



## **2021 ANNUAL IMPACT STATEMENT**

**Committed to a Flourishing World**



The Clark Hulings Foundation (CHF) is a 501(c)(3) nonprofit organization that promotes the legacy of American painter Clark Hulings (1922-2011) by equipping working visual artists to be self-sustaining entrepreneurs. Founded in 2013, CHF showcases Hulings' life and work as an example to today's artists, and offers them a comprehensive art-business education so that they can thrive as he did.



[ClarkHulingsFoundation.org](http://ClarkHulingsFoundation.org)



**The Clark Hulings Foundation has completely changed my life and the trajectory of my career.”** –Melissa Whitaker, TAF Chapter Leader. Oak Ridge, MO

# We Are Foundational

## Yes, this report looks different.

At the end of 2021, CHF became **The Clark Hulings Foundation**, bringing clarity, alignment, and even more passion and determination. **We are not an endowed grant-maker. We are educators and community-builders who rely on support and income to meet our mission.** CHF is dedicated to fomenting a robust culture and creative economy, led by self-sustaining, self-empowered artists and entrepreneurs.



With business training, supported peer networks, advocacy, and research, CHF equips artists to lead—armed with the skills to be powerful decision makers in their own lives, businesses, and communities. When purpose and profession are wedded, artists become an unstoppable force.

“ I am grateful for CHF bringing awareness, enlightenment, and working tools that expanded my career. Consequently, more people are engaging my creativity on deeper levels. This means the sixty years I have spent to make the world a better place has enriched even more lives at a greater pace.”

—Matthew Richter, Member, TAF Artist Group. McPherson, KS

## A Pivotal Project Accelerates



A Garden of Gratitude Exhibition, Mount Carmel East Hospital—Columbus OH



**Just as sand is beautifully transformed into glass under fire, we too, can be transformed—by hope.”**

—Terri Albanese  
CHF Fellow and Board Member



Glass artist Terri Albanese began developing a major hospital show as the pivotal project of her CHF Art-Business

Accelerator Fellowship in 2018, and we have continued working with her as it has grown into a 6-venue, multi-state traveling exhibition to honor our hospital workers. CHF is proud to serve as fiscal sponsor for *A Garden of Gratitude—Thanking our Wounded Healers and Healing our Communities*. We look forward to seeing it in full bloom in 2022.



**I am blown away by how far CHF has brought me as a professional artist. You’ve given me the tools to boldly move forward and develop my business to meet my objectives, and see my overall goal as one that is obtainable. People are drawn closer to art when they understand the heart of the artist.”**

—Terri Albanese, CHF Fellow and Board Member

# YEAR IN REVIEW



2021 was another year of disruption and distance for so many, but pressure creates diamonds, and pandemics spark renaissance. We took up COVID's gauntlet again—doubling down on our commitment to reach artists no matter where they are in the world or in their careers. We maximized our virtual capabilities to help them maximize theirs, and reimagined our own ways of working and growing to provide a broad base for the rejuvenation to come.



The shift to online is likely to outlast the pandemic....56% of art buyers believe the switch to digital sales will be permanent.”

—Hiscox Art Trade Report 2021



## From Isolation to Inclusion



**I'm sticking with The Clark Hulings Foundation. I've personally committed myself to my art business. Other people talk a lot but don't get into the specifics."**

—Wayne Brungard, TAF Participant. Boulder, CO

CHF delivers training and support where creative entrepreneurs actually live, work, and hang out. We do so in multiple formats, because we work with adults, and education is not one size fits all. In 2021, we focused on FREE virtual programming to reach and support as many artists as possible.



### Brown Bag Lunches

On the third Friday of every month, dozens of CHF artists gathered for professional peer networking Zoom sessions. These free-wheeling discussions were hosted by CHF Fellow and Board member, Jonathan Keeton, and a rotating group of co-hosts: CHF artists Manuelita Brown, Robin Holder, James Moore, Tim Saternow, Dori Settles; and our ED, Elizabeth Hulings.

