

CONCEPT NOTES -“ BRUSHSTROKES FOR PARKINSONS DISEASE” INITIATIVE

The Anidaso Parkinson’s Disease Foundation (APDF) for the past 8 years has been dedicated to raising awareness about Parkinson’s disease and supporting those affected by it. Our mission is to foster hope and improve the quality of life for individuals living with Parkinson’s through education, advocacy, and community engagement. To further this mission, we are organizing an art-focused campaign geared towards creating more awareness about the disease. Two main programs are under this initiative; an art/painting competition amongst schools to raise awareness and funds for Parkinson’s disease and art/painting carnival in Accra.

1. ART/PAINTING COMPETITION AMONGST SCHOOLS IN THE GREATER ACCRA AND ASHANTI REGIONS

The competition is open to school children in the Ashanti and Greater Accra Regions in Ghana, aged 6-18 years. Participants will be required to create an original painting inspired by the theme "**Hope and Resilience in the Face of Parkinson's Disease.**" The competition aims to:

- Raise awareness about Parkinson's disease among school children in Ghana.
- Encourage creativity and self-expression among participants.
- Support Parkinson's disease research and support in Ghana.
- Paintings will serve as a visual representation of the impact of Parkinson's disease, telling a story that words alone may not be able to convey.
- The competition will help build a community of advocates, including students, teachers, and parents, who can work together to raise awareness and support for Parkinson's disease.

Benefits for Participating Schools

- By participating in the competition, students will learn about Parkinson's disease, its symptoms, and its effects on individuals and families and help spread awareness about Parkinson's disease to a larger audience, including parents, teachers, and the community.
- Opportunity for students to showcase their artistic talents.
- Chance to win exciting prizes and recognition for participating students and schools.
- Contribution to a worthy cause, supporting Parkinson's disease research and support in Ghana.

Competition Details:

- Age categories: 6-10 years, 11-14 years, and 15-18 years.
- Theme: "**Hope and Resilience in the Face of Parkinson's Disease.**"



- Art supplies: Participants are encouraged to use any art supplies they prefer (e.g., paints, markers, colored pencils). Paintings can be created using watercolor, acrylic, or oil paint
- Artwork must be relevant to the theme.
- **Required Documents: Student's name, school name, class, and contact information must be provided on the back of the artwork.**
- **Submission deadline: 31st March, 2024**

Judging Criteria

1. Creativity (30%): Originality and uniqueness of the artwork.
2. Theme Relevance (25%): How well the artwork depicts the theme.
3. Technical Skill (20%): Use of color, composition, and technique.
4. Message (25%): The message conveyed through the artwork.

Prizes

There will be cash prizes, trophies, medals and certificates to be won.

2. "BRUSHES FOR PARKINSON'S GHANA" PAINTING CARNIVAL- ACCRA

The second part of this initiative is to organise a painting/art workshop to raise awareness and funds for Parkinson's disease research and support in Ghana, while promoting creativity and community engagement.

Event Activities

- **Painting Stations:** Set up various painting stations with different themes, such as:
 - "Hope and Resilience"
 - "Parkinson's Awareness"
 - "Ghanaian Culture and Heritage"
- **Art Market:** Invite local Ghanaian artists to showcase and sell their artwork, with a portion of the proceeds going towards Parkinson's disease research and support.
- **Donation/Merchandise Station :** Set up a designated area where attendees can buy merchandise and donate to the cause.
- Offer traditional Ghanaian food and beverages for sale, with a portion of the proceeds going towards the cause.
- **Live Music and Entertainment** to create a lively atmosphere.
- **Organize a raffle and auction** with artwork, prizes, and experiences, with all proceeds going towards the cause.
- **Set up an information booth** to provide resources and information about Parkinson's disease.

ARTISTIC LEAD

The role of an artistic lead can not be over emphasized in this campaign. We will engage artists who will play the following roles:

- Creative Ambassador who helps raise awareness about Parkinson's disease by creating artwork that inspires, educates, and sparks conversations.



- A Visual Storyteller will use their craft to share the stories and experiences of people living with Parkinson's disease, promoting empathy and understanding.
- An Advocacy Partner who will collaborate with us and other Parkinson's disease organizations, stakeholders, schools, and communities to amplify the message and promote advocacy.
 - A Mentor and Educator who will share their expertise with students, teaching them about art, creativity, and the importance of advocacy.
- A Fundraising Supporter who may donate their artwork or create pieces specifically for fundraising events, supporting Parkinson's disease research and initiatives.

Artist Contributions

- Artists who can create original artwork inspired by Parkinson's disease, which can be showcased in exhibitions, online platforms, or auctions.
- Artists who will lead workshops, guiding participants in creating artwork related to Parkinson's disease, and promoting creativity, self-expression, and awareness at the live event in Accra.
- Artists who will provide constructive feedback and guidance to students, helping them refine their artistic skills and artistic expression and also help judge their artwork.
- Artists who will help the Foundation curate exhibitions featuring artwork created by students, showcasing their talents and promoting awareness about Parkinson's disease at the Accra event

Benefit to Artist

- Artists will contribute to a meaningful cause, using their talents to make a positive impact.
- Artists will connect with students, educators, ambassadors, sponsors and the broader community, fostering relationships and collaborations.
- Artists may use this opportunity to explore new themes, techniques, and mediums, expanding their creative horizons.
- Participating in this initiative will enhance their professional profile.

AMBASSADOR ROLE

An ambassador will play a vital role in promoting the event, raising awareness about Parkinson's disease, and supporting advocacy efforts.

Ambassador Roles

- Promote the art/painting carnival and competition through various channels, such as social media, radio, TV, and print media.
- Help raise awareness about Parkinson's disease, its symptoms, and its impact on individuals and families in Accra.
- Promote the importance of advocacy and support for Parkinson's disease research, education, and community programs in Ghana
- Engage with local communities, schools, and healthcare organizations to promote the event and encourage participation.



- Collaborate with local artists, art organizations, and stakeholders to promote the event and support Parkinson's disease advocacy efforts.

Ambassador Contributions

- Share personal experiences or stories of others affected by Parkinson's disease to inspire participants and promote empathy.
- Utilize social media platforms to promote the event, share artwork, and raise awareness about Parkinson's disease.
- Help to host or co-host the art/painting carnival ensuring its success and promoting Parkinson's disease awareness.
- Help raise funds for Parkinson's disease research, education, and community programs in Ghana.

SPONSORS

A sponsor for this initiative will play a vital role in supporting the event, promoting awareness about Parkinson's disease, and contributing to the success of the competition.

Sponsor Roles

- Provide financial assistance to cover event expenses, such as venue rental, marketing, and artwork materials.
- Promote their brand, products, or services through the event, reaching a targeted audience interested in art, health, and social causes.
- Help promote the event through their marketing channels, such as social media, email newsletters, and website advertising.
- Donate prizes for the competition winners, such as art supplies, gift vouchers, or other relevant items.
- Share their expertise or resources to support the event, such as providing art supplies, printing services, or technical support.

Sponsor Contributions

- Sponsors will increase their visibility and reputation among their clients by demonstrating their commitment to social responsibility and community engagement.
- Sponsors can raise awareness about their brand, products, or services, potentially leading to increased sales, customer loyalty, and market share.
- Sponsors will connect with other stakeholders, including artists, educators, healthcare professionals, and community leaders, potentially leading to new partnerships and collaborations.
- Sponsors can demonstrate their commitment to social responsibility, contributing to the betterment of society and promoting awareness about important health issues like Parkinson's disease.
- Sponsors may be eligible for tax benefits or deductions for their contributions to the event.