



PENNSYLVANIA ACADEMY OF THE FINE ARTS



Dear XSalutationX,

Imagine a world without art...

All I see is gray. It's a world without Winslow Homer's *Fox Hunt*. Or Mary Cassatt's *Young Thomas and His Mother* or Jacob Lawrence's *Dream Series #5: The Library*. It's a world without beauty, creativity, or inspiration.

That's why we, at the Pennsylvania Academy of the Fine Arts, are truly honored to play our part in helping to keep Philadelphia beautiful, meaningful, and, most of all, colorful.

And we are deeply grateful for trusted friends like you who help sustain our spectacular American art collection, as well as our cutting-edge exhibitions, and our first-rate public outreach and education programs that make everything within the Museum more meaningful and accessible in our community.

And of course, as the country's first fine arts school, PAFA has a long history of training innovative, highly-skilled and imaginative artists, many of whom have gone on to distinguished art careers and are still part of the vibrant PAFA community.

But in these times of economic ambiguity, severe cutbacks to art education, as well as other challenges, we depend on the supplemental generosity of friends like you to help us maintain PAFA's standard of excellence, as well as ALL of our vital artistic endeavors.

In that spirit, I hope you will consider making a special, year-end gift of \$2HPC, \$1.5HPC, or \$HPC to the PAFA Annual Fund before December 31, 2012.

Your year-end gift is fully tax-deductible for this calendar year. But more than that, it shows you want to do *your part* to help ensure that PAFA remains an **incubator for colorful artistic expression**, both through our internationally-known School of Fine Arts and all of the Museum's exceptional galleries and programs.

Moreover, your gift will help PAFA reach our goal of awarding over **\$3 million in scholarships and financial aid** annually to help give *even more* talented and dedicated students the opportunity to realize their artistic dreams.

Like many non-profit organizations, our membership dues and admission funds alone do not adequately cover the costs of all we must do to nourish the high level of artistry and innovative programming that you have come to expect from PAFA.

(Over, please)

128 North Broad Street Philadelphia, PA 19102-1424 pafa.org

2012 ANNUAL FUND YEAR-END REPLY

Yes, you can count on my help to keep the world bright with art. I've enclosed my most generous gift to support PAFA's Annual Fund in the amount of:

- \$HPC \$HPC1.5 \$HPC2 Other \$ _____

XXXJohn Q. SampleXXXXXX
XXXADDRESS1XXXXXXXXXX
XXXADDRESS2XXXXXXXXXX
XXXCity, State ZipXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXX



PENNSYLVANIA ACADEMY OF THE FINE ARTS

Please make your check payable to:
PAFA

128 North Broad Street
Philadelphia, PA 19102-1424

To donate online visit
community.pafa.org/give.

See reverse side to pay by credit card.

XXSource CodeXX
XXMember IDXX

And while our institution receives funding from the Pennsylvania Council on the Arts, the National Endowment for the Arts, as well as foundations, our **Annual Fund is the backbone of our institution**, made possible by the generosity of people like you, who understand and appreciate the value of the arts.

Your generous gift will provide the **much-needed funding** that enables us to continue providing time-honored programs of studio training and study centered on drawing, painting, sculpture and printmaking while encouraging experimental and interdisciplinary approaches. **We are proud of our traditions as well as the continuing vitality of the School of Fine Arts at PAFA that helps us to train America's next generation of fine artists.**

But as a non-profit institution, PAFA depends on your support of the Annual Fund so that it may continue to provide our students with outstanding opportunities like these, and our vast array of educational programs and classes led by acclaimed faculty members.

Moreover, your philanthropic support of our **Annual Fund** is needed to sustain landmark exhibitions such as **The Female Gaze: Women Artists Making Their World** (opening November 17, 2012). This unprecedented, multi-generational collection of over 400 works showcase the creative and enduring ambition of female artists.

We are thrilled that PAFA continues to receive accolades for superb exhibitions such as this, as well as our **American art collection**, regarded by critics and collectors alike as "one of the finest in the world."

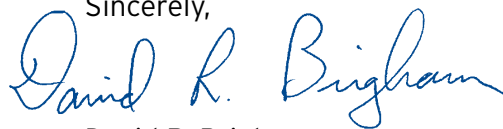
But as you can imagine, supporting everything within our world-class Museum – and ensuring the continued vitality of the School of Fine Arts at PAFA – is an extremely costly undertaking.

That is why I am asking you to consider making a year-end gift to the PAFA Annual Fund to help us continue to proudly exhibit our country's artistic heritage and train the next generation of great artists who'll keep our world bright.

To make your special gift, kindly return the **2012 Annual Fund Year-End Reply** form attached with your generous, tax-deductible contribution for the PAFA Annual Fund before December 31, 2012.

In addition to supporting our artistic endeavors, your special gift will also enrich all of our important **public education programs** that help leverage the strengths of our renowned collections and special exhibitions in conjunction with curriculum standards.

In closing, thank you again for your devoted and generous support. We are truly honored to call you a friend and a partner of the Pennsylvania Academy of the Fine Arts.

Sincerely,


David R. Brigham
President and Chief Executive Officer

P.S. As we approach the end of the calendar year, please consider making a 100% tax-deductible gift to PAFA to help us bring together artists and the public through exceptional teaching programs that train the next generation of American artists, a world-class collection of American art, major exhibitions, and widely accessible public programs, and scholarship funding. Thank you for helping to ensure PAFA's rich and colorful future.

Name and address change:

Name

Spouse/Partner Name

Address Line 1

Address Line 2 Apt #

City State Zip

Email

Please charge my:

Visa MasterCard American Express Discover

Name of Cardholder

Credit Card Number Expiration Date

Signature (Required)

Home Phone

Business Phone

Email Address (We'll inform you of all the latest PAFA news and opportunities.)

The official registration and financial information of the Pennsylvania Academy of the Fine Arts may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.