

THE CLARK HULINGS FUND

For Visual Artists

MISSION

The Clark Hulings Fund for Visual Artists (CHF) is a 501(c)(3) nonprofit organization that equips professional visual artists to be self-sustaining entrepreneurs.

2017 ANNUAL REPORT

CHF champions economic sustainability for working artists. We do this by delivering business education and entrepreneurial learning through a rigorous Business Accelerator, a Digital Learning Portal, in-person education events in local communities, and a federation of artist-formed and artist-led networks. All of this achieves one aim: **equip visual artists to thrive as self-sustaining entrepreneurs.**

A national survey of art school graduates shows 71% need substantive entrepreneurial and business training for successful art careers, but only 26% received it.

—Frenette, A. (2015). *Spotlight on entrepreneurial skills. (Part 1) (SNAAP DataBrief)*. Retrieved from <http://snaap.indiana.edu/databrief/vol3no4.html>.

2017 PROGRAM HIGHLIGHTS

CHF's data-driven results demonstrate visual artists' enormous hunger for and wide receptivity to business education, as well as the specific applicability of CHF's programs.

CONSTITUENTS IMPACTED:

Digital Learning Portal: 54,000 views. CHF delivers nonstop business learning to fit the schedules of busy artists, in digestible formats they already consume, including expert columns, webinars, and interviews.

Podcast Outreach: 30,000 downloads. *The Thriving Artist Podcast* syndicates audio-format business education for artists across a dozen platforms (from iTunes to voice controlled devices).

Business Accelerator: 18 Graduates.

CHF's year-long, intensive, graduate level program equipped 18 Fellows with an inspiring entrepreneurial education and solid business skills. The impact was measurable and specific.



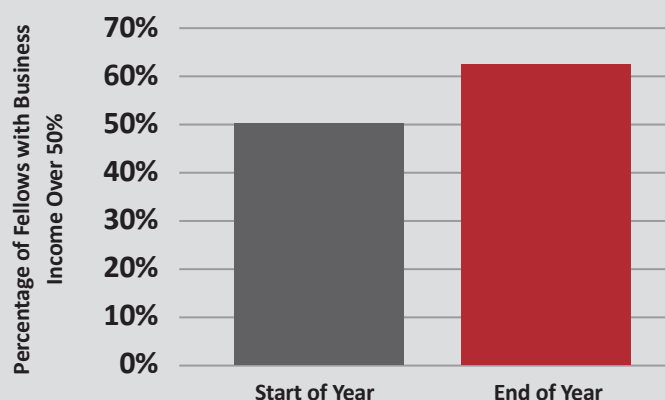
Boots-on-the-Ground Events: 150. CHF partnered with ABI and Windows to the Divine to deliver in-person business education to professional artists in two communities. The resulting data informs CHF's overall programs, and the media coverage garnered brought attention to opportunities for working artists.

The Artist Federation: 200. The establishment in five communities of chapters of professional artists collaborating to increase business skills, contacts, and opportunities, continues to draw in an ever-widening number of artists and organizations.

TANGIBLE OUTCOMES

The opportunity for even further impact is underscored by the specific outcomes for Business Accelerator Fellows, measured throughout the year-long program.

Change in Income from Art Business Year 1



The program increased by 11% the number of fellows who earned more than 50% of their income from their art business.



My sales have increased dramatically this quarter and I have already set up meetings to move my project forward."

—Gregg Chadwick
CHF Business Accelerator Fellow



2017 PROGRAM HIGHLIGHTS



BOOTS-ON-THE-GROUND EVENTS

CHF delivered the first annual **Art Business Summit** in Santa Fe, NM with our partner ABI. We also co-hosted **Connect-Develop-Thrive**, an interactive learning event with C4C in Denver, CO. These are blueprints for future programs, with four events scheduled for 2018.



THE ARTIST FEDERATION

The Artist Federation (TAF) launched in 2017, with five provisional chapters meeting regularly, actively recruiting new members, and conducting outreach for sponsorship. One of the chapters just booked its first business speaker to help upgrade their professional skills. Current chapters are in ID, WA, NC, CA, and CO, with a new one forming in NY. These initial chapters will lead the way to a global launch in 2018!

