

ABCCharity

The World's Largest Art Project For Charity

Dear reader,

MEET THE CHILDREN BEHIND
THE FIRST EVER HUMAN ALPHABET.

Invitation to become a **REGISTERED
CHARITY** in the ABC Charity
fundraising web-shop



Kids Create

Kids from countries all around the world get together to create the first ever human alphabet - one letter per country, **500 KIDS** in each letter.



Photo Art

The letters are captured from an aerial view, creating limited edition photo art sold in ABC Charity **WEB-SHOP**.



Kids benefit

Local and global **CHARITIES** will benefit from the purchase of the letters - receiving a minimum of 90% of the funds from the web-shop sales.



Kids Create

ABC CHARITY EVENTS

In each country a photo is taken, kids are invited to the ABC Charity event - a day of fun, playfulness and creativity.

During the event the kids assemble to form the letter chosen for their country and the photographer takes the picture from an areal view.

Together with sponsors and local community ABC Charity offers the kids food, playgrounds, a tee-shirt and a medal to remember the day and that
"KIND IS THE NEW COOL!"



Photo Art

THE FIRST EVER HUMAN ALPHABET

The letters are sold as a **LIMITED EDITION** photo art in the ABC Charity web-shop. All letters are stamped and numbered and come with a certificate of authentication.

People and companies collect the letters so they can write their name or a word once the alphabet is complete.

Imagine children learning to spell their names with the ABC Charity letters and at the same time be inspired to make a difference.



Kids Benefit

REGISTERED CHARITIES

ABC Charity hand picks local and global charities that support children's wellbeing, creativity and education, enabling "KIDS HELPING KIDS"

BUYER'S CHOICE

When the buyer purchases a letter in the web-shop, they choose one of the current registered charities that they want to support.



*Invitation to become a
Registered Charity
with the following
benefits:*

- Fundraise to your cause by selling the ABC Charity letters
- Enjoy online exposure at www.abccharity.org
- Receive story telling content (film and images) for social media and other outlets to share and promote that you are a Registered Charity
- Mention in exhibitions, photo books and other printed material
- Ability to host an ABC Charity exhibitions event to raise funds to your cause, at your own cost
- Decorate the walls at your office with the letters at cost price
- Mention in press releases (national and international)

... and of course the delightful honor to be part of the world's largest art project for charity.



Fundraising Tool

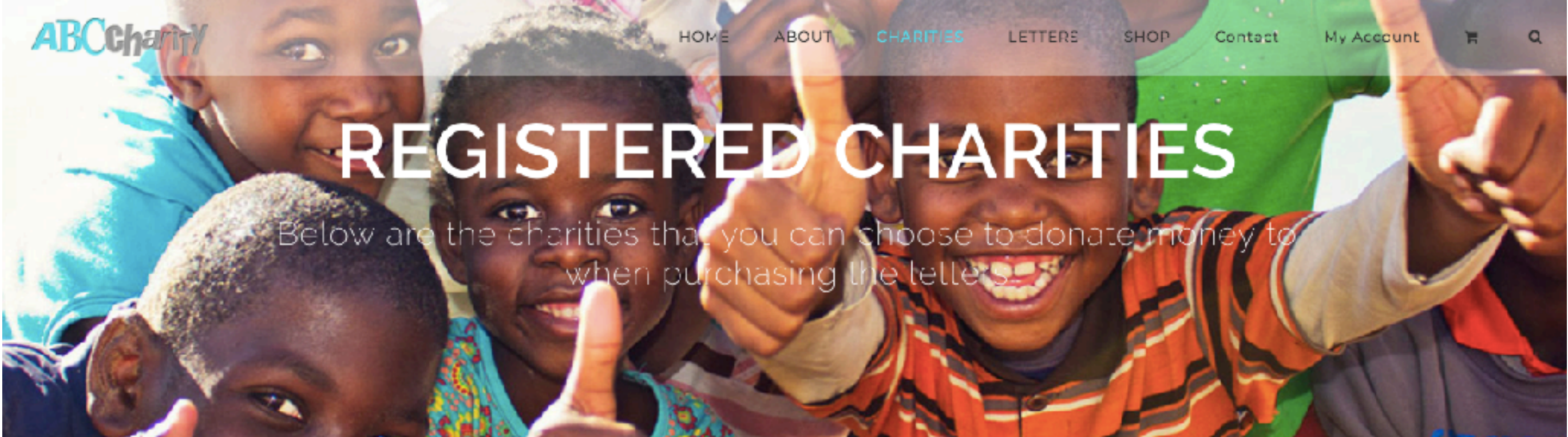
The ABC Charity web-shop enables you to sell the Letters to fundraise to your noble cause.

