



**pablolove shutterbugs**  
a program of the pablolove foundation

2016

**Pablolove Shutterbugs**, the signature arts program of The Pablolove Foundation, teaches **children living with cancer** to develop their creative voice through the art of **photography**.

HELPING KIDS WITH CANCER LIVE—  
A LOVE-FILLED LIFE TODAY AND  
A CANCER-FREE LIFE TOMORROW

## The Pablove Foundation

is named after Pablo Thrailkill Casteliz, the son of Jo Ann Thrailkill and Jeff Casteliz and the little brother of Grady Gallagher. Pablo was six years old when he lost his valiant yearlong battle with bilateral Wilms Tumor, a rare form of childhood cancer. Imbued with his spirit and inspired by his strength, Pablove is dedicated to the daily, global fight against childhood cancer, and the suffering that comes in its wake.

We fight on in order to amplify one simple message:

**kids get cancer too.**



## Our Mission

**Invest** in under-funded, cutting-edge pediatric cancer research

*In the past five years, we have funded over \$1,000,000 in **Childhood Cancer Research Grants** for innovative research projects.*

**Inspire** cancer families through education

*Our Annual **Childhood Cancer Symposiums** bring together medical professionals and patient families from around the country. Each year, the country's leading experts present on critical subjects like rare pediatric cancers and their long-term effects.*

**Improve** the lives of children living with cancer through the arts

*Our **Pablove Shutterbugs** program teaches children living with cancer to develop their creative voice through the art of photography. To date, we have served more than 1000 children in the United States.*

**Pablove Shutterbugs** is a curriculum-based photography program for children and teens living with cancer, addressing some of the most crucial issues children and teens face when going through treatment. These include feelings of isolation, decreased self-confidence, and lack of opportunities to interact with their peers.

Since most children living with cancer miss school during their treatment, Pablove Shutterbugs provides educational and social opportunities important to child and adolescent development. Students are able to learn with others experiencing the same circumstances, which helps to assuage the feelings of isolation many report.

Most students come from hospitals that serve lower-income communities where comprehensive arts programs are scarce or cost-prohibitive. Pablove Shutterbugs is provided at **no cost** to the families and thereby presents an affordable option for curriculum-based arts programming.

# 1000

students reached since 2011



over 400 volunteers since 2011

## lessons include



bird's eye view



worm's eye view



telling a story



The Pablove Shutterbugs Program is open to students, ages 6 to 18, who participate in a series of lessons created to develop photographic creativity. Our program offerings include 8-week mentorship programs and 5-week group sessions.

The lessons cover topics such as lighting, composition, and perspective. Students receive their own camera kit so they can put what they've learned into action.

At the end of the program students are celebrated in a graduation ceremony to commend their hard work and to encourage them to continue using photography as a tool for self-expression.



Our annual **Pablove Shutterbugs Gallery Shows** celebrate the work of our students while raising awareness of childhood cancer. With our graduates' photographic vision on display, their families, friends, and art lovers can come together to support the students. **100%** of the proceeds from the student prints sold through our Gallery Shows directly benefit pediatric cancer research, allowing our kids to pay it forward and help future children live a cancer free tomorrow.

The **Pablove Shutterbugs Summer Camp** is offered to alumni nationwide. The Summer Camp is a continuing education program that will broaden our alumni's knowledge of photography while encouraging them to continue to participate in the Pablove community and cultivate a life-long interest in the art of photography.

# 2016 CALENDAR

## Los Angeles

**February 27 - April 16, 2016**

8-week mentorship program

**June 15 - 17, 2016**

Alumni Summer Camp  
(open to all Pablove Shutterbugs nationwide)

**December, 2016\***

Gallery Show

## New Orleans

**April 16 - May 14, 2016**

5-week photography program

**September 17 - October 15, 2016**

5-week photography program

**November, 2016\***

Gallery Show

## San Francisco Bay Area

**April 23 - May 21, 2016**

5-week photography program

**June 11, 2016**

Gallery Show

**October 1 - 29, 2016**

5-week photography program

## New York City

**April 9 - May 7, 2016**

5-week photography program

**September 17 - October 15, 2016**

5-week photography program

**Spring, 2017\***

Gallery Show

## Austin

**April 30 - May 28, 2016**

5-week photography program

**October 1 - 29, 2016**

5-week photography program

**November, 2016\***

Gallery Show

## Boston

**October 1 - 29, 2016**

5-week photography program





*"The program has played an integral role in our son's recovery...providing him with a creative and meaningful diversion from thoughts and worries about his condition and treatment"*

- Parent



photo: "Glaze Days" by Daniela, Age 11



*"Pablove Shutterbugs came at the right time. We were experiencing a lot of stress, but thanks to the program everything feels so much smoother."*

- Parent



photo: "MaliBlue" by Dylan Age 8



# Our Pablove Shutterbugs Supporters



**ART WORKS.**

**National Endowment for the Arts**

arts.gov



UNITED TALENT AGENCY



SHUTTERFLY INC



EPSON



HERBRITTS gettyimages

## Community Partners

**MoMA**

**The Getty**



## Our Reach (as of 2/19/16)



**Fans:** 17,314

**Average Organic Reach:** 6,235

**Average Monthly Reach:** 40,133



**Followers:** 6,188

**Key mentions:**

@Blink182, @Maroon5, @LouisCK, @BeastieBoys, @KateeSackhoff, @KatyPerry, @IMKristenBell, @Garbage, @JuddApatow, @NickJonas, @JoelMcHale, @HalfAdams, @AshleyTisdale, @StephMcMahon



**Views:** 155,523

**Videos:** 368



**Posts:** 1,909

**Followers:** 1,736

**Likes:** 34,849

**Comments:** 711



**Average monthly website visits:** 4,451

**Average monthly page views:** 10,586

**Newsletter Subscribers:** 8,622

# Sponsor the 2016 New Orleans Gallery Show

	\$10,000 Presenting Sponsor	\$5,000 Tenderhearted Sponsor	\$2,500 Warmhearted Sponsor	\$1,000 Kindhearted Sponsor
Show "Presented By" Your Company on all event materials	♥			
Name recognition and quote from Company Executive in press release	♥			
Sponsorship promoted in media outreach	♥			
Promotional tie-in opportunities	♥	♥		
Logo inclusion on exhibition title wall	♥	♥	♥	
Commemorative framed student print	♥	♥	♥	♥
Logo inclusion and linkage on pablove.org	♥	♥	♥	♥
Logo inclusion and linkage on event marketing materials + social media	♥	♥	♥	♥
Logo inclusion on event signage	♥	♥	♥	♥





*"My daughter's life has been impacted forever through Pablove Shutterbugs. To our family, Pablove Shutterbugs has meant happy times, smiles, hidden talents revealed, and union." - Parent*

## **P** Contact

### **Jo Ann Thrailkill**

Co-Founder + President/CEO  
joann@pablove.org

### **Bart Verry**

VP of Development + Communications  
bart@pablove.org

### **Ashley Lough**

Associate Director of Events + Partnerships  
ashleylough@pablove.org

### **The Pablove Foundation**

6607 West Sunset Blvd.  
Los Angeles, CA 90028

323.657.5557

**[pablove.org/shutterbugs](https://pablove.org/shutterbugs)**