden horizons, foster resilience and build essential life skills.

On October 16, 2024, we will host our annual SHINE fundraising event, marking a significant milestone in our journey—**10 years of youth programming.** We have ambitious goals that we cannot achieve without your financial support. We **aim to raise at least \$150,000** to continue offering transformational arts and life skill experiences in an accessible, safe, and inspiring environment. These programs explore critical lessons around social-emotional learning and conflict resolution, shaping brighter futures for our youth.

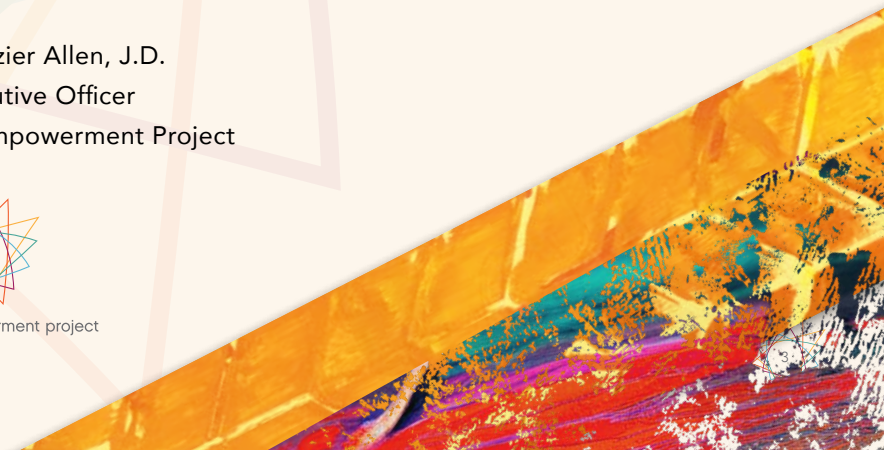
We invite you to attend our SHINE Fundraiser and walk alongside us with a financial commitment that will make a meaningful impact, allowing TAEP to create lasting change and build a brighter future, one child at a time.

With the Deepest Gratitude,

Natalie Frazier Allen, J.D.  
Chief Executive Officer  
The Arts Empowerment Project



the arts empowerment project



# About Us

## What We Do

The Arts Empowerment Project provides high-quality arts programming, enrichment experiences, and social emotional development for children in need of access to light, hope, equity, and opportunity, which together offer paths to resilience.

Our programs combine meaningful and high-quality art instruction with development of life-skills such as communication, self-esteem, decision making, personal branding, leadership, goal setting, visual literacy, and exploration of social and racial justice and activism through art, and positive self-expression.

## Why It Matters

National studies show that participation in the arts and positive pro-social activities contribute to great academic achievement and can mitigate the effects of childhood trauma, transforming lives.

An independent study of TAEP's pilot program by the **UNC-Charlotte School of Social Work** reported that our students formed career and educational goals, developed positive peer interactions, grew more engaged in their community, accessed new opportunities and experiences, gained new life skills, discovered healthy emotional outlets and became more confident.

3x



Students with access to the arts in high school are **three times** more likely to earn a bachelor's degree than students without arts experience (17% vs. 5%)

4x



Students with weekly exposure to the arts are **four times** more likely to be recognized in school for academic achievement.

5x



Students with little or no arts education are **five times** more likely to drop out of high school than students with high arts involvement.

# The Arts Empowerment Project

The Arts Empowerment Project has been dedicated to breaking the cycles of violence and trauma through arts opportunities for our community's most vulnerable youth since our founding. Through innovative and strategic collaborations with the District Court and a diverse array of partners and community members, we remain ever vigilant in our determination to provide programs that foster resilience and provide outlets and new opportunities for those at risk of social injustice in our community.

The curricula for our seminars combines meaningful and high-quality art instruction with development of life-skills such as communication, self-esteem, decision making, personal branding, leadership, goal setting, visual literacy, and exploration of social and racial justice and activism through art, and positive self-expression.

While violence is a learned behavior, it can be unlearned, addressed, and prevented. We are using the arts as a vehicle to break the cycles of violence and trauma through arts opportunities that ignite change in vulnerable youth.

