

2022 Booklet Spark Project Collective



**SPC
Events
Center**



**SPARK PROJECT
COLLECTIVE**



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2021 ACHIEVEMENTS

We had many great achievements in 2021! We aim to constantly improve on what we are doing in the community. Here are some bullet points of what we did in 2021.

19,248 TOYS WERE DELIVERED TO LOCAL FOSTER SYSTEMS IN 2021. OUR PRIMARY SYSTEMS DELIVERED TO WERE GAP MINISTRIES AND ARIZONA CHILDRENS ASSOCIATION.

\$25,000 DONATED TO THE SOUTHERN ARIZONA FOOD BANK WITH A DEDICATED ALLOCATION OF MEALS TO OUR LOCAL PIMA COUNTY COMMUNITY. ESTIMATED 80,000 MEALS DELIVERED WITH THIS MONEY.

3,500 HYGIENE KITS AND 6,000 ARTICLES OF CLOTHING DELIVERED TO GOSPEL RESCUE MISSION, GAP MINISTRIES AND ARIZONA CHILDRENS ASSOCIATION.

ROUGHLY 200 VISITS GIVEN TO THE REID PARK ZOO FOR FAMILIES THAT MAY NOT HAVE BEEN ABLE TO AFFORD A ZOO VISIT OTHERWISE.

OPENED OUR EVENTS CENTER WHICH IS DESIGNED TO PROVIDE A WIDE RANGE OF ACTIVITIES FOR OUR LOCAL COMMUNITY TO BE A PART OF. MANY OF THESE EVENTS WILL BE FREE TO ATTEND.

OPENED FOUR OF WANDS, OUR METAPHYSICS STORE TO WELCOME IN A GROUP OF INDIVIDUALS THAT MAY NOT HAVE A PLACE TO GATHER AND CALL HOME. CLASSES AND WORKSHOPS WILL BE OFFERED AT A NOMINAL FEE.

**ONWARD TO 2022!
KEEP READING TO SEE
WHAT ARE GOALS ARE FOR
2022.**

“The best way to find yourself is to lose yourself in the service of others.” – Mahatma Gandhi

“Life’s most persistent and urgent question is, What are you doing for others?” -Martin Luther King, Jr.

MISSION STATEMENT

It is the mission of Spark Project, Inc DBA Spark Project Collective to implement new and innovative strategies to utilize a billion-dollar industry in tattooing and body piercing to generate revenue to go towards funding programs and activities that benefit our local community. We provide a service, (tattoos, piercings, permanent makeup, etc.) that millions of individuals already get around the world, then take the proceeds that we earn to run our event center. Our event center provides programs such as art therapy for children with disabilities, homeless drives, toy drives for children within foster systems and dedicated support groups for members of our community. As a community-based non-profit, we plan on expanding our services by creating programs on our own or partnering with other non-profits that share our core values. In order to manage our programs and finances into the most beneficial way for helping our community, we want to build from previous failures and successes, without settling into a comfort zone of being complacent. As the first non-profit tattoo shop, we demand the highest quality of service and ingenuity from all our employees and volunteers. Spark Project, Inc. is here to make a positive difference in our community, but we understand that we can't do that by following the footsteps of everyone else. For us to achieve the unbelievable and to create new ideas and concepts that allow everyone involved to pay it forward daily, we hold ourselves accountable to continue pushing boundaries and challenging ourselves. Every dollar that we earn or are donated will be put to maximum use in the most practical manner. In our efforts to build partnerships with local community groups, we will help each other promote each other, so we all gain from each other's exposure within the community, creating a cycle of revenue streams that benefit the whole community at large. Our understanding is that as individuals, we can only make a marginal difference, but as a community, we can make a significant difference in people's lives. As such, we are committed to doing all that we can for our community.

WHAT IS SPARK PROJECT COLLECTIVE?

