



The Need

Students with access to art education are 3X more likely to earn a Bachelor's Degree

Children from low-income families are 50 percent less likely to participate in arts programs in school than youth from affluent families

Students without art education are 5x more likely to drop out of school

FAQs

What does it mean to be a SuperArtist? A SuperArtist is a person who has a special way of connecting to the world, as artists do. Being good at drawing or painting is not a prerequisite! SuperArtists have creative confidence, take creative risks and bring imagination, curiosity and passion to every part of their life. SuperArtists use creativity as a tool to help guide them through the ups and downs of life.

Why is creative confidence important? David and Tom Kelley define Creative Confidence as the ability to tap into our creative potential in our work lives, and in our personal lives, and allow us to innovate in terms of how we approach and solve problems. We've felt its power in our process of healing. We have used creativity to see very difficult moments from a different perspective. It has helped us make critical connections that were not the obvious answers.

How can I become a L&L Fund SuperArtist? [Sign up here](#) to begin receiving our bi-monthly SuperArtist challenges and other updates.

What is the SuperArtist program? The SuperArtist program is a platform to build stronger families, children, students, and communities by helping them grow their creative confidence. Children are natural SuperArtists. We want to give parents the tools to nurture a child's natural creativity and use it to help themselves grow as individuals, parents, and families. Our SuperArtist program will provide simple yet meaningful ways to bond creatively through challenges we share and workshops we organize. We hope to increase families' creative confidence and resiliency.

How does the SuperArtist program help families?

- We send twice-monthly email challenges which are thoughtful activities or projects that help families tap into the basics of creative thinking together.
- We've created an online [SuperArtist art gallery](#) for participating SuperArtist families that provides inspiration and ideas.
- We continue to organize SuperArtist workshops for families in NYC and beyond.
- SuperArtist Ambassadors will begin to spread the SuperArtist word by leading creative projects in their communities for kids, families and adults.
- Beginning in July 2015, the Lulu & Leo Fund will partner with ProjectArt to bring SuperArtist challenges to communities in need through the NYC libraries
- Longer term, we plan to develop a curriculum to implement in schools and other community centers that helps build childrens' and families' creative confidence.