

## Why We Do This?

We believe that the arts have an extraordinary ability to heal and empower us. We recognize the power of art in our own lives to articulate, soothe, provoke, celebrate, connect, heal, and to take us all to deeper levels of awareness.

We want others to have these experiences as well. Budget cuts have put an extra fire in our bellies as we see that which expresses life being cut and that which brings death being funded. In these challenging times we believe that people need the solace and integration that the arts provide.



## How Can You Participate as an Artist/Funder of Art Angels?

If you are a woman artist or art lover able to make a contribution of at least \$1,000 a year or more to the Art Angels, call Jenny Ladd at 584-0565. She will talk with you, find out your interests, and let you know when the next meeting is.

Meetings tend to be held in October and April. Individuals are also welcome to contribute without coming to the meetings.

**Art Angels**  
P.O. Box 1300  
Northampton, MA 01061



*Art Angels*

Contact: Jennifer Ladd  
P.O. Box 1300  
Northampton, MA 01061  
(413) 584-0565  
[apply@theartangels.org](mailto:apply@theartangels.org)

## What is the Art Angels?

Art Angels is an anonymous group of women artists and art-lovers in the Pioneer Valley who pool financial resources to support local artists with projects that deepen and enrich the artistic life of this region.

The group meets twice a year, usually in April and October, at a member's home. Individuals contribute \$1,000 to \$5,000 each; grants are in the same range. The average grant is around \$2,000. Total giving for each cycle is about \$20,000 to five or six groups. Members can participate in one or both cycles.

## What is the Granting Process?

The group initially meets for about two hours to share proposals and generate questions. During the next week various group members will make calls and inquiries to answer the questions. A recorder summarizes the discussion and sends it by e-mail to the group including those who could not make it the first time.

Then there is another two-hour meeting a few weeks later to share the answers and make the funding decisions. One member has a donor advised account at the Community Foundation of Western Massachusetts, which Art Angels uses as the fiscal agent for its gifts.

## How Does Art Angels Find Out About Groups?

There are three ways in which potential grantees come to the Art Angels.

- 1) An Angel can bring a project that she likes.
- 2) Organizations or individuals can email Jennifer Ladd for an application at: [apply@theartangels.org](mailto:apply@theartangels.org), and then email the completed form back.
- 3) The Community Foundation of Western Massachusetts forwards proposals from community arts organizations that have not been funded or only partially funded.



## What kinds of projects do the Art Angels support?

We are interested in organizations or artists that:

- Facilitate empowerment, transformation, and education through the arts.
- Use arts and creativity as tools in the development of human potential.
- Increase the presence of the arts in communities, helping the public experience the value and inherent importance of the arts.
- Seek to create new audiences, extend the reach of the arts in innovative ways.

## We Tend to Fund

- Smaller organizations or start-ups.
- Rurally based or inner city groups.
- Those who provide arts access to low-income and other underserved people.
- Those who want to make the leap of faith to the next stage of development and impact.
- Those who work in collaboration with community-based organizations.

## We Seldom Fund

- Individual artists working independently.
- Projects, touring or travel outside the Pioneer Valley.