

2
0
2
3

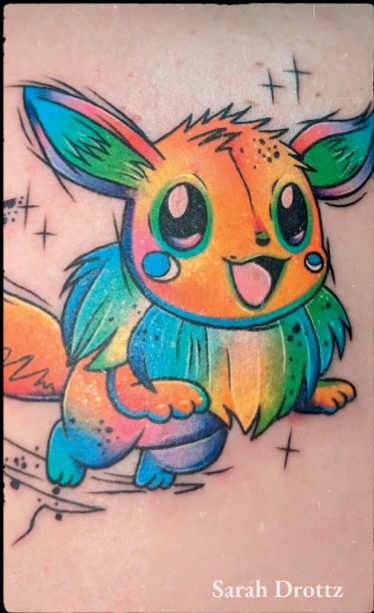


SPARK PROJECT
COLLECTIVE

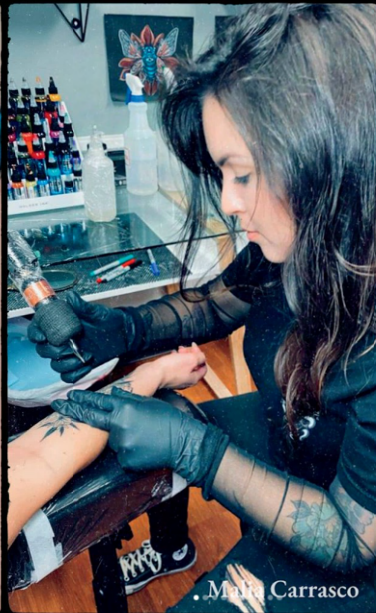
Four
of
Wands

Company Profile

EIN: 84-3844624



Sarah Drottz



Malia Carrasco



Jennifer Agee



Malia Carrasco



Johnny Vasquez
Sarah Lapidus Arizona Republic



Jennifer Agee



Hunter Burns
Amanda Mourélatos
The Daily Wildcat



Sunday Stitch Social



Bryce Wilborn



SPARK PROJECT COLLECTIVE

TABLE OF CONTENTS

1	PAGE 1 <i>Table Of Contents</i>	11	PAGE 11 <i>Toy Drives</i> <i>Free Reid Park Zoo Visits</i> <i>Homeless Clothing, Hygiene Kits &</i> <i>Food Drives</i> <i>Scholarships</i>
2	PAGE 2 <i>Welcome Message</i>	12	PAGE 12 <i>Our Moon Markets</i>
3	PAGE 3 <i>Total Values Donated</i>	13	PAGE 13 <i>Sponsorships & Partnerships</i> <i>Who We Sponsor</i> <i>Featured On</i>
4	PAGE 4 <i>Our Company Values</i>	14	PAGE 14 <i>Our Future Projects</i> <i>Patreon</i> <i>Podcasts</i>
5	PAGE 5 <i>Our Mission</i> <i>Our Vision</i>	15	PAGE 15 <i>Our Online Store</i>
6	PAGE 6 <i>Our History</i>	16	PAGE 16 <i>Our Funding Breakdown</i> <i>2023 Revenue Estimate</i> <i>2023 Funding Distribution</i>
7	PAGE 7 <i>Capo-Therapy</i> <i>Birth Of Spark Project Collective</i>	17	PAGE 17 <i>Breakdown Pie Charts</i> <i>Revenue Estimate Charts</i> <i>Funding Distribution Charts</i>
8	PAGE 8 <i>Our Driving Focus</i>	18	PAGE 18 <i>Our Social Stats</i>
9	PAGE 9 <i>Our Highlights</i>	19	PAGE 19 <i>Our Scan Codes</i>
10	PAGE 10 <i>Our Changes To Help The</i> <i>Community</i>		



WELCOME

MESSAGE

Hello and welcome,
My name is Johnny Vasquez. I am the CEO of Spark Project Collective, the home of Four of Wands and the SPC Events Center. I wanted to take a moment to welcome you to the opportunity to be a part of our vision and to tell you a little bit about me, and how you fit into our vision.

Welcome, the team and I are excited to have the opportunity to work with you on your journey.

A little bit about Spark Project Collective. SPC is a 501c3 non-profit that provides events and services for the local Tucson Community. Once we hit the funding, we need to provide our services; we outreach and send funding to other local non-profits that we feel have a similar mission.



