

♥ WORKS OF HEART ARTIST SUBMISSION GUIDELINES ♥

Works of Heart is an annual fundraiser for the Memphis Child Advocacy Center (CAC) held in February each year. Works of Heart is a gallery art exhibit and silent art auction featuring high quality artwork by leading and emerging local and regional artists. The exhibit is “heart themed” and may reflect themes of love, romance, heartbreak, parenting, and more. The auction raises needed funding to support services for children who have been victimized or are at risk for child sexual abuse and other severe abuse.

GUIDELINES

New artists interested in creating and donating a piece for Works of Heart should contact Memphis CAC’s development office or a Works of Heart committee member in July. Samples of artwork to be considered will be reviewed by the committee in August. Painting, sculpture, glass, jewelry, mixed media and other media will be considered.

In September, the Works of Heart Committee will invite selected artists to participate in Works of Heart. Because of space constraints, printing deadlines, and other considerations, Works of Heart does not accept work from artists who have not been invited.

When an invitation is extended, we ask that artwork donated for the auction be original, new, and heart-themed in a way that is meaningful to the artist. The Works of Heart committee reserves the right to decline donated artwork, particularly pieces that could be interpreted as promoting, justifying, or normalizing sexual or physical abuse or exploitation of children or adults.

Artists are asked to bring their completed artwork, ready to hang, to the Memphis CAC 2 weeks prior to the auction for proper acknowledgment and handling.

In order to keep other aspects of the exhibit flexible with diverse perspectives and price points, we do not set bid minimums. Our generous artists do not ask for a percentage of the sale. All proceeds help children served at the Memphis CAC.

BENEFITS FOR ARTISTS

Works of Heart was started by a small group of artists with a strong desire to give back. Today, our Works of Heart artists are some of Memphis CAC’s most important donors. Our artists give their valuable time and talent to a great cause they believe in. With gratitude, we support our artists in the following ways:

The Memphis CAC posts a minimum of 3 social media posts (1 Facebook, 1 Twitter, and 1 Instagram) for every artist who brings their work by the deadline. We cannot guarantee social media posts for work turned in after the deadline. Some art will be featured in email marketing and media pitches.

Artist names are included on the invitation which is mailed out to approximately 5,000 potential art buyers. Artist names are also included on the tee shirts, which are sold during Preview Week and at Works of Heart.

Art will be on display for 5 business days prior to the event during Preview Week. Preview Week is free and open to the public. Visitors can get information about the artists (provided by artists), the work, and start the bidding process if they desire.

CONTACT

If you are interested in being a Works of Heart artist, contact CAC Development at (901) 888-4383 or thoggan@MemphisCAC.org.