## Our Demographic

We serve students in **K-12 grade** in the Charlotte area.

## Our Flagship Programs



Arts Access



Culinary Camp



Encounters



Free Arts



HeART Packs



Promoting Peace + Justice

# Promoting Peace + Justice

Our Promoting Peace + Justice Program workshops bring teens who are at-risk and court-involved together with members of local law enforcement to help break down stereotypes and explore implicit bias and social justice issues through collaborative art. It's a safe space for officers and teens to engage in honest discussions about community and racially motivated violence, social justice issues, and other challenging topics. A mobile mural is jointly created by class participants.

SINCE ITS INCEPTION

Over 325 teens + 100 members of law enforcement have attended our class sessions.



# Encounters Life Skills Seminar

Our classes consist of a series of teen-centered classes combining meaningful and high-quality art instruction with development of life skills such as communication, self-efficacy, decision-making, personal branding, leadership, goal setting, and exploration of activism through art, and positive self-expression. We engage students through art-making, connections to their community, and facilitated discussion with educators, guest artists and motivational presenters.

In partnership with its collaborating partners, including CMS, The District Court, Niner University Elementary, Safe Alliance, TYM Inc., YFS, and the YWCA, TAEP engaged over 750 students in 2023.

# Free Arts

The Arts Empowerment Project's Free Arts program brings arts experiences to underserved youth enrolled in after-school programs at the Youth Learning Center at the YWCA of the Central Carolinas and Niner Elementary School. Visiting artists, funded by TAEP, and volunteers work with students to explore character development, social and emotional learning, and literacy through the arts.

# Culinary Camp

Our Culinary Camp teaches teens cooking skills and nutrition, including menu planning, dining etiquette, and shopping for nutritious, affordable groceries. Students explore culinary career tracks with chefs from Central Piedmont Community College and Johnson & Wales University. A graduation ceremony and a student-prepared dinner for their special guests are highlights.

# Why Sponsor?

## Social Commitment

This fundraiser supports TAEP's commitment to serving youth who are neglected, abused or at-risk. Your support demonstrates similar dedication to immediate community needs and aligns you with comparable values.

## Brand Association

A partnership with The Arts Empowerment Project positions your organization as a force for positive change in Charlotte. You can deepen your existing relationships and broaden your reach by supporting projects that build social capital, equity and justice by increasing resilience and promoting healthy and productive lives for our community's children.

## Philanthropic Partnership

TAEP's work is highly recognized and frequently featured in a variety of media outlets. Affiliating your company with TAEP reinforces your position as a leader in Charlotte working toward a day when all the children have the opportunity to find their voices, empower their spirits and embrace their selfhood as healthy and successful members of the community. Enhance your profile with our numerous and diverse stakeholders.



### I felt respected.

"I didn't expect how friendly everybody was. Most people you go to school with are really rude, but [everyone] was actually really nice and considerate. It was funny because they [the staff] were so funny. I felt respected by them."

### A much needed resource.

"The Arts Empowerment Project is a much-needed resources for some of the most vulnerable children and teens in our community." Judge Louis Trosch, Jr. North Carolina's 26th Judicial District"

### Meets a critical need.

"TAEP has consistently helped our students remain engaged and meets a critical need by removing barriers and inviting our students to make meaningful and accessible connections." DSS Independent Living Program Social Worker"

### So lucky.

"I usually do nothing [during the summer]. I was like, 'I go to culinary class,' and everyone was like, 'Oh my gosh, you're so lucky.' They don't have culinary arts at my school. That sort of opportunity is usually only for certain people unless you went to a really, really good school that has a lot of money."

# Our Youth

healing. empowerment.  
motivation.

## Marketing Outreach



### Experiential

Messaging you can touch, feel or view in a physical space.



### Collaborative

The process of sharing resources to increase leads, brand value and influence.



### Traditional

Traditional marketing activities typically involve advertising, publicity, sales, merchandising and distribution (typically does not include digital).



### Social + Interactive Media

Building awareness and promoting a brand or product using all available digital channels as well as platforms that bring people together for the exchange of information.



# SPONSORSHIP

We deliver value to sponsors by:



Offering opportunities for your company to connect with and market your goods or services to TAEP's numerous and diverse stakeholders.