I make it a point to evolve and bring more to the plate constantly. I feel SPC and Four of Wands is an inspiring place to be, and we are only at the beginning!

Thank you for taking the time to hear me out and I look forward to seeing and meeting every one of you!

**Spark Project Inc. and
Four of Wands CEO**

Johnny Vasquez



SPARK PROJECT COLLECTIVE

The Worlds Only Tattoo and Piercing Non-Profit

TOTAL VALUE DONATED

\$847,530

You can visit the Spark Project Collective website for volunteer and donation opportunities.



74,248

Toys Donated



12,200

Hygiene Kits Donated



13,027

Clothing Items Donated



119,000

Food Bank Meals Donated



OUR COMPANY VALUES

Team Work



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

Integrity



Eliminate monetary greed in order to strive for excellence.

Respect



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

Growth



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





OUR VISION

Our vision at Spark Project Collective is to create a world where individuals have the opportunity to achieve their full potential, regardless of their circumstances.

We envision a future where the tattoo industry is recognized as a powerful tool for positive social change, and where our organization is at the forefront of this movement.

Through our commitment to empowerment, growth, and education, we will continue to support those in need by utilizing the transformative power of art.

We are dedicated to building a community that fosters creativity, compassion, and kindness, and we will strive to make a meaningful impact on the lives of those we serve.

OUR MISSION

At Spark Project, Inc DBA Spark Project Collective, we provide support for empowerment, growth, and education by utilizing the tattoo industry as a vehicle to help those in need.

As a non-profit, we are committed to giving all proceeds back to the local community and enhancing lives through the gift of the arts.

WE ARE THE PROJECT



SPARK PROJECT COLLECTIVE

OUR HISTORY

Our founder Johnny started out on his philanthropic journey working with Autism Speaks and The Wounded Warriors, as an occupational therapist and a PTSD counselor. Johnny has a passion for working with children, and he wanted to bring his talents to bear in the field of neurodiversity. He has set himself up in life to where he does not need to take from a system but instead help it thrive as best as he can.

Johnny had two opportunities to work in non-profits before launching his own organization. At both of these organizations, he found that he could help more people by working directly with them than he could by going through a bureaucratic system.

When Johnny started his own non-profit, he focused on occupational therapy for disabled children who weren't getting enough hours through their government program. In addition to this, he started a grant program that helped families with school supplies, clothing, and groceries. As the foundation progressed further, it got into working with respite services to help parents gain some time to reset from their daily life activities. He also started to outreach to the local hospitals in his area to start art therapy once a month with the children in the long-term care units. With the start of the art therapy program, he discovered a new direction he wanted the foundation to go.

He partnered up with a well-known mixed martial arts champion to take a trip out to her hometown in Curitiba, Brazil to visit hospitals there. He discovered that they were not hospitals at all, but instead similar to an orphanage as we know them in the states. There were 8 children assigned to each 10x10 room and they looked miserable. Johnny knew something had to be done. He turned his 3-day trip into a 30-day trip where he gathered a team of volunteers to build additions to the "hospital". Johnny and his team were able to build enough rooms so there were only 2 children per room and they also built a playroom area for the children to enjoy.



CAPO - THERAPY

Capo-Therapy is a therapy technique developed by Johnny, who was inspired by the Capoeira dancers he saw on his trip to Brazil. The therapy aims to combine movement with speech therapy in order to help children with autism develop their communication skills. Capo-Therapy is especially helpful for "lower functioning" children who are often unable to communicate effectively.

Johnny noticed that when the Capoeira dancers were moving their bodies, they were also able to speak at the same time. He realized this could be used as a form of therapy for children with autism. He started by watching how the Capoeira leader moved and spoke at the same time. Then, he began incorporating these movements into his speech therapy sessions.

As part of Capo-Therapy, Johnny created new chants using common words such as dog or cat that would appear on a projector screen as the leader sang them aloud. This integration proved to be extremely successful with these children who had been deemed "lower functioning." Many of them started developing vocabularies as well as improved communication skills after participating in this type of treatment program

THE BIRTH OF SPARK PROJECT COLLECTIVE

After a life-changing decision to move to Arizona to be closer to his daughter, Johnny wanted to start something similar to the foundation he started in California. Though the foundation still functioned Johnny's part in it grew smaller. He wanted to integrate all of the amazing aspects of the foundation with the driving force of the billion-dollar industry of tattoos. His idea was to create a non-profit formula that was powered by a business model that did not rely on reaching out for government grants which are hard to obtain. A non-profit that could power itself and create lifelong sustainability. The concept of Spark Project Collective was born!




