

Leading consumer research found 92 percent of consumers have a more positive image of companies that support a cause they care about.

In another survey, a full two-thirds of consumers said that if price, quality and convenience were equal, they would purchase a brand associated with a good cause. This is the basis of the WE concept.

supplies. Parents, teachers and administrators love this program. Participating in WEcare is easy and a way everyone can help make a difference in our schools and our children's education.

Adored by parents nationwide for being a pathway SCHOOL FUNDRAISER, our innovative Artwork for Education® program features student artwork on commercial-quality greeting cards. Every student participates. We select the BEST-IN-CLASS artwork for our WEcare™ RETAIL program. This market-driven approach harnesses consumer purchasing power to actively support schools, providing extra resources for educational materials and other critically needed



Introducing

A unique brand of greeting cards that connects retailers directly to local schools, parents and students



ARTWORK for EDUCATION®



ARTWORK for EDUCATION®

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The Worldwide Education (WE) Concept

The WE concept is right for the times

Worldwise Education harnesses the power of the marketplace to help schools earn and students learn. Schools receive a portion of the proceeds from every purchase of WE products.



ARTWORK for EDUCATION®

ARTWORK FOR EDUCATION

How it Works

Product Flow

WE enrolls schools to participate in Artwork for Education® by direct solicitation, at PTA/PTO conferences, online, and at other venues
Co-marketing opportunities available at National and State conferences

School Fundraiser

WE PRODUCTION:

- 1 Provide instructions to schools for art production
- 2 Receive and process art; create & ship catalogs/brochures
- 3 Receive school card orders
- 4 Print/package/deliver to schools

Retail Product Line

- 1 Best-in-Class used for retail stores
- 2 Cards selected for each store include mix of national best sellers and cards from local schools
- 3 Store chooses fixture based on available floor space

In-store events, such as Art Fun Days, available nationwide!

Cash Flow

\$0.50 from the wholesale price of \$1.80 is paid to participating school.

Suggested retail is \$2.95.

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Proceeds due schools are tracked and allocated based on sales total per quarter. WE manages fulfillment using EDI and national service contracts

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Each quarter, WE remits proceeds due from sales to participating schools. Retailers encouraged to participate in PR and media events.

Accountability

Click "Check Our Progress" at ArtworkForEducation.com online to easily track proceeds.

Card Prices



Wholesale price per card: \$1.80

\$0.50 from this price paid to participating school. MSRP: \$2.95 per card

Holiday and Seasonal Boxed Sets of 12 cards and envelopes available in corrugated, stand alone displays.

Display Options

In-Line, Wall Racks & Wing Panels

Unlimited, custom options available featuring in-line racks, slotted walls, clear acrylic shelves and custom wing panels



Custom End Caps

Available as slotted wall fixtures, spinners, or custom shelves in finish to match existing store fixtures.

Floor Spinners

Available in black wire (as shown). Options include 72 or 48 card choices with 12 or 6 of each choice.

DIMENSIONS:

72 item wire rack with header (as shown) 18" x 18" x 7'

48 item wire rack 12" x 12" x 7'

PRICE:

72 items-12 cards ea. \$1,598.80

72 items-6 cards ea. 799.20 plus rack

48 items-12 cards ea. \$1,065.60

48 items-6 cards ea. \$532.80 plus rack