MASTERPIECE OF HOPE CAMPAIGN

A Sketchbook of Opportunities

Benefiting the
Creative and Expressive Arts Therapy Program
Every day at Children’s Hospital of Pittsburgh of UPMC, creative arts therapies are used as proven methods for helping children and adolescents cope with symptoms, stress, and traumatic experiences. Therapists offer complementary approaches to a child’s traditional medical treatment, helping kids get better faster. The Creative and Expressive Arts Therapy program at Children’s Hospital offers therapeutic activities tailored to meet the social, emotional, and physical needs of patients and their families to cope, to heal, and to find hope.

Today, Children’s Hospital has two art therapists and two music therapists. In a 315-bed hospital, these four therapists try to cover the needs across nine inpatient units. Pulled in many directions, the therapists aid patients and their families through scary and painful experiences. Like the young girl who needs help to muster the courage to accept her chemotherapy treatment, or the teenage boy who needs someone to help him express the frustration and anger he harbors about his diagnosis, or the sister who needs help understanding why her baby brother can’t yet go home. For every patient who benefits from creative art therapies, there are several who do not — simply because the demand for therapists’ time and resources far exceeds the supply.

At Children’s, we know that the Creative and Expressive Arts Therapy program shines a light of hope and healing, and no patient should be without access to the healing power of art. That’s why Children’s Hospital of Pittsburgh Foundation has embarked on a campaign to benefit the Creative and Expressive Arts Therapy program.

The Masterpiece of Hope Campaign will seek resources to build a place of hope, support the people who inspire, and provide the tools for expression.

Your dedication to and passion for the arts can help children in our community who need the hope and healing that we know the arts can provide. Gifts given in support of the Masterpiece of Hope Campaign will help expand and sustain the Creative and Expressive Arts Therapy program at Children’s — increasing access, quality of activities, and variety of experiences, all in space that inspires hope and promotes healing.

Help us create a Masterpiece of Hope for kids struggling with illness or injury by supporting these giving opportunities.
Art Therapy

Fairly new to Children’s, the Art Therapy program consists of two master’s level and board-certified art therapists who employ traditional counseling principles to give kids and their loved ones the chance to use creative expression as an opportunity to understand and process feelings and emotions and increase self-esteem. The therapists visit with patients at their bedside or within the modest private Art Therapy Studio. The studio serves as administrative space for the pair, as well as a place where patients are encouraged to release their emotions through the creation of art.

Through the Masterpiece of Hope Campaign, the existing private Art Therapy Studio will be relocated to a new and larger space within the Creative and Expressive Arts Hub with more room and supplies for sessions with patients away from the bedside. More creative tools and experiences will be possible in this new setting, such as a ceramics program with pottery wheels and a kiln, and a digital design center that includes a 3D printer.

Your investment in the Masterpiece of Hope Campaign will give Children’s the chance to support a program that has the potential to inspire change in our kids and families well beyond their time in the hospital.

“Art therapy saved my life, even more so than my bone marrow transplant.”
Music Therapy

At first glance, music therapy at Children’s may look like a lot of fun, but it is also grounded in the most up-to-date research in music and medicine. The two music therapists, with extensive training in music and psychosocial interventions, provide kids with the chance to participate in and make music as a method of relaxation and distraction. It also can motivate patients to become more engaged in their own treatments. Through music, the therapists help patients manage their pain, re-learn how to walk, talk, and move, express emotions, build coping strategies, and enjoy the life-affirming pleasures of making music.

“My baby smiled for the first time during hospitalization while doing music therapy. It reminded me that it is okay to smile too.”

The Masterpiece of Hope Campaign will support relocating its Music Therapy Studio to a new, larger space with natural light, which is currently lacking in the existing studio location. State-of-the-art sound and recording equipment, a new baby grand piano, and room for many more instruments will open up greater possibilities for expression, and each moment can be recorded as a lasting treasured memory for patients and their loved ones.

With your investment in Children’s Music Therapy program, you can bring the healing power of music to more kids than ever before.
MASTERPIECE OF HOPE CAMPAIGN PRIORITIES

Creation Station

The Masterpiece of Hope Campaign will make possible a new destination for patients and families, called the Creation Station, located within the Creative and Expressive Arts Hub. Here children can sample a variety of activities — from finger-painting to robot-making. The Creation Station will offer a pottery area, a corner for creative writing and technology, STEAM (science, technology, engineering, arts, and math) activities, theater/stage area, permanent space for group arts projects, and supply storage. The design will be child-friendly, accessible, and aesthetically pleasing, with as much natural light and attention to detail as the rest of our award-winning hospital. Programs will be added over time to increase opportunities for support and distraction for patients, siblings, moms, dads, and everyone involved in the hospitalization of a child who is sick or injured. In order to encourage partnership with Pittsburgh’s robust arts community, the Creation Station will enable Children’s to increase the ways local artists, musicians, craftsmen, and others can share their gifts to help patients experience the healing power of creative expression.

