

PAIN

THE

VOID

2020 Impact Report

*"How Art Impacted the Bay Area
as a response to COVID"*

A community collaboration

with *Building 180*
& *Art for Civil Discourse*

“Art washes away from the soul the dust of everyday life.”

- *Picasso*

WHAT is Paint the Void?

Paint the Void is a fiscally-sponsored 501(c)(3) not-for-profit organization, born from an idea to help keep artists engaged and paid as guardians of hope and beauty in a time of fear and uncertainty and as a response to COVID-19. Since mid-April 2020, Paint the Void has facilitated and supported the creation of over 130 murals in the Bay Area, funding over 150 artists.

Paint the Void is funded through small individual donations, grants, and collaborations with larger institutions for temporary and permanent murals.

"We didn't really have a plan but knew we had to launch something almost immediately to help artists navigate COVID and also bring our community together in a time when we were only asked to stay apart. We knew there was an opportunity with art but we didn't know it would grow support so quickly."

- *Shannon Riley*

Executive Director



WHAT is Paint the Void?

With a little paint, imagination and an ocean of passion we can summon the city we want to see into our reality. We started this project with a modest goal to create 15 murals, a year later now we are over 130 murals and the need for public hope and artist grants is still here. The boarded up storefronts around San Francisco and East Bay are not going away any time soon. We can uplift our streets and our spirits with art while giving grants to artists in this time of unprecedented unemployment.

We support artists.

We support our communities' mental health

We help us keep our streets vibrant.



“Art is making something out of nothing.”

-Frank Zappa

WHY Paint the Void?

"95% of artists have reported loss of income during the pandemic, while almost two-thirds have become fully unemployed."

- Americans for the Arts COVID-19 Impact Survey

San Francisco has seen a 45% drop in the number of open small businesses, according to new data compiled by the San Francisco Chamber of Commerce.

"Between mid-March and July, an estimated **400,000 small businesses nationwide closed their doors for good**"

- Hamilton Project

The void and pain created by **COVID-19** demanded for healing change. As an art organization we had to do something:

1. Fundraise money to offer artists stipends for artwork
2. Support local businesses by reimagining boarded storefronts
3. Connect with our community to help beautify our neighborhoods



"Imagination does not become great until human beings, given the courage and the strength, use it to create."

