**2016 ANNUAL REPORT**

The **CLARK HULINGS FUND (CHF)** made remarkable progress in 2016. We created a slew of new content, launched several new programs, expanded our initiatives, added an entire category of visual artists, and received unbelievable support from distinguished sources. We have hit our stride, and are thrilled to have you with us for the exciting journey ahead.

**PROGRAM HIGHLIGHTS**

**OUR FOOT ON THE ACCELERATOR**

Nine of last year’s 11 Fellows participated in the pilot of our Business Accelerator, which was led by experts from a variety of business and art backgrounds. During interactive monthly sessions, instructors presented on topics such as digital marketing, financial management, and strategy, and then worked with our artists to solve their specific business challenges.

The 2016 pilot was crucial to the development of our Accelerator. It relied extensively on participant input—in-depth interviews and the collection of quantitative and qualitative data that enabled us to measure progress, ascertain real needs, and design the program to meet them.

With the pilot, we validated our belief that the lack of effective arts business education is THE gap that sorely needs closing if working artists are to be successful. Neither art schools nor MBA programs address it, and yet it is the key to ensuring that grants or other direct investment will actually help to scale an artist's business, make it sustainable, and take a career to the next level. In 2017, we will devote the entirety of our Accelerator to rigorous business training for the 20 new Fellows we selected last fall. Then in 2018, we will know which of those Fellows to fund.

*“After several workshops, I have realized that I am learning a much broader spectrum about the business aspects of being a professional artist.”*

—Vanessa Diaz, CHF Accelerator Fellow

*“Future sessions are actually built around the questions that the artists have, which makes the sessions very relevant...certainly to me.”*

—Felicia van Bork, CHF Accelerator Fellow

Art Schools Provide Art Skills. Business Schools Ignore Artists Altogether. **CHF Bridges the Gap.**
OUR ARTISTS IN ACTION
A year-long exhibition at the venerable Montclair Museum of Art. Inaugural solo shows in Florida and Pennsylvania. An ambitious sculptural installation at Tower Hill Botanic Gardens. New work for a one-woman exhibition at Salisbury University. A multi-state, multimedia installation culminating at Brooklyn’s Smack Mellon. And that’s just a partial list of the work CHF helped fund in 2016. Kudos to all of our Fellows for an extremely successful year!
Learn more about our Fellows at CLARKHULINGSFUND.ORG/PARTICIPANTS.

EXPANDING OUR SCOPE
Last June, we established the Pensinger Photography Fund in memory of photographer Doug Pensinger, in conjunction with his family. A talented and influential photojournalist for Getty Images’ sports division, Doug was also known for advising and mentoring up-and-coming photographers. CHF will carry on his efforts by identifying, fostering, and celebrating photographers of exceptional promise.

GROWING OUR ONLINE LIBRARY
Our Accelerator gets a lot of attention, but our online Learning Portal deserves just as much respect. It is an essential part of CHF’s educational programming, providing artists with 24-hour access to a rapidly growing library of art-business resources, which include:

- THE THRIVING ARTIST PODCAST
- WEB ARTICLES BY ART-BUSINESS EXPERTS
- INTERVIEWS WITH LEADING ART-INDUSTRY FIGURES
- A RECURRING Q&A FEATURING ESTABLISHED ARTISTS ANSWERING QUESTIONS FROM OUR FELLOWS
- CHF DIRECTOR ELIZABETH HULINGS’ MONTHLY OP-ED COLUMN

In 2016, we produced 103 original pieces of educational content—nearly nine per month. We employ popular and highly digestible formats that both instruct and entertain. Artists, collectors, and industry experts weigh in on everything from pricing to cultivating relationships, from intellectual property to working an art fair. To access our Learning Portal, visit CLARKHULINGSFUND.ORG/LEARN.
2016 BY THE NUMBERS