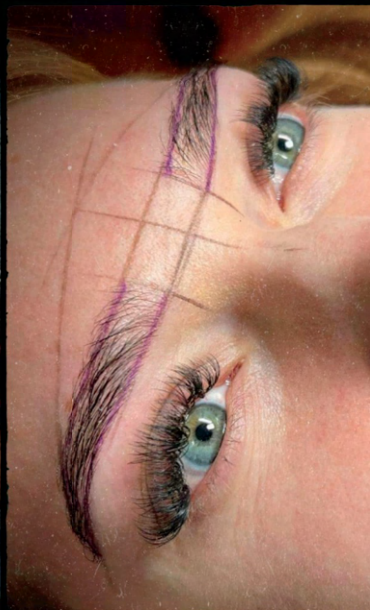
OUR DRIVING FOCUS


Tattoos, permanent cosmetics, and body piercings are our current primary sources of income. We have a team of 10-15 tattoo artists, body piercers, and permanent cosmetic artists that are dedicated to making a difference in our community by helping our local community.

Our artists function as typical private contractors so they can make a living and be a vessel to power our income stream, so we can provide our non-profit activities and outreach programs. Together our artists and clients are coming together and making a difference in our community. We aim to make as much of a difference as we can. Most of our tattoo artists and body piercers are taught from the ground up by our owner, Johnny, 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 us to grow in skills with them and build solid relationships in the process.




 brycewtattoos



 maliac.pmu



Amanda Mourelatos
The Daily Wildcat

 hriley_piercings



OUR HIGHLIGHTS



Photo A: Natalie and Johnny at Wild Wild West Con, Spark Project was their largest sponsor for 2023, Photo B: Christmas Celebrations, Photo C: Johnny and Natalie posing for This.Is.Tucson(Elvia Verdugo), Photo D: Johnny next to boxes full of donations of clothing and toys, Photo E: DND Night, Photo F: Mediumship Channeling during a Moon Market

OUR CHANGES TO HELP THE COMMUNITY

Throughout 2022, we focused on the path of helping others through our Events Center and Four of Wands events. We had many people reach out with their personal struggles due to stresses at home and with finances. In June, we developed the concept for our Moon Markets—a metaphysics fair run by volunteers that would help launch small businesses. We wanted to offer a group of vendors and consigners a low-cost option that is 100% donation based so they could try to get their businesses launched and find financial stability in something they love doing. This gives us a chance to work directly with this community as we help give them best practices and advice so they can move forward in their career paths.

In addition, we started construction in our Events Center to build out 5 rooms so that practitioners can develop their services and clientele. Our goal is to have 2023 bring massage therapists, tarot readers, hypnotherapists, astrologers, chiropractors and more to our wellness center. We also leased out another section of our building and developed it into an Education Center where we've held classes on sound baths, movement classes, tai chi classes, astrology classes and channelings.

So far, we've seen steady growth in attendance to these events and classes which means we're moving in the right direction. It's been a year since we opened our doors, and we couldn't be happier with how things are going. We currently have a line-up of events that includes art therapy, , comedy nights, poetry nights, trivia nights...the list goes on..





TOY DRIVE

In 2022, our toy drive was in full swing and we were able to meet our goal of 31,000 toys by September. From January to August, as we developed funding for the campaign, we purchased toys and goods by truckloads and stored them so we could keep accurate counts of what we had. By September, we had made our goal and called up our affiliates at Gap Ministries and Arizona Children's Association to set up a time for them to come pick up the donations. It was a couple of heartfelt days to see their excitement. They said that it was a rough time recovering from all the covid chaos and they were not seeing as many people donating. We were happy to be able to make a positive impact within their systems as well. According to the retail value of all these goods, the campaign funded \$248,000.

FREE REID PARK ZOO VISITS

We are so grateful to have helped 61 families this past year, and we're excited to see what 2023 brings!

We've been working with the Reid Park Zoo since we reached out to them about our desire to provide free zoo visits for families in need. This was a big step for us--we hadn't done anything like this before and it was an opportunity for us to expand our mission beyond providing food and clothing. The Reid Park Zoo has been an incredible partner in this effort. They have been extremely generous with their time, resources, and expertise as we've gotten started with this project. This has been incredibly valuable as we continue working together toward our goal of helping 200 families this year.

