

# From the Managing Director



Friday 27<sup>th</sup> November 2020

Ref: DS/DC/Artists/File

Dear Artist,

## Year End Update

As 2020 draws to a close, I want to thank all of you who have continued to show your support and solidarity for Arts2Life UK and the work we do here. It has been humbling to see so many of you continuing to support us in our events and show your support. In addition, it has been great to interact with so many of you on a more regular than normal basis, this is something I have found very rewarding.

In the coming weeks, we will be issuing you all with our planned event dates for 2021. These will be both Online and those based at HallPass Bar (subject to Covid-19 restrictions). My advise to you all is do not delay, contact our Events Team to book your slot to avoid disappointment. With 24 planned events for 2021, and more potentially on the horizon, we want to try and give as many of you as possible the opportunity to perform with us.

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## Graphic Design Team:

Our Graphics Team headed by David Treadwell have been working extremely hard behind the scenes to create unique, eye-catching and professional designs of posters, cover photos and bespoke graphics for you. They have a very arduous task and I want to thank them publicly for their efforts this year.

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## Social Media Team:

The Social Media Team headed by Conor Hughes has also been hard at work ensuring that you are seen across our social media facets. Now more than ever, it is vital that we do all we can to bring awareness to you as Artists. **Want to share something with us? No Problem, simply email [arts2lifeuksm@gmail.com](mailto:arts2lifeuksm@gmail.com)**

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## Website:

The Arts2Life UK website continues to make moves forward. The introduction of the Artist Spotlight has proven useful as it limits the amount of text required in Posts and Event Pages as people can redirect themselves to our website to find out all about you as well as listen and watch embedded videos. Saira has done a great job so far and I am confident there is more to come in the new year.

### **Photography:**

The Photography Team continue to show that they have what it takes. All of our Photographers have continued to provide Photoshoots during the Covid-19 epidemic and the quality and quantity of the images taken are as always of a professional standard. I cannot urge you enough to take advantage of this opportunity as not only does it give **us** unique images of you to use for promotion and the creation of bespoke Graphics but you also get to keep the images taken **for free!** I would especially like to highlight the work of Madison Brooke who has been tremendous during the epidemic. **Want a photoshoot? Email us now at [arts2lifeukphotography@gmail.com](mailto:arts2lifeukphotography@gmail.com)**

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### **Funding:**

Arts2Life UK will be seeking to secure funding for 2021 events. As you are hopefully aware, being a non-profit, voluntary run organisation with ZERO sources of income can be difficult at times. Sadly, we have reached a point whereby we can no longer survive without funding. We are seeking to recruit a Fundraising Manager in preparation for this and I will of course keep you updated. The funding will be used to enable us to continue to provide Events, especially in venues as these are the biggest cost to us as we need to pay for the services of others e.g. Sound Engineer.

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### **Closing Statement:**

2020 has brought many challenges to us all. I recently hosted a Zoom Meeting with the participants of our December 2<sup>nd</sup> event and I have to say, despite everything going on in the world, spirits were still high and there was laughter had. It is important that we support each other during these tumultuous times. Arts2Life UK isn't alone in providing support, there are a plethora of organisations out there that offer support to Musicians, please, take advantage of them.

You have **my** commitment to you as an Artist that we will continue to stand by you. Even if you do not perform with us next year, we will continue to support you. The Arts2Life UK Team and I will not rest in our aims to support Unsigned and Emerging Artists and that is why yesterday, tomorrow and today **we** are with **you- All The Way.**

Yours sincerely,



**Daniel Starr, Managing Director**

Join me LIVE on the Arts2Life UK Facebook Page on **Monday 21<sup>st</sup> December** as I broadcast my final MD Live of 2020.