



## Benefit for a Brighter Project 2010: School Mural Project - Update

### Concept

School teams, supported by an RCEF team, will design and create a mural banner at their school. Banners will be displayed at the Benefit for a Brighter Future event, Friday April 30, 2010, and mural mockup art will be framed and auctioned off as well. Banners will be donated to schools after the event.

### Theme

*What makes me want to go to school (what makes learning fun)*

- Pick from this list, 2 schools per topic
  - Outdoor Education      Selby Lane
  - Music                      Adelante              Garfield
  - PE                            Newcomer            Fair Oaks
  - Field Trips                Hawes
  - Art                            Clifford              Hoover              John Gill (The Arts)
  - Gardens                    Henry Ford           Roosevelt            Taft (with Outdoor Education)
  - Teachers                  North Star            Orion
  - Science & Technology   Roy Cloud            McKinley

### Project Teams

- RCEF team to facilitate each stage of project
  - Elizabeth Gomez, Art Director; Susie Peyton; Elaine Park
- Parent-Teacher team – one team per school
  - Select student teams and coordinate project
- Student teams of 12 – 20 – one team per school
  - Design and create mockups and banners
  - Can be all from one class or drawn from the whole school as decided by parent-teacher team

### Time Requirement (estimated)

The project involves two off-site workshops for parent-teacher teams and several school-site workshops to create the mockup artwork and mural banners.

Workshops	Team	Purpose	Hours	Dates
1 off-site meeting	Parent-Teacher and RCEF	Provide project overview, theme selection, mural kits and instructions	2	Jan 11 <sup>th</sup> 3:30 – 5:30 NSA Staff room
2 school-site workshops	Parent-Teacher and Student	Design and create mockup	4 (total)	Jan./ Feb. 2010
1 off-site workshop	Parent-Teacher and RCEF	Transfer mockup to vinyl canvas	2 – 3 hours	March 1 <sup>st</sup>
2 – 3 school-site workshops	Parent-Teacher and Student	Create mural on vinyl canvas	4 (total)	Mar./April 2010

### Materials Requirement

The RCEF will supply mural kits to schools at no cost. Kits will include everything needed to create one mural.

### Fundraising Opportunities

- RCEF: SMART grants and Music for Learning:
  - Original mockup artwork will be auctioned at Benefit for a Brighter future 2010
  - Mockup artwork will be digitized to create merchandize for sale at BBF and online via Café Press, Zazzle, or similar site.
- Schools
  - Digital images and rights to use images will be transferred to each school on May 28, 2010 for school use. Images can be used for school spirit wear or other merchandize.