**"The Brown Bag Lunch meetings have been so helpful to get each other motivated, productive, and increase our sales margin. It's the networking that's great: we are usually in our own closed-in spaces, with no one to talk to—and with COVID, it was so hard to get out because all shows were canceled. It was time to think of other options. I am truly grateful to CHF."**

—Prudy Correa. Acoma Pueblo, NM



Prudy Correa



## Thriving Tuesdays™

On the first Tuesday of each month on Facebook Live, a leading art-business professional delivered concrete solutions on specific topics: *Growing Your Email List*, *Do-It-Yourself Publicity Strategies*, *How To Get Juried-In*, *Work with Designers*, *NFT Basics*, etc. We tracked over 7,000 engagements over 2021.

**“Excellent Daniel DiGriz pep talk, gripping truths. Condensed verbal nuggets, slaying dragons, delivered along with his now-signature, unique graphics. Multiple listens, well worthwhile.”**

—Matthew Richter. McPherson, KS



*Pivotal Lessons from an American Master Painter*

## Evenings With Hulings Salon Series

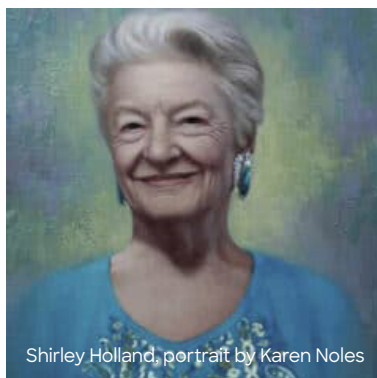
Clark Hulings ran a thriving art business, created decades of top-notch work, cultivated rock-solid relationships, and left behind a seminal body of work and road map for today’s creative professionals. In these virtual salons, we foster dialogue among collectors, artists, and others throughout the industry, exploring Hulings’ place in the canon of American art and the relevance of realism.

**“I want to sell my work, but that is not the main objective. I want to take the collector on a journey...I want to inform the world of the way I see it...”**

—Dean Mitchell, CHF Advisory Board Member. Tampa, FL



Dean Mitchell



Shirley Holland, portrait by Karen Noles

## Appreciation for those who joined us

**Shirley Holland/Wilsher Western Art Collection**, 2021 underwriter

**Alex McAdams**, artist, arts advocate and CHF Development Coordinator

**Dean Mitchell**, painter and CHF Advisory Board member

**Stephanie Stebich**, Margaret and Terry Stent Director of the Smithsonian American Art Museum

**Peter Trippi**, Editor-in-Chief, *Fine Art Connoisseur*

**Libby Whipple**, Collector





## 360 Degrees of Curriculum

### 139 courses available 24/7

CHF art-business training is always informed by direct input from artists about what they want and need. Courses in our Virtual Campus are no exception. “Secure Your Digital Identity” is the direct result of artists experiencing spoofing in the context of philanthropic giving, and we extended the idea to securing their whole business.

## Intensive Training

### Email Marketing Mastermind

A three-part virtual series taught by Carolyn Edlund. Tangible skills for artists to cultivate collectors, keep their art in front of their audience, and increase sales.

**“Definitely glad I participated and know it has already made an impact. Can’t wait to implement more of the takeaways and see what results.”** —Sean Kane. Guelph, ON.

### Practical Tactical Entrepreneur

Two related sessions taught by Daniel DiGriz: “Make Professional Videos at Your Desk,” and “Build a Youtube Channel Fit for Prime-Time.” No fluff. No philosophical study. Just the how-to on creating video content to support artists’ brand story and outreach.

### 1-1 Mentorship

Deep-dive opportunities for artists ready to take on a focused art-business project with expert support. Map out a new website, identify and implement a powerful brand story, stick to a social media plan, build a sales strategy to open a new market, or achieve a revenue target.

### Artist Momentum Groups

CHF piloted two virtual Artist Momentum Groups that met 24 times each to assist one another, and work together to build their businesses.

