



# *Second Chance Art Sale 2022*

**Giving Old Art a New Home**



## **SCAS 2022 Committee**

Eve Robertson : Chair

Bill Skinner

Brad Wellicome

Christine Mihailedes

Don McArthur

John Radermacher

Lorne Kelly

Peter Leigh

Graham Drake (Vice President )

# What is the *Second Chance Art Sale*?

The next few pages describe what goes into creating a fundraising sale of >1500 pieces of art.

## *Second Chance Art Sale 2022*

**Donations of Art  
accepted  
Feb 14 – Apr 3  
at  
7 participating**



Crowfoot  
Village Sq  
Macleod Tr  
Shawnessy  
Auburn Bay  
Oakridge  
Richmond Rd



**Acadia Recreation  
Complex**  
240 – 90 Avenue SE

**Friday April 22 4pm – 8pm**  
**Saturday April 23 9am – 4pm**

The *Second Chance Art Sale* is a sale of donated wall art

**Sale of donated wall art**

**2018** the sale raised **\$9,000**

**2019** the sale raised **\$13,000**



**2019 : 1500 pieces for sale**  
**95% of sales were priced at \$50 or less**

This sale's concept is to have hundreds of pieces available at low prices which then tempt our customers into a high volume of sales.

However, people do donate quality gems and in fact we already have 4 pieces that we will be selling for \$100 or more. A few of those makes a huge difference to the bottom line.



This is what sale day looks like ....rows & rows of security fencing hung with pictures.  
The security fencing is donated which saves >\$1000 in rental fees.

Collection bin in

*Michaels*

In 2022 the  
collection bins  
will be in  
7 Co-op stores

**CO-OP**



The art is collected by partnering with a retailer who will host our collection bins for several weeks before the actual sale.

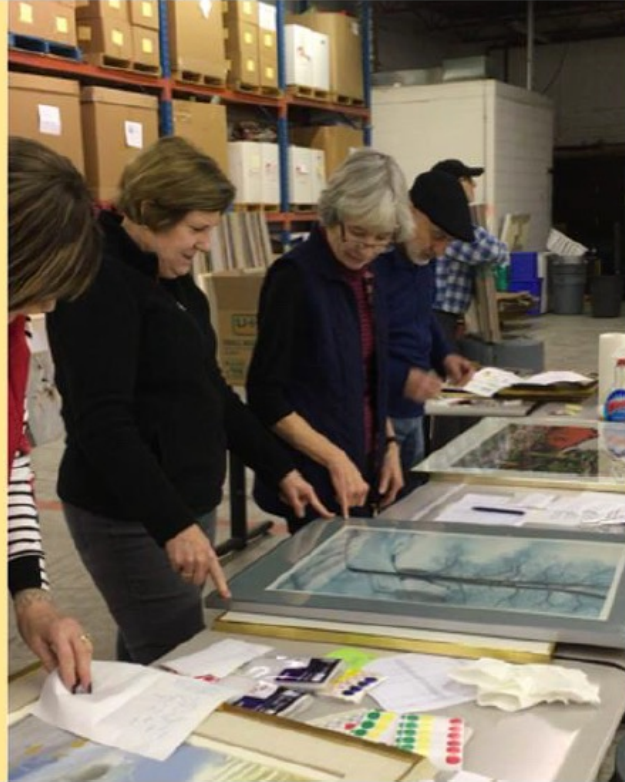
For 2 years we partnered with Michaels .

This year we are partnering with Calgary Co-op and our bins will be in 7 selected Co-op stores throughout the city.

## Pricing the art in the warehouse

### **Magic of Christmas**

Near Edmonton Tr and 32 Ave NE



**Wrapped  
and ready  
to ship**



The art is taken from the collection bins to our warehouse for pricing and wrapping ready for easy transport to the sale.

We work in the Magic of Christmas warehouse (4416 5 St NE #1).

This is a summary of this year's sale details.

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Noted above is the list of participating Co-op stores.  
When spreading the word to friends please emphasize  
that it is only certain Co-ops that are collecting.

Our venue for the sale this year will be the hockey arena in the Acadia Rec Complex.

Our previous sales were in a great but small church hall. Our hope is that in the bigger space we will be able to display the art better, and so sell more and increase revenue to the club. The arena has great parking and accessibility.

It is also big and spacious and airy. Should Calgary have Covid restrictions in place at the end of April there is plenty of room to accommodate any distancing recommendations. We will follow all health restrictions and recommendations.