Mission
The Clark Hulings Fund for Visual Artists (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.

Organizational Collaboration
CHF is committed to force-multipliers—by breaking down silos and working together, we achieve a greater net effect. We worked closely with six different organizations in 2020 to enable pandemic operations and create blueprints for long-term sustainability and growth: Artspan, Cornerstones, The Heard Museum Guild, Naples Art Association, and the Southwestern Association of Indian Arts (SWAIA).

Santa Fe Indian Market—Virtual Edition: A month-long co-production that put food on Native American artists’ tables, money in NM coffers, and year-round sustainability within reach for SWAIA and its constituents:

- 144% increase in membership
- $328,000 raised in 3 months, 9% over goal
- $235,485 earned by participating artists
- 298 artist ecommerce websites created with our partner, Artspan
- 47,000 visitors across SWAIA and Artspan platforms in August alone

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Director’s View
CHF has had an amazing year. Because we have always been virtual, we are uniquely qualified to help others pivot and thrive during this pandemic. Artists and organizations alike asked us to help them scale their digital learning curve and, frankly, figure out how to stay in business, and we stepped up.
—Elizabeth Hulings, Executive Director

Direct Delivery of Education
Learning isn’t merely academic for us—it’s life-changing and requires a deep experience centered on learners’ aspirations and sense of belonging in a larger community and industry. CHF delivers live trainings all over the country where artists receive intensive business training, develop professional networks and meet on equal footing with decision-makers, influencers, and funders to redefine their local arts ecosystem for mutual success.

- Participants from 20 states and 3 countries, emanating from Santa Fe, NM
- 14 sessions on career blueprint, brand story, sales strategy, and building networks to expand your reach and revenue
- Artooween sugar skull demo and wrap party with ABQ artist Sean Wells
- 10 sponsors, 18 speakers
Intensive Training

True change depends on evolutions in attitude, commitment, and business direction. It’s not just about information, but insight, experience and putting learning into practice. Our Art-Business Fellows inspire us during our work with them, and forever after!

58 Fellows and counting

Essential Infrastructure

CHF builds interpersonal bridges—across the arts ecosystem, among artists, in and between communities. We also build actual ones. A core part of our mission is to address the underutilization of DIGITAL space so every artist who wants our help can access it, no matter where they are. Our Digital Campus is built specifically for creative professionals and focused on professional business development.

4 Executive Fellows working on pivotal projects in 2020:

1. Manuelita Brown, A Place for Grace sculpture gardens to support the homeless in California
2. Steven Lester, Olympic and Everyday Heroes exhibitions, and corporate relationships
3. Robin Holder, multimedia installations in support of equity, diversity and inclusion
4. Tim Saternow, building an online sales and teaching practice

We offer hard-core education taught by practice-area leaders. In 2020 we made a major investment in this piece of our core infrastructure, updating it to be faster, sleeker, easier to navigate, and more fun to use:

- 93 courses
- 1,000+ members
- 28,000+ visitors, and custom landing pages or our partners

“...The Accelerator program changed my life, and CHF has continued to be an important part of the positive changes I’ve been experiencing in my art business recently. I’m glad to support the work you all are doing.”

—James Moore, CHF 2018 Art-Business Accelerator Fellow and donor
Community Engagement and Support Structure

CHF is committed to reaching the broadest possible array of people, and we take advantage of every “new media” and traditional opportunity to do so. Regardless of our delivery method, the mission is the same—equip working artists to thrive, build their businesses, drive the economy, and fill the world with art of every kind. In 2020 we added two new monthly series to our public programming:

- **Virtual Brown Bag Lunches**: support Artist Federation chapters
- **Thriving Tuesdays**: deliver topic-specific education via Facebook live.

**The Thriving Artist™ Podcast**

Listeners in: **50 states** and **137 countries**
Download: **148,455**
Key Platforms: Amazon, Android, Audible, Google, iHeart, iTunes, MixCloud, Player FM, RSS, Spotify, Stitcher, TunedIn, etc.

Financials

**INCOME**
- Donations: $34,156 (14%)
- Grants: $33,700 (14%)
- Earned Income: $177,130 (72%)

**EXPENSES**
- Administration: $25,799 (13%)
- Development: $27,263 (14%)
- Programming: $140,781 (73%)

Legacy Projects

In November, CHF Advisory Board member, Mitchell A. Cohn, helped us partner with the Clark Hulings Estate and Haverford College Alumni Association for a virtual salon about Clark Hulings’ journey from physics major to American master painter. Our author, James D. Balestrieri, is writing a major monograph entitled *Clark Hulings: Quantum Realist*, to be published in 2022 as part of the centennial celebration of our namesake’s birth.

Clark Hulings: Quantum Realist will establish Hulings as a pivotal American artist, one whose career straddles the Golden Age of Illustration and fine easel painting, realism and modernism, art as a calling and art as a profession, as well as the pre- and post-digital worlds. Hulings embraced change throughout his career without ever relinquishing his training, his subject, his work ethic, or his passion.
Thank You

To our donors, sponsors, and board: we are so appreciate of all of you for joining us in our mission to help build a world where art and innovation lead the way.