Spark Project Collective is a concept addition to the 501(c)3 nonprofit "We Are the Spark Project." The nonprofit has its roots based out of Huntington Beach, California and functions throughout the Pacific West coast states. We are the Spark Project had its initial launch as a non-profit organization in February 2009 and received its 501©3 status in 2012. We Are the Spark Project's focus is on providing art and occupational therapy to children on the autism spectrum with innovative and one-of-a-kind programs such as Capo-therapy. Prior to Spark Project Collective all programs were donor or sponsor based. With the addition of Spark Project Collective, we have found a way to bring the arts together to produce the main power of funding in house for our programs. We have discovered a way to bring the arts of tattooing, body piercing, permanent cosmetics, metaphysics, painting and graphic arts together to serve a larger purpose on a day-to-day basis. All to raise funding for the community.

FOUR KEY COMPONENTS TO OUR SUCCESS

1) Keep the company staffed with only people who uplift you and whose presence calls forth the best in all

2) Eliminate the monetary greed in order to strive for excellence.

3) Treat every person with the same respect as you would like to be treated at all times.

4) Start from the ground up, teach and train individuals in the ways and principles set forth within the company ethics.

In 2020 Spark Project, Inc became its own dedicated 501(c)3 non-profit organization. We are the Spark Project still exists but is in the process of converting over to Spark Project, Inc since time has shown the system is over all more productive and not reliant of government funding. Spark Project Collective is the world's only tattoo shop that functions as a non-profit. We are also the only non-profit that functions the way we do period. We are so unique that we have yet to find a business model like the Spark Project Inc. One of our favorite responses we get from fellow business owners is, "It is hard enough to run one successful business, and you are putting eight together all for a wonderful cause."

CHANGES TO HELP THE COMMUNITY

In June 2021 we sat down with our board members and discussed what we could do to improve on how we help our community. We realized that we were expending a lot of space between our two buildings that was not functioning in its greatest potential for what our goals were. We decided to move all of our tattooing and piercing services to one building which would leave our other building open for new ventures to help our community. With the open space we decided to take on two new ventures--the first being our event center. With the birth of our event center we are now able to expand on our free services and programs to the community as well as welcome larger groups to our events. Prior to the opening of the event center we held 3 to 4 events each month that was able to accommodate about 15 people total at each event. As we continued to grow, we realized that this was not enough for what our overall goal was for the foundation. With the conversion of our space to the event center we are currently hosting a minimum of 30 events a month which can host up to 85 people per event. With the ability to host so many events we have greatly expanded the types of events we host. Previously we would do art therapy, the occasional food drive, and music concert. We are consistently working on offering new events and as of January 2022 we have offered events like art therapy, open mic nights, trivia nights, paint nights, figure drawing classes, playwright nights, mini film festivals, casino nights, chili cook offs, pet adoptions, craft fairs, alien cafes, board game days, poetry nights, movie nights, dungeon and dragon campaigns, ugly sweater parties, and dance nights. Additionally, we are pleased to have partnered up with the Tucson Metaphysics Fair. If we have sparked your interest with some of the events mentioned above, you can check out our monthly calendar at www.sparkprojectcollective.com/events to see what events you would like to attend. The majority of our events hosted at the Spark Project Collective Event Center are free. By offering the free services we hope to create an avenue to help build and strengthen our community bond. We feel that if our attendees genuinely enjoy their experience with us, they will donate to our programs to help us keep it going for more to join and enjoy.

Toy Drive

Our toy drive process has changed a bit over the last year, but is still the same at its core. Our goal in 2022 is to purchase 31,000 toys to give to our local foster children and low-income families during the holidays and birthdays. Rather than having the sales of goods produce more goods, this year we will be utilizing our event center, tattoo shop, Four of Wands, sponsorships, partnerships and in-kind donations to drive the funding. We feel that by shifting the financial drivers and structure of income around our current services we can be more productive in this process. Rather than ordering by the box loads each month, we would be able to order by the truck loads and bring the cost per good down. Even though the process has changed it still holds a high priority in our goals.

