World Eye Cancer Hope

life and sight for every child

Art for Eyes

Create a bright future for children with eye cancer

Art for Eyes celebrates life and sight through art while raising awareness of retinoblastoma and the challenges facing children affected by blindness or low vision. Children are invited to join a fun Art Day to create works of art. Their art can later be displayed to the public to raise awareness, and auctioned to raise funds.

Any child can participate in an Art Day, but we particularly encourage organizers to engage children affected by eye cancer and other causes of childhood blindness. *Affected children* may be patients, siblings, cousins or friends of a diagnosed child.

Art for Eyes events have been held in the UK, USA, Canada, China, Germany, India, Kenya, Malawi, the Philippines, Singapore, and Tanzania.

Be Creative and Have Fun

You can host all three elements of Art for Eyes (art day, gallery and auction), or simply have fun with a creative Art Day.

We encourage organizers to theme events and create innovative opportunities such as inviting sighted participants to create art while blindfolded or wearing simulation specs that mimic visual impairment.

The following guide will help you plan your Art for Eyes Art Day. We hope you will have a wonderfully creative time painting, crafting and colouring the world with hope for children with eye cancer across the country and around the world.

Your Participants

Any child can participate in an Art Day. We particularly encourage hosts to engage children affected by retinoblastoma, other cancers and vision loss. *Affected children* may be patients, brothers, sisters, cousins, friends or supporters of a child diagnosed with one of these pernicious conditions.

Supplies you will need

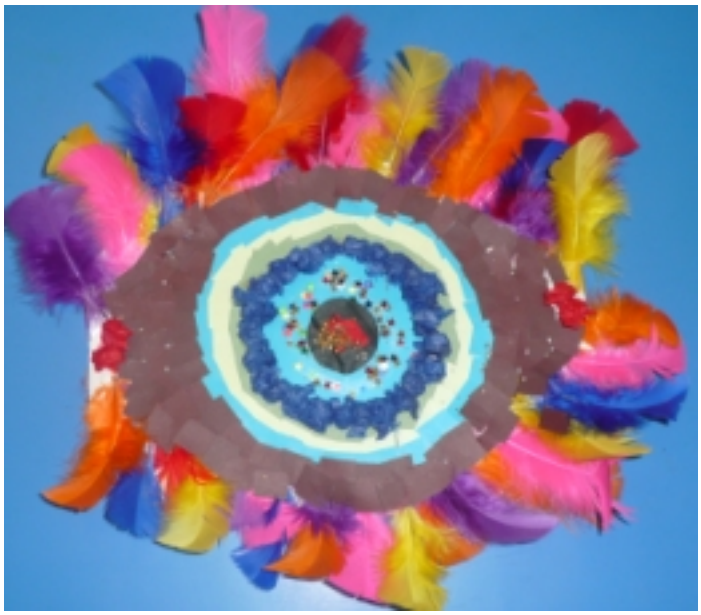
The following list of materials will be sufficient for an event involving 40 child artists. If you wish to host more than 40 children, we recommend holding both a morning and afternoon art session. The maximum number of guests you can sign up will depend on the venue size and ratio of volunteers to child participants.

- 40 paint brushes.
- 80 11x14 flat board canvas (flat board reduces online auction shipping costs).
- Acrylic paint: 2 litres each of yellow, blue, red, black and white (we can provide a mixing chart after you have registered your event).
- 10 six-cup egg cartons or 60 small plastic cups to mix paint.
- 10 yogurt pots or containers for water to wash paint colour from brushes.
- Fixing gloss
- 40 protective overalls

Add resources for any other art / craft activities you wish to provide on the day.

If you wish to offer refreshments, you can either buy these or request donations from local companies. Keep refreshment points entirely separate from the art activities.

Use the template in this Fundraiser Pack to create a compelling letter requesting donations of art supplies and refreshments from local companies.



Date of Event

We encourage you to host an Art Day or Art for Eyes Gallery during World Retinoblastoma Week, which runs for seven days from the second Sunday in May each year. Weekend events are likely to engage more families. Some Art Days have been successfully created as mother's day events, specifically targeting awareness mothers and grandmothers.

Location ideas

You will need an appropriately sized facility for you target number of guests (adults and children). When looking at possible venues, consider the following:

- Ventilation.
- Space and light (remember that children with limited vision will require good lighting with shade from natural bright sunlight).
- Availability of tables and chairs.
- Hand washing facilities and rest rooms.
- Ease of access by car and public transport.
- Rules on serving self-catered refreshments.