**“My TAF Group included sculptors, glass artists, and painters, in different parts of the country, different ages, sharing our experiences—critiquing websites, writing and critiquing bios, artists’ statements, our purpose, the ‘why’ of our art, our elevator speeches, building skills, and developing confidence—we’re becoming an art family.**  
—Cindy Bercelli. Pittsburgh, PA





## From Interns to Alumni



Haverford, Class of 1945

### Beyond the Resume

Interns from Clark Hulings' *alma mater*, Haverford College, and from Bryn Mawr College gained hard, transferable skills and became part of the CHF family. Some learned interview and research skills and collaborated on original articles for the CHF site. Another edited educational video content, which became published versions of our Salons. Yet another supported our Board Prospecting Committee, learning detailed moves management processes at the feet of Lynn Trojahn and Alex McAdams. Our Interns carry their new professional experiences to enrich the world beyond CHF.



Clark Hulings at Haverford

### Virtual Homecoming

CHF Fellow and Advisory Board Member Kristin LeVier stepped up and arranged what have now become quarterly virtual gatherings of our Art-Business Accelerator alumni community. These light-hearted but impactful reunions have really taken off, broadening and deepening relationships with and among our artists.



**"I left the last CHF Fellow's reunion so energized and inspired. Our conversation ranged from artist-specific technical and business issues, to the state of the world at large, to philosophical thoughts about why and how we choose to live our lives as working artists. It's powerful and affirming to have deep conversations with people who are trying to do the same thing you are. Everyone is so generous with their thoughts, suggestions, and resources. I feel extremely lucky to be a part of this fun and motivated group."**

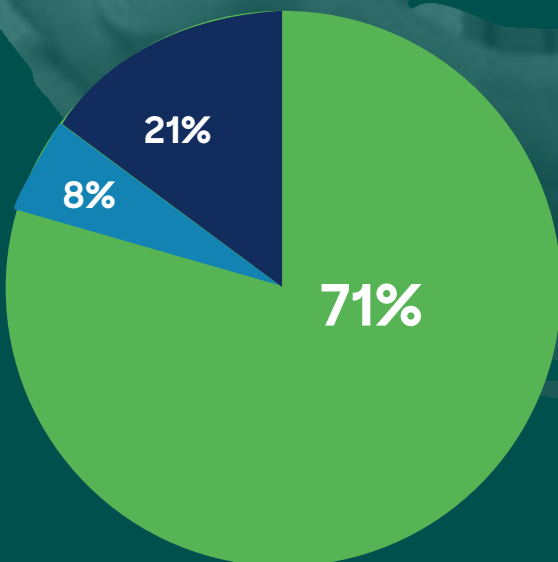
—Kristin LeVier. Moscow, ID

# FINANCIALS



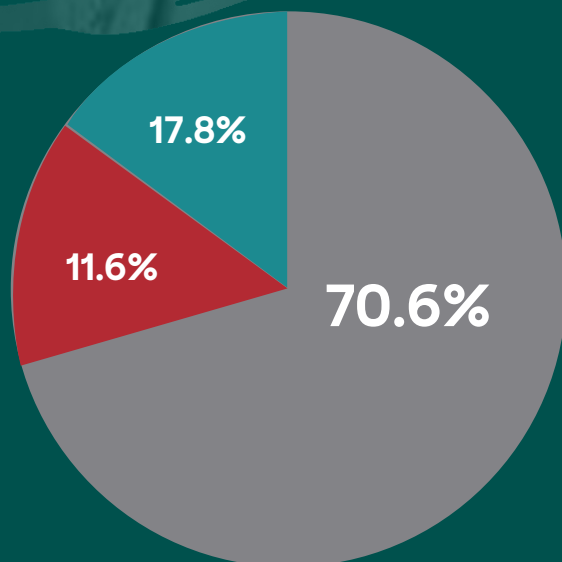
## INCOME

- Donations: \$99,413 (71%)
- Grants: \$29,547 (21%)
- Earned Income: \$11,331 (8%)