Homeless Clothing, Hygiene kits and Food Drives

With our homeless drives we are projecting to raise 10,000 articles of clothing, 10,000 hygiene kits and \$84,000 in food donations to the Southern Arizona Food Bank. The clothing drive includes donations from our clients and items that will come in our toy drive truck loads. Each truckload is sent with a wide variety of goods that includes clothing and shoes which will be separated out and divided between the foster system children and the homeless community. Last year we were able to produce about 6,000 articles of clothing and we feel that we can do much better in 2022 with our new process. The hygiene kits we provide are directly ordered from a distributor that we feel we get an amazing price, which allows us to get a higher quantity of products for a lower price. We donated about 3,500 kits last year and over the last couple of months came to a new agreement with our distributor which will allow us to increase the total amount of kits we are able to provide. We have set a goal of 10,000 hygiene kits during 2022. For our food drives we have partnered up with Southern Arizona Food Banks to provide a bigger impact in the community. They have a strong access to lower cost food goods to provide more meals per dollar. In the past we would work on providing meals on our own, but if we can send the funding to another place that can utilize the money in a more practical sense why wouldn't we do that? Our goal is to help as many people as we can to make the biggest impact on our local community. We plan on sending over 84,000 dollars to our food banks which they can turn into approximately 210,000 meals. If we did that on our own, we could come nowhere near that number. 210,000 meals to our community sounds so much better than notoriety to us. We are all about the best impact to our community and not making our name look better.

Reid Park Zoo Visits

Last year we launched our partnership with the Reid Park Zoo to allow free visits for families that would benefit from a zoo experience but may not be able to afford it. We feel learning about nature and its wonders helps enrich the quality of life of our children. The Reid Park Zoo is an avenue to do this. Last year we were able to provide approximately 200 visits to the zoo. This number was lower than our goal due to Covid mitigations shutting for much of the year. As things get back on track and the zoo is fully functional again, we plan to increase this number. We would like to see this number get closer to 1,500 visits or more. These visits help bring joy to the families attending and the zoo will see a revenue increase, which helps them continue to thrive and recover from all the losses that Covid caused. This is a win-win-win in our eyes. We look forward to reaching this goal and increasing the quality of life for individuals in our community.

Community Outreach

In 2022 we plan to put more focus on making connections with other local non-profits that have similar goals in mind as us. 2021 was a rough year for businesses and especially non-profits. We want to do what we can to help ease the pain the pandemic has left on local non-profits. Normally it is the small local non-profits that have the largest impact on the community but the lowest amount of funding to do so. The big powerhouses in the nonprofit world tend to get most of the government and business funding because they carry the household name. This does not mean that they utilize the funding in the best way possible to help. We want to do what we can to help other small local non-profits like us to get through the challenges of the pandemic. We feel that if we pull together, we will hold a stronger front to get through it all. We will be making a large step out of our norm to outreach within our community more directly with these other non-profits in 2022. We will be attempting to tackle new avenues which we have not done before. We look forward to the challenge these moves will make and we know that we have a strong community behind us to do so!

Scholarships

We are proud to announce that we will introduce a scholarship program in 2022. Our scholarships will be a bit different than most standard scholarships out there because it will not be predominantly based on GPA and test scores. We are focused on helping students that are struggling and we understand that those that are struggling may not have the highest GPA scores because of this. We will be focusing more on hopes, goals, intentions, and community service. We will be issuing a minimum of ten \$1000 scholarships to students continuing education a community college, university or vocational school within Pima County. These scholarships are designed to help offset the high costs of books and supplies students face when trying to continue their education. We want to help our community build self-confidence, worthiness, and a strong community bond. What better way to do this then to offer a potential scholarship through getting involved in your community? As of this writing we have not yet released the scholarship application but keep looking at our website www.sparkprojectcollective.com to see if by the time you are reading this if it has been released. If you or someone you know would like to apply for these scholarships you will be able to see our rules, restrictions, and requirements on our website.