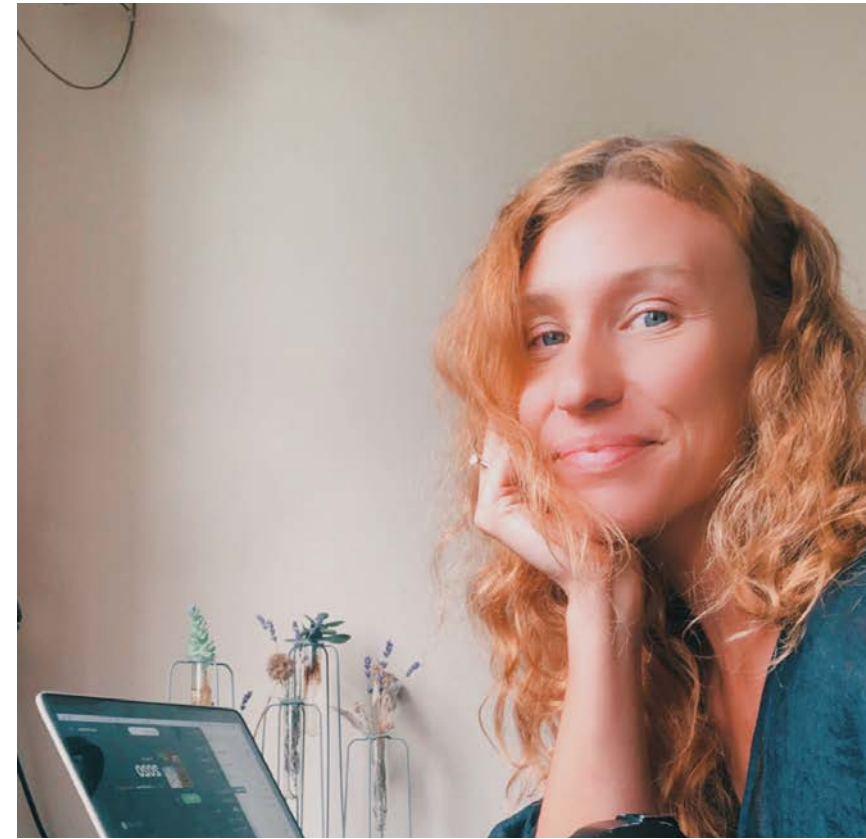
- Maria Montessori

WHO is Paint the Void?



INGA BARD

Co-Founder & Director
of Fundraising



LISA VORTMAN

Co-Founder &
Director of Media



MEREDITH WINNER

Co-Founder &
Executive Producer



SHANNON RILEY

Co-Founder &
Executive Director



VERONICA PHEILS

Co-Founder &
Project Manager

Paint the Void has built a team of artists, artist liasons, project managers, community members, and city-wide stakeholders to collaborate on a transformative public art murals. The program works to create positive changes in the community by improving the physical environment, creating opportunities for social connectedness, and sharing stories to enhance resilience and recovery.

- 20+ volunteers
- 150+ amount of artists
- 35+ community partners
- 3 cities

**We are 5 women
leading a larger team of
20+ volunteers**

OUR **IMPACT**

"Art is not what you see, but what you make others see."

-Edgar Degas

By the #s Paint the Void



- 130 murals painted
- 150 Artists paid
- 30,000 square feet covered
- 3 cities touched
- 120 Small Businesses supported
- 30+ neighborhood partnerships

