



# ARTLIFTING

## *IMPACT REPORT* *2021*

ArtLifting champions artists impacted by housing insecurity and disabilities. Through the sale and celebration of their artwork, ArtLifting artists earn an income and gain validation, confidence, and access to resources. ArtLifting reduces inequities in the workforce and art market by creating opportunities for artists that have been traditionally underrepresented. Through representation and uplifting our artist's voices, ArtLifting creates connections, broadens perspectives, and reduces stigma and stereotypes. ArtLifting sparks creativity by redefining what's possible.



Artists reported that confidence from ArtLifting improved their...

**Hope** Relationships  
Belief in the Future **Motivation**  
**Mental Health** **Art Practice**  
Physical Health

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*I am feeling more confident and motivated to continue my journey as an artist. Knowing that my work is being seen by corporations and large businesses that I otherwise would never be able to accomplish has given me a new path and inspiration to reach new heights in my art career!*

- ArtLifting Artist (Anonymous)

100%

All artists (100%) said that knowing that their artwork is hanging in corporate spaces makes them feel **valued**. \*

\*107 artists responded to ArtLifting's artist survey. All statistics reflect this group of respondents.





Through confidence gain, artistic coaching, and financial impact, ArtLifting supports our artists' personal and professional growth. 94% of artists said that professional representation through ArtLifting increases their sense of purpose, and 92% shared that their participation with ArtLifting inspired them to take on new challenges.

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*I may be different but I can contribute to society in my unique way.*

- ArtLifting Artist (Anonymous)

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*ArtLifting shows that we are still responsible, productive, talented individuals.*

- ArtLifting Artist (Anonymous)

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*You have brought me to a new level of self worth and have encouraged me to continue fighting for self development and to always pay it forward.*



- Marc  
ArtLifting Artist

## PROFESSIONAL DEVELOPMENT GRANTS

In 2021, ArtLifting started distributing Educational and Professional Development Grants to help artists access resources to improve their careers, including art classes, workshops, events, and museum passes. ArtLifting is distributing \$10,000 in grants from 2021-2022.



88%

*of artists feel that sharing their story and artwork helps reduce stigma about individuals impacted by disabilities or housing insecurity.*

Through uplifting our artists' voices, ArtLifting creates connections, promotes understanding, and breaks down stigma around homelessness and disabilities.

“

*Sharing my story and artwork through Artlifting helps me educate others about the diversity of experiences of folks experiencing invisible disabilities and housing insecurity. I feel that Artlifting is able to share my story from a strengths-based perspective that empowers me as a person and artist with disabilities.*

- ArtLifting Artist (Anonymous)

“

*Representation helps alleviate the stereotypes and stigma attached to disabilities, housing insecurity, or anyone outside the mainstream. Deep-rooted prejudices that are taken for truth can only be changed for the better through awareness and sharing of individual's personal journeys.*

- ArtLifting Artist (Anonymous)

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*The average person has little understanding of a disability, lack of mobility or living in constant pain. I believe art is a pathway to understanding, a common interest that brings people together.*

- ArtLifting Artist (Anonymous)



ArtLifting offers artists assistance in their path to financial stability, which includes access to meaningful resources like food, family support, medical treatment, professional development, and the supplies they need to continue creating artwork.

*Artists have used their earnings for:*

78%

Food

70%

Housing

57%

Medical Expenses

94%

Art Supplies

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*ArtLifting sales have been totally life-changing for me. When [ArtLifting's] client bought a piece it enabled me to afford medical treatments, to buy gifts for my family's special occasions and to contribute to household bills. To feel like a contributing member of society is very therapeutic, but most importantly, knowing my artwork is on your walls gives me artistic confidence and a vital purpose in life again.*



- Laria Saunders  
ArtLifting Artist

## ARTLIFTING ARTISTS HAVE EARNED MILLIONS

*ArtLifting artists have been paid over \$3,000,000 cumulatively.*

### ARTIST PAYMENT CASE STUDIES



**ARTIST 1** is a middle-aged white male artist living with a disability. He joined ArtLifting in 2016 and has been creating artwork for less than 10 years. He has earned \$203,000 in payments since joining ArtLifting.



**ARTIST 2** is a female African-American artist and veteran who joined ArtLifting in 2019. She began creating artwork once she was honorably discharged. She has earned \$61,000 in payments since joining ArtLifting.

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*I am able to do more than I was ever able to before, because of my art sales. There are so many ways that our clients and ArtLifting have helped me flourish. I love being in an inclusive environment like ArtLifting, because it means that I can invest back into many other communities far beyond my own. I am humbled and grateful to get to do beyond what my body tries to prevent me from doing.*



- Suzanne Hellums  
ArtLifting Artist

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*This month, we were able to pay the taxes on our home without the trauma of trying to figure out how we could make it happen this year.*



- Susan Stemple Kubes  
ArtLifting Artist

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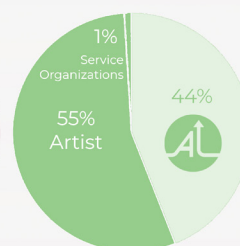
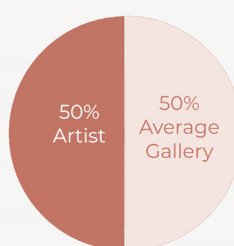
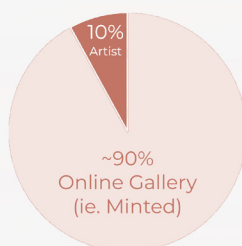
*The sale from this piece came at the exact time I am in need of funds to make it through another a week.*



