

## RCAP Solutions Has “Gone To the Birds”

RCAP Solutions presents an exciting new signature event this fall to celebrate its 45<sup>th</sup> year of service to the community. This unique fundraising gala will feature a birdhouse auction to raise funds and build awareness of RCAP Solutions, the programs we offer and the clients we serve.

## Supporting the Local Community

While RCAP Solutions offers many types of programs supporting individuals, families, communities and small businesses across the northeastern U.S., the funds raised for this event will support our Client Resources Programs, which assist local families throughout Central Massachusetts.

## Why Should You Consider Supporting This Event?

Fundraising has become vitally important for our organization. The need for our services is growing on a daily basis, yet program funds are shrinking. More and more families are in need of emergency shelter and other critical services. **The need is real**, record numbers of homeless families are straining the state’s shelter system, with over 4,000 families finding temporary housing in motels and in family shelters. RCAP Solutions works with hundreds of families each year, providing the services for those in need, in order to keep them safe, healthy and in permanent housing.

## Why Birdhouses?

Birdhouses provide temporary, protective shelters for birds while they nest and raise a family. The very idea of birdhouses conjures up images of family, safety and conservationism, a perfect bridge to promoting RCAP Solutions goal of providing safe and affordable housing for our clients. This theme also provides a blank slate for participating artists to creatively express what “home” means to you! This positive theme resonates with many, helping RCAP Solutions to build community support. Finally, we believe this theme will allow participating artists to produce beautiful, unique and affirmative works of art that the community will be excited to see and purchase.

## Engaging the Local Community

The Event will be held at Tower Hill Botanic Garden in Boylston and we plan to partner with many local businesses and organizations in sponsorship, promotion and participation. The works of art will be displayed throughout the central Mass region leading up to the auction.

## Take Part of a Fabulous & Fun Event

Join other artists, both local and from across the northeast in supporting “Gone to the Birds”, to support local families with the most basic need of housing security. Don't miss being a part of a brand new and unique gala event, which will benefit from great publicity, exploding with color and creativity - all to benefit the local community.

## Let Your Creativity Take Flight

Create your work of art in any medium with a bird theme: birdhouses, feeders, cages, paintings, jewelry, photography, sculpture, needlework and furniture - are all acceptable - the more whimsical and unique the better!



**Receive Recognition for your Contribution**  
Your birdhouse will be spotlighted on our website, blog and social media outlets. It may also be highlighted in local newspapers and any preview events. Artist information will be displayed with the birdhouses and in the event program.

## Experience the Exuberance of the Event

Each artist will receive one complimentary ticket to join us at the Gala to meet those who are interested in buying your creation; enjoy cocktails and Hors d'oeuvres with fellow artists, community members and supporters of RCAP Solutions.

**Artist contributor form and additional information on the opposite side**

## Artist Contributor Information

Your Name: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Email: \_\_\_\_\_ Website: \_\_\_\_\_

Name of birdhouse or artwork: \_\_\_\_\_

Statement about your birdhouse or bird related art:

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Describe any unusual materials and techniques used to construct your birdhouse or artwork:

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Can this birdhouse be used outdoors?  Yes  No

Is your birdhouse designed for a specific bird species? \_\_\_\_\_

**What is your occupation or professional background?** *Please include: Awards you have received, where your work has been exhibited, where can people currently see your work. Feel free to attach a resume or other relevant information.*

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**Completion of this form confirms your commitment to donating artwork to the Gone to the Birds Gala.**

We ask for your commitment as soon as possible as we may be limiting the number of birdhouses we accept in order to showcase the uniqueness of each piece.

**Please return completed form to:**

Maegen McCaffrey, Chief Communications Officer | RCAP Solutions | 12 East Worcester Street, Worcester, MA 01604  
Email: mmccaffrey@rcapsolutions.org | Phone: 978.630.6714 | Fax: 508.792.5427 | www.rcapsolutions.org

**Gone to the Birds Gala & Birdhouse Auction**

Thursday, September 18, 2014 | 5 –8 PM | Tower Hill Botanic Garden, 11 French Drive, Boylston, Ma 01505  
*You will receive one complimentary ticket in appreciation of your donation*

**Birdhouse Artwork Deadline: Monday, June 30, 2014**

**Birdhouse Drop Off Locations:**

12 East Worcester Street, 2nd floor, Worcester, MA 01604 | 205 School Street, 4th floor, Gardner, MA 01440  
Monday - Friday, between 8:30 AM and 4:30 PM only. Please contact Maegen with special delivery needs.

**Important Parameters:**

All contributions must be sturdy enough to withstand transportation to preview events, to local businesses or organizations for display, to the auction and to the final owners' residence. The number of birdhouses auctioned may be limited in order to maximize the artwork display during the event. Please sign your artwork.

**Additional information about the "Gone to the Birds Gala" can be found on the opposite page**