



2022 IMPACT REPORT

ArtLifting champions artists impacted by housing insecurity and disabilities by connecting their art with socially-conscious businesses and customers.

[ARTLIFTING.COM](https://www.artlifting.com)



We are on a mission to connect brands and businesses to diverse artists who are eager for opportunity.

Founded in 2013 by Liz Powers and her brother Spencer, ArtLifting is an art consultancy representing artists who are often excluded from the contemporary art market and traditional employment due to disabilities or housing insecurity. While their identities and histories are unique, all ArtLifting artists possess immense talent and seek art career opportunities.

OUR COMMITMENT

Artists earn 55% of profits.

An additional 1% provides art supplies to individual artists and nonprofits serving communities impacted by housing insecurity and disabilities.

OUR APPROACH

Artists experiencing housing insecurity and living with disabilities are impacted in unique and compounding ways that limit access to income.

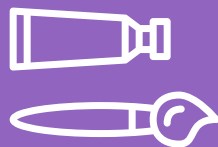
Through innovative artistic partnerships with over 415 corporate clients, ArtLifting balances the scales by connecting buyers to artists who need the income and opportunity most.



ABOVE: Justin Ellis creating art in the studio.
COVER: Photo of Aimee Hofmann by Ken Gabrielsen



*Reduce inequity
in the **workforce.***



*Create access to
the **art market.***



*Reduce **stigma**
and **stereotypes.***

WHY HOUSING & DISABILITY

In 2022, the inflation rate soared to over 8%, up from 1.2% in 2020, creating significant stressors on low income households. Challenges compound when you have to navigate paying rent as well as medical bills, regular treatments, and medications associated with disabilities. The story is sadly common – and we aim to break the cycle with art.

BY THE NUMBERS

The relationship between housing insecurity, disability, and racial inequities is impossible to ignore.

1

Disability affects everyone

1 in 4 Americans have some type of disability. Anyone can experience onset disability or a disabling medical event at any time.

2

Disability limits earnings

In 2022, the employment rate for disabled Americans was 23.1% compared to 67.8% for nondisabled people. Social services often limit earned income.

3

Housing costs are rising

63% of Americans live paycheck to paycheck. The shelter index, which measures housing costs, increased 5% over the last year – the biggest annual increase since 1991.

4

Chronically unhoused up 16%

The number of chronically unhoused individuals increased by 16% from 2020 to 2022 [defined as those with disabilities experiencing homelessness for long periods of time, HUD.gov].

5

Racial inequities are rampant

People who identify as Black made up just 12% of U.S. population but comprised 37% of all people experiencing homelessness. The number of people experiencing homelessness who identified as Hispanic or Latino increased by 8% from 2020 to 2022.

Citations: HUD.gov (2022 Annual Homeless Assessment Report), U.S. Bureau of Labor Statistics (USA Consumer Price Index)



ARTWORK: *One Standing, One Sitting 2* by Charles Blackwell

OUR ARTIST COMMUNITY



NEXT GENERATION
ART CONSULTANTS
MEETING ARTISTS
WHERE THEY ARE

HOW WE RECRUIT

The ArtLifting artist program team researches exhibitions, connects with community nonprofits, and surfs Instagram to find artists who face significant barriers to inclusion in the art world. Artists also contact us directly, often learning about us through other artists.

ArtLifting artists experience a range of physical and cognitive disabilities, chronic illness, mental illness, and other medical challenges. Many artists are formerly unhoused and experience economic uncertainty. This is often associated with illness and disabilities which prohibit employment.

ArtLifting artists are incredibly diverse and hard to box in. Each artist's unique intersection of personal identities and lived experiences influence their art practice and work. While no two artists are the same, all ArtLifting artists face significant barriers to success. Whether these barriers are fiscal, medical, or systemic, ArtLifting artists require a new kind of representation.

ARTISTS FACE UNIQUE CHALLENGES

We asked our community what challenges they face as an artist living with a disability or housing insecurity.