DIGITAL LEARNING PORTAL

CHF produced 244 instances of learning content in 2017. Our audience of **15,000 unique visitors consumed 54,000 pages**. We added 113 Expert Columns, 59 Educational Podcasts, 36 live workshops and 36 recorded webinars. As an extension of the portal into the larger media stream, we began distributing excerpts through a new YouTube channel.

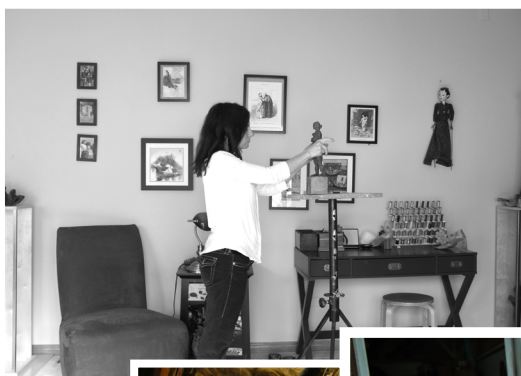


THE THRIVING ARTIST

CHF's signature podcast saw tremendous growth, averaging 800-1200 downloads per episode; **a three-fold increase from 2016**. It is now broadcasting on all voice-operated devices (Amazon Echo, Google Home, etc). *"Alexa! Play the Thriving Artist Podcast."*

BUSINESS ACCELERATOR FELLOWSHIPS

CHF graduated 18 artists from our Business Accelerator Program, and awarded 13 Advanced Fellowships for 2018. Impact has been immediate and transformative. Incomes have risen, audiences increased and assistants have been hired—meaning jobs have been created.



"CHF has pushed me way out of my comfort zone and into a new reality. Tools. Tools change everything. And I've only just cracked the shell of what's possible."

—Nadia Fairlamb, CHF Business Accelerator Fellow

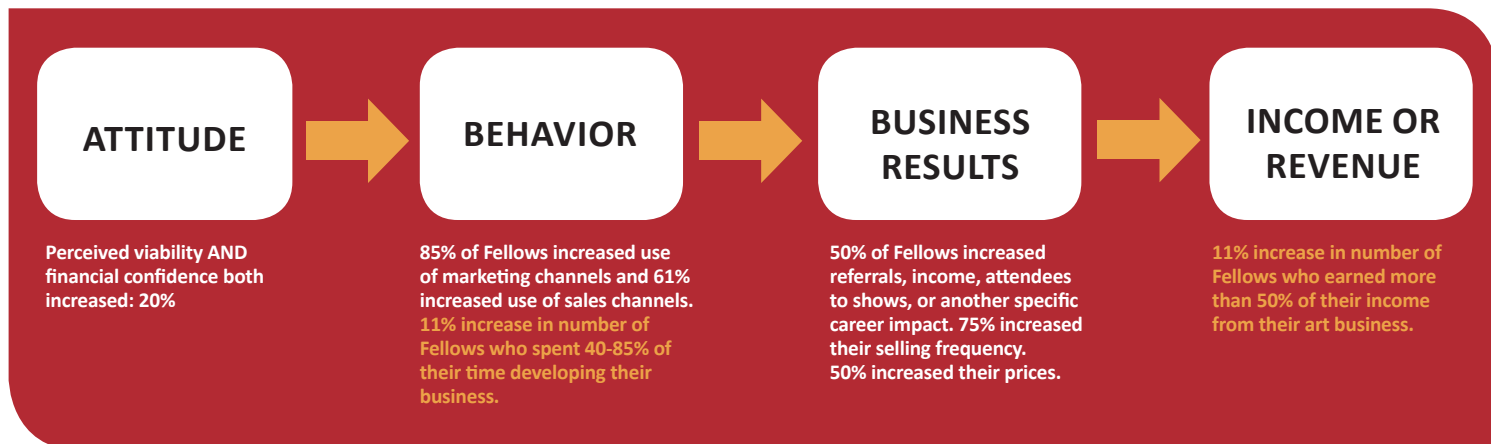


LEARNING IMPACT STUDY

CHF has spent two years compiling impact data from its programs, culminating in important research conclusions for the viability of business education for visual artists. We know what's effective; we know what works; and we're able to reproduce and scale the model. Initial conclusions are contained in this report, and a comprehensive study will be published in 2018.

