



# UNDERSTANDING THE GROWING HOPE THROUGH ART PROGRAM

**The Paula Takacs Foundation for Sarcoma Research**, as one of the most prominent sarcoma foundations in the United States raising funds for research and public awareness, is expanding beyond the traditional fund raising models to amplify our message while bringing together ideas, action, and understanding through the universal language of art. We launched a unique and scalable business model called **Growing Hope Through Art (GHTA)**.

## How the Program Works

Through the philanthropic support of businesses, nonprofits, and individuals, the program commissions art installations in strategic locations that inspire and captivate, invite direct engagement, and promote enduring partner collaborations. Our process is simple:

- First secure the installation location, focusing on high traffic areas, in either indoor or outdoor areas with parameters that will focus the message with impact and relevancy.
- Then we select the artist and medium best suited for the project, in consideration of all program objectives, targeting stories that will amplify our mission goals.
- Philanthropic underwriters support the final outcome by funding art fabrication, site preparation, installation, then the fund raising is opened to the public.
- A customized landing page, accessed via a QR code at the installation, leads the visitor to powerful personal stories, as well as educational and support resources furthering our evergreen exposure and purpose.

## Our Impact

Funds raised by the Growing Hope Through Art program fund cutting-edge sarcoma research at globally recognized cancer centers known for exceptional patient care and pioneering clinical trials. Funds also support critical public awareness and education efforts that can save lives through earlier detection, diagnoses, and treatment.

## Future Program Installations

We are currently working to identify the next perfect locations, partners, underwriters, and artists to expand this program. Is your business in a high-traffic area perfect for an engaging community art piece? Are you an artist with a great story to tell and the right medium to convey it? Do you want to be a philanthropic partner and receive evergreen exposure from this innovative program?

**We want to hear from YOU!**



## ABOUT OUR FIRST INSTALLATION *SEASONS OF LIFE*



This inaugural installation was unveiled in June of 2024 and is on permanent display in a high traffic corridor that connects buildings 1 & 2 of the Levine Cancer Institute in Charlotte. The piece, entitled *Seasons of Life* was designed by artist Jake Pfeifer of Hot Glass Alley. It is a fused glass tree adorned with 127 hand-blown flowers. Its vibrant seasonal palette of blossoms narrates the artist's journey through sarcoma diagnosis, treatment, and survivorship.

Visitors can become fully immersed in the art piece through QR code signage as they learn about Jake's story, the very personal motivations of our passionate sponsors, underwriters, and donors, and connect to crucial sarcoma resources.

Generous corporations, nonprofits, and families who underwrote the *Seasons of Life* art installation collectively supported all undertakings to market and manage the project. Additional fundraising our mission have come through the very personal sponsoring of bark pieces and flowers that pay tribute to anyone who has been impacted by a cancer diagnosis, helping us tell the stories of hope that unite us all.