72% experience difficulty marketing their artwork

58% experience lack of space to create their work

47% have difficulty participating in gallery or exhibition shows

39% have insufficient materials to create their artwork

24% face stigma and discrimination towards them or their art because of their experiences

12% lack access to internet or phone

ARTIST IMPACT OVERVIEW

Every year we survey ArtLifting artists to learn about their experiences, challenges, and the ways partnering with ArtLifting has impacted their lives. These findings help ArtLifting improve our programs, understand trends, and share insights with our clients and partners about their impacts on artists experiencing housing insecurity and living with disabilities.

SINCE ARTLIFTING WAS FOUNDED...



We have grown from
4 to 180 artists
in 33 states.



Artists were paid
over \$4.3 million
from their art.



We have provided
over \$155,000 to
nonprofits.

In 2022, artists earned **\$1,439,909**, almost double any previous year.



"Due to the pandemic and subsequent economic downturn, making a living as an artist has been daunting. These sales bolster my confidence to continue on as an artist and creative individual."



➤ Issa Ibrahim

ARTWORK: Jazz Phantoms by Issa Ibrahim

70% of artists in 2022 said ArtLifting provides
**a meaningful
source of income**

BUILDING FINANCIAL RESILIENCE

What is financial resilience? If you had an emergency and were suddenly unemployed, would you have enough on hand to pay for housing and basic necessities for a month? What about the months to follow? That doesn't even start to address the bills that will follow. Financial resilience looks different for everyone – one key part of the equation is reliable and consistent income.

INCOME FROM ART = MORE SECURITY

41%

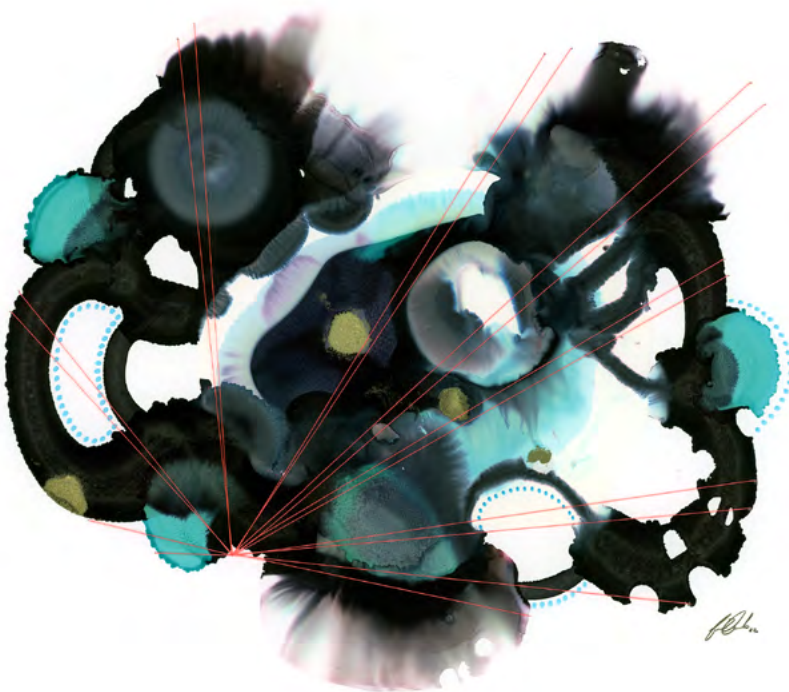
of artists have
experienced
housing insecurity

62%

of affected artists
reported income from
ArtLifting helped with
high housing costs

43%

of affected artists
reported income from
ArtLifting helped them gain
or maintain housing



86%

of artists said ArtLifting
**increases their
financial resilience
and independence**

ARTWORK: *Galaxy 1* by Lindsey Holcomb

"In this time of increasing prices, art sales mean so much to me. This is helping us keep up at a time when it is really needed. It is quite a relief to know that ArtLifting is helping us to take care of ourselves and remain independent."



➤ Susan Stemple Kubes

THE IMPACT OF INCOME

While ArtLifting artists are often navigating challenging circumstances, they also have a life to live. Artists have families to support, bills, and medical expenses. Maintaining a career as an artist comes with high costs as well – renting a studio or workspace, buying paint, materials, and canvases. Every sale and artwork royalty makes a difference on their bottom line.

