

2020

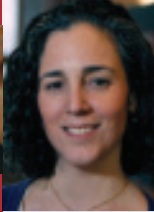
Year in Review

THE CLARK HULINGS FUND

For Visual Artists

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.



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

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

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.

Virtualize Your Art Career

(Oct 19-30, 2020): an interactive learning conference on thriving in "The New Normal"

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

Artween sugar skull demo and wrap party with ABQ artist **Sean Wells**

10 sponsors, **18** speakers



Sean Wells



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.

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 for our partners

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

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

“ *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



and **Thriving Tuesdays** deliver topic-specific education via Facebook live.



The Thriving Artist™ Podcast

Listeners in: **50 states** and **137 countries**

Downloads: **148,455**

Key Platforms: **Amazon, Android, Audible, Google, iHeart, iTunes, MixCloud, Player FM, RSS, Spotify, Stitcher, TunedIn, etc.**

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.



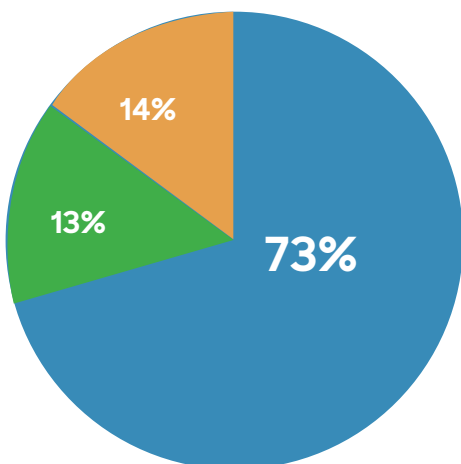
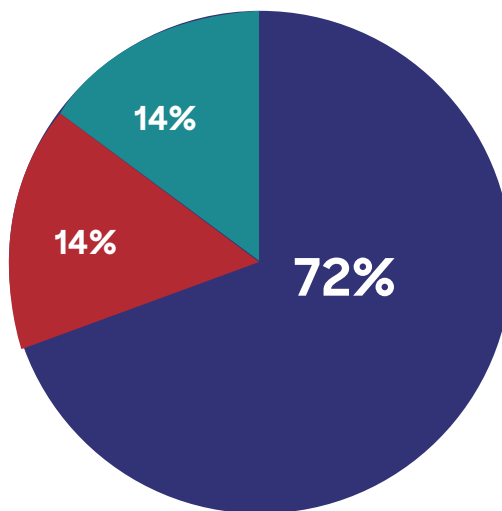
James D. Balestrieri

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.

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%)

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

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Thank You

Sharon McAllister
Mary McBride
Jack McGowan
Paula Mele
Nicolas Michael
Ross Miles
Dean Mitchell
Carol Mizel
Inga Moren
Jack A. Morris
Jack Morris
Sage Mountainflower
Naples Art Association
National Consortium for Creative
Placemaking
New Mexico Glass Alliance
Tim Newton
Andy Nisito
Jayne Nordstrom
North Dakota Council on the Arts
Donna Lee Nyzio
Paula Oddone
Terry Olson
Orange County Arts & Cultural Affairs
Kim Peone
Sofia Perez
Warren Potash
Wendy & George Powell
Ellen Premack
Steve Pruneau
Michelle Ramsay
Sali Randel
Jessica Ransom
Leon and Linda Ravvin
Martin Reid
Julia Reuter, in memory of Paula Ensign
Shannon Robinson
Marika Rodriguez
Valeria Rodriguez
Ricki & Joe Rosenberg
Jeanette Roweltt
Audrey Rubinstein
Wayne Barnes Rumley
The Salmagundi Club
Samuel Wolpert Family Foundation
Santa Fe Community Foundation
Barbara Schlittler, in memory of Paula Ensign



“ 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

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
Dr. Samuel Wolpert
Yoknapatawpha Arts Council
Cathryn & Richard Zega
Susan Zepeda
Bob Zimmerman
Stephen & Sharon Zimmerman

“ 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 Artspan for making it happen! My first online shop <https://www.prudycorrea.com>.”

—Prudy Correa, SWAIA 2020 artist
Acoma Pueblo