

ArtStamps™ Frequently Asked Questions

What is ArtStamps?

Based in Hartford, Connecticut, Art Stamps, LLC is a privately held company that believes in supporting the inherent creativity of youth by allowing them to experience school fundraising in a unique and extraordinary way. Its patent-pending fundraising process provides a way for schools to conduct fundraising that is fun and hassle-free for everyone by converting original student art into postage and note cards.

In the near-term ArtStamps will focus on giving schools a new easy way to raise funds for school programs. Its long-term plan is to give a significant amount of its profits to support schools and education.

Is this real postage?

Yes. ArtStamps patent-pending fundraising process turns student art into postage approved by the U.S. Postal Service for sending mail. The actual sheets of postage are created through a partnership with Endicia™ Internet Postage who is an approved licensed vendor of the U.S. Postal Service.

Why was ArtStamps created?

ArtStamps was created to make a greater positive impact on kids and education by allowing them to experience school fundraising in a unique and extraordinary way. It promotes the reintroduction of the art of letter writing and helps parents capture the creative growth of their children. Overtime, it also helps capture a child's creative evolution.

Eventually, ArtStamps plans to give a percentage of its profits to education.

How does this fundraiser work for schools?

Students create artwork on ArtStamps' designated ArtForm. A parent or guardian reviews the art, completes the order form and returns it to the child's school. To make the process hassle free for schools, ArtStamps processes each order, collects the funds, prints and delivers the postage, and sends the raised funds directly to the schools. Repeat orders placed directly with ArtStamps within the school year result in on-going funds to the school.

How does ArtStamps raise money for schools?

Schools earn \$3.00 for every sheet of postage sold, and \$5.00 for every set of note cards sold. Orders consist of a sheet of postage for 20 39-cent mailings at a cost of \$20 per sheet. A set of 20 note cards cost \$25. Repeat sales contribute on-going funds to schools for one year. ArtStamps does not influence how schools use funds.

How does ArtStamps determine how much money goes to the schools?

ArtStamps does not influence how schools use funds. Schools earn \$3.00 for every sheet of postage sold, and \$5.00 for every set of note cards sold. Orders consist of a sheet of postage for 20 39-cent mailings at a cost of \$20 per sheet. Overall, nearly 55 percent of every sale returns to schools to fund activities and to purchasers in the form of postage.

How do schools or school districts use the funds raised from the sale of ArtStamps?

ArtStamps does not influence how schools or school districts use funds—they can be used for any purpose they deem appropriate. Since ArtStamps' philosophy encourages creativity – it is ArtStamps hope that funds raised could be earmarked for school art programs, but the decision on how funds are used is left directly with the organization. For example, one school has earmarked funds raised through ArtStamps for art supplies, while another may use the money to support the school's annual student play. School districts may use the funds wherever they will most benefit the entire district.

How does this compare to other school fundraisers?

Unlike other fundraisers, ArtStamps makes it simple for schools and organizations to raise funds. Schools simply submit the artwork and order forms. ArtStamps processes the student's artwork into U.S. postage and sends schools a check.

Is ArtStamps limited to only schools?

No. ArtStamps also provides the program to youth sports teams, clubs, religious groups and other organizations.

Is ArtStamps available directly to consumers?

Yes. Consumers can access ArtStamps' Web site, www.myartstamps.com, to place online orders.

Is ArtStamps a 501(c)(3) nonprofit?

No. ArtStamps is a for-profit company that leverages the creativity of youth to create a unique and extraordinary fundraising experience. ArtStamps raises much-needed funds for art programs and classes in schools. ArtStamps is also committed to funding education through annual scholarships, and at some future point plans to give a percentage of its profits to schools and education.

Is ArtStamps profiting from children?

No. ArtStamps enables kids to turn art they create into U.S. postage, which are sold to raise funds for their school. ArtStamps promotes the reintroduction of the art of letter writing and helps parents capture the creative growth of their children.

When will ArtStamps be profitable?

ArtStamps is a private company and does not disclose this information. However, ArtStamps does anticipate substantial growth over the next few years.

How long does it take to turn artwork into postage?

The process takes four weeks or 20 business days from ArtStamps receipt of the artwork until receipt of the products.

Is it only artwork that can be processed into U.S. postage?

Yes. Currently ArtStamps only uses student artwork to produce postage and note cards.

How does ArtStamps maintain the privacy of students?

ArtStamps has taken every precaution to protect the privacy of students. The only information included on the finished postage is the student's first name and age.

Can ArtStamps make postage without a student's name?

Yes. ArtStamps provides the option of printing postage without student names.

How does ArtStamps monitor the artwork that will be produced as postage? Are there any limitations to what can be produced?

ArtStamps only accepts art submissions submitted on the ArtStamps' ArtForm. Parents and schools are responsible for screening artwork prior to submission. For additional quality control purposes, ArtStamps reviews and screens all artwork before production.

How does ArtStamps attract schools to this program?

Currently, more than 40,000 students are participating in the ArtStamps program to raise funds for their schools or school districts. ArtStamps is immediately available to schools, PTO groups, parents, and educators across the country. Schools, school districts, educators, parent teacher organizations (PTO), and others can arrange for ArtStamps fundraising programs immediately by contacting ArtStamps (<http://www.myartstamps.com>).

Does ArtStamps plan to expand beyond postage?

Yes. Currently ArtStamps only produces postage and note cards. In the future, ArtStamps has plans to expand to gift bags, commemorative plaques, and other items.

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