



ARTS AND CULTURE

COMMUNITY SERVICE PROGRAM

“IF ART IS TO NOURISH THE ROOTS OF OUR CULTURE, SOCIETY MUST SET THE ARTIST FREE TO FOLLOW HIS VISION WHEREVER IT TAKES HIM.” – JOHN F. KENNEDY

From the cave paintings at Lascaux to the pyramids of Egypt, Art and Culture have been entwined to explain the who, what, when where, how, and why we are. This has not been lost with time. Modern day art is an expression of ideas or feelings that manifest through a variety of media that are created with imagination and skill.

Culture consists of the characteristics and knowledge of a group of people, encompassing their art, beliefs, customs, food, language, literature, music, social habits, religion, and other interpersonal connections.

The study of art and culture enriches the human experience. Art education improves problem solving and critical thinking skills, builds focus and perseverance, and nurtures creativity, confidence, and collaboration. Cultural awareness promotes effective communication and profoundly increases the ability to appreciate and enjoy a variety of new people and experiences.

Both art and culture articulate human values and give us a means to relate to and understand one another. They help us empathize with those who are different from ourselves and give us a context to build relationships. Together they are the spark that unites peoples of all times and ages.

Clubs and states should take an active role in sponsorship, scholarship, production, direction, and performance in every aspect of all arts and from all cultures. Be proactive in the support of all forms of Art and Culture in your community; Theater, Music, Fine Art, Dance, Improvisation, Singing, Creative Writing, Photography, and Speech.

The introduction of both artistic and cultural histories and beliefs from all times, worldwide, will add to the depth of childhood development. The initiation of Arts and Culture to children and teens is instrumental to their education. Art and Culture each add fully to skills learned for implementation of many people skills later used for all aspects of life and lessons. Exposure to Arts and Culture to our youth is critical in the meeting of the right and left brain.

Further, the GFWC Arts and Culture Community Service Program hopes to expand the understanding of Arts and Culture on every level, from local and regional to national and international. Our goal is to create projects and opportunities, and other manifestations of Art and Culture that develop skills, awareness, and appreciation of both Art and Culture. It is designed to inspire clubwomen and ignite within them a desire to make the world a more beautiful, thoughtful, and caring place.



**2022-2024
ARTS AND CULTURE COMMUNITY
SERVICE PROGRAM**

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Direct any questions regarding projects that do not involve GFWC Affiliate Organizations to the Arts and Culture Community Service Program Chairman or GFWC Programs Department at Programs@GFWC.org.

COMMUNITY CONNECTION INITIATIVE: CREATING A PATH TO COMMUNITY GEMS



What gems does your community hold; what is the sparkle that makes your community special? GFWC encourages clubs to take an active role in creating and enhancing their community by partnering with the local City Hall and Chamber of Commerce to create a digital or printed brochure indicating where visitors and families may go to experience the Art and Culture of their community.

Highlight trails for walking, jogging, and bikes; concerts; historical buildings and architecture; companies that founded their area; stores that sell local artist wares; Farmer's Market days and location; dog parks; library; City Hall; clubhouses; theatres and movie houses...let your ideas flow and don't forget to brand your brochure with your club's name, location, email address, and meeting dates. Let your brochure show that your town does indeed welcome both residents and visitors to *Dream Big, Sparkle More, and Shine Bright*.



HAWAIIAN NIGHT SOCIAL

The Woman's Club of Cayce (SC) hosted a Hawaiian Night Social featuring a catered meal and two hula dancers from Pacific Islands Dance Arts, a division of Halau Hula Alohalani. In addition to performing several hula dances, the dancers taught a hula class and gave a short lecture on Hawaiian culture, musical instruments, and the history of the hula. Participants were also treated to a Hawaiian barbeque and a cakewalk.



CHALK ART CONTEST

The North Arlington Woman's Club (NJ) hosted a summertime chalk art contest. They encouraged children ages 6 to 18 to create a "thank you" to local healthcare workers in chalk and then submit their artwork to the club. The artwork was displayed on the town's website and the club's Facebook page. The children who participated received a certificate for a free Italian ice. There were many talented artists in their town.



COMFORT QUILTS

The Somer's Women's Club (CT) participated in the Comfort Quilts for Hospice Project. Quilters worked at home and remained quite productive. Most of the materials had been donated, so the club incurred very little expense. They completed 16 lap quilts that were donated to the Evergreen Rehab and Johnson Memorial Hospital in Stafford Springs, CT. They also created one full-sized quilt and one lap quilt for a club raffle.



SCARECROW STROLL

The Homer Glen Junior Woman's Club (IL) searched for an activity to bring the community together that allowed for social distancing, and they worked with the village to create a Scarecrow Stroll. Participants purchased the base post provided by the club and the village, dressed it, and returned it for display. Sixty scarecrows were on display during October.