Sponsorships and Partnerships

In 2022 for the first time, we are going to open our doors to sponsorships and partnerships within our local community. Over the last 4 years we have built a data base and following of about 60,000 clients that could benefit from us partnering up with other local companies. Companies that want to sponsor our programs and event center can benefit from us helping them advertise their company to our clients to help them ease the pains the pandemic have caused. We have amazing programs and a dedicated team to our cause that could be a winning situation to any company looking to have a little bit of extra help and be able to give back to their community at the same time. We want to not only help the individuals in need in our community but the businesses as well.

Four of Wands Metaphysics Shop

The idea behind Four of Wands is to open the eyes of our community to the world of metaphysics. Though it may not be for everyone, it is designed to show our community that the world of metaphysics is not about witches and evil like the movies portray. It is about the positive and loving nature and your surroundings. We felt that it is important to welcome this community because they do not have churches or many gathering places due to the lack of recognition as a belief group. In the honor of Spark Project Collective, we are about unity and finding ways to bring a loving community together so we can all work together for greater causes. We wanted to create a new hub for an amazing and loving group of individuals. We are Tucson's newest hub for all things Metaphysical. We offer supplies such as crystals, pendulum, books, tarot and oracle decks, handmade candles, handmade oils and so much more. We are proud to provide Tucson with Metaphysical gifts and services. Our services range from aura photography, reiki, crystal healing, tarot card readings and a wider range of classes for those of you that are interested in learning more about the metaphysics. Four of Wands is a part of the Spark Project family, so it too is a non-profit shop.

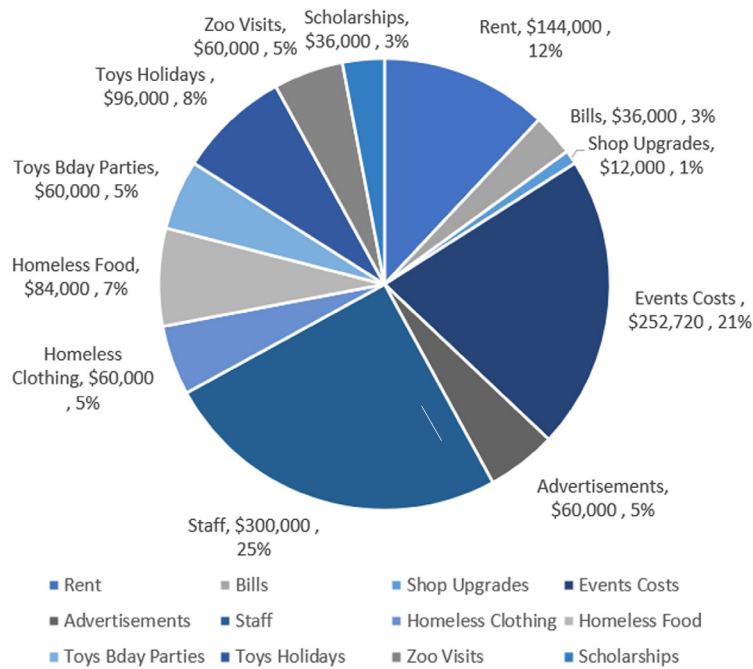
We will also be welcoming in the Tucson Metaphysics Fair twice a month through 2022. Stop on in and say hello to our amazing Four of Wands team or take a look at the Four of Wands website. www.fourofwandstucson.com.

www.askautism.org

ASK is a dedicated website brought to you by Spark Project Collective. ASK is our way of trying to address underlying issues we see for individuals on the autism spectrum's path to acceptance. It is powered by individuals on the spectrum so we can bring to light all perspectives on the matters discussed. ASK is a path for true acceptance. It is designed to be a platform for open educated discussions between all parties with an emphasis on the perspectives of the individuals on the spectrum. It is not about the rights and wrongs that we see. It is about the "why." We like to call it an in-depth meeting of the minds so that the minds can truly be opened. ASK's initial plan was to launch in three phases and got sidelined a bit with unforeseen circumstances coming into play in 2021. We have not lost focus on bringing this website to life and plan on working on it again in 2022. We have a new team in place and are prepping the relaunch of focus in the background as of January 2022. We are aiming for a more structured relaunch and fresh content to come around mid-year of 2022. We decided to restructure to try to address the current needs of our community due to the Covid pandemic.