HOMELESS CLOTHING, HYGIENE KITS & FOOD DRIVES

We're proud to announce that we've helped the Southern Arizona Food Bank with a total of 5,200 hygiene kits, 4,027 articles of clothing, and 100,000 meals in 2022. As a tattoo shop at our core, we feel like this is just the beginning of what we can do for our community. The estimated value of these goods is around \$86,135--but to the individuals benefiting from these goods, it probably feels priceless.

SCHOLARSHIPS

Scholarships

Spark Project Collective has awarded \$500 scholarships to 14 local college students for the 2022 school session. Since then, we've been working with 3 of these students on a grade-based stipend to help them pay off their student loans.

We will be issuing another set of scholarships in 2023 from our student scholarship process.



OUR MOON MARKETS

In June of 2022, Moon Markets were introduced as a revamp of an idea we had been considering for some time: to bring the metaphysics world to our non-profit.

The markets were originally intended to be a Metaphysical fair with an existing fair in Tucson, but this proved more difficult than anticipated. We parted ways with that group in June and opened the door back up for our original idea: allowing people to have a platform to help launch their products, services, and brands within the Metaphysical community.

We already had the location - we simply needed to open it up for these individuals to have a platform. We decided to offer an unheard-of opportunity where we implement our market fees as a donation-based program. This means that if the person trying to get their start made no money that day, they would not have to pay anything to be a part of the market. If they did well then they would have the choice to donate what they want to participate in.

Our community of individuals wants to make their dreams come true. We're looking for entrepreneurs and creatives who are ready to take their businesses to the next level, and we want to help them make that happen.

We understand that starting a business can be scary, but it doesn't have to be! That's why we've created an environment where you can learn from other entrepreneurs and get advice on how to grow your company in a supportive space. We also know how hard it is for small businesses to get noticed in today's world--that's why we offer a platform where everyone involved can share their work with each other and the public at large! It allows us to build up our community as well as give people who are just starting out an opportunity to get noticed by industry leaders and potential investors alike.

Our goal is simple: we want everyone involved with The Moon Markets (whether as an attendee or vendor) to feel like they belong here because they do!



SPONSORSHIPS & PARTNERSHIPS

We had a successful year in 2022, and we were able to do it being self-sustaining, even with so many changes happening. In 2023, we will be making sponsorships and partnerships a heavy focus.

We have always been proud of our ability to grow organically and sustainably, but now that we're expanding into new markets this will be a vital part of us moving forward into the future of opening up more shops.

WHO WE SPONSOR



COMMUNITY
FOOD BANK
OF SOUTHERN ARIZONA



FEATURED ON



Arizona Daily Star

OUR FUTURE PROJECTS

PATREON

Spark Project Collective will be launching a Patreon platform to allow our clients and customers to participate in what we are doing. We run many promotions each month so we have decided that putting together a system where our clients can subscribe to what we are doing and choose their promotions would help not make it so confusing to our clients. We plan to launch this in the middle of 2023.

It will bring together our promotions on the tattoo side such as buy three get one free, gift card raffles, our 4-hour special, piercing specials, a new calendar that's in the works, new stickers we are creating--and more!

PODCASTS

We're excited to announce that two new podcasts are coming your way from Spark Project, Inc. The first podcast will be hosted by our CEO Johnny and Four of Wands Manager Natalie. In this podcast, they will discuss topics that help people understand how to stay motivated and positive in their everyday life. They'll give their best ideas and practices to help you stay away from negative thoughts as much as possible. And they'll be bringing guests along the way to share their stories so that you know you're not alone in this process.

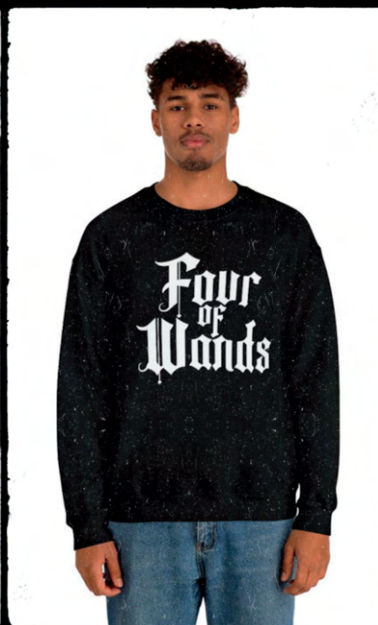
The second podcast will be led by Four of Wands Manager Natalie and a team of metaphysics specialists. This podcast will dive into the many wonders of the metaphysics world—it may even take a paranormal twist here and there! We can't wait for you all to hear these podcasts!



