



What is Young Art?

Young Art is an art competition open to students of all different ages, abilities and from all schools who will collectively come together to celebrate the art work at an exhibition.

Each year Young Art is given a theme by you or your supporters. Students can take this theme and use their imagination to create art their artwork. They can draw, paint, photograph, there are no limitations! The project encourages young people to express their creativity through art.

The project encourages young people to be strong and brave and it raises awareness of mental health, cancer awareness and being resilient and positive when dealing with a difficult situation. The children's artwork will be displayed in an Art Exhibition and a silent auction will help to raise money for CRUK.

We'd recommend a submission fee of £2 per piece of artwork, which is paid upon submission to their school with a form to complete for judging.

Art work will then be shortlisted for exhibiting and the judging panel will present the winners at the exhibition.

It gives students an opportunity to have their art exhibited and judged by a panel of local artists, whilst fundraising for Cancer Research UK.

The Event Brief

This section will give you a step by step recommendation of how to create a successful Young Art event.

- 1 Be sure to have everything you need, the following is available to you:**
 - Welcome letter for schools
 - Letters for parents
 - Rules
 - Presentation for school assemblies
 - Sponsorship letter
 - Poster
- 2 Do you have any supporters already who have good links to schools? Could you put a message out to the community to recruit a committee? Use the following recruitment ad to get people on board:** <https://www.cancerresearchuk.org/get-involved/volunteer/young-art-project-volunteer>

3 Provide your supporters with the tools they'll need to get in touch with schools, for example the welcome letter, any stats from previous events.

4 Your supporters will need to think about the following:

Venue – think prestige!

Judges from the art world in the area

Prizes

Sponsorship to frame the artwork

Sponsor to create/print a brochure for the exhibition. This can be a brochure either free of charge to those attending, make a donation of a standard for purchase. The brochure can also have advertising space available to buy by local businesses.

Where we have already seen successes

- The first Young Art event was held in London, exhibiting at the Royal College of Art in 1988, where it has been running ever since. It raised over £86k in 2016!
Next Event: 30th April – 4th May 2019
- St Ives are held their first event in December 2018, the estimated fundraising total was £3.5k! The St Ives committee have a great website (www.youngartcornwall.org), do take a look!
Next Event: TBC
- Oxford Young Art has been planned for 2019. They have a website (www.youngartoxford.com). They are a well-established group running Young Art since 2008. They also give out goody bags at the event which includes contents from sponsors. They also have a survivor at the exhibition as a speaker.
Next Event: 2nd – 6th May
- Devon Young Art is to be held at Torre Abbey in Torquay next year, they also have a website (www.youngartdevon.org.uk). Their theme this year is 'Our World'.
Next Event: 3rd – 5th May.

What's next?

Check the VF Development SharePoint page for all the documents that are available to you and your committee.

Young Art is a great way to engage schools and children with Cancer Research UK whilst raising life saving funds. Many Young Art events have chosen to restrict their fundraising to different areas of cancer research which is absolutely fine if this is from the [approved restriction list](#). Following the recent communication around restriction, you should be aware that any new Young Art events should NOT be restricted to Kids & Teens unless agreed with the brand and restriction team, if this is an issue then please discuss with your Regional Manager before discussing with [Aine McCarthy](#) in the brand team who can support you with this.