Exhibit, share and promote the letters focusing on the empowerment of kids, their possibility to become positive change-makers. Tools we will provide you with so you can share your partnership with ABC Charity:

- ✓ Event images
- ✓ Event videos
- ✓ Exhibition high res images for print out
- ✓ Tell your charity's story on our online platforms
- ✓ E-mail signature logo that says "We are supported by ABC Charity" with a clickable link to visit the web-shop:

We are supported by
ABCCharity.org
Click [here](#) and support us through art created by children














Website Exposure

The Registered Charity will get exposure on abccharity.org in the following sections:

- ✓ Blog where we tell the story about how your charity became part of ABC Charity
- ✓ Registered Charities - here we present your charity and noble cause with a link to your website
- ✓ Letter article from the event held in your country

 <p>MOT A warmer and safer society Norway</p> <p>LEARN MORE</p>	 <p>Stine Sofies Stiftelse Violence - A childhood without violence Norway</p> <p>LEARN MORE</p>	 <p>UNICEF Norway For every child Norway</p> <p>LEARN MORE</p>
 <p>Childhood Cancer Society Nordland Hope, Courage, Strength and Happiness Norway</p> <p>LEARN MORE</p>	 <p>Project Playground Get By It. Child By Child. South Africa</p> <p>LEARN MORE</p>	 <p>Love to Langa Giving Hope to Children South Africa</p> <p>LEARN MORE</p>
 <p>SOS Children's Villages Namibia A home, a mother for every child Namibia</p> <p>LEARN MORE</p>	 <p>Die Arche Milk, children's dream for life Germany</p> <p>LEARN MORE</p>	 <p>Stiftelsen Trygga Barnen Du är inte ensam Sweden</p> <p>LEARN MORE</p>

Storytelling Content

All pictures taken at the event are made available to the Registered Charity to be used in:

- ✓ Social media channels
- ✓ Press Releases
- ✓ Newsletters
- ✓ To be printed as photo art to showcase the charity's involvement

Pictures can only be used to highlight that you are a registered charity at ABC Charity. It is prohibited to use the pictures in campaigns or other types of media or advertising channels to promote your organisation.



Exhibitions

The Registered Charity will be mentioned in exhibitions around the world.

Once the first alphabet is complete we will start a global exhibition tour and a national school tours:

- ✓ **THE GLOBAL EXHIBITION TOUR** will take place in art galleries all over the world in the countries where we have produced a letter. Our aim is to start with the World EXPO 2020 in Dubai.
- ✓ **THE NATIONAL SCHOOL EXHIBITION TOUR** will travel from school to school city to city to inspire children how they can become positive change-makers and use their creativity to make a difference.



Be part of a global movement

Be part of the ABC Charity story as we create the largest art project for charity around the world. So far we have achieved the following:

- ✓ Created events for 3500+ children
- ✓ Raised 10.000 USD with our pre-webshop. The real fundraising will start once the alphabet is complete
- ✓ Published in over 100 newspapers plus featured on 10 cover stories
- ✓ Appeared on TV and radio several of times
- ✓ Received the support of Desmond Tutu, Henrik Lundqvist, Parmarth Niketan, Sivamani, Danny Saucedo and Anu Gerrwal



How to become a Registered Charity

Welcome to the ABC Charity story and world of opportunities to fundraise your noble cause. To become a Registered Charity (RC) ABC Charity impose the following requirements:

- ✓ The RC's cause is focused on children's well-being and/or education
- ✓ 100% of any funds contributed to the RC will be used in order to support children and for no other purpose or cause
- ✓ The RC has been active for at least 2 years
- ✓ Online presence, charity website
- ✓ Bank account connected to PayPal
- ✓ A contact person with a valid passport employed at the organisation, whom ABC Charity can be in contact with
- ✓ The RC agrees to fundraise a minimum of 5000 USD / year through ABC Charity web-shop.



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#KINDISTHENEWCool