



Dear Potential Sponsor,

On behalf of The Light of The Heart: A Community Art Therapy Project (TLOTH), *I invite you to be a sponsor of The Light of The Heart's 8th Annual Art Jam, on Saturday, October 24th. This year we are adjusting to ensure safety of all of our participants and holding Art Jam virtually.*



Art Jam is an art making festival that will raise funds to provide art therapy and counseling for at-risk and under-resourced children and adolescents in the Aurora area. Information will be provided about art therapy, mental health, and mental wellness. *We are the only organization of our kind doing this work in our community; there is an incredible need with gun violence and gang violence on the rise and our youth needing a creative outlet to express pain and anger.* We expect to have over 200 in attendance. Below are sponsor levels and gifts you will receive for your generosity:

Premiere Loving Sponsor: \$5,000

- ☀ Sponsorship level exclusivity
- ☀ Company name will be part of the event's name
- ☀ Premier banner placement as background of all virtual activities
- ☀ Feature on your company with a link to your website and company logo on <http://www.thelightoftheheart.org>
- ☀ Special mention of your generosity on our social media sites, where we reach thousands of individuals every week

Prospering Sponsor: \$1,000

- ☀ Virtual signage at Art Jam
- ☀ Link to your website and company logo on <http://www.thelightoftheheart.org>
- ☀ Special mention of your generosity on our social media sites, where we reach thousands of individuals every week

Growing Sponsor: \$500

- ☀ Link to your website and company logo on <http://www.thelightoftheheart.org>
- ☀ Special mention of your generosity on our social media sites, where we reach thousands of individuals every week

Healing Sponsor: \$100

-  Acknowledgement on website
-  Your generosity will be shared on our social media sites, where we reach thousands of individuals every week

Additionally, your donation is 100% tax deductible!

* Sponsorship must be committed by Friday, October 2nd, 2020.

Mission

The Light of The Heart is a 501(c)3 not-for-profit organization; our FEIN is 45-4252684. We are a pioneering art therapy initiative and are the first organization of our kind in the Aurora area, the state of Illinois and the entire nation! Our **mission** is to provide a safe and encouraging environment for individuals to uncover the light of their hearts through the creative process of art making. Our **vision** is to create a community that embraces and utilizes the creative process of art making to allow for the light of all of our hearts to shine bright, building a safer, connected and more supportive community for all to heal, grow, prosper and love. Our **purpose** is to provide art therapy, counseling and visual arts programming for children, adolescents, adults and allied professionals in the quad-county Aurora area and beyond, regardless of income level, reaching those that have limited or no access to mental healthcare.

History

The roots of TLOTH were laid in July, 2010, when co-founder, Melissa Hedlund Nelson, a Board-Certified Registered Art Therapist, was working in the east-side community of Aurora as an Art Director for a peace focused summer camp for at-risk youth from incredibly under resourced families. The youth were from marginalized and socioeconomically disadvantaged populations in our community, had experienced violence and significant traumas in their young lives and were able to work through much of their struggles and express themselves through art therapy. The barriers they had built around their hearts to protect themselves from future pain, slowly began to disintegrate as a result of the creative process of art making. The light of their hearts were ignited; it was a powerful time of healing and growth. The summer camp lit a fire underneath Melissa, who reached out to her sister April Hedlund, MBA, MHRM, for help in developing a not-for-profit focused on using the visual arts to connect individuals with the light of their hearts and induce healing, growth and connections. The sisters began development of The Light of The Heart in August, 2010. They saw an incredible need and high demand for art therapy, counseling and visual arts programming in the Aurora area, no other organization was providing this service for our community. Unfortunately, the most vulnerable, underserved and at risk populations (e.g. our children, the homeless, those affected by mental illness or developmental disabilities, etc.) were affected the most by the lack of art therapy programming. The pair went on to develop TLOTH based on sheer determination, passion, faith, love, hours and hours of sweat equity and volunteerism. TLOTH became incorporated as a not-for-profit organization in the State of Illinois and a 501(c)3 public charity on November 4th, 2011.

Art Therapy

Art Therapy is a form of expressive therapy that uses master-level art therapists and the creative process of art making to holistically make changes to the mind, heart, body and soul that foster growth, healing, mindfulness, connections, or whatever you may need in that moment of time. Art therapy integrates the fields of human development, visual art (drawing, painting, sculpture, and other art forms), and the creative process with models of counseling and psychotherapy. Art therapy is used with children, adolescents, adults, older adults, groups and families to assess and treat the following: anxiety, depression, and other mental and emotional problems and disorders; mental illness; substance abuse and other addictions; family and relationship issues; abuse and domestic violence; social and emotional difficulties related to disability and illness; trauma and loss; physical, cognitive, and neurological problems; and psychosocial difficulties related to medical illness. All clinicians at TLOTH are trained as artists, art therapists and counselors, making them uniquely qualified to work with very complex struggles.

Thank you so much for your time and consideration. If you have any questions or would like more information, please contact us directly at 630-749-8313 or mhedlund@thelightoftheheart.org.

With love and gratitude,

Melissa Hedlund Nelson, PhD, ATR-BC, LCPC, CADC, SEP
Executive Director & Co-founder