

## “Künstler für Kinder” (i.e. Artists for Kids) – a network of active charity

February 2018, the Ecumenical 1World-Group has started the artists initiative “Künstler für Kinder” (i.e. Artists for Kids) with reggae musician Ras Erigz from Rwanda.

*We invite **all artists** to join us!*

So that disadvantaged kids in Rwanda may receive a life perspective in their home land!

Together with Ras Erigz I developed a logo that he publicizes, particularly on the internet. (see [https://www.youtube.com/watch?v=1fbC5\\_g1lwo](https://www.youtube.com/watch?v=1fbC5_g1lwo))

This logo exists in German and English and is modified with each participating artist.

I invite you to join this initiative and also publicize this logo whenever an opportunity arises, using your own design version. Here an example:



### **Background:**

Artists gladly and voluntarily take on social responsibility by their own conviction.

Through their work they come in contact with large numbers of people in virtually all areas of society. This presents a great opportunity which we want to use together with you – to benefit the weakest members of our society: the children!

The Ecumenical 1World-Group is running a successful Educational Sponsorship Project (ESP) in Rwanda, together with the charity “Amizero Y’Ubuzima Organisation” (Hope for Life) (see <https://ecu1wk.wordpress.com>), since 2007.

We want to make this project more widely known to help find further foster parents and sponsors.

For this purpose, among other things, shall the logo serve. We would like that a network of engaged artists develops, who support our project ideologically and possibly support us through benefit concerts or events.

### **And this is how it shall be done:**

In a first step we ask for your willingness to join the network and inform us accordingly.

Then we develop together your personal logo and ask for you to display it on your web presence (f.e. website, blog, social network like facebook, instagram, youtube etc.), print materials, presentations on stage and on all other suitable occasions.

Furthermore, we ask you to tell us which type of info materials we may send you (flyers, posters etc.) or if you are willing to print these provided materials yourself.

Please discuss this initiative with other artists in your circles and ask them to support this project.

We would love to hear your own ideas to bring into this initiative.

Our campaign will be presented in a diverse manner and will not only achieve greater reach for the campaign but also the participating artist – and our united engagement to support disadvantaged children in this world will be show-cased in an impressive format.

Together we can help children and youths of Rwanda to build their future and have successful lives in their home land!

*Rev. Gerhard Reuther, chairman of the Ecumenical 1World-Group in Erbstromtal valley, affiliated with the Lutheran Church of Ruhla (Thuringia, Germany)*

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