IN 2022, ARTISTS SPENT EARNINGS ON

93%
**ART
SUPPLIES**

71%
**RENT +
HOUSING**

55%
**MEDICAL
EXPENSES**

80%
**FOOD +
GROCERIES**

15%
**DEPENDENT
CARE**

34%
**CLASSES +
EDUCATION**



"I am able to rent a small studio space. It gives meaning to my life to be able to have a place to go and work every day. Thank you for helping to make this possible."

➤ **Michael Rogan**

"Making a sale, or sales, during the year and receiving a check really helps offset art supply costs or even provides money to buy food, as prices have increased dramatically in the past year. It really helps."

➤ **Anonymous Artist**

"I am ever so grateful for the sales with rising costs from food to medication. This is giving me a breather so I can continue to make art."



➤ **Ronnie Queenan**

"The older I get the more health problems, and now I must take some very expensive drugs. I would not have been able to afford them if not for ArtLifting."

➤ **Anonymous Artist**

INCOME AND SUPPORT REDUCES ANXIETY

58% of artists experience anxiety associated with paying for housing, dependent care, and healthcare costs

76% of these artists said support and income from ArtLifting helped to relieve economic anxieties

EMOTIONAL IMPACTS

We hear all the time from ArtLifting artists how an art sale creates hope. The validation and support of any sale can provide emotional benefits for artists and their families with powerful rippling effects. A sense of pride and self-worth can make tomorrow and the next day an exciting place to live. When you are validated in your work, creativity soon follows.

ARTLIFTING HAS IMPROVED MY...



73%

**ART
CREATION**



71%

**MOTIVATION +
PRODUCTIVITY**



71%

**MENTAL
HEALTH**



33%

**RELATIONSHIPS
WITH OTHERS**



25%

**PHYSICAL
HEALTH**

92% of artists in 2022 said ArtLifting helped them **gain confidence**

79% said partnering with ArtLifting improved their hope and belief about their future

91% said professional representation with ArtLifting feels validating as an artist and person

"I have had a lot of people in my life tell me I wasn't good enough at this or that, or no one cares about my story, but my ArtLifting checks are tangible proof that I am a good artist and people do care.

I am elevated in my view of myself. I feel like a real artist with a valid voice to contribute to society."

» **Anonymous Artist**

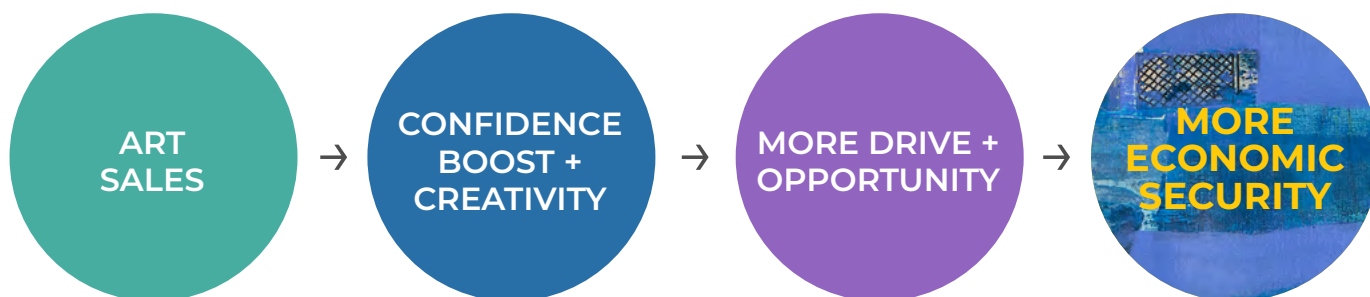


Yvette with a mural installation featuring her artwork, *Leave the Lights On, Communities Will Recover*

PROFESSIONAL DEVELOPMENT & GRANTS

Opportunity begets more opportunity. Once ArtLifting artists gain momentum they are unstoppable. ArtLifting recognizes some artists need additional support to get their career rolling. Every year we distribute grants to artists who are looking to take the next big step but need a hand. Wellness and security look different for everyone and our grant programs are there to fill in the gaps.

