Dear \_\_\_\_\_\_\_\_\_\_\_

Thank you kindly for the opportunity to donate art to your charitable organization for fundraising. This is a wonderful and worthy cause and I would be honored to have my artwork and name associated with yours and the great work you are doing.

Due to the high volume of requests I receive from many great charities and causes, and in order to maximize what I am able to offer, I’ve developed guidelines that enable me to donate artwork at less than retail cost and allows the artist, the charity, and the purchaser to all benefit. These guidelines allow me to minimize losses as they take into consideration that current U.S. tax laws are unfavorable to artist donations (currently write-offs for artist donations is only for costs of materials in the artwork).

Please consider offering these terms for all artist donations your organization, as this will attract top quality artwork. In addition, over time your charity will become known to artists and art patrons as the go-to organization for unique and valuable art while supporting your worthy cause.

**Serena Webber Studio Donation Guidelines**:

• The charitable organization agrees to split the proceeds from the sale or auction of my painting 50/50 (50% to Serena Webber and 50% to the organization). This ensures I am able to cover cost of materials and some of the time/labor incurred in the creation of the piece. Payment is to be made within 7 business days of the sale.

• A starting bid will be set and determined by Serena Webber prior to the event. This is required to honor the value of artwork already purchased by my existing collectors and work being shown in galleries that represent me, and to ensure my work is not devalued. This reserve price will give potential buyers incentive to bid as it will be below retail market value of my work.

• The name, address, phone and e-mail of the buyer will be provided to Serena Webber for her patron/collector records, and to thank the buyer for their purchase of her artwork.

• In the event the artwork does not sell, it will be returned (undamaged) to Serena Webber at the organization’s expense within 7 business days.

• If damage occurs to the unsold artwork while in possession of the charitable organization the following charges to the organization will be incurred:

o Damage to the frame (for framed pieces) - 10% of the starting bid payable to Serena Webber Studio along with the painting being returned to Serena Webber at the organization’s expense within 7 days of the event’s completion.

o Damage to the artwork - 30% of the starting bid payable to Serena Webber Studio along with the painting being returned to Serena Webber at the organization’s expense within 7 days of the event’s completion.

Alternately, some organizations have opted to find a donor to buy the work, donate it for the auction or sale, and receive a tax deduction. This might be an option worth pursuing for your organization as well.

Another donation opportunity I offer charities is providing a donated gift certificate valued at \_\_\_ dollars, which is valid towards the purchase of any of my pieces priced at \_\_\_\_$ and up. The exposure garnered this way has traditionally been much more favorable for the artist, and the bidder is able to claim the value of the certificate as a tax donation.

If these guidelines are agreeable to you, please sign below and return this form via e-mail attachment/scan to [serena.webber@gmail.com](mailto:serena.webber@gmail.com). I will then draw an Agreement to be signed by you or an organization representative, and send you photos of my donation for your consideration.

If there are questions or concerns please contact me. Thank you for your interest in my artwork to help with your charitable organization’s event.