

Date

Name of Organization  
ATTN Line  
Address Line 1  
Address Line 2

Dear \_\_\_\_\_:

Pop artist Steve Kaufman, former assistant to the legendary Pop artist Andy Warhol, has earned Congressional recognition and a long-standing reputation in Los Angeles, California, for taking troubled kids off the streets and out of prisons to employ as his art gallery assistants through his non-profit charity, Give Kids A Break. Over the past 14 years, Steve has hired nearly 1,000 Los Angeles ex-gang and homeless kids to steer them down a better path of life. They learn important labor skills, such as mixing paints and stretching and framing canvases, which builds their self-esteem and gives them an important appreciation for art. Some of these kids remain Steve's employees even after they mature, while others pursue their own careers. Either way, any kid who has ever been fortunate enough to be taken under Steve's wing has become a productive member of society.

To keep his non-profit organization a continued success, Steve has created a series of 21 vibrantly colored pop art paintings to be sold for the benefit of Give Kids A Break. These limited editions feature such national American icons as Albert Einstein, Marilyn Monroe, and President John F. Kennedy. All paintings are hand-signed, numbered, and designated as specific releases for Give Kids A Break. Each painting comes with a certificate of authenticity and features a unique stamp of Steve's initials on the back to indicate that 100 percent of the sales are being used so that ex-gang and prison kids get a chance to benefit from Steve's role-model leadership.

This special series is being offered at \$600 per painting. If you donate \$600 or more to Give Kids A Break, you can select any painting in the series from the enclosed brochure. The value of each piece will far exceed your \$600 contribution. Anyone who donates \$10,000 will receive the entire suite of 21 paintings. Each donation is 100 percent tax deductible.

Since the 1960s, Steve's artistic contributions have boasted worldwide art shows and recognition. His clients have included Macy's, NBC's Saturday Night Live, the Holocaust Museum, and the Sinatra family. He has been featured on major television networks and been a guest of the White House. But Steve is also a renowned philanthropist. From 1987-2002, his art raised nearly \$5 million for more than 180 causes and charities such as AIDS awareness, the Literacy Volunteers of New York, the Nevada Women's Fund, and Meals On Wheels. Most dear to his heart, however, are the ex-gang members closest to his home in Los Angeles. His extraordinary generosity and astonishing talent make him a one-of-a-kind artist and a remarkable person.

Your gracious contribution of \$600 or more will not only reward you with a unique and valuable painting by one of the most celebrated artists of our time, but also the knowledge that you helped at least one troubled street kid make a new life. Both rewards will outlast the test of time.

Sincerely,

Name  
Position  
Company