- Christina Culverhouse  
ArtLifting Artist

### ARTLIFTING'S BUSINESS MODEL

*ArtLifting artists earn more than artists at Traditional and Online Galleries*



55% OF PROFITS GO TO ARTISTS • 1% GO TO SERVICE ORGANIZATIONS





## ACCESS TO HOUSING + HEALTHCARE

*Many artists are living with housing insecurity and financial anxiety. ArtLifting supports artists' access to housing, healthcare, and other necessities.*

40%

of ArtLifting artists have experienced housing insecurity.

75%

of these artists said that their income from ArtLifting helped with the burden of high housing costs.

73%

of these artists said that support and income from ArtLifting helps to relieve their anxiety.

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*Sales were a blessing just when I needed it most. I was able to put money down to lease a home and not be homeless or couch surfing like the last 2 years of my life. Such a positive impact with my recent art sales. I now have a garage to use as an art studio.*



- Chris Marinez  
ArtLifting Artist

## OVERCOMING UNIQUE BARRIERS

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88%

*of artists felt that ArtLifting helped them overcome barriers they face in their artistic careers.*

As artists who live with disabilities or experience housing insecurity, our artists face unique challenges and barriers in their artistic careers.

76%

of our artists experience difficulty marketing their art.

59%

experience lack of space to create their work.

53%

have difficulty participating in exhibitions due to their disability or experience with housing insecurity.

33%

face stigma and discrimination because of their experiences.

29%

have had lack of sufficient materials to create their work.

“

*Artists with disabilities do not have the same access or abilities to display and present their work as people without disabilities. The art world is a difficult place to become a part of and ArtLifting I believe is a stepping stone for the disabled and homeless artist.*

- ArtLifting Artist (Anonymous)

## DIVERSITY GRANTS

ArtLifting provided Diversity Grants to support artists who face unique challenges. These funds aim to help artists develop their portfolios. In 2021 we provided \$5,875 to 10 artists. 6/10 artists were artists of color, 7/10 artists were women, and 2/10 artists were veterans.





## ARTISTS IMPACTED BY COVID-19

*ArtLifting provided a meaningful source of income to 68% of artists during the last 12 months of the COVID-19 pandemic.*

**66%** of artists experienced an increase in expenses due to COVID-19.

**51%** of artists experienced a loss of income due to COVID-19.

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*I am a single mother with two children and am beyond grateful for this support. It enabled my family to keep housing during an incredibly challenging time.*

- ArtLifting Artist (Anonymous)

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*Our clients have been such a lifeline during the pandemic. There really are no words to describe how helpful my sales have been.*

- ArtLifting Artist (Anonymous)

## ARTIST RELIEF FUND

In 2020, ArtLifting created the artist relief fund to help artists with unexpected expenses during the pandemic. In 2021, ArtLifting issued payments to artists on our platform in need. \$12,407 has been distributed to artists since March 2020.

# SUPPORT BEYOND ARTWORK SALES

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## COMMUNITY PARTNER FUND

Every year, ArtLifting donates 1% of profits to our Community Partner Fund, which supports organizations across the country including art programs at social service agencies, homeless shelters and disability centers. In 2021, ArtLifting distributed \$48,150 in art material gift cards to our artists and the community organizations we support.

## LARGE ORIGINALS GRANTS

Recognizing the high cost of materials, ArtLifting provides Large Originals grants each year to artists who want to create larger work but may not have the funds for these materials. ArtLifting provided artists with Blick Gift Cards to buy materials to allow them to create without limits. \$5,450 was distributed between 12 artists in 2021.

## DIVERSITY GRANTS

ArtLifting provided Diversity Grants to support artists who face unique challenges. These funds aim to help with whatever that artist needs to improve their ArtLifting profile, including the costs of materials, scans, and shipping. We provided \$5,875 to 10 artists.

## PROFESSIONAL DEVELOPMENT GRANTS

In 2021, ArtLifting started distributing Educational and Professional Development Grants to help artists access resources to improve their careers, including art classes, workshops, events, and museum passes. ArtLifting is distributing \$10,000 in grants from 2021-2022.

## SPECIAL NEEDS TRUSTS

ArtLifting funded the creation of Special Needs Trusts for 2 artists, allowing them to protect their finances and financially plan for their futures safely with their families.

## ARTIST RELIEF FUND

In 2020, ArtLifting created the artist relief fund to help artists with unexpected expenses during the pandemic. In 2021, ArtLifting issued payments to artists on our platform in need. To date, \$12,407 has been distributed to artists since March 2020.

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*I feel this will bring my painting to a whole new level and I cannot thank all of you enough! I have found the classes to be a tremendous value! I am so grateful!*



- Romani Berlekov  
ArtLifting Artist

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*My abstract painting class in NY at the school of visual Arts is changing the work I do in monumental ways!*



- Sandra Fleming  
ArtLifting Artist

*Thank you to all of ArtLifting's clients and supporters for making this impact possible.*