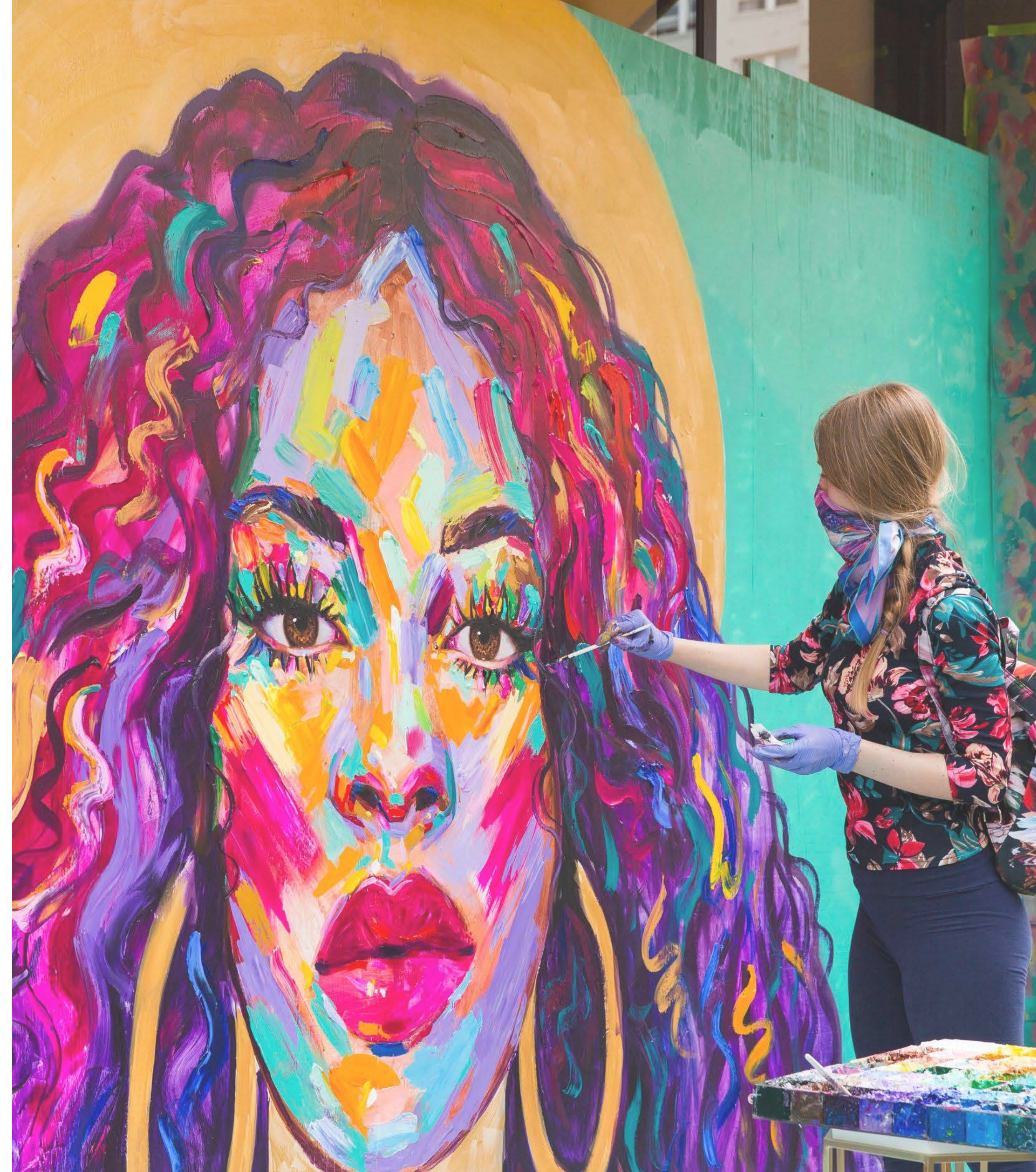
\$269,000 dollars raised

We reached our initial goal of \$10,000 in the first 10 hours

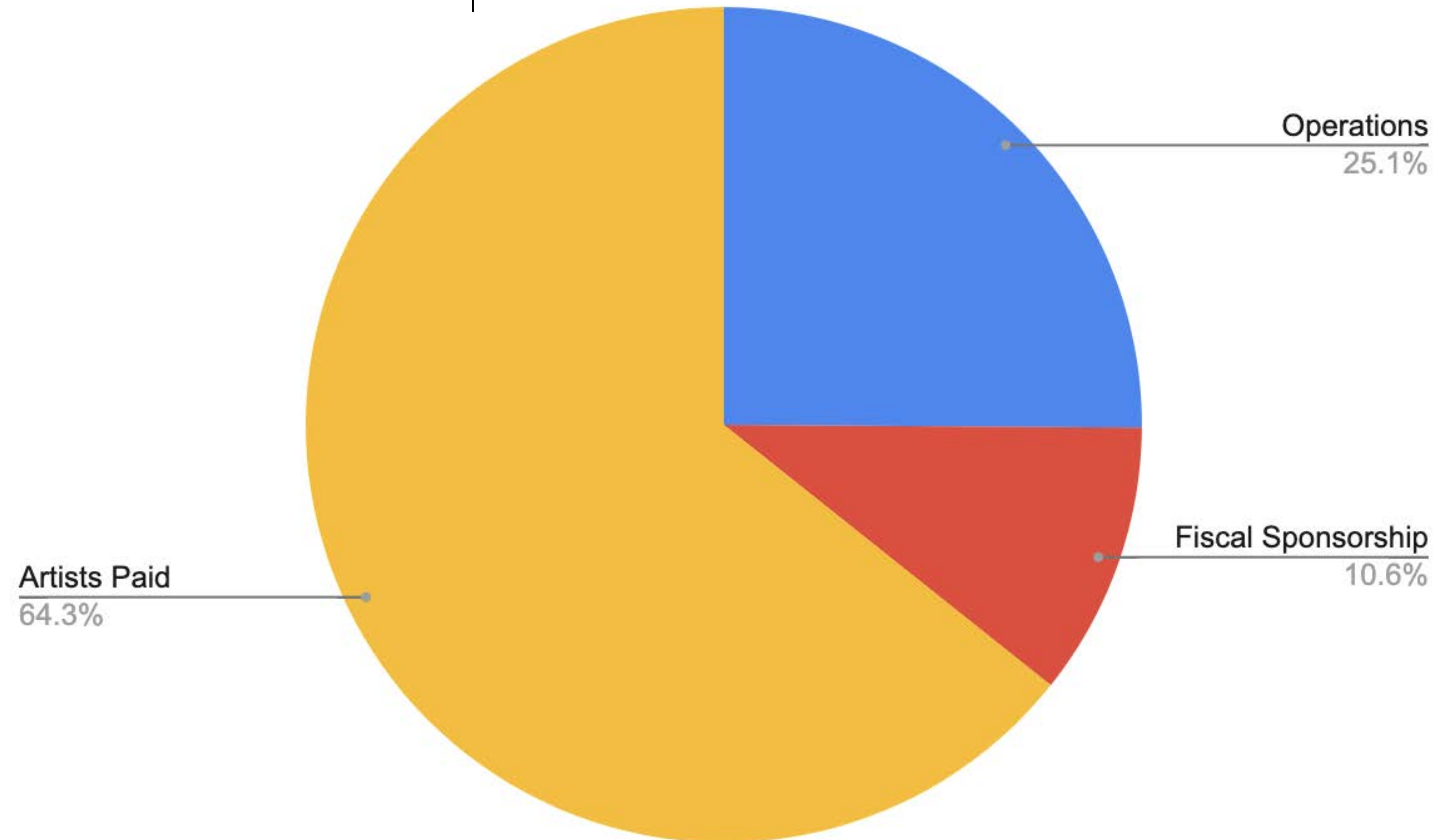
\$20,000, our goal was doubled and reached within one week

