Making a Living, Making a Life: Supporting Artists’ Careers

Eleanor Whitney, New York Foundation for the Arts
Katharine DeShaw, United States Artists
Paul Tyler, ArtsKC
New York Foundation for the Arts (NYFA)

NYFA.org

Artspire, a Program of NYFA

Artspire.org
NYFA Mission

The New York Foundation for the Arts' mission is to empower artists at critical stages in their creative lives.
NYFA’s Services for Artists

- Artist Fellowships for NY artists
- Classifieds
  - Job Listings
  - Opportunities & Services
- Artist Learning
- Podcasts
- NYFA Source Database
- Artspire Fiscal Sponsorship
NYFA Classifieds

Job listings
Events, Opportunities, Services

<table>
<thead>
<tr>
<th>Organization</th>
<th>Job Type</th>
<th>Status</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Robert Miller/Sally New York, NY, USA</td>
<td>Gallery Intern</td>
<td>Unpaid</td>
<td>Read Complete Description Approved on 03/22/2011</td>
</tr>
<tr>
<td>New York Public Radio New York, NY, USA</td>
<td>Executive Assistant to the President A/CEO and CEO</td>
<td>Full-time permanent</td>
<td>Read Complete Description Approved on 03/22/2011</td>
</tr>
<tr>
<td>Longisland Auditing Arts Center, Brooklyn, NY, USA</td>
<td>Box Office Assistant</td>
<td>Part-time permanent</td>
<td>Read Complete Description Approved on 03/22/2011</td>
</tr>
<tr>
<td>The Conductive Tread Foundation</td>
<td>Managing Director</td>
<td>Full-time permanent</td>
<td>Read Complete Description Approved on 03/22/2011</td>
</tr>
<tr>
<td>Affordable Art Fair NYC New York, NY, USA</td>
<td>Marketing and Communications Associate</td>
<td>Full-time permanent</td>
<td>Read Complete Description Approved on 03/22/2011</td>
</tr>
<tr>
<td>Parkavenue Armony New York, NY, USA</td>
<td>Operations Manager</td>
<td>Full-time permanent</td>
<td>Read Complete Description Approved on 03/22/2011</td>
</tr>
<tr>
<td>Asia Song Society New York, NY, USA</td>
<td>Installation and Gallery Intern</td>
<td>Unpaid</td>
<td>Read Complete Description Approved on 03/22/2011</td>
</tr>
<tr>
<td>Blue Waterline Inc New York, NY, United States</td>
<td>Visual Arts Public Relations/Marketing</td>
<td>Full-time permanent</td>
<td>Read Complete Description Approved on 03/22/2011</td>
</tr>
<tr>
<td>Christ’s New York, NY, USA</td>
<td>Junior Specialist - Groups, Auctions</td>
<td>Permanent</td>
<td>Read Complete Description Approved on 03/22/2011</td>
</tr>
</tbody>
</table>
NYFA Learning
Professional Development for Artists

- Workshops, panels, and conferences
- For artists in all disciplines
- Doctor’s Hours
  - Individual consultation sessions with curators, gallerists, and critics
  - In our office and via Skype
NYFA Source

- NYFA Source is a national directory of awards, services, and publications
- Listings include:
  - Over 4,200 arts organizations and service programs
  - Over 2,900 award programs
  - Over 900 publications
- More programs are added every day
The Profitable Artist: A Handbook for All Artists

- Techniques for planning your career
- Innovative fundraising for artists
- Marketing and selling your work to new audiences
- Networking strategies for a digital world
- Budgeting and financial basics made clear
- Legal requirements and terminology in plain English
- Order from nyfa.org
Artspire Fiscal Sponsorship

• “Gold standard” of arts fiscal sponsorship
• 700 + current artist projects in all parts of the US
• Raise $3 million a year
• Help individual artists and artist run organizations **gain access** to funding
• Access grants usually restricted to organizations with 501(c)(3) status
• Individual donors receive tax deduction
• Funding Flow
  – $ from Donor → Fiscal Sponsor → Artist
Artspire Fiscal Sponsorship

- Free application
- Unlimited phone calls, emails, and review of grant proposals
- Profile on Artspire.org
- Online donations
- Online banking
- Audit ready reports
- Partnership with RocketHub.com
- More info: www.artspire.org
Thank you!

NYFA.org
Artspire.org

Eleanor Whitney
Program Officer, External Affairs, Fiscal Sponsorship
ewhitney@nyfa.org
USA Projects

For artists, not for profit.

KANSAS CITY / OCTOBER 30, 2012
The Context: Artists Need Support

NEA Fellows Program
USA Fellows

- Research: 96% Arts / 27% Artists
- 50 artists; $50K each; each year
- 317 fellows in six years
- $15M investment

USA Projects

- Research: 91% use grants for projects
- Micro-philanthropy Website
- 500 projects launched online
- $3M investment
Key Differentiators

MORE MONEY
- All donations are tax deductible
- Higher rate of pledge collection

MORE LOVE
- Guidance & support
- Match Funds

MORE PRESTIGE
- Open to US artists only
  - Grants, Fellowships & Residencies
  - Practicing artists – 8 disciplines
  - Students
IlaSahai Prouty

PENLAND RESIDENT ARTISTS PROGRAM

IlaSahai Prouty creates projects that consider language, communication, physical sensations, death and repetition, fear and ritual. Her sculptures, installations and prints often use the body as a matrix to explore non-verbal experiences. She has created casts and prints of skin, tidal sand, hands, bones, and knots as part of these works. She ties knots, breaks them, and puts them back together again. She balances little men on spoons. She maps the pores and wrinkles of her skin. In her current work she explores repetition as a form of dialog by casting, printing and rewriting dreams. Prouty is a former resident artist at the Penland School of Crafts.
Projects
- 75% of projects funded
- $9,000 average project size
- $123 average donation

Community
- 27,000 active members
- 19,000 donors
- 300 recognized organizations
- $400,000 raised in Match Funds
- $3M raised to date
Join USA Projects Today

- Check us out
  - www.usaprojects.org
  - www.facebook.com/USAProjects
  - @USAProjects
- Become a USA Projects Partner
- Invite your artists
USA Projects

Thank you.
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