



March 2017

Dear Friend:

You can make a difference in the lives of Chicago residents living with blindness and visual impairments! Friedman Place - A Community for Adults Who are Blind or Visually Impaired, invites you to participate in our upcoming event: ***Celebrating the Arts at Friedman Place*** happening on Thursday, May 18, 2017, through a contribution to the event's Silent Auction. We expect a lively crowd of over 100 Friedman Place supporters - active community members with interests in local businesses, nightlife and dining.

Friedman Place has been providing housing, medical and case management services for blind and visually impaired adults in Chicago, in various locations, since 1935. In 2005, we expanded and moved into our current home on Lincoln Avenue. Our 85 residents live in safe, private studio or one-bedroom apartments, with their own bathroom and kitchenette. Residents have access to three meals a day, housekeeping, 24-hour a day medical care, case management and special training in skills that help navigate our building and the neighborhood.

***Celebrating the Arts at Friedman Place*** - The event highlights the role the arts play in the lives of our residents. One of our signature programs – our Therapeutic Weaving studio – is a great example. Approximately 30 of our 85 residents participate in weaving, creating beautiful textiles that are artistic and functional. Our weavers take great pride in their work, the event will give them an opportunity showcase their work. Proceeds from the event will support Arts Programming at Friedman Place, to provide residents with opportunities to express and experience their creativity.

***Celebrating the Arts at Friedman Place*** will take place on Thursday, May 18, 2017, it will feature food, drinks, entertainment and a Silent Auction. ***Please consider supporting Friedman Place with a donation of goods or services for the Silent Auction.*** All donations will be displayed with signage and featured in a 'catalog' of auction items to be distributed to 120+ guests, volunteers and staff in attendance. Additionally, auction donations will be acknowledged in our Annual Report and on our web-site.

Please complete the Auction Donor form and return it to [laura.roth@friedmanplace.org](mailto:laura.roth@friedmanplace.org) . If you have any questions or need our Tax Letter please feel free to contact me at (773)409-6129. Thanks in advance for your participation; we look forward to working with you.

Sincerely,

***Laura Roth***

Laura Roth  
Director of Development and Communications



***Friedman Place***  
5527 N. Maplewood  
Chicago, IL 60625

(773) 989-9800  
[www.friedmanplace.org](http://www.friedmanplace.org)

## Friedman Place Silent Auction Solicitation Information

We are seeking 'items' and packages for a Silent Auction in the spirit of Celebrating the Arts

- "The Arts" is a broad term and includes visual arts, decorative arts, music, literature, dance and theater – all of which play roles in the lives of residents at Friedman Place.
- The event will have 100-120 attendees, so an auction with 30-40 items/packages will be ideal. Seeking high quality items/packages, selective about the types of donations we request and accept.
- We will accept higher value auction donations that are not necessarily art related, such as: vacation homes/stays, fine jewelry, electronics including iPhones/iPads, hotel stays, spa packages, fine wines or spirits, sports tickets or signed memorabilia.

Silent auction to feature:

- Donated Art Works – painting, sculpture, ceramics, fiber arts (include a few resident weavings), handmade glass wares, handmade jewelry and accessories.
  - Art objects or wall art should come directly from an artist or gallery.
- Arts experiences such as: tickets to plays, dance performances, music venues – to package with certificates for restaurants or hotel rooms if possible.
  - Example: Ravinia Lawn tickets accompanied by a Picnic Basket from Foodstuffs

**How do we do this?? ASK PEOPLE!** People don't give unless they are asked! You will have the best luck if you start with people and places you know, that know you and your involvement with Friedman Place.

- Who do YOU know? – do you have friends, family members, colleagues that are artists or somehow involved in the arts? Ask them for a donation or networking contacts.
- Reach out - to businesses that you have NO connection to, an interesting storefront theater in your neighborhood, an artist at a show or event you are attending, etc.

**Steps:**

- Start with a **PHONE CALL**, explain that you are a volunteer from Friedman Place, with a brief description of FP and the event. Go on to talk about how we are focusing on the arts for this event, which is why you thought of calling them.
- It is likely that the donor will want a **REQUEST IN WRITING**, you will find a donation request letter and a donation form you can use, on the event page right next to the link for this document Please note that the letter is generic (Dear Friend...).
- **PERSONALIZE YOUR LETTERS!!** –add your name to the bottom of the letter, you can also add the donor's address, a salutation and specific request.
- **FOLLOW UP!** Please let us know who you have reached out to so we can look out for donations, we will let you know if one of your donations arrives. Just email a copy of your request to [laura.roth@friedmanplace.org](mailto:laura.roth@friedmanplace.org)

**\*\*\*Questions?? Contact Laura Roth at (773) 409-6129\*\*\***



**Celebrating the Arts at Friedman Place  
Silent Auction 2017  
Donation Form**



Business/Company Name: \_\_\_\_\_

(As it should appear in print materials)

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Description of Donation\*: \_\_\_\_\_

Donation Value: \_\_\_\_\_

*\*Please issue any gift certificates, gift cards, etc. to be valid through June 2018.*

- Our donation is enclosed
- Our donation will arrive after \_\_\_\_\_
- Please contact me to arrange pick-up/delivery \_\_\_\_\_ (phone)

Please return this form by May 12, 2017 to:

Laura Roth, Director of Development and Communications  
Friedman Place  
5527 N. Maplewood  
Chicago, IL 60625  
Phone (773) 409-6129  
Email: [laura.roth@friedmanplace.org](mailto:laura.roth@friedmanplace.org)

Friedman Place Contact: \_\_\_\_\_ website