



# FLOWER CITY ARTS CENTER

Dear Friends,

It is fair to say nobody has escaped the consequences of this pandemic. Whether loneliness and disconnection has seeped into your life, or worry over your financial situation, health, or family well-being, the challenge to obtain some sense of normalcy weighs on all of us. Please know we are doing all we can to keep offering you and our community the creative outlet we all so desire and miss.

As your local Arts Center committed to bringing art to all people in Rochester, now more than ever, we know people are in need of a creative reboot, a balm for a weary heart, a means to reframe and recharge their spirit. Frontline workers in our area - whether they be health professionals, delivery drivers, factory workers, grocery cashiers, community service workers, displaced students, or anyone shut in - we all need art and your local Rochester community Arts Center.

As artists, we have experienced firsthand the power of art to heal, reconstruct, energize, and inspire us to a larger self. So out of gratitude to our local frontline workers, we want to not only offer discounted or free classes to thank them for their service, but also make available a variety of new outlets for them to express themselves through art.

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## DONATION FORM

My gift:     \$50     \$100     \$250  
                   \$500     \$1,000     Other \$\_\_\_\_\_

Or make my gift recur monthly at \$\_\_\_\_\_ *You can also donate at [rochesterarts.org/donate](http://rochesterarts.org/donate)*

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Check enclosed (made payable to FCAC)     Mastercard     Visa

Card # \_\_\_\_\_ Expiration date \_\_\_/\_\_\_ Verification code (last 3 digits on back) \_\_\_\_\_

Signature \_\_\_\_\_



## SCHOLARSHIP & TUITION ASSISTANCE FUND

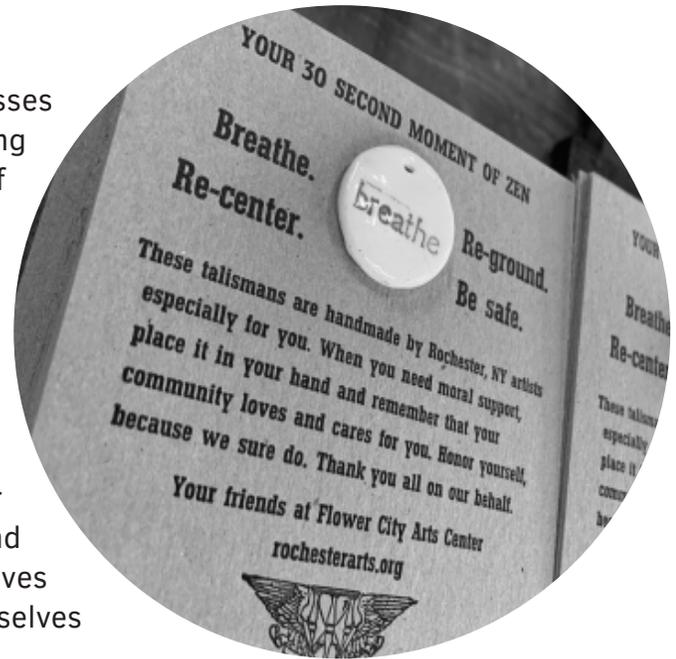
## BOOK ARTS - CERAMICS - PHOTOGRAPHY

### To do that, we need your help.

Our staff has quickly pivoted to online visual art classes for adults and youth. We are committed to offering our services to our community even in these times of limited resources and social distancing. Online, we are providing daily installments of educational videos for your stay-at-home experience on a variety of topics for artists, families, and children. Right now, free of charge - thanks to supporters like you - we are:

- **Making and distributing to frontline workers over 500 clay talismans**, to keep in a pocket or wear around their neck, as a means to take a 30 Second Zen Moment - a simple reminder that the community loves and cares for them, and to breathe and reground themselves whenever possible.
- **Assembling over 250 Art Kits** with 4-weeks of interactive, instructional projects and lessons in photography, ceramics, and book arts for Rochester City School District and East Irondequoit School District students in grades 3-6.
- **Working with 100 School of the Arts students** in grades 9-12 on a twice a week, 4-week project photography and writing project to produce a "Quarantine Journal," that will help students focus their days during social distancing in words and photographs, as well as on a 4-week art history project using drawing, painting, collage, photography, printmaking, and salt clay to produce works of art based on the Modern Art movements.

This Spring, please join us in supporting the frontline workers, displaced students, friends shut in at home, and others by offering the gift of art, the one true human response to the world that is authentic to each of us, and to them. Your donation in any amount will go a long way.



Thank you for making up our art community. Stay well and we hope to see you at Flower City Arts Center soon!



Ross P. Lanzafame  
Executive Director