THE SNOWBALL EFFECT



INVESTING IN OUR ARTIST COMMUNITY

\$325,000

Cumulatively invested in
ArtLifting artists
since 2016

\$26,768

Artist Relief Funds help
alleviate cost of increased
living expenses

\$10,000

Large Originals Grants
support supplies for
building portfolios

\$8,000

Professional Development
Grants support training
and classes

PORTFOLIO DEVELOPMENT PROGRAM

Each quarter, our Creative Director works closely with one artist to further develop their artist portfolio and creative voice.

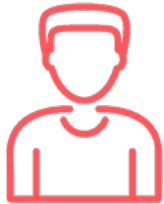
In 2022, the coaching came with a cash investment of up to \$1,000 to support the artist's artistic growth.



ARTWORK ABOVE: *Sky Map 2* by Allie Olson
ABOVE: Allie Olson in the studio

ARTIST CASE STUDIES

Every artist has a unique story, practice, and history. ArtLifting artists are from rural and urban regions around the United States. Many artists are veterans, part of immigrant families, or have complex medical needs. While some artists enjoy strong community support, others are forging their own path. No matter their affiliation, ArtLifting artists are looking for work, not a handout.



ARTIST #1

This artist is a man who lives with vision impairment. He has experienced loss of work due to his disability.

Since joining ArtLifting in 2015, he has earned **\$49,288** from his artwork.



ARTIST #2

This artist lives with cerebral palsy and does not communicate verbally, relying on social programs and family support.

In 2022 alone, they earned **\$56,378** from their artwork.



ARTIST #3

This artist is a woman who had cancer and has experienced homelessness and navigates housing insecurity.

Since joining ArtLifting in 2017, she has earned **\$99,285** from her artwork.

LIFETIME SALES

Ten artists have earned **between \$100,000 and \$400,000** through ArtLifting.

"Since ArtLifting empowers us, they help people see us for our talents, abilities, intelligence."

"They represent us as strong individuals who are capable of living and deserving good, full lives."

➤ Anonymous Artist

"I physically, emotionally and psychologically feel the LIFT of Artlifting."

➤ Anonymous Artist

"To receive the money for this work enables me to identify as a professional artist."



➤ Christina Constantine

BUSINESS IMPACTS: DEI & ESG

Customers and investors are demanding companies do more, be more inclusive, and be part of big solutions. DEI (Diversity, Equity, Inclusion) and ESG (Environmental, Social, Governance) can be hard to tackle, but we help our partners make these initiatives more visible with art. Businesses can be intentional about purchasing when designing properties to create social impact.

WHY INVEST IN ART FOR SOCIAL IMPACT?

It is no secret that DEI and ESG are here to stay. But many businesses struggle with moving forward, even when the company ethos aligns.

Everyday purchasing strategies can move the needle on the S in ESG. ArtLifting art and environments help demonstrate company commitments and brand values to everyone, while creating economic opportunity for disadvantaged artists. These investments add up.

We strategically partner with clients and provide metrics about their social impact so they can meet their goals. Reporting requires proof and art is hard to ignore.

1

Diverse representation

Representation creates a culture of inclusion. ArtLifting provides plaques detailing artist stories so teams can connect and feel seen.

2

Start conversations

Talking about disability, race, gender, and equity can be hard. Art can serve as a medium to open up discussions and create culture.

3

Encourage creativity

Recent studies have shown that art in the workplace can spark creativity and increase productivity.

