

A photograph of four young girls, likely of diverse ethnicities, smiling and holding stacks of 'Fundred' currency. The currency is made of folded US dollar bills, with handwritten names and addresses on them. The girls are wearing red jackets. The background is slightly blurred, showing an outdoor setting.

# The Fundred Project

## Use Creativity to Fight Lead Poisoning!

What if we told you that there was an invisible element wreaking havoc on our society, poisoning children, and causing decreased performance in schools, elevated crime levels, and increased health costs?

### *Sounds bad, right?*

That element is lead, and it's been with us since humans started pulling it out of the ground thousands of years ago. In the news you may have read about the Flint lead water crisis, but this toxin is in water, homes, and environments nationwide! Because we can't see lead in its most pervasive form—microscopic particles—we often only detect lead's presence after a child has been poisoned. At that point, the damage has likely been done. There is no cure for lead poisoning, and its effects may remain with its victims for life.

### *What can we do?*

In the face of one of the most devastating environmental health threats to children, the Fundred Project is a creative currency that demonstrates how much we value the lives of children and a future free of lead poisoning. Creating a Fundred is a chance to make your voice heard, while together the Fundreds demonstrate the value we collectively place on healthier communities, poison-free homes, and the imagination of all children.

# FUNDRED



# What are Fundreds?

Fundred Dollar Bills are original works of art; hand-drawn interpretations of \$100 bills that represent awareness, hope, and a collective voice calling for the health and safety of our children's futures to be valued by eradicating lead poisoning.

So far nearly half a million people have created and donated their own unique Fundreds. After Fundreds are created, they get banded together and sent to the Fundred Reserve—a vault in Washington, D.C. where all of the Fundreds are collected. As the vault continues to fill, we work to have the equivalent of the Fundreds' worth applied to lead poisoning solutions. To make sure that happens, we will deliver the drawings to our nation's leaders in Washington D.C., with the value embodied in them given as a down payment for action to deal with this destructive element, once and for all.

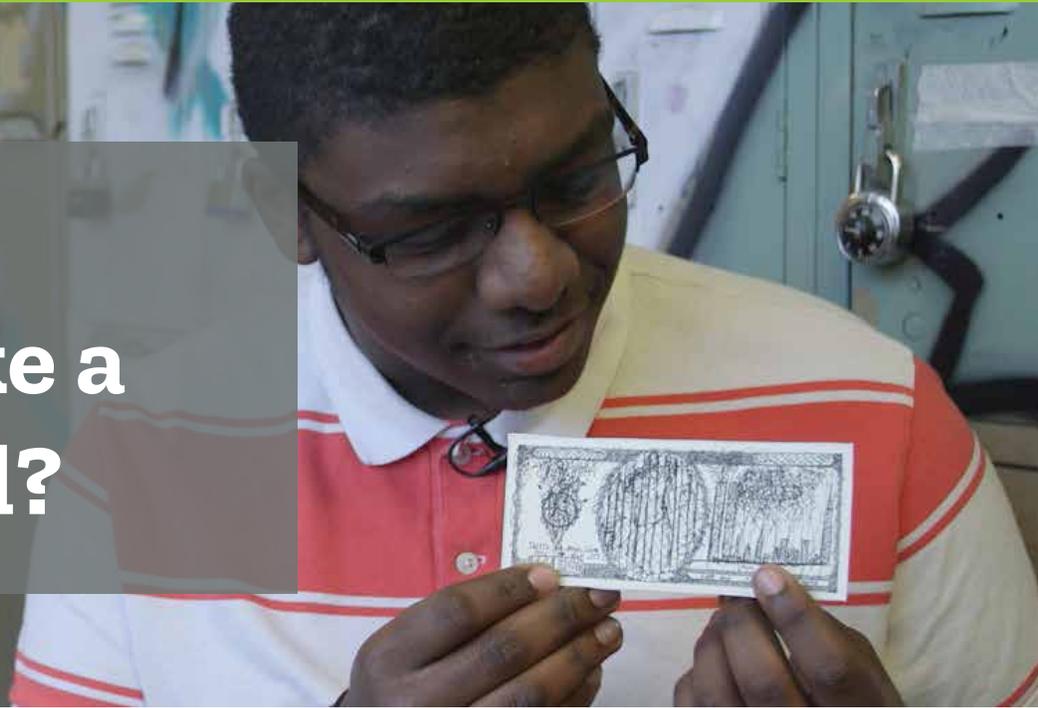
## ***The beginnings of Fundred: a nationwide art project***

While visiting New Orleans in the wake of Hurricane Katrina, artist Mel Chin learned about the silent storm of lead poisoning that had been plaguing the city and the rest of the country for decades. Hundreds of thousands of children were being poisoned each year, with symptoms and consequences affecting individuals over lifetimes. Recognizing the scale of the problem, he saw that existing resources were inadequate.