## EXPENSES

- Administration: \$18,872 (11.6%)
- Development: \$28,864 (17.8%)
- Programming: \$144,778 (70.6%)





Susan and Steven Goldstein

## Up to the Challenge

In October, Susan and Steven Goldstein issued a Matching Challenge to the CHF community: raise \$25,000 in 8 weeks. YOU rose to the occasion, surpassing that goal to create an extraordinary \$60,000 bonanza of individual contributions in the last quarter of the year. In a year when earned income was scant, the Goldsteins and you came together to make a difference.



## Thinking Inside the Box

CHF's New Mexico Board Committee, working with Lynn Trojahn, developed **CHF Home Events in a Box**. Their Santa Fe house party raised \$10,000, and established a formula for fundraising success that can be duplicated wherever we find like-minded donors and CHF artists who can speak to the power of our programs. Given that 80% of the \$460+ billion donated in the US comes from individuals, we are excited to continue pursuing this strategy.



Lynn Trojahn and CHF NM Board Committee



Stephen D. Zimmerman  
Aug. 7, 1942 - Oct. 8, 2021

## The Stephen D. Zimmerman Memorial Fund

We lost a bedrock champion in 2021. Stephen Zimmerman was a founding board member, major donor and unflagging part of our brain trust. CHF is a start-up, after all, and Steve was there for every decision and moment of growth. He is irreplaceable, but we are excited to continue work in his name, with the support of his wife Sharon, daughters Betsy and Dawn, and business partner, Ryan Fuhrman. Our current fundraising goal is \$25,000.

## CHF Gets Noticed

As a business education organization that serves artists and entrepreneurs with no limits on style or genre, CHF fits no single niche, and our press coverage in 2021 reflected that. We appreciate all of it.

*American Fine Art Magazine, Antiques and The Arts Weekly, Authority Magazine, Cowboys & Indians, Ignite Visibility, Prowly Magazine, Startup.Info, Western Art & Architecture, and Western Art Collector.*

## The Thriving Artist™ Podcast Glens Double Award



### Best Fine Art Podcasts 2021 - Player FM

Player FM announced CHF's *The Thriving Artist™* podcast as one of the Top Visual Art Podcasts of 2021, putting us in company with top casts such as Ted Talks Daily, This American Life, The Economist, and NBC Nightly News. We're proud to be recognized among some of the best cultural contributors in the country!

### #1 Best Art podcast to listen to"—Agora Gallery



# STATS



## Content and Curriculum

**16** new courses added for a total of **139**

**41** Published Articles

**33** LiveStreams

## Website

**56,000** visitors from **153** countries

Top 10: Australia, Canada, China, Germany, India, Philippines, South Africa, Spain, US, UK

