



Sign of the Arrow Awards Grants to Area Agencies at Annual Philanthropy Brunch

(St. Louis, MO – October 16, 2014) Sign of the Arrow, the premier nonprofit retail destination for needlepoint and specialty gifts, awarded **17 grants** to St. Louis area agencies at their 46th annual **Philanthropy Brunch** on **Thursday, October 16, 2014, at 9:30 a.m. at Ladue Chapel, 9450 Clayton Road.**

Sign of the Arrow was established in 1966 by the St. Louis Alumnae Club of Pi Beta Phi to provide philanthropic support to the community. The shop is staffed by 80+ community volunteers who give 22,000+ hours annually to help run Sign of the Arrow. ALL shop proceeds benefit area agencies. Including the grants that were awarded today, Sign of the Arrow has donated more than \$3.5 million to 182+ local charities since its inception. Shoppers truly impact the lives of St. Louisans by shopping at Sign of the Arrow!

The following agencies received grants from Sign of the Arrow at the 2014 Philanthropy Brunch:

Bel Canto Chorus
Dream Factory of St. Louis
Gifted Resource Council
Haven of Grace
Jamestown New Horizons
Moog Center for Deaf Education
Opera Theatre of St. Louis
Perennial
Pi Beta Phi Foundation

Places for People
Ranken Jordan Pediatric Bridge Hospital
Rural Parish Workers
St. Louis Alumnae Panhellenic Assoc.
St. Louis Dance Theatre/Big Muddy Dance Co.
St. Louis Ovarian Cancer Awareness
Shalom House
World Pediatric Project

“Because of the generosity of our shoppers, we were able to award grants to 17 deserving organizations this year” commented Sarah Mudd, President of Sign of the Arrow. “Sign of the Arrow thanks each and every one of our customers for their continued support which has resulted in our ability to help these worthwhile agencies.”

Any shop volunteer or Pi Phi alumnae can nominate their favorite agency to receive a grant from Sign of the Arrow. The agency and sponsor then submit a grant request specifying, in detail, how funds would be used, should they receive a grant. Then, Sign of the Arrow’s Philanthropy Committee meets to decide which agencies receive grants. Careful consideration is given to each applicant.

In addition to awarding grants at this year's brunch, Sign of the Arrow recognized volunteer Pris Gunn who, for nearly 50 years, has given her time and talents to the shop. Pris was involved from the very beginning, serving on the planning committee to expand from a fundraising carousel in Tilles Park to a nonprofit shop. "We are so honored to recognize Pris today" says Mudd. "Her dedication and willingness to take on so many roles over the years helped us become the shop we are today."

Sign of the Arrow is widely known for its extensive selection of designer needlepoint, including hand-painted canvases, custom designs, custom finishing, furniture, fibers, trunk shows, and classes. Knowledgeable staff and volunteers assist both novice and experienced needlepointers. The shop also offers unique gifts, including decorative accessories, holiday decorations, sorority gifts, baby gifts, picture frames, stationery, and more.

Shoppers can visit www.signofthearrow.com to shop online, or contact the shop directly to place an order. Sign of the Arrow provides an extensive and thorough mail order business to individuals and needlepoint shops countrywide. Services include finishing, stitching, choosing fibers and fabric for canvases, monogramming, blocking, and custom painting.

Sign of the Arrow has a variety of classes for needlepointers of all ages and abilities, including classes on decorative stitches, children's classes, specialty fiber classes, and one-on-one classes. Classes are offered in person at Sign of the Arrow. In addition, expert stitchers are available to help with a specific question.

For more information on needlepoint and gift products and services at Sign of the Arrow, please log onto: www.signofthearrow.com. Shoppers can call 1/877-869-7356 or 314/994-0606. Please "Like" Sign of the Arrow on Facebook at: <http://www.facebook.com/Sign.of.the.Arrow>. Sign of the Arrow is located at 9814 Clayton Road, in the heart of Ladue, Missouri.

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