Mel believes that children should have a way to express their hope for a lead-free future. He initiated the The Fundred Project to offer that opportunity. Through drawings, their voices can be tangibly represented in a powerful call for the safety of all children. The project has grown into a nationwide collaboration between children, artists, and leaders in communities across the country.

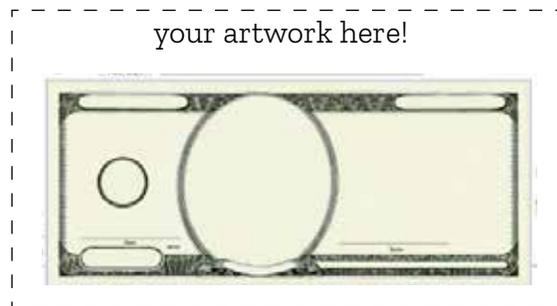


# How do you make a Fundred?



1. Download the Fundred template or order pre-printed templates, at [www.fundred.org](http://www.fundred.org)
2. Draw your Fundred
3. Mail your Fundred to:

The Fundred Reserve  
P.O. Box 27327  
Washington, DC 20038-7327



See sample  
Fundred  
template on  
next page

Though the federal government has yet to recognize Fundred Dollar Bills as legal tender, Fundreds are a valuable tool to spread awareness and help end childhood lead poisoning. They are even more valuable when people come together to make them!

You can use Fundreds as a tool to:

- Bring people together to learn about lead poisoning prevention;
- Express the value we place on children's well-being and creativity;
- Grow and connect organizations in the movement to end lead poisoning.

# DRAW A FUNDRED DOLLAR BILL

TO SUPPORT SOLUTIONS TO CHILDHOOD LEAD POISONING!

**1** INSTEAD OF BENJAMIN DRAW YOURSELF OR ANYBODY OR ANYTHING YOU WANT!

**4** WRITE IN THE CITY & STATE WHERE YOU LIVE

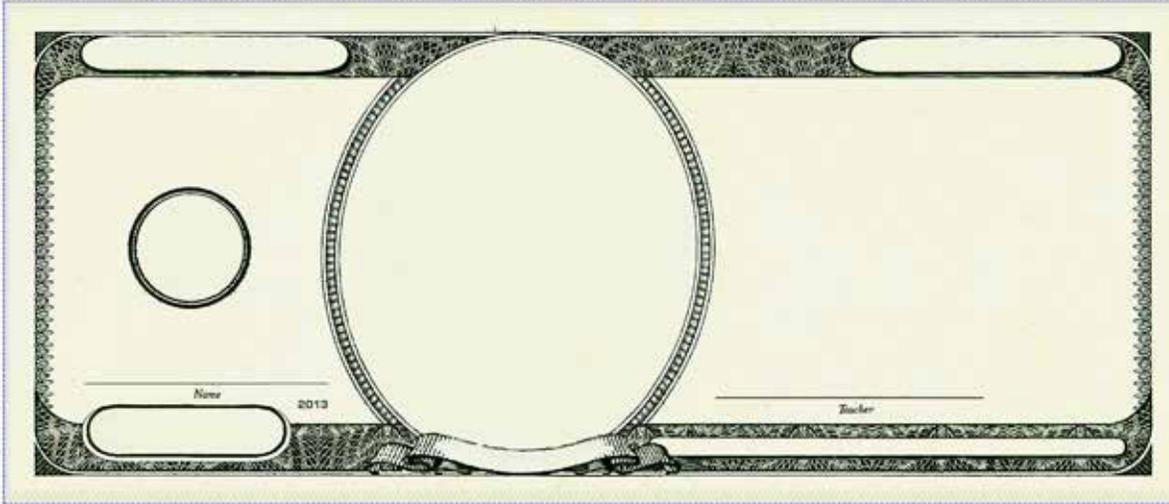


**5** MAKE UP YOUR OWN SERIAL NUMBER

**6** TRY TO PUT IN FIVE 100s IN FOUR DIFFERENT WAYS! & WRITE IT TOO!

**3** PUT A BIRD IN THE CIRCLE

**2** NAME YOUR DRAWING  
YOU ARE THE KEY!



**7** SIGN YOUR DRAWING  
FLIP TO THE OTHER SIDE TO FINISH

**8** TEACHER OR WITNESS SIGNS HERE



TO KEEP IT REAL DRAW ONLY ONE PER PERSON PLEASE!