**18-85** age range

**30%** increase in Virtual Campus membership to **1307**

## Social

**1,032.6%** increase on Twitter

**458%** increase on LinkedIn

**400%** increase on Facebook

**384%** increase on Instagram

**1,000** member level surpassed in our Facebook Thriving Art Exchange Group

## The Thriving Artist™ Podcast

**165,848** all-time downloads

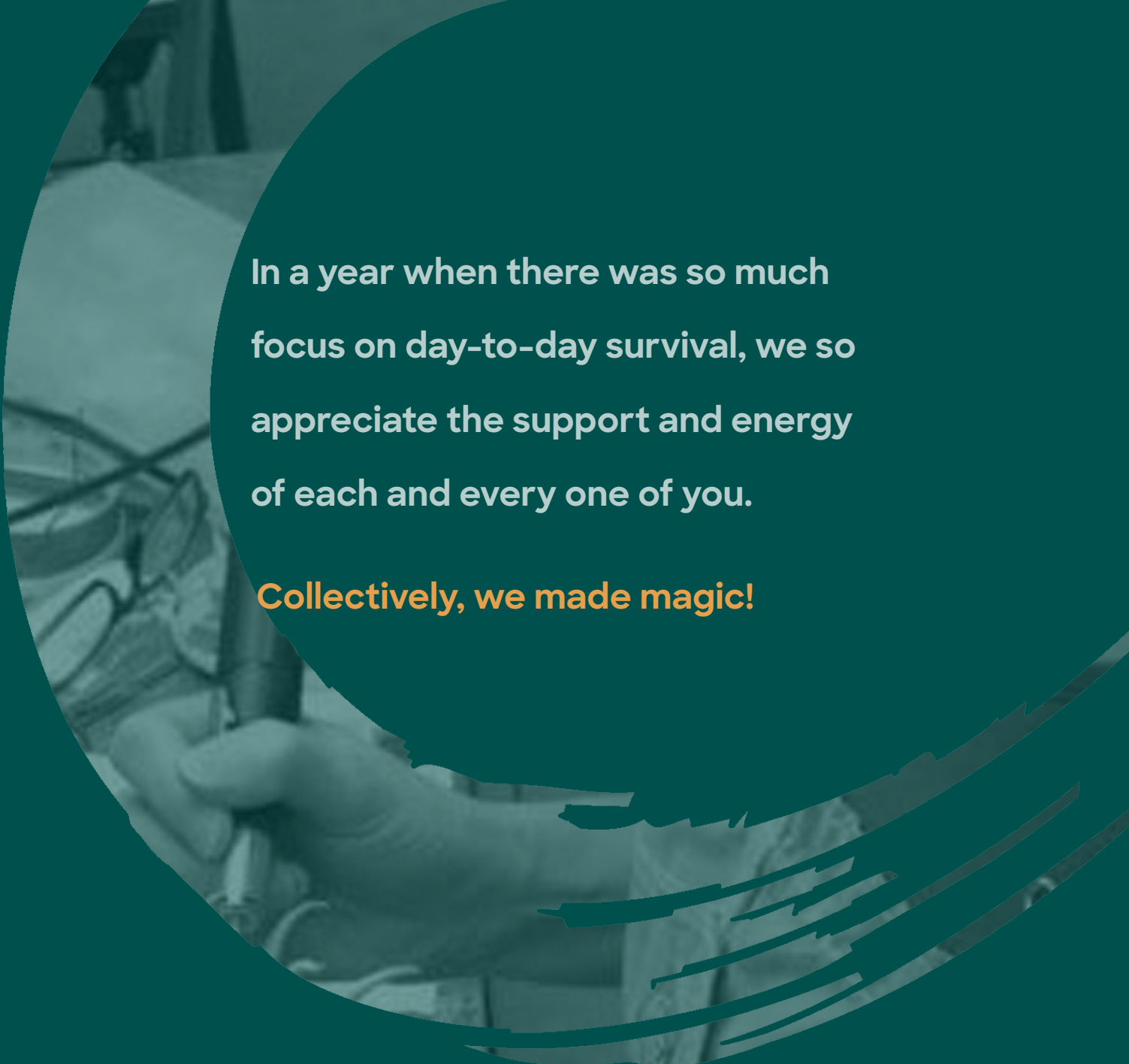
**78** Countries, All **50** States

Top **5** Platforms: **ApplePodcasts**, **iTunes**, **Chrome**, **Safari**, **Castbox**



I appreciate very much all the tasks that your Foundation carries out and I have always followed them. Thank you for making me part of your community.” –Damian Dellaqueva, BB Lunch participant. Argentina





In a year when there was so much  
focus on day-to-day survival, we so  
appreciate the support and energy  
of each and every one of you.