4

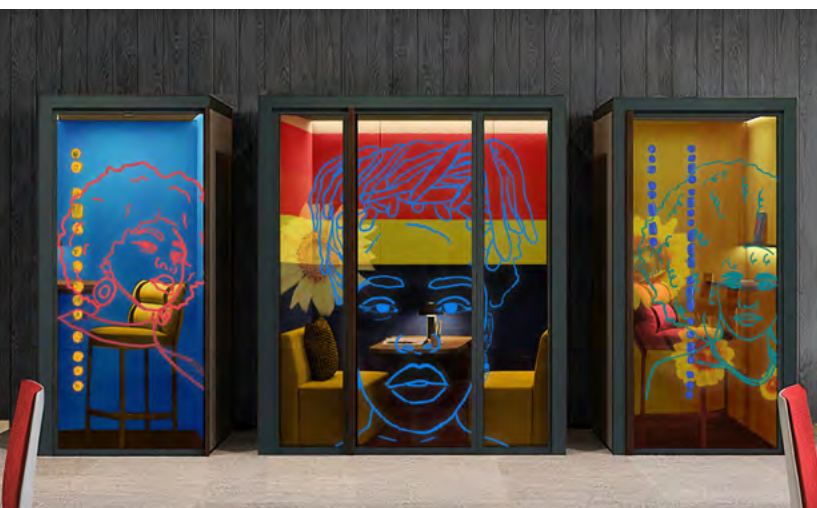
Retain and attract talent

Workers are bringing their whole identities and personal values to work. Companies are competing for talent by reflecting those identities and values in their initiatives.

5

Make values visible

Artwork in the workplace can communicate key brand messages and create a collective identity in a visual and engaging way.



Artworks by Lisa Murphy

"Having art in the workspace by artists of different abilities...it has enabled Googlers to shift the way that they think — it has shifted the perception of what creates value in a life. Sometimes the art is so powerful that it can shift your mood for the entire day."

» **Marcella Barrière, LEED AP**
Google

CORPORATE ART: GLOBAL IMPACT

We are passionate about responsibility. As a public benefit corporation, our business for good model is not just about social impact; it is about changing business practices. We challenge our clients and partners to reimagine a world with more diversity and inclusion. When big companies and brands lead by example it makes a lasting positive impact on our culture.

THE POWER OF VISIBILITY

Great art sparks conversations and spurs creativity, while building a connection to the lived experiences of real people. When the art is made by diverse artists, viewers can learn about the power of people with disabilities and the potential of those who face housing insecurity.