**WHO: YOU & MILLIONS OF OTHERS!**

BUT MOSTLY DO YOUR OWN THING!

**WHAT: GET CREATIVE AND MAKE A DIFFERENCE!**

**2** MONEY HAS COOL SYMBOLS & SAYINGS MAKE UP YOUR OWN

**1** INDEPENDENCE HALL IS SORT OF A HOME TO AMERICA. DRAW YOUR HOME, REAL OR IMAGINARY - COULD BE AN APARTMENT, HOUSE OR CASTLE

**4** ADD FOUR MORE 100s ON THIS SIDE!

AND HAVE SOME FUN DESIGNING YOUR FUNDRED!

**WHY: TO STOP CHILDHOOD LEAD POISONING!**

**WHEN: DRAW NOW!**



**BECAUSE: YOUR EXPRESSION MATTERS!**



**3** ADD TREES IF YOU LIKE LIVE OAK, MAPLE, PALM TREES OR SOMETHING TOTALLY DIFFERENT



**HOW: EVEN EXCHANGE OF YOUR FUNDRED FOR REAL FUNDS BUT**

SEND IT IN TO COUNT!

# Now that you've made a Fundred!

## You Can...

- Share on social media #fundred, tell us what is on your Fundred and why. What do you want to see happen with your Fundred?
- Go to an event, check our website and social media for details
- Participate in April 25 day of advocacy via social media
- What are some activities that you are interested in? (i.e. write to governor, engage in another social issue?) Let us know what you are up to #fundred, info@fundred.org

Follow up: did you take any of these actions?

If so, be sure to tell us!

You can reach us on  
facebook, instagram, and  
twitter @FundredProject,  
or email us at info@fundred.org.



# Brief history of the Fundred Project



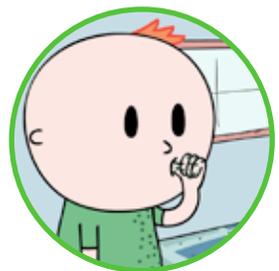
In 2008, the project was publicly announced at the Safehouse-- a house in a lead-laden neighborhood of New Orleans, transformed into a giant vault -- and the first Fundreds were created and displayed. Scientific solutions to lead contaminated soil were explored in the city of New Orleans and the project was activated nationwide.

In 2010, a specially designed armored truck was driven on a 20,000 mile route cross-country to collect the hundreds of thousands of Fundreds created and to participate in over 100 Fundred events orchestrated by schools and museums nationwide.



In 2013, an entire school district piloted a Fundred program integrating arts, health, and lead poisoning prevention lessons, reaching over 46,000 students in Charlotte, NC.

In 2014, an animated video PSA campaign was launched in Los Angeles and seen on 2,000 Metro buses reaching millions of riders. An art exhibition in Grand Rapids, MI brought together public health specialists, educators, and designers to creatively explore challenges and solutions to lead poisoning.



The MIT Community Innovators Lab (CoLab), situated within the Department of Urban Studies and Planning, partnered with the Fundred Project to develop new tools for communities to get involved, including a creative strategies toolkit.



In 2015, a special university course in Cincinnati paired the Fundred Project and the Health Department's Childhood Lead Poisoning Prevention Program with student artists and designers to develop creative projects, community conversations, and public events to raise awareness of local lead issues.



In 2016, the Fundreds brought to Washington DC and presented at the National Lead Summit - a convening of 250 leaders and experts committed to ending lead poisoning in five years.



In 2016-2017, the project headquarters moved to Washington DC to launch engagement with local schools and policymakers. The Corcoran School of the Arts & Design hosted an exhibition, Fundred Reserve, across the street from the White House. The historic Corcoran façade, rotunda, atrium, and galleries housed the 453,168 hand-drawn Fundreds, the Safehouse Door, project archive, and new student works related to issues of lead, and brought together artists, educators, families, policymakers, and leaders in the arts and health communities.