\$40,000 doubled goal again, reached within two weeks

\$80,000 doubled goal again and raised within two months



\$200,000 dollars spent



Artists Paid: Direct payments and grants to artists and art organizations that paint murals for Paint the Void, covering payment for their time and materials. **Operations:** Payment for our insurance, legal, staff, website, equipment rentals, materials etc. **Fiscal sponsorship:** This project wouldn't be possible without our fiscal sponsor Intersection of the Arts.

WHAT are our Operations?

Over 10,000 volunteer hours worked. Core team of 5 women were working completely pro-bono for the first 6 months with an extended 20 volunteers at time. Operations includes times with lawyers for contracts, insurance, equipment and other hard costs associated with projects. Plus all of our time managing and building our relationships and community of artists and neighborhoods and small businesses who have applied to work with Paint the Void. This also includes documentation of work which we provide free to artists for their portfolio).

Check out this Community Mural: [1-Sheet here](#)
Video of our work with UCSF Emergency Doctors: <https://vimeo.com/436193476>



WHO are our Artists?



[Matley Hurd](#)



[Marina Perez-Wong & Elaine Chu](#)
[Twin Murals Company](#)



[Nora Bruhn](#)



[David Benzler](#)



[Darnel Tasker](#)



[Robert Liu-Trujillo](#)



[Ian Ross](#)

Our artists are:

**local
talented
diverse
passionate
and professional.**

They channel our shared hopes and dreams for the future into public art.

WHO are our Partners?



Plus all of our artists and Business/Community Benefit Districts

EVOLUTION and our Commitment to Equality

At Paint the Void, we hold a vision of an equal world. We stand against all forms of inequality and the systems that perpetuate it. We stand in solidarity with BIPOC communities against racism and inequality. We see art not only as a form of expression but also as a form of dialogue and a form of shared learning. Each mural is a public statement, taking courage to create and helping to fuel change.