180 TALENTED
ARTISTS

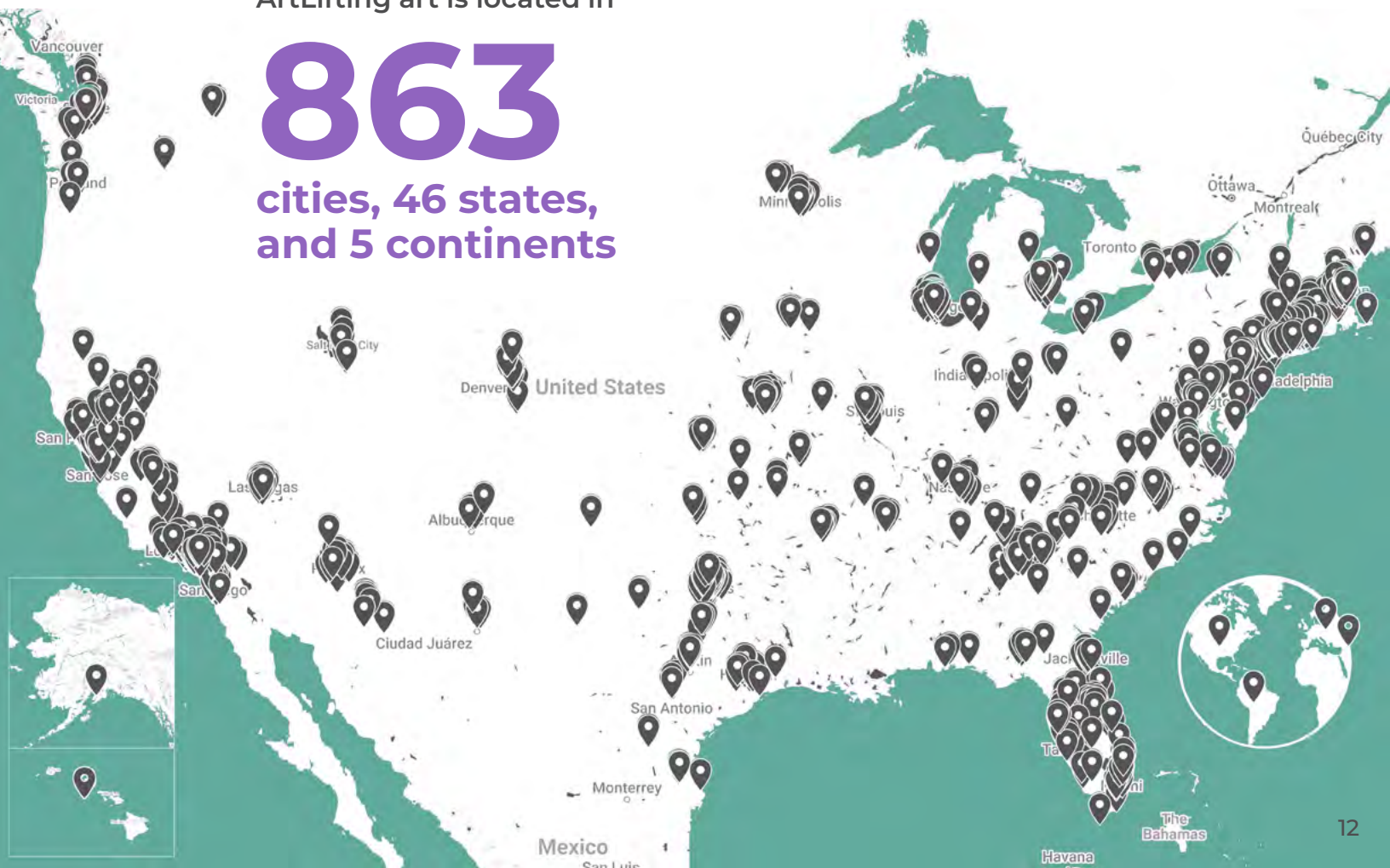
415+ HAPPY
CLIENTS

"Representation is always important. Sharing that people with challenges are still more than capable of being a part of society creates awareness, empathy and compassion."

~ Anonymous Artist

ArtLifting art is located in

863
cities, 46 states,
and 5 continents



PROJECT SPOTLIGHTS

Some of our favorite projects are the ones that require the most thought and innovation. ArtLifting artists are always looking to push the limits of their practice, and we are proud to partner closely with artists to facilitate these complex and innovative projects. Some need professional support to bring their ideas to life. The results are always awe-inspiring and one-of-a-kind.



CUSTOM COMMISSION

TECHNOLOGY CLIENT
SUNNYVALE, CA

Artist Allen Chamberland designed an estuary map from a 2-D papercut artwork that was fabricated in wood, representing local ecology.

Accessibility was key for the client, so Allen created tactile layers so visitors can feel and experience the art. He also included a special Braille message along the frame.

CUSTOM COMMISSION

FINANCIAL SERVICES CLIENT
JACKSONVILLE, FL

Our partners needed a unique 3-D sculpture to put a crown on a new financial center.

We adapted a series of alcohol ink paintings by local artist Susan Stemple Kubes and printed them on acrylic to create a light catching sculpture. The artwork connected with the design of the space and the local Florida environment.



PARTNER SPOTLIGHTS

Our corporate partnerships go beyond art on walls. We engage closely with partners to help them activate artwork outside of the office. All ArtLifting art comes with a story worth telling – we empower our clients and partners to share these stories and educate their teams (and the world) about the value and power of artists of all abilities.



BANK OF AMERICA NATIONWIDE

Our \$3 million partnership with 2022's [Most JUST Company](#) demonstrates the bank's commitment to inclusion.

With artwork purchased for over 1,500 financial centers nationwide, ArtLifting's largest partnership ever has created substantial financial opportunity for 21 artists with mainstream visibility.

CBOE CHICAGO, IL

We outfitted the CBOE offices with original art and prints to create community connections to their home city of Chicago.

Artist Krishaun Williams and Art Advisor Anne Bustamante appeared in [a company video](#) introducing the art and partnership.



TOP: Rudolph Jean-Louis with an installation of his prints.
BOTTOM: Still from CBOE video of Krishaun Williams with a print.