In 2017-2018, the Fundred Reserve presence continues in DC, with the launch of the Fundred Reserve Open Lab. Located in DC's Shaw /U Street neighborhood, this space is programmed with events and exhibitions to expand the Fundred mission by continuing to amplify personal stories, having fact based dialogue about problems in DC, and engaging more people to take purposeful action.



# Sources of lead exposure

## 1. Leaded Gasoline

From 1925 to 1996, lead was added to gasoline in the United States.

Exhaust from vehicles using leaded gasoline spewed 4 to 5 million tons of lead across the country, posing a serious threat to human health, especially in urban areas.

Lead from exhaust has since settled, particularly near busy roadways, contaminating soil with odorless, tasteless dust invisible to the human eye.

## 2. Lead Water Pipes

Much of our older water infrastructure includes lead pipes. 5,300 U.S. water systems are in violation of lead rules. Eighteen million Americans live in communities where the water systems are in violation of the law.

## 3. Lead-Based Paint

Homes built before 1978 tend to contain lead-based paint, which is a major hazard to children.

How many homes contain lead-based paint?  
37 million!

That is  
**35%**  
of homes  
in the U.S.



Lead hazards in homes include:

- Lead dust or chipped paint from lead-based paint on walls, furniture, or windows
- Increased lead dust, air particulates, and paint chips from improper remodeling
- Contaminated soil and dust tracked in on shoes or brought in on work clothes
- Tap water contaminated by lead service lines or pipes
- Consumer products such as electronics and ceramics that contain lead

## Did you know?

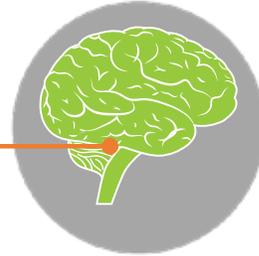
- An estimated 535,000 children younger than 6 are affected by lead poisoning annually
- Black children are 2.3 times more likely to have elevated blood lead levels than white children
- Every dollar spent on lead cleanup can bring up to \$221 in community benefits
- No level of lead exposure is safe, even small quantities can have lifelong impacts