Providing your company with ways to expand your brand's market and community reach while being a part of impactful work to address one of Charlotte's pressing needs.



Enhancing your profile as an engaged supporter of an initiative that promotes healing, empowerment, and life changing experiences that can alter the trajectory for our community's most at-risk youth.

-Thank you to our 2023 corporate and individual sponsors to whom we are especially grateful.



We invite you to join these prestigious organizations and allow us to customize our sponsorship offerings to meet your brand's marketing and philanthropic objectives. The following opportunities will give your business recognition across multiple industries and events. Additionally, your company's name, logo and link will be included for one full year (beginning October 2024) on all of TAEP's various communication channels and media.

Value	\$20K	\$15K	\$10K	\$5K	\$1K
Impact Statement	Provides a full year of in-person Encounters classes for 20 students	Allows 20 students to attend free arts for a year	Provides one year of Free Arts Classes for 25 students	Covers all expenses for Summer Culinary Camp	Provides 20 HeART Packs
Complimentary Tickets	8	6	4	2	-
Name & logo on website sponsorship area	✓	✓	✓	✓	✓
Company name featured in TAEP publications including annual newsletter and programming brochure	✓	✓	✓	✓	✓
Social Media thank you posts featuring the company name and logo on all TAEP social media platforms	✓	✓	✓	✓	✓
Verbal acknowledgment at the event	✓	✓	✓	✓	✓
Individualized thank you post on TAEP social media platforms	✓	✓	✓	✓	
Opportunities with TAEP programs	✓	✓	✓	✓	
Logo on the event donation page	✓	✓	✓	✓	
Company name is listed on the auction website	✓	✓	✓	✓	
Complimentary tickets to annual fundraising event	✓	✓	✓	✓	
Ongoing staff volunteer opportunities	✓	✓	✓		
Class scholarship named after the organization	✓	✓	✓		
One-minute company overview video posted on all social media channels	✓	✓			
The naming of art class	✓	✓			
HeArt packs sponsored branding	✓	✓			
Listed as Lead Sponsor in the press release and all media communications	✓				
Opportunity to be included in event name	✓				
Event signage	✓				

In-Kind items such as auction items and services are welcomed  
 Contact [Natalie@theartsempowermentproject.org](mailto:Natalie@theartsempowermentproject.org) for more information

# Sponsorship Commitment Form

Please fill out the following form to confirm your chosen sponsorship level.

Completed forms can be returned to:

[Natalie@theartsempowermentproject.org](mailto:Natalie@theartsempowermentproject.org)

Please don't hesitate to contact us with any questions.

Company Name:

Contact Person's Name:

Company Email:

Contact Phone Number:

Address:

City/State/Zip Code:

## Corporate and Individual Sponsorship Opportunities

\$20,000	\$15,000	\$10,000	\$5,000	\$1,000
Visionary Event Sponsor	New Horizons Sponsor	Silver Star Sponsor	Luminary Sponsor	Brilliant Sponsor

## Payment Information

Please send me an invoice.

I am mailing a check made payable to The Arts Empowerment Project to the mailing address:

15105-D John J. Delaney Drive

Charlotte, NC 28277

Donate via TAEP website here: <https://tinyurl.com/taepnc>

or scan this code below to give:



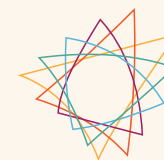
the arts empowerment project

Once we receive your completed sponsorship form, TAEP staff will contact you to discuss event arrangement, sponsorship benefits, and recognition.

Please send your high-resolution color and black-and-white logos to:

[Natalie@theartsempowermentproject.org](mailto:Natalie@theartsempowermentproject.org)

All materials will be sent for your approval before going to print. TAEP is a 501(c)(3) organization and all donations to TAEP are tax-deductible to the extent provided by law."



the arts empowerment project

[www.theartsempowermentproject.org](http://www.theartsempowermentproject.org)



Funding provided, in part, by the Infusion Fund and its generous donors, and the North Carolina Arts Council. Funding also provided, in part, by a grant from South Arts in partnership with the National Endowment For The Arts.