LICENSING PARTNER SPOTLIGHTS

Licensing partnerships have a significant impact on ArtLifting artists. Royalty checks help with expenses, but the validating experience of seeing your art on products can be life-changing. When big brands license ArtLifting art they create large-scale awareness about disabilities, housing insecurity, and the unique stories of our community.

In 2022, ArtLifting collaborated with licensing partners to develop

160 art products
in multiple
categories

puzzles jewelry flooring
prints ornaments scarves journals
screensavers
totes bowls cards gifts supplies
notebooks bags mugs carpet



Artist Quana Madison appears in a new video from Hallmark promoting the line.



WEST ELM

A new line of framed wall art prints curated for homes features 6 artists.



DEMDACO

An expanding line of gifts including decor, puzzles, and accessories features 20 artists.



HALLMARK

Stationery and a new collection of Real Stories greeting cards represent 18 artists.



MOHAWK

Artful flooring lines have won industry awards for innovation, sustainability, and social impact.

THE FUTURE IS BRIGHT

After experiencing substantial growth over the past 9 years, ArtLifting is ready to take on the world. With over 415 corporate partners by our side, we have never felt more positive about the future for ArtLifting artists. As the pandemic winds down, ArtLifting is stepping up to help our partners adapt their practices and workplaces for a more accessible future that celebrates diversity.

THE FUTURE OF WORK IS ACCESSIBLE

According to TIME, 90% of companies claim to prioritize diversity and inclusion. **But only 4% of those companies consider disability in their initiatives.**

We believe this needs to change.

Accessibility and disability are central to discussions about DEI and the future of work.

Accessibility does not stop with hiring practices and product or UX design – disabled perspectives are needed in marketing, workplace design, investment, and real estate.

Partnering with disabled artists can help shift perspectives and open doors to inclusion in and outside of the workforce. **Join us in making this a priority and taking action to drive results.**

“The general population is often unaware of the struggles that the disabled and homeless experience. The more people are educated, the less there are stigma and stereotypes.”

» Anonymous Artist

ARTIST ADVISORY BOARD

In 2022, we formed an artist advisory board to help shape our practices and programs in partnership with leadership.

The board currently consists of five rotating ArtLifting artists who represent different facets of our community. Each member serves a one year term. By sharing their insights, experiences, and ideas the board supports ArtLifting’s development and vision.

Thanks to this year’s cohort for all your work and leadership!

2022 ARTIST ADVISORY BOARD MEMBERS



» Rick Ruark

» Dale Wayne



» Chris Van Loan Sr.

» Quána Madison



» Leisa Hammet
representing

» Grace Goad

LET'S TALK ABOUT ART

Our trained team of Art Advisors is ready to help you navigate the world of art curation and procurement. We educate you about the best strategies to infuse your values and differentiate your design with impactful art. We partner closely with each client to make selections and coordinate installation to meet your goals, budget, and timeline.

EXPANDED SERVICES AND OFFERINGS

We are always developing new products to help our clients create meaningful spaces and environments.

NEW ➤ HAND-PAINTED MURALS

NEW ➤ 3-D SCULPTURES

NEW ➤ CUSTOM COMMISSIONS

NEW ➤ DIGITAL ART LICENSING

➤ ART CONSULTING

➤ RENTAL ROTATIONS

➤ PRINTS + ORIGINALS

➤ WALLCOVERINGS

➤ EMPLOYEE GIFTS +
ENGAGEMENT

➤ PRODUCT ART LICENSING

We provide end-to-end services – from concept to installation – for any environment.

Talk to an Art Advisor today to learn how ArtLifting can help you create an engaging and impactful space.

INFO@ARTLIFTING.COM

1-304-TALK-ART

ARTLIFTING.COM

CURATOR TRENDS

Our curators shared their top art trends for 2022 projects.

➤ Artwork reflecting community and diversity, including figural artwork, helps visualize values and create inclusive spaces.

➤ Innovative techniques, like applying paint with wheelchair wheels, create unique opportunities for storytelling.

➤ Rental rotations help clients keep their spaces fresh and engaging.



Commissioned artwork for Stoneleigh Properties
by Allen Chamberland