Possible venue options include:

- Hospital activity room
- Church or community hall
- School cafeteria or classrooms
- Any other well-ventilated, well-lit room with tables and chairs

Invitations and Promotion

Let people know as soon as possible that you are organizing this event. Send "save the date" notes early. Follow up with invitations by email, telephone, social media, website, leaflets, posters etc.

Depending on whom you wish to attend the Art Day, send your invitations to:

- Patient families
- Child life departments
- Children's cancer clinics
- Retinoblastoma clinic / eye clinic
- Medical staff caring for children with Rb
- Childhood cancer family support groups
- Church kids group / school
- Your family & friends
- Local community

Ask if you can place a poster in places families will visit, such as the waiting room, chemotherapy treatment room or oncology floor lounge. Ask hospitals and medical staff to let patient families know the event is happening, especially parents with poor sight who will not see the poster. Use Facebook and twitter to promote your event.

Volunteers

The number of volunteers you need on the day will depend on the number of children you expect to host. The number of children you expect will depend on the venue and how easily you can recruit volunteers. Potential volunteers include:

- Artists
- Child life specialists
- Art teachers / instructors
- Students (especially art students and early years education students)

Remember to fully brief your volunteers so they know what to expect and understand their assigned roles, and can support you well on the day of the event.

Engaging the Media

Art for Eyes is a great way of raising awareness about childhood eye cancer, particularly the early signs and global aspects of retinoblastoma care. Use the Media Toolkit in this Fundraising Pack to help you spread the word.

Raising Funds

There are a number of ways to raise funds through Art for Eyes activities.

You can invite free participation in the Art Day and raise funds later by hosting a **Gallery** (small entry fee) and / or **Auction** in your community.

Alternatively, you can hold a **stand-alone Art Day**, charging a small entry fee or Canvas Fee. Boost income by running a raffle, silent auction or Daisy Bake during the Art Day. Invite businesses and artisans to sell their products and charge a table fee. This provides a focus for parents while children are creating their own art work.

Art for Eyes Gallery

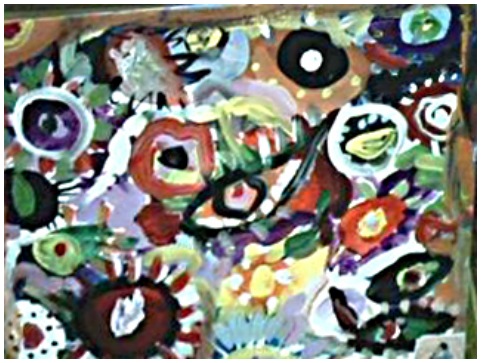
Works of art produced during Art Day can be displayed to the public to raise awareness of retinoblastoma. Alongside the art exhibit, you can provide a display about retinoblastoma, prominently position a poster in the entrance so it is seen by all visitors, or hand out fliers.

Venue: talk with any galleries or art schools in your community to find out whether they can help you organize a simple exhibition. If this is not possible, identify a local community hall you can use for a few hours one evening.

Duration: Depending on the venue options and volunteer hosts available to you, your exhibition may be several hours long, a full weekend or longer.

Promotion: As with your Art Day, use the Media Toolkit to help promote your gallery. Spread the world throughout your community. Engage some friends during the event to hand out fliers to passers-by to encourage their visit.

Entry Fee: Either charge a small fee for visitors or invite donations with a suggested minimum gift. To attract donations, you much have a compelling and clearly visible display about retinoblastoma and why you are fundraising to improve children's lives.



Art Competition

Raise more awareness of retinoblastoma in your local community with an art competition. Award 3 overall prizes, or prizes in age categories.

Invite a personality to be an independent judge or Invite guests to participate in a silent exit vote. To do this, you will need to number each exhibit and ask guests to write the number of their top choice on a ballot paper and place it in a box.

Art for Eyes Auction

You may choose to auction the art work, either at the same time as your Gallery, in combination with another event such as a dinner, an independent event or online.

Share Your Art For Eyes Art

We hope you have great fun creating with Art for Eyes. Please remember to take photos of the event and the artwork the children produce. We would love to share it with the world. Once you have registered your event, we will provide a consent form you can ask parents to complete and sign when they register on the day.