**Collectively, we made magic!**



My experience with the CHF Art-Business Accelerator program has been an important stepping stone in my career. I am grateful for The Foundation's support." –Vanessa Diaz, Art-Business Accelerator Fellow



**There comes a point where we need to stop just pulling people out of the river. We need to go upstream and find out why they're falling in.” –Desmond Tutu**

## Thank you.

Terri Albanese\*

American Art & Architecture

American Fine Art Magazine

Joyce Anderson

Toby Anderson

Ann Taylor Company

Alexa Antopol

Art Preservation Institute (API)

Artfundi

ArtSpan

Jill Attaway

Erin Baldwin

James D. Balestrieri\*

Colleen Bang

GeNee Bax

Matthew Bengtson

Thomas Blackshear

George Blake

Barbara Bloomberg

Nicolai Bohn

Boldbrush/FASO

Miles Boldrick

Candice Bolivar

Booth Western Art Museum

Holly Bray & Thomas Witherington

Steve Broback

Ann Brown

Manuelita Brown

Scott Bruckner

Wayne Brungard

Bryn Mawr College

Brooke Burnett

William Burrus

Thomas\* & Betty Bustamante

Paul Cantin

Patricia Carlton

Tom Champion

Scott Chase

Deborah Christie

Nina Christy

Rachan Chindarsi\*

Shem Cohen\*

Douglas Cohn

Mitchell A. Cohn\*

Colour in Your Life

Lauren Counts

Zella Cox

Joyce Criegee

Colleen Daly & Dodge Thompson

Michael & Julie Dawson

Dbilia

P.C. de la Cruz\*

Vigas Deep

Dent The Future

Kathryn Dettwiller

Doris Deverill

Irvin F. Diamond\*

Daniel DiGriz\*

C. Michael Dudas

Kristen Dunkelberger

R. Eugene Eddy

Carolyn Graham Edlund\*

Eiteljorg Museum

Claude Elliott

Kathy Elliott

Stephen L. Elliot

Steve Enyeart

Laura Lee Everett\*

Bernard Ewell

Nadia Fairlamb\*

Balzacs Farago

Bobbie Ferrell

Fine Art Connoisseur

Patricia Finley

Flamencos Online

Flora and Morris Mizel Foundation

Diana Folsom

David Found

Doris Francis-Erhard

Michael & Andrea Frost

Gale Family Fund, Santa Fe

Community Foundation

Dave Geada

Georgia O'Keeffe Museum

Vladimir & Sheyna Gershanok

Shelia Gershen

Tom & Patty Gibbs

Glass Alliance New Mexico

Elli Goeke

Susan\* & Steven Goldstein

Daniel Gonzalez

David Gulley

Ed Haddaway

Carol D. Halebian\*

C. Edward Halebian

John Halebian

Ellen and Robert Hann

William Hansen

Steven Harris

Ben & Kana Hauptman

Haverford College

John & Kirsten Held

Douglas & Bobbi Heller

Neal Hermanowicz & Dagny

Thorgilsdottir

Jeffrey Heyman

Kay & Michael Hilliard

Robin Holder

Sara Jane Holland\*

Shirley Holland

George Holloway

Gloria Smith Holloway

Sallie Holloway

Seth Hopkins

Joseph S. & Harriet Hulings

Mary Hulings

Elizabeth Hulings\*

Marcella Iozada

James M. Ewell Charitable

Foundation

Jivan Lee  
 Joan Vernick Fund of Schwab Charitable  
 Joe Joann-Scholtz  
 Bill Johnson  
 Cynthia Farrell Johnson  
 Hiroto Kai  
 Jonathan Keeton\*  
 Toni & Steven Kellenberg  
 Everett Kohl  
 Leslie (Kit) Kovacs  
 Jeff Kralich  
 Dale Kronkright  
 Ned & Martha Lamkin  
 Mills & Christina Landon  
 Patty Lee  
 Shirley Lemmon\*  
 Giuseppina Leone  
 Kristin LeVier\*  
 Lou and Jaime Hensley Charitable  
 Fund of Fidelity Charitable  
 Tamzin Lovell  
 Susan Makowski\*  
 Eileen Mandel  
 Marcia Torobin Philanthropic Fund  
 of Vanguard Charitable  
 Richard Mares / Mares Realty  
 Market Street Santa Fe  
 Steve & Jane Marmon  
 Charles Alan Marsh  
 Lawrence Mathews  
 Alex McAdams\*  
 Catherine McAuliff  
 Mary McBride\*  
 Jack McGowan\*  
 Carrie J. McIndoe\*  
 Andrew Mease  
 Abigail Meeker\*  
 Donna Mehr\*  
 Paula Mele\*  
 Michael Halebian & Co., Inc.  
 Harry Miller\* & Susan Hancock  
 Jeremy Miller  
 Dean L. Mitchell\*  
 James Moore\*  
 Terry Moore  
 Page Morahan  
 Jack\* & Luanna Morris  
 Amalia Mourad  
 Sean Mowatt-Larssen\*  
 Kate Murphy

