

The Charles H. and Betty A. Curry
Living Love Foundation
Mission Statement and Organizing Principles

Background – Basis for Interest

- Fundamental to our work is the belief that much of what ails the world today stems from a shortage of positive experiences of love in people's lives
- We believe it is possible to make significant headway in correcting this shortage, addressing what ails the world today, by educating and inspiring chosen target groups such as disadvantaged children

Mission – to be the informed and responsible provider and protector of nurturing experiences of love for children through the use of the creative arts

Inspiration

- The inspiration for our work is the example provided us by Betty Curry who left this plane of existence on October 29, 2005
- Betty was blessed with a love and talent for art that she called on again and again to assuage the enormous pain that she encountered in life and to create a loving and nurturing presence for all who came in contact with her
- Betty's greatest legacy exceeds her love of children and the arts (which were legendary), encompassing her ability to see life as a child, with a child's carefree enthusiasm. This, through exposure to the creativity they house, is what we joyfully share with the children of Living Love

Strategy – we will accomplish our mission by creating and facilitating the development of experiences that help children to build strong self esteem and to tap into the God-given potential they possess to shape their futures and the future of society

Tactics

- We will use the creative arts; including drawing, painting, photography, dance, crafts, music, as well as the written and spoken word; as the primary vehicle for creating the positive experiences of caring, sharing and giving that are the hallmarks of love in action.
- Our initial focus will be on children from pre-school through pre-teen, with special emphasis on children with special health and environmental challenges (e.g. home or hospital confinement, physical, psychological or economic challenges)
- We will provide materials, hands-on instruction and sharing interactions using proven, tested materials and teaching approaches
- The artistic expressions that the children create will be marketed via high-impact multi-media channels and in conjunction with other non-profit organizations, with proceeds going to further the work of the *Living Love* Foundation and participating non-profit partner organizations.

Measures of Success

- The number of children enrolled in *Living Love* programs
- The number of non-profit and for profit organizations that partner with *Living Love* programs
- At a later date, the number of *Living Love* graduates who give back through support and contributions to *Living Love* initiatives

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