ONLINE STORE

Spark Project, Inc. is thrilled to announce its plans for the launch of two online stores in 2023.

The first store will be tattoo and piercing related, with an emphasis on fun slogans and designs. The second store will be more metaphysically related, with a little bit of seriousness, satire, sass, and outright funny. The online shop for Spark Project Collective is up and running, and the online shop for the Four of Wands is in works.



OUR FUNDING BREAKDOWN

In 2023 we will aim for 2.1 million dollars in total revenue so we can set our sites on making a new shop addition in 2023 and start planning to relocate our flagship store.

With the relocation, we will be looking to create the true experience that Spark Project Collective was initially set out to be. The current locations work great but do not allow us to create the experience we are looking for. We are so excited to get into this process. The goal is to create a place unlike anything else you can go to.

2023 REVENUE ESTIMATE

Tattoos and Piercings Revenue: \$1,500,000
Tattoo Shop Inventory Sales: \$36,000
Four of Wands Inventory Sales and Services: \$150,000
Events Center Rentals: \$25,000
Patreon Donations (New): \$72,000
Online Sales (New): \$250,000
Angel Donations (New): \$60,000
Total: \$2,093,000

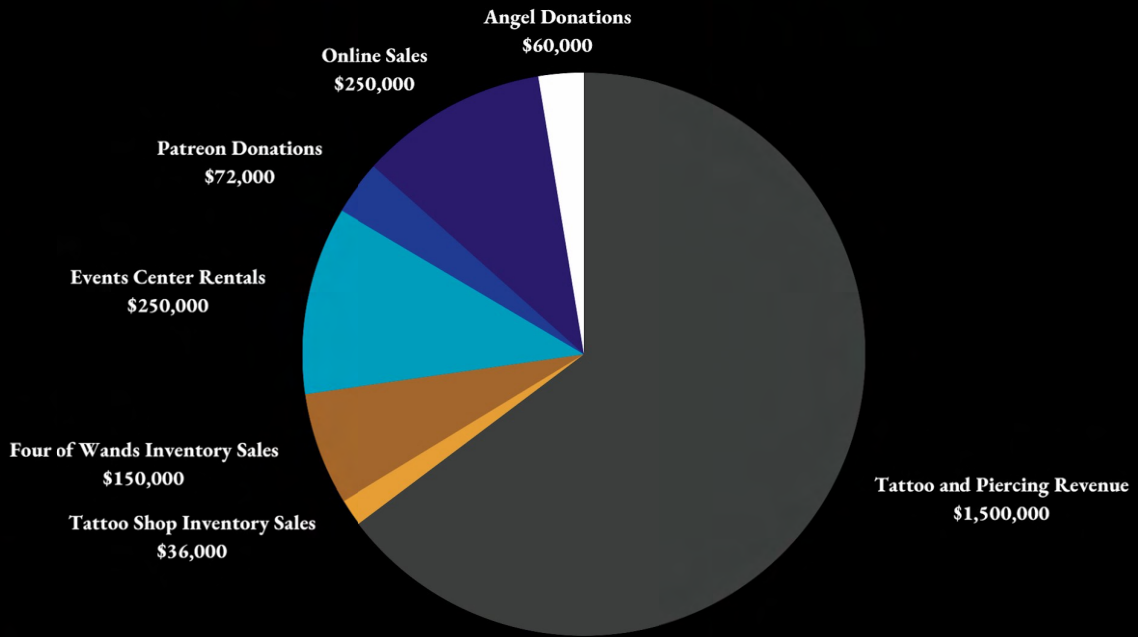
2023 FUNDING DISTRIBUTION

Payroll: \$951,963.84 45%
Rent/Bills/Supplies: \$476,862.66 23%
Toys and Goods: \$107,387.76 5%
Southern Arizona Food Bank: \$67,117.35 3%
Hygiene Products: \$67,117.35 3%
Clothing: \$67,117.35 3%
Scholarships: \$16,779.34 1%
Family Assistance: \$67,117.35 3%
Advertising and Booth Rents: \$67,117.35 3%
Shop Expansion (2nd shop): \$210,000.00 10%
Total: \$2,100,000

