

Heart of Chaos Sponsorship Program

Heart of Chaos is offering you the opportunity to support local art. Best of all it won't cost you a thing, in fact you can even make some money! We are asking everyone to help us obtain sponsorships through item and monetary donations as well as corporate sponsorships to fund our presence at this year's Let the Children Play Music Festival on September 27th (See <http://www.globalfusionmusic.com> for more info). We plan to have a booth at the event as well as 3 mural projects (see page 4 for details).

Benefit to you: You will receive 20% of all Monetary Donations you collect

Benefit to community: You will be helping us keep bringing local artist exhibits to the community and inspire young artists through our Heart of Kids (<http://www.heartofchaos.net/heartofkids.html>) and Community Outreach Task Force (<http://www.heartofchaos.net/taskforce.html>).

What To Do:

- Deliver sponsorship letter (see page 5 & 6 also available online at http://www.heartofchaos.net/Children%20Play%20Sponsor_full.pdf) by email, fax or in person to as many businesses/individuals as you can.
- Ask family and friends to make monetary donations
- Tell people about Heart of Chaos and what we are doing for the community, see overview on page 3 of this document.
- Direct people to our websites for more information (<http://www.heartofchaos.net> or <http://www.catalystforyouth.org>)
- Let businesses know we will list them as sponsors on both websites for 1 year after donation is received including a link to their website.
- All donations are 100% tax deductible
- Log all collections on log form, page 2 (Be sure to include email addresses so we can send tax deduction letters)
- **Turn in collected donations by: September 5, 2008**

Check Payments: Checks should be made out to Catalyst for Youth (*Important: Please ask that your name be indicated on check memos so you get credit*)

Where to mail checks: Catalyst for Youth, C/O Joanne Hobbs, HOC Sponsorship Program
1724 Alberta Avenue, San Jose, CA 95125.

Donated Item Pick Up: For item pick up coordination please contact Jen Sluga at jen@heartofchaos.net or 408-661-0364. If pick up will be directly from a company or individual, please supply contact name and phone number and if a truck will be needed for pick up.

Delivery of monetary donations:

- Mail your collections to Catalyst for Youth, C/O Joanne Hobbs, 1724 Alberta Avenue, San Jose, CA 95125, please include a printed log of collections (see page 2)
- Or Contact Jen Sluga jen@heartofchaos.net or 408-661-0364 to make arrangements for pick up.

Questions? Contact Jen Sluga jen@heartofchaos.net or 408-661-0364

Catalyst for Youth/Heart of Chaos Overview

Overview

Catalyst for Youth is a public charity and educational non-profit that provides non-traditional support, resources and opportunities for at risk youth and young adults. Catalyst Youth Growing Businesses is an "incubator" initiative whereby youth-created and led individual businesses, programs and projects receive support and technical assistance to develop into independent nonprofit and for-profit small and medium-sized enterprises. This initiative is part of Catalyst's broader work on supporting individual innovation and entrepreneurship in young adults.

Catalyst seeks funds for capacity building of its incubator initiative and to develop knowledge resources for incubator-grown business managers and address the financial constraints faced by entrepreneurs and new businesses. Its special emphasis on the need of under recognized and underserved teens and young adults to develop their creative voice and share it with the community is aligned with research on building community and connection with marginalized and alienated youth.

Juvenile Hall Programs

Catalyst for Youth's weekly juvenile hall programs in both Santa Clara and San Benito counties provide inspiration to incarcerated youth through art, fashion design and horticulture programs. Volunteer teachers motivate at risk youth by fueling their creativity giving them a sense of pride in themselves. Upon release the youth are provided with mentorship and opportunities to grow and thrive as contributing members of their communities.

InsideOut Newsletter

This monthly publication which is posted on the Santa Clara County Probation website and is sent online to every one in the department and printed for distribution to parents and interested parties who have youth detained in the facility is created by Catalyst for Youth Executive Director Joanne Hobbs. Her intention is to educate the public about "what's working in Juvenile Hall" using the powerful "Appreciative Inquiry" (AI) method of organizational change and personal stories of inspiration, success and transformation.

Heart of Chaos

Heart of Chaos, a program of Catalyst's incubator initiative, is a volunteer run and bay area based artisan collective that caters to emerging and established local artists. Heart of Chaos provides a presence in the community for emerging, under recognized artists through marketing services, group and solo exhibits, special events and an online artist community. Heart of Chaos has successfully put on over a dozen exhibits and special events since January 2007 including San Jose's 1st and 2nd Annual Chalk Art Festivals. Membership is free and open to artists of all mediums and experience levels. Heart of Chaos also caters to at risk youth through a Community Outreach Task force, part of Catalyst for Youth's Juvenile Hall program.

Community Outreach Task Force

The Community Outreach Task Force was created by emerging artists and Heart of Chaos Co-Directors Anabella Pinon and Miguel Machuca. By partnering with groups and teachers in the bay area the program benefits the community at large through mentorship of at risk youth. Volunteer artists teach weekly art classes in three living units of Santa Clara County's Juvenile Hall which provides mentorship, inspiration and encouragement to incarcerated youth while building a foundation for the youth to build upon after they are released. The program provides 45 units of service a week.

Heart of Kids

Heart of Kids, founded by 9-year-old emerging artist Anthony Mingus, is a branch of Heart of Chaos geared toward youth ages 4-15. Heart of Kids provides young artists with mentorship through art and public venues for them to showcase their talent. Inspiration from Heart of Chaos artists fuels creativity providing a creative outlet and focus for the young emerging artists.

More Information

For more information about Catalyst for Youth and Heart of Chaos, please contact Jen Sluga at jen@catalystforyouth.org or 408-661-0364. You can also visit our websites at <http://www.catalystforyouth.org> or <http://www.heartofchaos.net>.

