



## Hand in Hand for Haïti Project : 80 Scholarships to Celebrate 80 Years

To support this project please send an e-mail to [80bourses@meeschaert.com](mailto:80bourses@meeschaert.com).

### HELPING HAITIAN STUDENTS

The Hand in Hand for Haiti project is a philanthropic effort of the Meeschaert Group that builds upon our initial support of four Haitian children in 2014 and aims to fund **80 additional scholarships to celebrate the company's 80th anniversary.**

Our goal is to support 80 Haitian children attending Lycée Jean-Baptiste Pointe du Sable in Sant-Marc, through the Hand in Hand

for Haiti Foundation, by funding at least 80 scholarships of \$5,000 each, over the next three years.

To that end, the Meeschaert group is calling upon our entire network - employees, clients, suppliers, associations and foundations, and artists and their galleries - to join us by supporting this meaningful project.

### THE PROJECT : MEANINGFUL ART TO BENEFIT HAITIAN CHILDREN

As an extension of the Meeschaert Collection, we will bring together artists, galleries and the Meeschaert group, selecting a wide variety of works: paintings, installation art, videos, etc. Each donated work will be sold for a price, consistent with the market value (as advised by the artist and/or the gallery) with the proceeds funding scholarships through the Hand in Hand for Haiti Foundation.

For works not donated directly or via the gallery, the Meeschaert Group will organise a travelling exhibition in the nine French cities in which the group is present. The exhibition will be supported by a communications campaign dedicated to promoting the project. Participation is beneficial to art collectors, who will have the opportunity to purchase original works while supporting a worthy cause, and the



students who will receive scholarship funds from the proceeds.

The project will be publicized through the creation of a label posted on websites and promoted through an extensive communication plan. A broad audience will

be called on through social networks, the press in all the French and foreign cities in which Meeschaert is located. The goal is to provide visibility to the partner galleries and artists involved in the project while raising scholarship funds for the children of the Lycée Jean-Baptiste Pointe du Sable.

## ART SERVING EVERYONE

### For the gallery

- Participation provides a way to promote artists in an original manner, through a public interest philanthropic project, unique in both its scope and impact.
- Builds client loyalty by suggesting they purchase new artworks, while making a donation to a worthy Foundation.
- Offers the opportunity to communicate with clients about a new and innovative project.

### For the artist

- Provides scholarships and supports an important cause by donating select works.
- Benefits from exposure through the Meeschaert Group and the Foundations' communication activities, specifically through association with this project's label and digital communications campaign.
- Benefits from a tax credit <sup>(1)</sup> for donated artworks (depending on citizenship, status and place of residence).

### For the buyer

- Provides an opportunity to purchase an artwork(s) from a well-known artist while supporting an important cause.
- May benefit from a tax credit <sup>(2)</sup> (depending on citizenship, status and place of residence).

### For the Hand In Hand for Haïti Foundation

- Builds financial support through by financing 80 student scholarships over three years.
- Gains visibility in France.
- Facilitates donations through a collection button on its website.

### For the Meeschaert Group

- Promotes a cause the Group cares about dearly: helping the disadvantaged children of Haiti by providing financial aid for education.
- Brings its network together around a meaningful cause: working together on a project that promotes community and philanthropy.
- Promote this project in its communication strategy.

(1) If the artist is an American tax resident, Hand in Hand for Haiti (USA) is a registered 501 (c) (3) charity, donations can be claimed on income tax statements in the USA.

If the artist has French tax resident status, a tax credit can also be claimed due to Hand in Hand for Haiti official "Endowment Fund" status in France <sup>1</sup>

<sup>1</sup> Published in the Journal Officiel of 21 May 2011 (n° 01475)

(2) Through the Hand in Hand for Haiti French charitable and official endowment fund status<sup>1</sup>, donors with French tax status can deduct their donation from taxable income:

- 66% of donations for private individuals
- 60% of donations for companies

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