



March 26, 2017

FOR IMMEDIATE RELEASE

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HIGHLAND COMMUNITY FOUNDATION LAUNCHES "HIGHLAND HAS ART" PROJECT

This past week, with a post on its Facebook page, the Highland Community Foundation announced the launch of a new art-based project. The project, "Highland Has Art", is aimed at assisting and promoting the arts and art-related projects in the Town of Highland. As part of the new program the Foundation pledges a commitment of \$500, which they will look to supplement through a fundraising campaign of direct solicitation, future fundraising events and solicitation of online contributions.

"In the recent debate over the Town Theatre project, a couple of things were very apparent," said HCF President Lance Ryskamp. "First, there is an art community in our town, which needs to be showcased and supported. And second, many supporters of the Town Theatre project were very impressed at the enthusiasm of the Highland students who showed their support."

The program has three components: assistance through direct and matching financial grants; efforts to begin organization of a Highland Arts Council; and, promotion of the arts in general and specifically, of Highland art-related projects through social media and future development of a town-wide art calendar.

Ryskamp believes that there are some who feel the arts are not important or have no direct connection to their everyday lives. He believes beyond the obvious art forms, such as paintings and sculpture, art is so much more than that. "If you listen to music, whether it is an orchestra, a classic rock band or a country music solo artist, that's art," Ryskamp states. "If you read a book, whether it is by Ernest Hemingway, or a Stan Lee comic, that's art. If you cook or go out to eat just about any place beyond fast food, that's culinary art." Ryskamp also points out that the tradition term for a skilled worker, an artisan, has its origins in Latin as someone who "instructs in the arts". "Art, and its value, are important to all parts of our culture, from high society to blue collar," Ryskamp said. "Art is the soul of who we are. Highland has art and the Highland Community Foundation wants to support that in our community."

To make a donation to the Highland Community Foundation, mail your contribution to the Highland Community Foundation, P.O. Box 1783, Highland, IN 46322, or donate online through PayPal at <http://www.highlandcommunityfoundation.org/donate.html>.

Below is a brief outline of the "Highland Has Art" program

HIGHLAND HAS ART PROGRAM (#HighlandHasArt)

PURPOSE: To foster and support, through direct grants and other assistance, the arts in the Town of Highland. The term “the arts” is meant to be a broad-based inclusion of art in its many forms, including but not limited to, the following: painting, sculpture, music, theatre, writing, poetry, photography, dance, STEAM (Science, Technology, Engineering, Art, Math) and the culinary arts.

SUPPORT AVAILABLE: The Highland Community Foundation, under this program, is prepared to provide support for worthy projects by several possible means. These include the following:

- Direct monetary grants awarded through an application/ review process.
- Matching grants in conjunction with other funding sources that a specific applicant may use.
- Partnering with other nonprofit organizations, private school governing bodies or governmental agencies, including both the Civil and School Towns of Highland, for the purpose of applying for grants from local, state, federal and nonprofit sources.
- Development of a Highland Arts Council to bring together town art organizations and local artists of all kinds for the purpose of mutual support and raising the profile of the arts in Highland.
- Publicity of the benefits of the arts in general, as well as specific upcoming Highland art-related events, through use of social media, and future development of a Highland Arts Calendar.
- Any other assistance the Foundation Board of Directors deems acceptable to fulfill the purpose of this program.

FUNDING SOURCES: The Highland Community Foundation will commit \$500 immediately toward this project, and will launch a fundraising campaign, through direct solicitation, fundraising events, and solicitation of online contributions to supplement this initial pledge.

TYPES OF PROJECTS CONSIDERED: In reviewing possible projects to fund, the Foundation will consider the following factors:

- The project must be related to the arts, as defined in the Purpose portion above.
- Applicants can be an individual, school or town organization, or a nonprofit organization. For-profit businesses, unless the business is of the nature of providing lessons or some type of art training, will not be eligible for direct funding.
- Direct funding of grants will not include purchase of fundraising tickets or sponsorships to fundraising events.
- Applicants for direct financial grants will be required to submit a grant application, in the form proscribed by the Foundation, which will be reviewed, along with any additional information requested, by the Highland Community Foundation Board of Directors, who will have the final say on grant approval.
- Recipients of direct financial assistance will be required to provide whatever post-event follow-up information, as required by the Board of Directors, to verify usage of the funds.

PROGRAM TIMETABLE: Publicity of the program, along with outreach to art-related organizations, will begin immediately. Fundraising solicitation will be initiated within 30-45 days through direct and online solicitation and through any approved fundraising event(s). Public call for projects will begin at a time and for a duration to be determined, with approval of project(s) to be funded announced no later than the end of the year.

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