We have always held these beliefs and intentions to be true in our hearts but in the early days of Paint the Void we did not include demographic questions on the Artist Intake Submission Form. We thought that knowing as little about applicants as possible would ensure that we were letting the work speak for itself. We kept an eye on demographic diversity but did not announce or adhere to any policy about achieving them. As an organization that is founded and led 100% by women, we thought that being aware of the privileges afforded towards male artists was the tool we needed to make sure the creatives we offered grants to were diverse. However, when the protests about George Floyd spread across the nation in the summer of 2020 we surveyed our artists roster and were shocked to see the results. How could a group of women that was conscious of social injustices and was making an effort to promote marginalized artists have accidentally selected artists that were skewing predominantly male and white?

Immediately as we took a look at our first demographic diversity pie chart we understood that an intention is not enough. We promptly added optional demographic questions to our Artist Intake Form and **made a commitment to give grants to at least 50% artists of color and at least 50% female artists. Since then we have achieved our goal in representation of BIPOC artists and are still working towards a gender balance. We pledge to continue working towards that goal and our commitment to make available the opportunity for marginalized voices to have a platform to share their perspective with their communities. It is of utmost importance to us to do our part in solidarity with the fight for racial and gender justice.**

-Paint the Void Team Learn more about our Goals & Commitments here: <https://paintthevoid.org/faq>



FUTURE Plans?

With more funding we can:

- Create an Exhibit
- Curate a Book
- Offer Grant Opportunities
- Create more murals
- Fund larger initiatives
- Increase Artist Stipends
- Hire a full time team



Our first grant went to Endeavors Oakland to support their arts initiatives and this mural by Rachel Wolfe Goldsmith

PRESS

"Murals to Fill the Covid-19 Void in San Francisco," Bloomberg Philanthropy, City Lab Award' <https://www.youtube.com/watch?v=ozYsWBqAMiQ>

SXSW honors Paint the Void with a Community Service Award: <https://www.sxsw.com/awards/sxsw-community-service-award/>

"Artists add Color to Drab Boarded San Francisco Buildings," NBC Bay Area; <https://www.nbcbayarea.com/news/coronavirus/artists-add-color-to-drab-boarded-san-francisco-buildings/2274176/>

"San Francisco funds artists to beautify boarded-up businesses," Golden Gate Express; <https://goldengatexpress.org/96782/city/san-francisco-funds-artists-to-beautify-boarded-up-businesses/>

"Murals Pop up on Closed Storefronts in Effort to Beautify Iconic Bay Area Streets," ABC <https://abc7news.com/community-events/murals-pop-up-on-closed-storefronts-in-effort-to-beautify-iconic-bay-area-streets/6111730/>

"Artists are Painting the Boarded up Businesses in SF," Broke Ass Stuart; <https://brokeassstuart.com/2020/04/21/artists-are-painting-all-the-boarded-up-businesses-in-sf/>

"Murals Beautify a Boarded-Up San Francisco," SF Weekly; <https://www.sfweekly.com/culture/art/murals-beautify-a-boarded-up-san-francisco/>

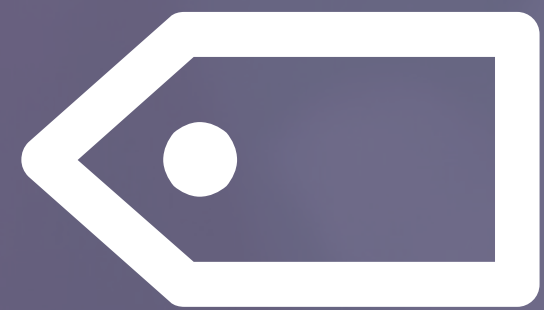
"Bay Area Artists Empty Streets Murals Coronavirus Pandemic," Martha Stewart; <https://www.marthastewart.com/syndication/>

Looking forward to hearing from you

paintthevoidproject@gmail.com



@paintthevoidproject #paintthevoid



www.paintthevoid.org



<https://www.facebook.com/donate/162405255039507/>