



Shooting for change

WALTER GRIO DONATES WHAT HE EARNS FROM PHOTOGRAPHY

A photographer at heart and a software company project manager by trade, Walter Grio has been a frequent business traveler for the last several years. He bought a Nikon D50 digital camera to document his travels, and grew progressively more interested in photography as he crisscrossed the globe. In late 2006, Grio photographed a fashion makeup shoot in Stockholm, Sweden. He posted the images online, and soon began to get phone calls from people interested in having him photograph them. Name your price, they told Grio.

That's when the inspiration for Shoot for Change came to Grio. He made a good

income as a project manager, and photography was something he felt passionate enough about to do for free. So, instead of asking for payment for his photographs, he asked his clients to donate the fee to the charity of their choice. He established Shoot for Change as a vehicle for his charitable intentions, created a Web site, and began to promote his photography through MySpace. He set his rates at \$200 to \$4,000, depending on the number of images and the kind of work, with the understanding that the fees were to go to charity. As word spread and he took on clients, Grio began to hold photo exhibitions at various galleries and salons, and all

proceeds from print sales were earmarked for a charity of the venue's choice.

Through Shoot for Change, Grio hopes to build a community of creative individuals who want to promote positive change. "My vision is that there will be a Web site where people can upload photos, and the sale of the prints will go to a charitable organization," he says. "But it's really not limited to photographers. It could include makeup artists, fashion designers and models who want to donate their time. I want to show everyone that they can make a positive difference. Art is a way to do that with the visual impact and indelible impression it can make with viewers. Art can inspire change where words and action fail."

Grio has participated in a fashion show at Seattle's Mode Organic Salon, which helped get the word out about Shoot for Change. He'd like to do more such events, as well as organize exhibitions for charity for other photographers. He acknowledges that not all photographers can afford to donate all of the proceeds from such exhibitions, and says every contribution can have a significant impact. "Professional photographers already make such a difference with their clients, and their work will be enjoyed for generations," says Grio. "The only question left is what kind of change would you like to see in the world around you?" ■

Find out how you can contribute to Shoot for Change at www.shootforchange.com.

Share your good works experience with us by e-mailing Cameron Bishopp at cbishopp@ppa.com