

The Secret Art Project

St Gemma's Hospice in Yorkshire is organising a secret auction of postcard-sized artworks. Pieces will be created by a list of celebrities and famous artists and amongst these famous exhibitors there will be pieces created by up and coming talents too. A list of all the names of the people who have taken part in the campaign will be available, but who created which piece will remain a secret. So it's all down to the bidders and the risk factor of paying big money (fingers crossed) for a postcard that could have a very high value, or indeed could not, which is what makes this campaign so exciting. It's all a gamble but some fans may recognise the design of a piece and bid high to make sure they win it!

Your contribution

We will send a pack to all potential contributors containing blank A5 postcards, a free post envelope to return the work in and an information letter.

We are then asking you to draw/paint/print/doodle anything you want on the front of the postcard and sign and date the back of the card. We then ask that you return the card to us in the freepost envelope provided.

Why you should become involved?

- A unique and exciting project
- Gives you the chance to help a much loved and vital charity without giving money
- You will enhance your charitable image and have an increased visibility throughout the community. You will also help raise awareness of palliative care.

St Gemma's Hospice

St Gemma's Hospice is a registered charity, based in Yorkshire, with over 35 years experience of providing the best possible care and quality of life for people with cancer and other life limiting illnesses. It is the largest hospice in Yorkshire and the fourth largest in the UK.

Last year, St Gemma's Hospice received **938** new referrals for patient care and our Community Nurse Specialists undertook 3,371 face to face consultations. The services provided are free of charge to patients, families and carers, but are not free to provide. The running costs of St Gemma's Hospice are forecast to be over **£9 million** in 2014. The majority of this needs to be raised through donations, legacies and fundraising activity such as The Secret Art Project.



Your artwork could help the lives of our patients

Art Auction and Exhibition

We are initially sending out 5000 pieces of A5 card to potential supporters. We hope to receive as many of these back as possible. A thank you letter will be sent in receipt of all artwork received.

All postcards will be displayed at the St Gemma's Hospice Art Exhibition from **23rd-26th October 2014**. The auction of the postcards will begin simultaneously on eBay and artwork will be available to bid on from **23th October until 14th November**. This will give those who have seen the postcards at the exhibition an opportunity to bid on them immediately, whilst also leaving enough time for people who haven't seen the art in person to bid.

Publicity

We hope to receive lots of media attention for this as it's such a new, quirky idea. Therefore, you are not only helping us to raise money, you are also raising national awareness for terminal illnesses and hospice care. All of the proceeds from this campaign will go directly to caring for patients at St Gemma's Hospice.

After the auction we will be promoting the success of the initiative via a number of mediums, including: St Gemma's Hospice newsletter, which is distributed to over 40,000 people; social media; regional media.

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