

The Firehouse Community Arts Center Sparks Campaign

Sparking New Flames One Kid at a Time

WHY LAWDALE? WHY NOW? > *It's time to spark a change.*

What happens when students get a chance to shine?

- They develop more confidence, empowerment and self-control.
- They begin to LOVE learning. An educated child becomes an educated adult.
- They break free from a generational cycle of poverty of mind, body and spirit.
- The Creative Arts provide an alternative outlet for personal and unique expression.
- They carry a positive attitude home into the community... *passing it on!*

What happens if students don't get a chance?

- They don't see the value in learning and education and drop out. **Over 67% of Lawndale residents currently drop out of high school and only 6% have bachelor's degrees.**
- Lack of education means lower wages, economic instability and shorter life expectancy. **Current median income is \$18,342. The poverty rate is now 42%.**
- Kids without options are more susceptible to gang activity and/or street violence.

THE FIREHOUSE MISSION IS SIMPLE: **Engage > Equip > Empower >**

Engage youth and young adults living in Lawndale through the arts, enabling them to reach their full potential.

Equip youth with marketable skills, building confidence and success through participation in the arts and creating lasting change in their lives.

Empower our youth to have the voice, confidence and skills to be agents of change within their community.

WHAT IS OUR BIGGEST CHALLENGE? > **Our reach is limited!**

There are 15,449 kids under 18 in Lawndale. Currently, we can only reach 130 of them.

OUR GOAL IS ACHIEVABLE!

- In the fall of 2012, we will be able to accommodate **over 200 kids every day** in a bold attempt to extend our reach and impact.
- The majority of our students lack access to creative arts training, technology and performance arts. Local schools have cut arts education and extra-curricular programming. We will help fill in these vital gaps.
- When we move into the Firehouse, it will become the one and ONLY concentrated Arts Center in Lawndale. The youth in the west side of Chicago have a critical need for our facility.
- Several Firehouse programs are designed to be self-sustaining, helping propel our mission forward from year to year.
- We will host classes and various community events, so the Firehouse becomes an iconic destination within the community!

THE BIG QUESTION... > **Can we count on your SPARK?**

- We are at full capacity with our current programming outreach, but with your gift, you can help us open the doors of the Firehouse and expand our capacity. We are in search of committed Ambassadors... **like you**. New Ambassadors will help us add \$100,000 toward our capital campaign goal of \$350,000 by August 27th.
- On Saturday, August 27th, we hope to have reached our goal so we can share the good news with the students and the community at our Sparksfest11 celebration.
- So how can you help? The math is easy:
 1. We need 300 people to each give \$333.00 OR
 2. We need 200 people to each give \$500.00 OR
 3. We need 100 people to each give \$1000.00