# What are the effects of lead poisoning?

Permanent brain damage

Lowered IQ

Swelling of the brain



**!** In acute cases, the effects of lead poisoning can include convulsions, coma, or death.

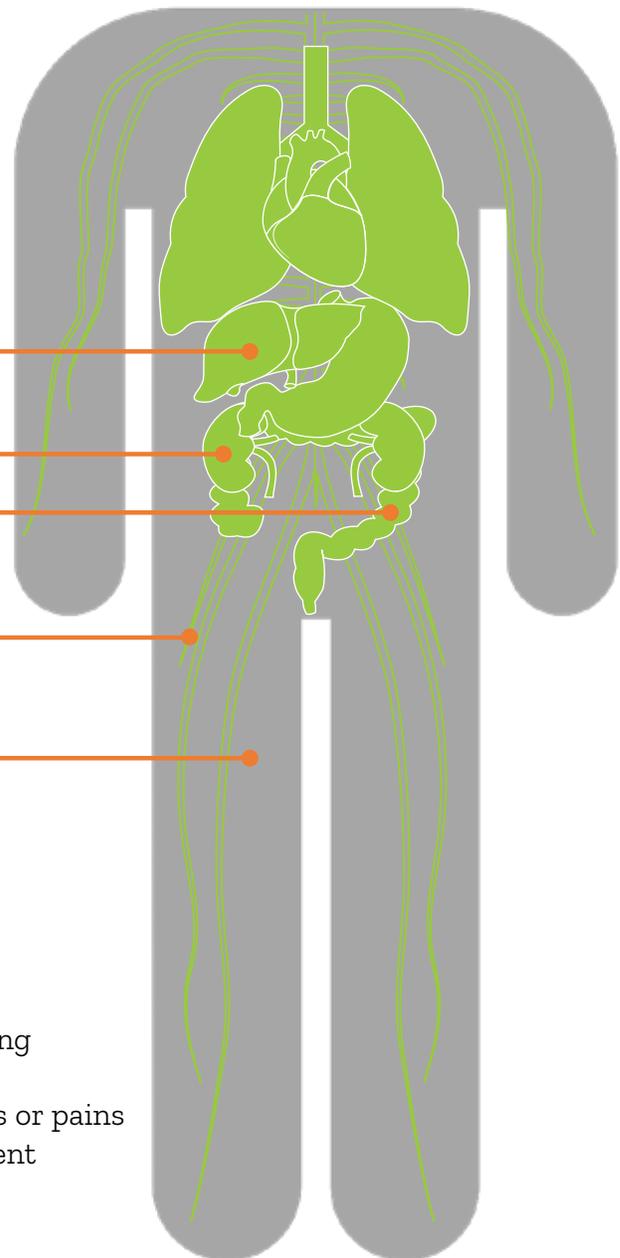
Liver damage

Kidney damage

Digestive problems

Nervous system damage

Impaired muscle coordination



Symptoms of lead poisoning are not easy to detect. Symptoms may include:

- Tiredness, weakness, or lethargy
- Irritability or crankiness
- Reduced attention span
- Loss of appetite
- Inability to retain information
- Weight loss
- Trouble sleeping
- Constipation
- Stomach aches or pains
- increased violent behavior

# A history of lead

The industrial revolution made the mining, smelting, and incorporation of lead into consumer products possible on a scale never before seen.

1887

Childhood lead poisoning first identified as health threat in the United States

1904

Childhood lead poisoning linked to lead-based paints



1922

Public Health Service warns against dangers of leaded gasoline.

The League of Nations bans white-lead interior paint, US declines to adopt ban.



1923

Leaded gasoline goes on sale.



1922 - 1934

Lead-based interior paints banned in Greece, Tunisia, Czechoslovakia, Great Britain, Sweden, Belgium, Poland, Spain, Yugoslavia, and Cuba.

1928

Federal government overturns bans on sale of leaded gasoline

1930

Ethyl Export founded to export tetraethyl lead and promulgate use of leaded gasoline around the world.

1950s

Lead-based paint in housing causes several severe cases of lead poisoning; researchers discover widespread distribution of lead from automobile exhaust has contaminated our environment.

Even before Ancient Rome, humans have widely used lead, even knowing that lead is dangerous if ingested.

## 1970

Clean Air Act passed, setting standards for lead emissions

## 1971

Lead-Based Paint Poisoning Prevention Act is signed by Nixon, beginning phase out of lead in paint.



## 1972

The Environmental Protection Agency (EPA) is formed and proposes phase out of leaded gasoline. The lead industry sues the EPA.

## 1976

EPA standards upheld in US Court of Appeals, phaseout of leaded gasoline in the US begins.

## 1978

Lead-based paints were banned for use in housing.

Public health professionals joined with community activists and organizations, and policy was finally introduced on a national scale to ban the dispersion of lead through residential lead-based paint and exhaust from leaded gasoline. **1970s - 90s**

## 2000s

Researchers continue finding links between even lower blood lead levels—levels previously thought “safe”—to health impacts on education, crime, and economic opportunity.

## 2012

Center for Disease Control declares no level of lead in the blood of children is safe.

## 2015

The water crisis in Flint, MI calls attention to the ongoing risk of exposure to lead from aging infrastructure.

### **Present:**

In recent decades, great strides have been made through local and national efforts to dramatically reduce lead hazards and instances of lead poisoning. We are almost there - **together we can end childhood lead poisoning!**

Coalitions continue to develop comprehensive federal and local strategies to systematically identify and remove lead hazards and support our lead-impacted population. While this work requires ongoing efforts and funding, Fundred represents the belief that kids are worth the investment!

## For more information on lead poisoning, visit:

Centers for Disease Control and Prevention  
[www.cdc.gov/nceh/lead/](http://www.cdc.gov/nceh/lead/)

Environmental Protection Agency  
[www2.epa.gov/lead](http://www2.epa.gov/lead)

National Center for Healthy Housing  
[www.nchh.org/](http://www.nchh.org/)

Green & Healthy Homes Initiative  
[www.greenandhealthyhomes.org/home-health-hazards/lead](http://www.greenandhealthyhomes.org/home-health-hazards/lead)

Additional educational resources and videos on lead and Fundreds can be found at [fundred.org](http://fundred.org)

## Stay connected with the Fundred Project!



FundredProject



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Sources: CDC, EPA, HUD, NCHH, GHH, EPI.

The Fundred Project - [fundred.org](http://fundred.org)  
MIT CoLab Empathetic Aesthetics Program - [colab.mit.edu](http://colab.mit.edu)