*We thrive thanks to your collaboration and support.*

Terri Albanese
Albuquerque Community Foundation
Wayne Andrews
Ana Maria Andricain
ArtFest Fort Myers
Artplacer
Arts Council of Indianapolis
Artspan
James D. Balestrieri
Dan Neil Barnes
Susan Beeson
Jennifer Berkley
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Michael Billie
Barbara Bloomberg
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Boldbrush/FASO
Aleathia Brown
Manuelita Brown
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Rachan Chindarsi
Carrie Cleveland
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Jan Collett
Colour in Your Life
Lisa Condon
Calandra Cook
Cornerstones Community Partnerships
Amanda Crocker
Cultural Council for Palm Beach County
Afia Dash
Michael & Julie Dawson
P.C. de la Cruz
Pat Diamond
Barbara Diamond
Irvin Diamond
Daniel DiGriz
Marguerite Doyle
Carolyn Edlund
Ann & John Ellis, in memory of Paula Ensign
David Ensign, in memory of Paula Ensign
Louis, Doris & Francis Erhard
Laura Lee Everett & Frederick Alden Terry
Bernard Ewell
Nadia Fairlamb
David & Carrie Lou Farmer
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Bobbie Ferrell
Flora and Morris Mizel Foundation II
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Hal French
French Family Charitable Foundation
Dorothy Frost Teeter
Maria Gale
Gale Family Foundation
Dave Geada
Yvonne Gillespie
Georgia O’Keeffe Museum
Erica Goldemberg
Michaela Goldhaber
Yvonne Goldstein & Mary Marcus
Susan & Steven Goldstein
Brent Greenwood
Billy Gupton
Andrew Ha
Edward Halebian
Carol D. Halebian
Susan Hancock & Harry Miller
William Hansen
Roddie & Steven Harris
Cody Hartley
Haverford College
Heard Museum Guild
Emily Henrich
Adreon Henry
Marjorie Hiestand
Kay & Michael Hilliard
E. Franklin Hirsch & Shirley Hirsch
Shirley Holland
Sara Jane Holland
George A. Holloway
Gloria Holloway
Mary Hulings
Marshall Hunt
William landiorio
Icebox Cafe
Etsuko Ichikawa
Irving Art Association
Jerry’s Artarama
Elizabeth Jones, in memory of Paula Ensign
Jonathan Keeton
Kentucky Guild of Artists & Craftsmen
Frances Salman Koenig
Gisela Kone
Linda Krull
Richard Lampert
Aaron Laux
Patty Lee
Rickie Leiter
Craig Lemmon, REI of Texas
Shirley Lemmon
Steven Lester
Kristin LeVier
Shannon Linker
Joseph Lobato
Ashely Longshore
Diana Lujan
Murdock MacKenzie
Naomi Major
Susan Makowski
Alison Fisher Malm
Margaret Mansker
Michael Marchetta
Patricia & Arles Mason
Alex McAdams

*Continued next page*
Thank You

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Marika Rodriguez
Valeria Rodriguez
Ricki & Joe Rosenberg
Jeanette Rowett
Audrey Rubinstein
Wayne Barnes Rumley
The Salmagundi Club
Samuel Wolpert Family Foundation
Santa Fe Community Foundation
Barbara Schlichter, in memory of Paula Ensign

Jamie Schultze
Maureen Scullin
Kate Seklir
Philip Shuey
Gerald Silverstein
John Snell
Elizabeth Sobel
Southwestern Association for Indian Arts
Spanish Colonial Market
Eric Sparre
Elizabeth Spencer
Starbucks, Sunset Harbor Miami Beach
Graeme Stevenson
Rick Surowicz
Eric & Marlene Taussig
Tom Teegarden
Alden Terry
Penelope Thomas
Catherine (“Cat”) Toia
Marcia Torobin
Michael Touff
Ana-María Touza Medina
Dominique Toya
Peter Trippi
Craig & Lynn Trojahn
Leonardo Vazquez
Joan Vernick
Vircadia
Camilla Webster
Sean Wells
Natascha Wernick
Melissa Whitaker
Duke Windsor
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 Yoknapatawpha Arts Council
Cathryn & Richard Zega
Suzan Zepeda
Bob Zimmerman
Stephen & Sharon Zimmerman

“I appreciate that CHF offers a platform for everyone to join in. It’s so important to have the community throughout this uncertain time.”
—Etsuko Ichikawa, CHF 2015 Art-Business Fellow

“This was an excellent experience, and we loved participating. Our sponsored artist has learned a lot. She is extremely happy and grateful.”
—Erica Goldemberg, Artplacer, Virtual Art-Business Conference Sponsor

“CHF is the most diverse artist org/network I work with. Most of the others hew more specifically to one narrower demographic or another. Therefore I learn more (with CHF) and assemble a broader range of ideas.”
—Robin Holder, CHF 2019-20 Art-Business Accelerator Fellow

“The online approach used by CHF has made 2020 seem somewhat familiar, and definitely doable.”
—Gregg Chadwick, CHF Art-Business Accelerator Fellow

“It was a wonderful experience. Thank you SWAIA, CHF and Artspace for making it happen! My first online shop https://www.prudycorrea.com.”
—Prudy Correa, SWAIA 2020 artist Acoma Pueblo