



The Artists Hand Gallery

732 Philadelphia Street, Indiana, PA 15701

12/27/2022

Dear Friend of The Artists Hand,

You have been “part of the arts” at The Hand by attending events, buying art or just enjoying our human-paced gallery while lingering over conversation with a friend or a latte served by a friendly barista.

Thank you!

I’ve found that owning an art gallery has essential business and personal challenges that need to be met. Fiscal planning is a business challenge. When can we expect to receive revenue on art sales? And more personally, when should I acquire a work of art for my own pleasure? How can I budget for that? Our solution is an Art Savings Account.

Though you might be more cautious about acquiring art this year, you can be confident that our works of lasting value have not increased in cost. We’re renewing a tool that is useful for helping you make planned acquisitions from The Artists Hand.

We are promoting our “Green Hand” Art Savings Accounts with a New/Re-new campaign.

How does it work? Super-simple. Decide how much you would like to set aside monthly for acquiring art. \$25? \$10? \$50? *You accumulate funds in an account, and we keep track of it for you at the gallery. When you find that special work that speaks to your heart, you have funds set aside to make the purchase. Meanwhile, we have a stream of income that is more consistent and fills our bill paying needs.* Some have chosen to “gift” us. To be clear, we are not a 501 (c) 3 non-profit. You cannot write this off on your taxes should you choose to make this a gift.

Please consider how your Arts Account might help sustain an important community resource and support for our local artists in Indiana County.

**Complete and return the enclosed form.
We’ll get you set up.**

Thank you, always,

Brian

“Something cool, something bold, a work of art will soothe your soul.
Be a part of the arts, the Artists Hand Gallery.”

About the TAH-dah! Art Savings Account

Because everyone deserves to be surrounded by beautiful things.

A TAH-dah! Art Savings Account is an opportunity to put funds into safe keeping regularly. Your monthly deposit sustains the good work of the gallery through the year. The TAH-Dah! Art Savings Account accumulates funds for future purchases. Your account is recorded and kept up to date in our point of sale in the gallery. When it's time to acquire that unique artwork that sings to your heart, just let the associate helping you know to use your account to purchase the piece and they will apply it to the cost.

Available online at www.patreon.com/theartistshand

OR - Talk to a manager (Brian or Natalie). We'll set you up. Contact: natalie@theartistshandgallery.com for more information or to arrange an appointment.

\$10/Month – The Apprentice Level

The perfect level for a student. If you are an IUP Student and begin an account your first year, then when you graduate you'll have roughly \$480 in your account. You (or a loved one) will be able to buy something unique and special when you graduate! Happy Trails!

\$25/Month – The Collector Level*

Perfect for beginning a collection of art for your home or office. Soon you'll have enough to purchase a few small works or a masterpiece of lasting value that you'll treasure for years to come.

\$50/Month – The Sustainer Level*

Perfect for art lovers with the means to gather a collection that represents their taste for local art. Soon you'll have enough to purchase multiple works of lasting value that you'll treasure for years to come.

\$100/Month – The Connoisseur Level*

Perfect for businesses or families with an appetite for local art. Soon you'll have enough to purchase multiple works of lasting value that you'll treasure for years to come.

Through August 31st those who pledge these levels will receive a 10th anniversary tee shirt other benefits listed. Connoisseur's receive a lifetime 5% off all purchases in the gallery and espresso bar.

"BUT POETRY, BEAUTY, ROMANCE, LOVE, THESE ARE WHAT WE STAY ALIVE FOR" --Robin William's character John Keating in Dead Poet's Society