PROJECT IDEAS

Be inspired by this list of ideas of how GFWC clubs can support the Arts and Culture Community Service Program. Find further information about organizations named here under Resources.

COMMUNITY RICH IDEAS FOR ALL AGES

- Sponsor an author visit to your local library.
- Use an artistic event to raise funds to sponsor local community art and cultural programs.
- Sponsor an Artist in Residence program for local seniors to attend. Donate the supplies needed and provide transportation to and from the classes.
- Work with your City to sponsor and promote an outdoor Classic Film Festival showing movies with themes such as Musicals, Foreign Language, and Academy Award Winners.
- Have a neighborhood or City music event such as a Battle of the Bands for teens or an outdoor Concert Series featuring area bands.
- Set up a member craft table to sell art at a hometown Farmer's Market or craft fair. Make sure there is also plenty of information on how to join a local GFWC Club at your booth.
- Support your local Community Theatre by ushering, assisting at intermission, or holding a Fundraiser at a performance and donating the proceeds back to the Theatre.
- Be the Hostess in a Home Tour where participants stop by for coffee and cookies and view the historical culture of your club through your scrapbooks and other historical items.

MEMBER CREATED ART AND CULTURE

- Create a Yard of the Month project partnering with the water authority or City. Have members decide which yard in their community deserves recognition with signage.
- Paint rocks with inspirational words and place them all over the city in places where they can be found. A good word for a stranger goes a long way.
- Make jewelry and cards for distribution to the homes of teen mothers or wives of soldiers serving overseas. Give them out on Mother's Day.
- Make homemade holiday cards for nursing home residents or Meals on Wheels recipients.
- Hold a recycled art contest for art projects made using recycled materials for area artists or the Art Association.
- Host an art supply drive within your club. Contact local schools, daycare centers, and/or community centers to see what is needed.
- Design and decorate the garden in front of your clubhouse or meeting space, maintain it with local flora and signage on when your club meets.
- Help build, paint, register, maintain, and decorate a Little Free Library.
- Provide artwork and help decorate a reading nook at the library, a local laundromat, or other location in your community.
- Donate books with an art and/or cultural theme to the public library, a school library, or a Little Free Library.
- Donate art books, sketch books, coloring books, crayons, and other art supplies to hospitals, doctor/clinic waiting rooms, schools, and shelters.
- Attend public art displays, plays, and concerts as part of a social event for your club.
- Visit or hold a club meeting at an art gallery, museum, local cultural center, or tourist center.
- Explore museums online with Google Arts and Culture or visit Art Galleries and Art Museums through their websites for virtual gallery tours.
- Hold a holiday centerpiece/wreath-making workshop at a local florist as a club program.
- Decorate a city park or municipal plaza for holidays and/or the seasons.
- Sponsor ads in local theatre or school theatre playbills.
- Host a craft time at the library to make simple crafts with children. Coordinate with the library story time and match the book theme or make a seasonal or holiday themed craft.
- Decorate ceramic piggy banks or have local artists, art classes, or town officials decorate them. Put them in area businesses to collect money for high school scholarships or to support the local high school theater programs, band programs, and glee club.
- Participate in your club, district, and state arts and crafts contests by entering your crafts, needlework, sewing,



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painting, and photography items. Enter photographs in the GFWC photography contests.

- Celebrate international holidays, such as the Chinese New Year, Oktoberfest, Cinco de Mayo, and Bastille Day, and learn more about the historical attire, customs, food, and entertainment of those cultures.
- Host welcome events for international students at the local university and local boarding schools.
- Invite foreign exchange students to speak about their life and culture at meetings.
- Learn about Native American culture and its various forms from one part of the country to another. When traveling, visit museums on Native American culture.

VALUABLE IDEAS FOR YOUTH

- Hold a “Chalk the Walk” contest for elementary school children on sidewalks in front of a municipal building, library, elementary school, or other public venue. Choose a theme and have your club supply the chalk and ribbons for the winners.
- Utilize local student jazz combos, string quartets, or even the whole band to perform at club events and fundraisers.
- Hold a fundraiser to purchase a large piece of equipment for your local schools’ art, music, or drama departments, such as a potter’s wheel, kiln, microphones, or technology.
- Work with local Girl Scouts or Juniors clubs to foster a safe Halloween by offering free face painting to children before they trick or treat. Invite the Girl Scouts to have a cookie sale in your club to support their efforts and then donate the cookies to schools or the area USO.
- Develop an art scavenger hunt at a local or online museum for your members or students. Select items for participants to find and snap photos (if allowed) or document the location in a notebook. Discuss the art pieces after the hunt.
- Use member art or children’s art for club cookbook covers, greeting cards, program covers, etc.
- Establish scholarships for students studying the arts such as literature, drama, or music. This could be to attend an arts school or summer camp.
- Establish awards that acknowledge the artistic achievements of club and community members.
- “Love the Police, Bus Drivers, Firefighters, or Veterans” – Assist local elementary students in making Valentine cards for town police, bus drivers, firefighters, and veterans.
- Include a category in Art Contests that is specific to special needs children. Many times, these students never receive recognition for their creativity.
- Host a craft time at the library to make simple crafts with children. Coordinate with the library story time and match the book theme or make a seasonal or holiday themed craft.
- Volunteer at a school to teach a lesson from your cultural heritage to students. Include information about the food of the culture and provide samples for the students to taste.
- Sponsor a bus and tickets for children to learn more about well-known international ballets, operas, musical composers, museums, and artists. Let them see and share the experience of a live performance.