Where is the Funding Going?

In 2022 we are aiming our goals high in the anticipation that the pandemic will not cause us to come to a screeching halt again. We feel that we will be able to generate roughly \$1.2 million dollars to work with for allocations, rent, workers and bills. If we are correct in our projections the funding will be allocated per our table below.



***** These numbers only include the portion of funding that goes to the foundation. The tattoo artists, piercers and permanent cosmetic artists are private contractors. Their income levels are not a part of the non-profit breakdown.**

Working with and Featured on



FEATURED ON



COMMUNITY
FOOD BANK
OF SOUTHERN ARIZONA





Tattoos and body piercings are our current primary source of income. We have a team of tattoo artists, body piercers and permanent cosmetic artists that are dedicated to our cause with helping our local community. Our artists function as a typical contractor so they can make a living and as be a vessel to power our income stream, so we are able to provide our non-profit activities and outreach programs. We are all on the same page of helping our community and many times the artists will rally together to donate a larger portion of their earnings to make a wider impact in our community. We are all in agreement that the revenue streams that come in are more than enough to provide a comfortable way of life financially and we have eliminated out the typical tattoo shop atmosphere where artists continue to ask for higher percentage payouts. We sit down every week to discuss our progress and overall group unity to help our community as well as new ideas to make our shops experience the highest quality we can provide within reason. We understand that we cannot keep every person happy, but we aim to do what we can for the vast majority of our 50,000 clients as happy as they can be.

We offer a wide range of specials and discounts that other shops cannot compete with and probably would not be willing to compete with because of pride and thinking it will provide a lower income level. We are proof that this logic is incorrect if done correctly. We offer monthly flash that ranges from \$20 to \$250, and the designs change over each month to stay fresh. We offer a \$400 for 4 hours of tattoo work, which is at least \$20 less per hour than the average shop per hour rate of \$120 to \$150 per hour. We offer a loyalty program where you can build points on every dollar spent to earn gift credits to go towards future work you want to get done. We start our piercings off at \$25 per piercing and give a free titanium jewelry upgrade, which provides more benefits and lower chances of healing issues than the more commonly used surgical steel jewelry would. And we back all our tattoos and piercings with a quality guarantee. We offer all these benefits because we want all of our clients to understand that it is so much more than a tattoo or piercing to us. It is about the mutual bond that is to be built between artist and client. Everyone works hard for their money, and it is hard to come by. We want to offer our services which carry a high quality and a more reasonable rate so we can see our clients more often and continue to build strong bonds with them. We are so much more than a tattoo shop. Together our artists and clients are coming together and making a difference in our own community. We aim to make as much of a difference as we can. We feel that creating connections more often is much more important to the growth of life than a one-time large dollar transaction.

Permanent cosmetics have become a staple service over the last year at Spark Project Collective. It was the first major service addition we made to our lineup. It has been a pleasure working with this new group of clients and we plan on building this department up to host more permanent cosmetics artists in the future. You can visit the dedicated permanent cosmetics page at www.tucsonpmu.com.

Most of our tattoo artists and body piercers are taught from the ground up by our owner, Johnny Vasquez, to help ensure that the Spark Project Collective mission statement is being lived and promoted by every artist. If at any time, you, as the client, feel that this standard is not being lived up to, Johnny encourages you to reach out to him to let him know. We greatly appreciate our clients allowing our artists to grow in skills with them and to build solid relationships in the process. Once again, we feel that our artists and clients are on the same page that we are more than just a tattoo or piercing. Spark Project Collective is about changing and improving the overall quality of life for many individuals in our community.