Gallery of Hope

Included in the Creative and Expressive Arts Hub is a new exhibition gallery to display the works of art created by patients, their siblings, and families. The Gallery of Hope will provide the artists’ opportunities to share their work along with the emotional expression and story behind each piece in an inspirational setting that honors the art as much as the person who created it.

“Every time something bad is happening in my sister Sarah’s hospital room, Mom and Dad send me upstairs. I like coming to the art room because we can talk about it, and we sometimes don’t have to talk, and draw a picture about it instead.”

Architectural rendering of Creative and Expressive Arts Hub

Artwork by Children’s patient
The Masterpiece of Hope Campaign will introduce a new expressive experience through broadcast radio and television programs and a state-of-the-art studio centrally located on the hospital’s 6th floor. Kids in the Spotlight will give patients a chance to create, share, explore, and entertain themselves and others in a media studio with live and closed-circuit broadcasting.

The studio will be led by staff with technical and production expertise who will support the involvement of patients, siblings, families, nurses, and doctors in uniquely developed programs that serve to entertain, share news and education, encourage self-expression, and increase socialization for those in isolation. It’s an outlet for creative energy that kids will recognize from today’s world of professional entertainment.

Simple-to-use equipment can put patients in the broadcaster’s seat, and it also makes a welcoming showcase for musical acts — local and international, amateur and professional — to allow patients to be exposed to a variety of entertainment. A professional studio would be a significant attraction to the adolescent population at Children’s.

The shows will broadcast live throughout the entire hospital, so patients with isolation precautions who are unable to leave their rooms are able to be a part of the action — whether that involves a celebrity or one of their favorite doctors or nurses.

Hosting or participating in a call-in or game show, presenting a radio drama, hosting interviews or bedtime stories, playing deejay on a music hour or an event in the Eat’n Park Atrium are a few of the activities that could take place. The fully-equipped studio will have a glass wall facing the Eat’n Park Atrium, so patients, families, and staff can watch the action. It will have engineered acoustics, a green screen for shooting video, recording/mixing/special effects software, a video camera and projector, mobile “reporter” equipment, video monitors on mobile carts, a control board to broadcast through the speaker system or the in-house TV channel, and all the broadcast booth tools, including an “ON AIR” sign. Expert staff will be available to help guide kids through their broadcast experience.
HELP CHILDREN’S BUILD A MASTERPIECE OF HOPE

More than 2,000 square feet in the hospital will be renovated to create a new arts suite and a new recording and Broadcasting Studio. **Support a Masterpiece of Hope where the patients and families can heal by making a gift to cover costs of construction of the following:**

1. **Kids in the Spotlight Broadcasting Studio**
   - $1,500,000

2. **Kids in the Spotlight Broadcast Studio Control Room**
   - $25,000

3. **Creative and Expressive Arts Hub**
   - $1,000,000

4. **Music Therapy Studio**
   - $250,000

5. **Art Therapy Studio**
   - $200,000

6. **Creation Station**
   - $500,000

7. **Gallery of Hope**
   - $100,000

8. **Digital Design Center and Maker Station**
   - $100,000

9. **Pottery Nook**
   - $50,000

10. **Theater/Stage**
    - $50,000
SUPPORT THE PEOPLE WHO INSPIRE

Once the space is built, we’ll need additional talented and credentialed professionals to deliver the programs and therapies to patients, siblings, families, and all those involved in the care process. You can support these critical positions — who work directly with patients — annually, or, in perpetuity with an endowment. Funding these positions will create a lifeline that delivers these therapies to the kids who need them.

- **Program Director**
  - $100,000

- **Therapist**
  - $75,000

- **Technician**
  - $75,000

- **Coordinator**
  - $50,000

- **Continuing Education and Training for the Therapists**
  - $25,000

- **Interns**
  - $10,000
PROVIDE THE TOOLS FOR EXPRESSION

With more space to create and offer new programs, your investment can help ensure that the very best materials, tools, and equipment stock the shelves and outfit the studios.

**ART THERAPY STUDIO**
- 3D printer
- Camera
- Clay
- Computers
- Painting, drawing, and other art supplies
- STEAM maker kits
- Scrapbooking materials
- Smart board
- Tablets/iPads®

**MUSIC THERAPY STUDIO**
- Computer-based recording system and software
- Digital drum set
- Headphones
- Instruments
- Microphones, speakers, and other accessories
- Mobile baby grand piano
- Mobile cart for recording station
- Synthesizer/workstation

**CREATION STATION**
- Background sound music system
- Computer/workstation and creative art software
- Kiln
- Microphones, speakers, and other accessories
- Motorized projection screen and projector
- Portable camera system
- Pottery wheel

**BROADCASTING STUDIO**
- Solid state recording deck
- Audio mixer
- Cameras and accessories
- Custom microphone and video panels
- Microphones, speakers, and accessories
- Mobile recording cart
- Video editing software
- Video production equipment
- Workstations, computers, and monitors
CREATE A LEGACY

To help ensure we can build a bright future and sustain the Creative and Expressive Arts Therapy program, you can direct your giving to an endowment that would support the entire program. A designated endowed fund will provide income to support the Creative and Expressive Arts Therapy program year after year. This could ensure the ability to meet basic program needs and expand therapeutic services to reach more patients. Endowment funds are invested with oversight by the Finance and Investment Committee of Children’s Hospital of Pittsburgh Foundation’s Board of Trustees.

