

## EDITORIAL

### The ART of FUNdraising

In this time when all non-profit organizations are struggling for funds, Gualala Arts is not alone. What separates Gualala Arts from the pack is that we have so much FUN in our efforts.

At a recent conference in SF it was stated that 80% of a board of directors' time should be dedicated to fundraising. We believe that we should be spending that percentage of our time on programming and having fun!

We are currently developing a plan that will enable us to do just that. We are taking our six major events: Art in the Redwoods, Festival of Trees, Garden Guild event, Whale & Jazz Festival, Summer Saturday Arts Festivals, and Studio Discovery Tour to see how we can make them more profitable. We are securing sponsors, looking at profit margins, marketing plans, artistic merit, volunteers' time, and community feedback to see how all of these FUNdraising events tie to our mission "to promote public interest and participation in the arts" in our community. So far the community has responded by making these events a huge success for 2007. Thank you!

We are also developing a "Legacy for the Arts" endowment campaign to ensure that we can provide our community a healthy environment for the arts for generations to come. We will continue our annual year-end letter campaign and to develop new Gualala Arts products to help you support the arts.

Ideas and suggestions are always welcome and we will continue our time honored tradition of bringing you, our family, the highest quality and most diverse programming possible! Above all we are a community arts organization serving our entire coast!

We could not do it without each and every one of you artists, volunteers, patrons, Board of Directors, sponsors, and members of Gualala Arts, donors, dedicated staff, and the support of our entire community.

Thank you again for making Gualala Arts a FUN, thriving non-profit arts organization in these struggling times for so many!

*David Sus Susalla, Executive Director*

#### Sketches Newsletter of Gualala Arts Center

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Thanks to **Ron Bolander** for the photo on page 7, to **Bill Ballaugh** for his photo on page 8, and to **Judy Kopamic** for the cover shot.



Sketches is printed on 100% recycled paper out of concern for the planet. Taking care of trees is a part of our job.

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### Saying Thanks to our Sponsors

You might have noticed during this past year that Gualala Arts events have been encouraged by more and more sponsors. The additional revenue gives us the opportunity to improve and expand our festivals, exhibits, workshops, and performance events.

As our thanks for their gifts we are listing sponsors on our website, in brochures and in ads and articles in magazines and newspapers. For major sponsors we include their logo to build a connection between their product recognition and the good they are doing for the arts.

Our first major sponsors, La Crema Winery and Lagunitas, will be featured at our future events. We are looking forward to additional businesses, foundations, and individual sponsors who will share our mission of promoting public interest and participation in the arts. Call David "Sus" Susalla at 884-1138 to make an appointment to discuss how you can be a part of our family of the arts.

### Wish List

- We need a volunteer to take publicity materials around to inns and outlets once a week.
- Could you donate a DVD player or maybe a VCR player?
- We still need a laptop computer for accounting.
- Don't forget to bring your recyclable art or supplies, household goods, and furnishings for the yard sale by October 25 to the arts center. Call 884-1138.

### Thank You!

Our thanks go to Nancy Spencer for her faithful two years of being Executive Assistant and gate-keeper at the front desk. We hate to see her go, but wish her many happy days with her grandson. Gualala Arts is now seeking someone to fill Spencer's position as Executive Assistant. If you are interested in the job, e-mail a letter of intent and resume to [Sus@GualalaArts.org](mailto:Sus@GualalaArts.org).

Behind the Gualala Hotel in downtown Gualala

**10 a.m. – 5 p.m.**

*Summer Saturday*

**art**

**fests**

May 26 ♦ July 7 ♦ October 6

Deadline for information in Sketches  
on events in November is  
**Friday, September 28.**