Heart of Chaos Sponsorship Program
Heart of Chaos/Catalyst for Youth
1724 Alberta Avenue, San Jose, CA 95125
More Info: jen@catalystforyouth.org or jen@heartofchaos.net
By Phone at: 408-661-0364

Catalyst for Youth/Heart of Chaos Plan for Let the Children Play

Planned Activities

Children's Area

Collaborative Community Mural – Heart of Chaos (2) artists will invite community children to create a collaborative mural with provided brushes, paint and 8x4' masonite board

Let the Children Play Mural – Heart of Kids (4) artists (ages 4-15) will create a 8x4' mural themed Let the Children Play with assistance from Heart of Chaos (2) artists

Feed the Children Mural – Heart of Chaos (4) artists will create a 8x4' mural themed Feed the Children

Live Music – KSJS dj's will provide live music and public service announcements on air prior to LTCP asking for 50 volunteers

Custom Portraiture – Heart of Chaos (2) artists will be creating custom postcard drawings/painting of community members upon request for a nominal fee

Catalyst for Youth Booth

Live Painting – Heart of Chaos (2) artists painting live

Live Painting Raffle – \$10 donation for to be entered in a raffle to win choice of one of at least two live paintings created by Heart of Chaos artists

Catalyst Representatives – (4) Catalyst/Heart of Chaos Representatives to staff the Catalyst booth and tour the LTCP event for promoting



a non-profit public charity and educational corporation

EIN: 22-3863184

If the fires that innately burn inside youths are not intentionally and lovingly added to the hearth of community, they will burn down the structures of culture, just to feel the warmth.

—Michael Meade, *Men and the Water of Life*

Dear Potential Catalyst Supporter:

Catalyst for Youth is an all-volunteer public charity and educational nonprofit that provides support for at risk youth and young adults. Catalyst's "incubator" initiative helps youth-created and -led programs and projects develop into independent businesses.

Heart of Chaos (HOC), a program of Catalyst's incubator initiative, is a volunteer-run artisan collective that supports emerging and established artists through art exhibits, special events and online presence. Heart of Kids (HOK), the young artist branch of HOC geared toward 4-15 year olds, provides creative outlets and mentorship from HOC artists as well as exhibit venues to showcase their talent. See www.heartofchaos.net for more information.

The HOC Community Outreach Task Force teaches art classes in Santa Clara County's Juvenile Hall providing 45 units of service a week and approximately 2250 units a year. In addition to the art classes, Catalyst for Youth runs a horticulture therapy (800 units of service) and a fashion design program (1,000 units of service) in Juvenile Hall. Executive Director Joanne Hobbs creates a monthly publication called *InsideOut* featuring the programs within this detention facility to inform and educate the larger community.

In September Catalyst for Youth will be at Let the Children Play Music Festival (www.globalfusionmusic.com), a free event that focuses on music and art while supporting children nationwide. This opportunity will give Catalyst a wide exposure essential to the growth of its programs. HOC and HOK artists will be painting murals onsite and children attending the event will be encouraged to take part in these creations.

We are looking for sponsors and all monetary and/or supply donations are 100% tax deductible. What's more, we'll put your company logo and contact information on our website for one year to show our appreciation. Our supply wish list is attached. If you prefer to make a cash donation please make your check out to Catalyst for Youth and mail to us at the letterhead address.

Thank you for supporting local artists and at risk youth. Should you have any questions please feel free to contact me at 408-661-0364 or jen@catalystforyouth.org.

Sincerely,

Jenifer Sluga
Director of Development

Heart of Chaos/Catalyst for Youth Wishlist for Let the Children Play

Material Needs

- 20 – Black Tshirts assorted sizes
- 10 – White Tshirts assorted 5 small 5 medium
- 6 – Cans of Green Fabric Paint
- 6 – Cans of White Fabric Paint
- 3 – Masonite Boards 8' x 4'
- 9 – Quarts primary color water based paints (red, yellow, blue)
- 9 – Quarts secondary color water based paints (orange, green, purple)
- 3 – Quarts black water based paint
- 3 – Quarts white water based paint
- 1 – Two gallon bucket of paint primer
- 12 – Large size wooden handle paint brushes
- 12 – Medium size wooden handle paint brushes
- 12 – Small size wooden handle paint brushes
- 6 – Paint Roller Arms
- 6 – Paint Roller Covers
- 3 – Paint Roller Trays
- 2 – Bristel Paper Pads 9x12"
- 2 – Oil Pastel Cray Pas Extra File Expressionistic Sets
- 8 – 12x16" primed canvases
- 2 – 12 color acrylic paint sets
- 2 – Artist brush sets
- 2 – Easels
- 9 – Large Drop Cloths
- 1 – Roll of Raffle Tickets
- 2000 – Color Copied/Printed Catalyst for Youth Brochures (4/4 color)
- 2000 – Color Copied/Printed Heart of Chaos Brochures (4/4 color)
- 2000 – Color Copied Inside Out Newsletters (4/4 color)
- 2000 – Promotional Flyers for Event (4/0 color)
- 20 – Black Tshirts (assorted sizes) with Heart of Chaos logo screen printed in white
- 10 – White Tshirts (5 small & 5 medium) with Heart of Kids logo screen printed in green
- 1 – Heart of Chaos Vinyl Banner 8' Laminated (1/0 color)
- 1 – Heart of Kids Banner Vinyl 8' (4/0 color)
- 1 – Heart of Chaos Promotional Video
- Business Cards for 16 staff members (100 each)(4/0 color) or 1000 Generic Cards (4/0 color)

Catalyst for Youth Inc., 1274 Alberta Avenue, San Jose, CA 95125

www.catalystforyouth.org | jen@catalystforyouth.org

All Donations are 100% Tax Deductible