CONNECT WITH GFWC AFFILIATE ORGANIZATIONS

CANINE COMPANIONS

- Purchase bolts of fabric for Canine Companions to sew vests for dogs or stuffed puppies.
- If you live near the Regional Centers, offer to provide meals, etc., when team training is being offered.
- Make donations for dorm rooms or decorate the dorm rooms at Regional Centers.
- Contact your closest Regional Center to see if your club can fulfill any items on their wish lists.
- Visit and tour a regional training center.
- Participate in the Canine Companions Signature Event—DogFest Walk ‘n Roll. For more information visit www.cci.org/dogfest.

HEIFER INTERNATIONAL

- Construct and decorate a parade float designed to promote Heifer International and join in the next parade in your community. Hand out bookmarks and “Cow Tail Candy” along the parade route.
- Support Heifer’s “Women’s Empowerment and Entrepreneurship” project and help women earn living incomes in traditionally male-dominated cultures. www.heifer.org/gift-catalog/womens-empowerment/index.html



MARCH OF DIMES

- Create blankets for babies. Create a pattern just for your club. The blankets will be distributed to military moms at baby showers sponsored by March of Dimes.
- Create baby hats with your club's special colors. March of Dimes has a toolkit that provides instructions and guidance for pattern and size. www.marchofdimes.org/materials/Advocacy-Toolkit-Q3-2019-v2.pdf

OPERATION SMILE

- See how your club can help prepare a child for life-saving surgery with coloring pages, stuffed animals, and games to relieve the stress of surgery. <https://catalog.operationsmile.org/prepare-kids-for-surgery-0>
- Host a neighborhood ice cream social to share the mission of Operation Smile and the resulting improvement in the quality of life for children. Accept donations to support an operation.

ST. JUDE CHILDREN'S RESEARCH HOSPITAL

- Sew mask straps. Do you have seamstresses in your club? Consider meeting to assemble bags with materials to make mask straps for the children at St. Jude and having seamstresses take the bags home to complete the project with their personal sewing machines.

UNICEF USA

- Consider how individuals in other countries are handling the COVID-19 pandemic. Utilize UNICEF's website to gather information on how different cultures are tackling the pandemic and how UNICEF has already helped reach over half a billion people with COVID-19 prevention messaging. www.unicefusa.org/mission/covid-19

GFWC RESOURCES

Americans for the Arts www.americansforthearts.org

Americans for the Arts builds awareness and support for the value of the arts and works to ensure that every American has access to their transformative powers.

A.R.T. (Artistic Realization Technologies, Inc.) www.artrealization.org

A.R.T. has created technologies, studio programming, and training that empowers those who lack the articulate use of their hands to gain perfect individual control of the artmaking process start to finish. Contact A.R.T. at a.r.t.lefens@artrealization.org or 908-359-3098.

Google Arts and Culture <https://artsandculture.google.com/>

Google Arts and Culture provides virtual tools to explore works of art and tour famous sites and landmarks, offers information about nearby museums and other centers of arts and culture, and supplies space to create a virtual gallery of your favorites.

National Endowment for the Arts www.arts.gov

The National Endowment for the Arts is an independent federal agency that funds, promotes, and strengthens the creative capacity of our communities by providing all Americans with diverse opportunities for arts participation. This site also lists Arts Councils in each state: www.arts.gov/partners/state-regional. In partnership with state and jurisdictional arts agencies and regional arts organizations, the NEA provides federal support for projects that benefit local communities.



National Organization for Music Education www.nafme.org

The National Organization for Music Education advocates and provides resources for music education, hosts professional development events, and offers opportunities for both students and teachers.

AWARDS

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Arts and Culture Community Service Program projects and Affiliate Organization projects as follows:

- Certificate to one State Federation in each membership category
- \$50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Award Program. Each State Federation may submit one State Award Entry and one Club Creativity Award Entry for the Arts and Culture Community Service Program projects. Clubs do not submit entries directly to GFWC.

RESOLUTIONS

To be added after 2022 Annual Convention