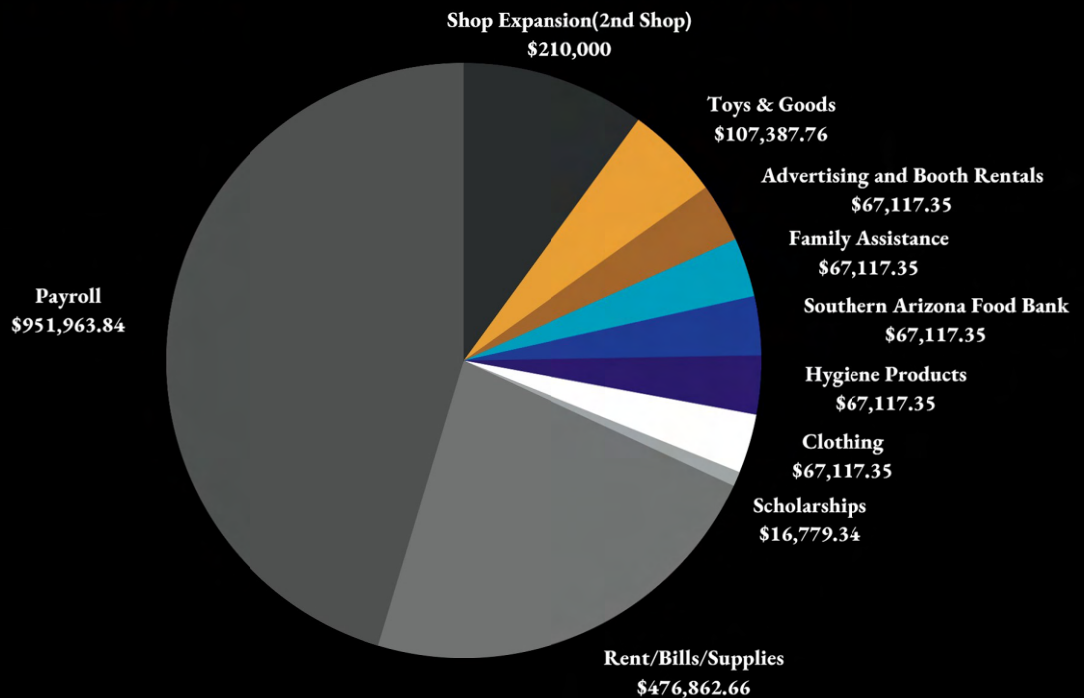


BREAKDOWN CHARTS

REVENUE ESTIMATE



FUNDING DISTRIBUTION



OUR SOCIAL STATS



SPARK PROJECT COLLECTIVE

15K LIKES

SPC EVENT CENTER

267 LIKES

FOUR OF WANDS

458 LIKES 609 FOLLOWERS



SPARK PROJECT COLLECTIVE

14.6K FOLLOWERS

SPC EVENT CENTER

197 FOLLOWERS

FOUR OF WANDS

983 FOLLOWERS



SPARK PROJECT COLLECTIVE

UNIQUE WEBSITE VISITS

23,718 MONTHLY VISITS

284,612 YEARLY VISITS



EVENT ATTENDEES:

601 MONTHLY - 7,216 YEARLY

MOON MARKET ATTENDEES:

304 MONTHLY - 3,644 YEARLY

TATTOO & PIERCING CLIENTS

1,332 MONTHLY - 15,987 YEARLY

TATTOO & PIERCINGS DONE

3,064 MONTHLY - 36,770 YEARLY

OUR SCAN CODES

SCAN FOR
PROMOTIONS &
FLASH SHEETS



SCAN FOR
UPCOMING
EVENTS



SCAN TO
DONATE



SCAN FOR FOUR
OF WANDS



LET'S GROW TOGETHER



Vision Board Class




Poetry Night




Art Therapy

CONNECT WITH US

 (520) 500 - 4675

 fourofwandstucson@gmail.com

 www.sparkprojectcollective.com

 FOW: 4349 E. Broadway Blvd
SPC: 4433 E. Broadway Blvd
Tucson Arizona 85711

 [sparkprojectcollective](https://www.tiktok.com/@sparkprojectcollective)

 [sparkprojecttattoo](https://www.instagram.com/sparkprojecttattoo)

 [sparkprojectcollective](https://www.facebook.com/sparkprojectcollective)

