



Community Outreach

The Why and the What for Community Outreach?



Community Outreach Programs, including the Memory Project above.



It is a pleasure to share painting with the community. I have witnessed youngsters and oldsters get a special twinkle in their eyes when brushing paint onto paper. I have read the thank you letters from students who've won the Alameda County Fair Student Awards. It's wonderful to see a classroom of high school students follow a "paint along" with CWA volunteer demonstrator or a group of veterans work to create an image despite their physical or mental injuries. These are the joys experienced by volunteers in the CWA Community Outreach Programs.

The California Watercolor Association is a non-profit organization setup to address and extend to it's members the art of painting in watermedia. The members participate in many ways. Many extend their knowledge of watermedia via the demonstrations performed at the monthly General Meeting. Others enter their art works into the CWA Member Shows of

the National Exhibition. Others participate in plein air events. Still others take the sponsorship of painting in water media out into the community. To be a non-profit CWA is required to give back to the community. This is the piece that Community Outreach plays for CWA.

As a result of the pandemic, CWA has expanded to a larger demographic. If you are part of this new demographic, please consider sharing an Outreach with your community. You may know a group of youngsters or oldsters who would like to try the painting experience, for instance your book club or a relatives' Boy Scout or Brownie troop, the local recreation department. We sponsor high school students whose art teachers want to go global and paint portraits for underprivileged children in Africa. Volunteering has many rewards!

Sheila Cain

CWA, Co-Director Community Outreach

Let's share with our communities! Call Sheila Cain at (510) 845-0863, or Georganne Zaro-Eddy at (925) 980-7722