PODCAST DOWNLOADS
8,448
400% INCREASE

WEBSITE PAGEVIEWS
45,049
70% INCREASE

PEOPLE REACHED ON FACEBOOK
214,200
285% INCREASE

2015-16 FELLOWS

ALICE LEORA BRIGGS
ELIZABETH CORKERY
CARLA CRAWFORD
VANESSA DIAZ
ADAM ECKSTROM
LESLEY HIRST

ETSUKO ICHIKAWA
TERRENCE LAVIN
LAURA PETROVICH-CHENENY
FELICIA VAN BORK
LAUREN WAS

NUMBER OF FELLOWS

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<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015-16</th>
<th>2017</th>
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<tr>
<td></td>
<td>7</td>
<td>9</td>
<td>11</td>
<td>20</td>
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<tr>
<td>Fellows</td>
<td>7 (2 grantees + 5 finalists)</td>
<td>9 (2 grantees + 7 finalists)</td>
<td>11 (6 grantees + 5 finalists)</td>
<td>20 FELLOWS</td>
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FINANCIALS

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<tr>
<td><strong>REVENUES</strong></td>
<td>$1,198,395</td>
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<td><strong>EXPENSES</strong></td>
<td>$192,355</td>
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<td><strong>NET INCOME</strong></td>
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(Excess Revenue over Expenses)

Breakdown of Expenses:
- Development: 15.5%
- Programming: 71.2%
- Operations: 13.3%

EXTRAORDINARY SUPPORT FOR CHF
In December 2016, CHF received $1 million from the William and Sue Gross Family Foundation to jump-start the work of our Pensinger Photography Fund (see above). They know we mean business! Now it’s up to us to meet their generosity by scaling our operations and building our infrastructure to deploy this gift effectively and implement robust programs for all of our artists.

The Gross’ generous grant arrived on the heels of another remarkable gift: world-class sculptor Glenna Goodacre’s donation of her final new work before retiring. This classy lady has created a bas-relief inspired by *Helping to Push*, the iconic drawing by her longtime friend, the late Clark Hulings. The bronze includes both artists’ signatures, and only 25 will be cast. Savvy collectors are seizing this rare opportunity to acquire this truly unique piece of history by two preeminent American artists. (To learn more, visit [CLARKHULINGSFUND.ORG/RELIEF](http://CLARKHULINGSFUND.ORG/RELIEF) or contact Mark Blackmon at 765-993-5296.)

IN FOCUS: OUR BOARD & ACCELERATOR TEAM
The accomplishments of the past year were made possible thanks to the tireless efforts of our entire team. Beyond CHF’s talented and hardworking staff, we are extremely grateful to our board members, partners, and Accelerator faculty for their support and dedication to our mission. In particular, we’d like to thank Paula Mele and Steve Pruneau for joining the executive board, and Stephen Zimmerman for taking on the chairmanship of our advisory board. We’d also like to acknowledge the instructors who led our 2016 Accelerator workshops. Thank you, Jim Grace, Elaine Grogan Luttrull, Shannon Linker, and Carrie J. McIndoe for sharing your time and immense expertise with the artists in our program.
To learn more about all of the faces behind CHF, visit [CLARKHULINGSFUND.ORG/PEOPLE](http://CLARKHULINGSFUND.ORG/PEOPLE).

OUR MOST IMPORTANT SUPPORTERS OF ALL — YOU
Thanks to you, CHF has rocketed out of the gate, and we’re just getting started! In 2017, we will create topic-specific training videos for our Learning Portal, add additional Accelerator tracks, and collaborate on our first in-person events, beginning with an Arts Business Summit in Santa Fe, NM, and the kick-off of an Artists Only mini-con in Denver, CO. By 2020 we will launch our full platform, with tiered memberships, customized Accelerators, and comprehensive business coaching. We’re excited for you to continue on this journey with us.

To make a tax-deductible gift, visit [CLARKHULINGSFUND.ORG/DONATE](http://CLARKHULINGSFUND.ORG/DONATE).

CLARKHULINGSFUND.ORG
*Helping Artists Succeed Is Our Business.*