Bernadette Nabaggala  
 Navigating.Art  
 Susan Neal  
 Kevin Nelson & Kelly Bradley  
 Tim Newton\*  
 Debbie Nicholson  
 Nephi Niven\*  
 Thomas Noble  
 Tracey Norvell  
 Donna Lee Nyzio\*  
 Paula A. Oddone\*  
 Chris Page  
 Roberta Park  
 Penelope Penland  
 Sofia Perez\*  
 Grace Perreiah  
 Ellen Premack\*  
 Jane Schrader Price  
 Steve Pruneau\*  
 Celia Rabinovitch  
 Michelle Ramsay\*  
 Orit Reuben  
 Matthew Richter  
 Naomi Ridge  
 Cynthia Rivarde  
 Scott C Roberts  
 Laurie Rossi & John Scully  
 Audrey Nadia Rubinstein\*  
 Samuel Wolpert Charitable Trust  
 Santa Fe Art Auction  
 Santa Fe Community College  
 Tim Saternow  
 Sydney Scherr  
 Thomas Schultz  
 Michelle Schwabauer  
 Glenn Scott  
 Maureen Scullin  
 Theresa Seagraves  
 Evelyn Seeley  
 Dori Settles  
 Vicki Shaghoian  
 Beth Sheridan  
 Shirley and Frank Hirsch Charities  
 Fund of Vanguard Charitable  
 Mitchell Shuwall & Tina J. Walch  
 Inder Singh  
 Smithsonian American Art Museum  
 John Snell  
 Eric Sparre  
 Stephanie Stebich

Graeme Stevenson  
 Natasha Stojanovska  
 Cheryl & John Striewe  
 Tacoma Art Museum  
 John Taft  
 Kathryn Taylor  
 The Eric and Marlene Taussig  
 Charitable Fund of  
 Fidelity Charitable  
 The Linda and Leon Ravvin  
 Foundation of the Blue Grass  
 Community Foundation  
 The Matthews Gallery  
 The METTA Agency  
 The Santa Fe Community  
 Foundation  
 Karen Theisen  
 Evan Thomas  
 Penelope Thomas\*  
 Jodie Thompson, Jr.  
 Ana-Maria Touza Medina\*  
 Peter Trippi  
 Lynn\* & Craig Trojahn  
 Tucson Museum of Art  
 Tumbleroots Brewery & Distillery  
 United Way of Central New Mexico  
 Elena Volkova  
 Lois Wagner / Lois Wagner Fine Arts  
 Cynthia Walburn  
 Sharon Walker  
 Leslie Walker-Hirsch  
 Walter's Cube  
 Nelson Weil  
 Brian Weiss  
 Western Art Collector  
 Libby Whipple  
 Melissa Whitaker  
 Tami Whiteside  
 Karen Whitman  
 Vicki Wilhelm Maenchen  
 Betsy Williams  
 R. Stanley Wilson  
 Wiltshire Western Art Collection  
 Duke Windsor  
 Ron Wise  
 Christine Yao  
 Liana Yarckin  
 Cathryn & Richard Zega  
 Stephen\* & Sharon Zimmerman  
 Andy Zimmermann

\* CHF Leadership, Artists



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