

BIG ANNOUNCEMENT!

December 7, 2006 • For Immediate Release

AAEC Receives \$15,000 Challenge Grant

The Association of American Editorial Cartoonists has received a \$15,000 grant from the Challenge Fund for Journalism. The CFJ's mission is to help journalism organizations increase their fundraising ability and enlarge their base of individual donors. To fulfill the terms of the grant, the AAEC must raise an additional \$15,000 in matching funds by May 31, 2007.

The grant comes at a time of transition for the 380-member AAEC, which was founded in 1957 as a professional society for editorial cartoonists in the U.S., Canada and Mexico. For many years, its chief activity was to hold an annual convention for its members, but a generous gift from the Herb Block Foundation in 2004 enabled it to set up several programs to raise awareness of editorial cartooning in schools, within the newspaper industry and among the general public. In just the past few years, the AAEC has:

- Joined with Newspapers in Education to produce *Cartoons for the Classroom*, a free, bi-weekly series of lesson plans based on political cartoons.
- Completely redesigned its website to give the public access to a growing collection of over 26,000 cartoons, as well as biographies of their creators, reprint information and other features.
- Created a nonprofit organization, the Editorial Cartooning Initiative, to run its educational programs and collect tax-deductible gifts to support them.
- Launched a membership drive to coincide with its 50th anniversary in 2007.

By meeting the \$15,000 goal of Challenge Fund for Journalism grant, the AAEC hopes to gain the fundraising skills to support and expand these educational programs. The campaign is being conducted by a volunteer committee led by former AAEC president Clay Bennett, current Secretary-Treasurer Cullum Rogers and General Manager Elissa Doyle. Their immediate project is to have a system in place by the end of 2006 to receive online donations through the AAEC website.

More information about the CFJ grant, *Cartoons for the Classroom*, and other AAEC activities can be found at www.editorialcartoonists.com, or by contacting Elissa Doyle at (717) 703-3069 or aaec@pa-news.org.

The CFJ is a collaboration of the Ford Foundation, the Ethics and Excellence in Journalism Foundation and the John S. and James L. Knight Foundation. Since its founding in 2002, it has given \$1.8 million to 32 journalism organizations, which have collectively raised an additional \$2.8 million in matching funds.

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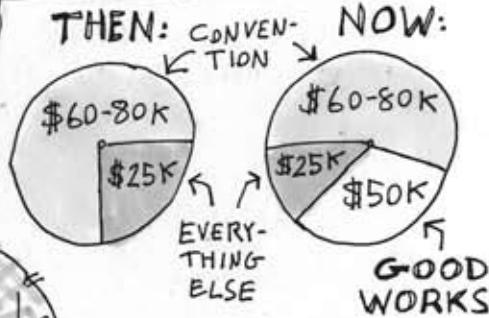


HEY! What's That All About?



Thanks to the Herb Block Foundation, we've been spending some \$50,000 a year to set up and run the Good Works listed in that letter. But that money will be used up next year!

We figure it'll take \$15,000 to \$25,000 a year to keep the Good Works going - and we're mulling more projects!



- CARTOONS FOR CLASSRM. — \$5K
- PUBLIC AREA OF WEBSITE — \$15K
- ED-TOON HISTORY UNITS — ?
- PERM WEBSITE ARCHIVE — ?
- OUTREACH TO J-SCHOOLS — ?
- OUTREACH TO J-ORGS. — ?

Why should you care? Because these Good Works promote interest in editorial cartooning, which promotes the survival of our profession! And while we're raising funds, we'll also raise AAEC's profile, enhance our credibility, and build a network of supporters.

And if all goes right, those supporters will be so generous we won't have to make this kind of appeal ever again.

But for now...



What You Can Do:

- **Give us all your money**
We don't seriously expect this to happen.
- **Give us some of your money**
It needn't be much — \$5, \$10, \$25 — the main thing is to have a high percentage of members participating. Potential big donors are impressed by this ... and will ask about it.
- **Ask folks to give us their money**
Relatives. Friends. Publishers. You'll never know who's willing to help until you ask. (And also ask if their employers match charitable contributions.) But if you're too shy to do that ...
- **Hook us up with potential donors**
Do you have fans who attend all your talks? Who buy your originals? Who think political cartoonists are the coolest people? Ask if they'd be willing for us to call, and we'll make the pitch.
- **Spread the word**
Mention the fund drive and the AAEC's Good Works at your interviews and book signings. Tell interested folks to visit www.editorialcartoonists.com for details.
- **Push Cartoons for the Classroom**
Especially if you know any teachers. It's our most visible Good Work — and come January there'll be a way to support it online.
- **Volunteer to help**
Contact Elissa at aaec@pa-news.org.