With a gift of $100,000 or more, you can establish an endowment in your name, or in honor of a loved one.
DONOR RECOGNITION OPPORTUNITIES

Children's Hospital of Pittsburgh Foundation is honored to recognize individuals who make significant contributions to the Masterpiece of Hope Campaign. Your gift presents a unique opportunity to be permanently recognized on our Children’s campus. Recognition privileges are reserved on a first-come, first-served basis, and all gifts will be publicly acknowledged in accordance with Children's Foundation donor recognition guidelines unless you request anonymity.

Build a Place of Hope

Early investors contributing to cover construction costs at $1 million or more will receive prominent donor recognition signage or wall lettering naming the space. If applicable, the donor’s name will be incorporated into any electronic and print materials to support the space's programmatic function. Donors’ names will also be included in a newly-constructed Masterpiece of Hope Campaign donor recognition wall to be located in the Creative and Expressive Arts Hub.

Donors contributing to space construction at $25,000 to $999,999 will be recognized on a smaller plaque or sign at the designated location, as well as on the newly-established Masterpiece of Hope Campaign donor recognition wall.

Invest in a Bright Future

Donors investing $100,000 or more into endowments to sustain the future of this program will be recognized on the Masterpiece of Hope Campaign donor recognition wall to be constructed in the heart of the Creative and Expressive Arts Hub. Donors are also invited to personally name the established fund, which will become a permanent source of support and a meaningful legacy. Donors who establish an endowment will receive an annual report of how the income from the endowment has been utilized.

Support the People Who Inspire

Donors wanting to support the people who work frontline with our patients and families with gifts of $25,000 or more, will be recognized in the Masterpiece of Hope Campaign donor recognition wall to be located in the heart of the Creative and Expressive Arts Hub.

Provide the Tools for Expression

With gifts starting at $10,000, donors are able to provide various items on our wish list that will enhance the activity of the Creative and Expressive Arts Therapy program. Donors at this level will be included on the newly constructed Masterpiece of Hope Campaign donor recognition wall to be located in the Creative and Expressive Arts Hub. Each gift to the Masterpiece of Hope Campaign is meaningful and valued, regardless of size. Your generosity will ensure that Children’s continues its tradition of providing a full continuum of care that focuses on the body, mind, and spirit.

We are so grateful for your consideration and support. THANK YOU.
Detach form and mail to Children's Hospital of Pittsburgh Foundation, One Children's Hospital Drive, Central Plant, Floor 3, 4401 Penn Avenue, Pittsburgh, PA 15224-1342.

YES, I/we want to:

- **BUILD A PLACE OF HOPE** *(Construction of Space)*
  by supporting ________________________________
  with a gift of $__________________________

- **PROVIDE THE TOOLS FOR EXPRESSION** *(Supplies, Materials, and Equipment)*
  by supporting ________________________________
  with a gift of $__________________________

- **SUPPORT THE PEOPLE WHO INSPIRE** *(Positions)*
  by supporting ________________________________
  with a gift of $__________________________

- **CREATE A LEGACY** *(Endowment)*
  by supporting ________________________________
  with a gift of $__________________________

**Payment Method:**

- **Check** made payable to Children's Hospital of Pittsburgh Foundation
- **Credit Card** – Please charge my/our donation to my/our:  
  - Visa  
  - MasterCard  
  - Discover  
  - American Express

  Name on Card: ________________________________  Card #: ________________________________

  Exp. Date: _______________  Security Code: _______________  Signature: ________________________________

- **Online** – Please visit givetochildrens.org/CEAT to make your gift.
- **Stock** – Please contact us at 412-692-3900 or gifts@chp.edu to make arrangements.
- **United Way** – I/We will make my/our gift through the United Way. (Creative and Expressive Arts Therapy Code: 12726154)
- **Pledge** – Please send me a pledge reminder.

- **I/We prefer to remain anonymous.** Please do not print my/our name in recognition lists.

  Name: __________________________________________________________________________________________________________

  Address: ________________________________________________________________________________________________________

  City: ___________________________  State: _________  ZIP: ___________________________

  Phone: ___________________________  Email: ______________________________________

  Signature: __________________________________________________________________________________________________________  Date: ___________________________

To speak with someone about how you would like to support the Masterpiece of Hope Campaign, please call 412-692-3900, or email gifts@chp.edu, or visit givetochildrens.org/CEAT.
Artwork by Children's patient

Our pain is a part of who we are but it doesn't have to define us
Addison, Children's patient, with art therapist

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Renderings were created by DRS Architects.

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