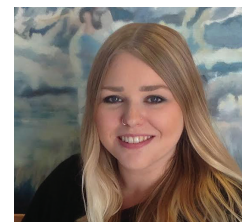
THESE PROGRAMS WORK, CONSISTENTLY:

CHF programs have demonstrable outcomes. In the Business Accelerator program alone, the relationship is clear: CHF programs change attitudes among professional artists, resulting in modifications to professional behavior that produce specific business results.



CHF has given me the push I needed to get my work out there and I now feel I have the tools and information to turn my practice into a business. I now have a lot more awareness of what's needed to have a successful art career."

—Kristen Brown, CHF Business Accelerator Fellow



PRESS COVERAGE

2017 was a banner press year for CHF, with no less than ten outfits covering our programs and our artists. From *Inside Philanthropy* to *The Dallas Morning News*, *Forbes* to *Professional Artist*, CHF facilitated national and local media attention for our Business Accelerator Fellows, attracting publicity that's critical for their career advancement. It also shined a light on the broader constituency of CHF, which caused even more working artists to access our support.

Inside **Philanthropy**
Who's Funding What, and Why



Forbes

THE
HUFFINGTON
POST

**FINEART
CONNOISSEUR**

PROFESSIONAL
artist

The **Epoch** Times
A fresh look at our changing world

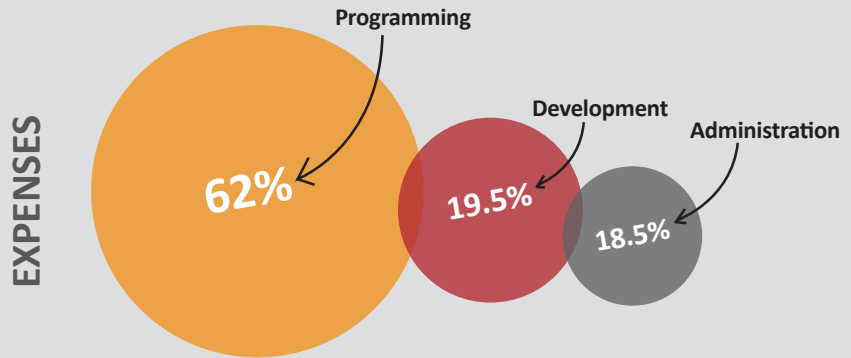
ART of the WEST



THE SPOKESMAN-REVIEW

FINANCIALS

In our fourth year of operations, we accomplished an astounding amount and delivered tremendous impact on a shoestring. In 2018 we will lace up our shoes and sprint even faster.



I am truly grateful to be a part of this amazing program. It's well organized, it's thorough, it's administered by highly competent, caring people."

—Paula Ensign, CHF Business Accelerator Fellow



"It's wonderful to see CHF stress how understanding the business aspects of art can lead to career success."

—Justin Anthony, Artwork Archive



THANK YOU FOR YOUR SUPPORT

In all the ways that you help this work succeed—your charitable gifts, recommendations to other supporters, word-of-mouth buzz, and introducing our programs directly and deliberately to those who need them—you enrich the lives of visual artists and fortify the economy with earners, contributors, and job-creators.

ORGANIZATIONAL PARTNERS:

It's not only individual artists who benefit from CHF programs. Museums, arts and business councils, associations, and other nonprofits fulfill their missions by partnering with CHF to deliver business training programs for their constituents, and CHF relies on its partners to fulfill its own mission.

- Arts Business Institute
- Art of Santa Fe
- Arts Council of Indianapolis
- Artisan Art Supplies
- Artsy Shark
- Artwork Archive
- Blue Rain Gallery
- Brett Chomer Studio
- Bridges to Santa Fe
- City of Santa Fe Arts Commission
- City of Santa Fe Economic Development
- Creative Santa Fe
- Form & Concept Gallery
- Glenna Goodacre Studio
- Hotel Santa Fe
- Il Piatto Italian Farmhouse Kitchen
- Institute for American Indian Art
- Justin's Frame Designs
- NM Small Business Development Center
- NM Department of Cultural Affairs
- POBA
- Poeh Cultural Center
- Salmagundi Club
- Santa Fe Business Incubator
- Santa Fe Community College
- Santa Fe Community Foundation
- Santa Fe County Economic Development
- Santa Fe University of Art & Design
- Sunflower Bank
- Tansey Contemporary Gallery
- The Bennett Law Group
- Windows to the Divine/Collectors for Connoisseurship