

40X40 PHOTOGRAPHY FUNDRAISER

Dear Friends,

In 1977, Anne Beach, a Visual Studies Workshop graduate student, established an educational program, Cucumber Alley School of Printing, at 713 Monroe Avenue. Classes included photography, silkscreen, printing, and bookmaking. **I took my very first black and white photography class with her in the winter of 1977 and my creativity was ignited by the magic of the darkroom.** I began working with her to establish a community darkroom where in addition to offering classes, our photography facilities would be open for public use. Unable to obtain any grants, blues musicians John Mooney, Brian Williams, and Fred Palmer did a benefit concert in the Sunken Room to raise the seed money for us to begin construction and acquire equipment.

In 2017, we are celebrating our 40th anniversary! Now known as Flower City Arts Center, we have grown in both size and programming. We have 2 group darkrooms, 1 private darkroom, an alternative process space, a lighting studio, 2 digital labs, and exhibition space. We offer over 30 different photography classes 4 times per year, host 5-6 exhibitions, conduct an after-school photography and writing program for middle school city students, and have recently added an artist-in-residence program.

(continued on back)



Founder Anne Beach, 1977



Photography Director Sharon Turner
as a student, 1977

DONATION FORM

My gift: ☐ \$25 ☐ \$100 ☐ \$250
 ☐ \$500 ☐ \$1,000 ☐ Other \$ _____

Or make my gift recur monthly at \$ _____

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

☐ Check enclosed (made payable to FCAC) ☐ Mastercard ☐ Visa

Card # _____ Expiration date ____/____ Verification code (last 3 digits on back) _____

Signature _____



You can also donate online at
www.rochesterarts.org/40x40-fundraiser

CELEBRATING 40 YEARS OF PHOTOGRAPHY

Over the years, we have held studio tours, lectures by photographers, summer youth programs, in-school programs, programs for union members and seniors at senior centers, documentary projects celebrating the 10th anniversary of Habitat for Humanity, the 150th anniversary of the Rochester Fire Department and others. Much of this was accomplished through the hard work and dedication of many many volunteers... and a labor of love by our teachers and staff.

In our 40th year, we plan to celebrate and we invite you to do so with us. We will be posting interviews online with key people from our past. We will be hosting a celebration in September 2017.

In addition to celebrating, we have set a goal of raising \$40,000. With these funds, we would be able to improve our facilities and support our programming. This summer our Lighting Studio is moving to a new space in our building (where the yoga studio was located) and with the move we will be making much-needed upgrades to our studio equipment. Other facilities improvements include upgrading darkroom ventilation and temp control, upgrading classroom lighting, purchasing new air conditioners, investing in new software and digital projector for classes, and upgrading our library and kitchen area. General programming would be supported over the next 2 years to give us time to increase facilities users and students and to seek additional sources of ongoing support. **Our future sustainability depends on this.**

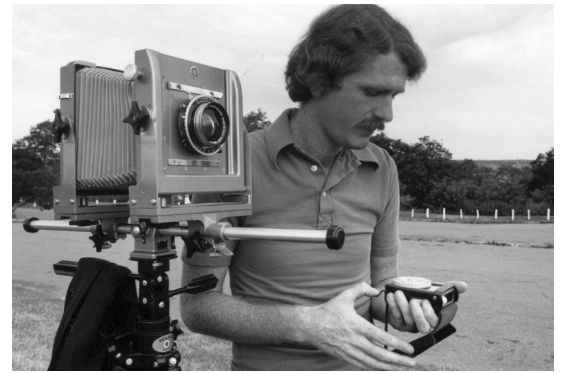
Reaching this \$40,000 goal would provide a solid base from which to move forward towards the next 40 years! Future goals include bringing our Studio 678 after-school program to other city middle schools, establishing a photography and writing program for women veterans, and developing photography programs for refugees and immigrants.

Please consider a donation toward our fund.

Sincerely,



Sharon Turner
Photography Director



Teacher Kevin McGowan, 1984



Gretchen Drilling Polacolor Transfer Workshop, 1994



Youth Teacher Gene Turner working with Jefferson Middle School 8th graders, 1997



Janet Lomax interviewing exhibiting photographer David Johnson, 2011