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RATHER THAN BECOMING NONPROFITS, OVER 3,500 ARTS PROJECTS RAISED

\$17.6 MILLION IN TAX-DEDUCTIBLE DONATIONS OVER PAST YEAR

VIA FRACTURED ATLAS FISCAL SPONSORSHIP PROGRAM

For indie artists and arts groups, fundraising model becomes increasingly popular and effective alternative to establishing and running nonprofit

New York, NY (October 1, 2014) – Rather than establishing and running their own nonprofits, over 3,500 artists and small arts organizations were able to receive grants and tax-deductible contributions totaling more than \$17.6 million over the past year by participating in an innovative “fiscal sponsorship” program operated by Fractured Atlas.

Empowering artists to think and work like entrepreneurs, [Fractured Atlas](#) is the leading national organization dedicated to providing artists with the technology and tools they need to raise money, insure themselves and their work, grow their audiences, find space to make and share their art, and more. It reaches a network of more than 250,000 artists in all 50 states.

The largest program of its kind in the nation, Fractured Atlas’ [fiscal sponsorship program](#) enables artists to solicit tax-deductible donations and apply for grants without going through the lengthy, burdensome, and sometimes expensive process of launching a 501(c)(3). Participating artists are given artistic autonomy, allowing them to focus on art instead of paperwork, while Fractured Atlas handles the day-to-day business of administering and maintaining tax-exempt status. Artists have raised nearly \$70 million since Fractured Atlas launched its fiscal sponsorship program in 2002.

According to data based on the past fiscal year, which ended on August 31st, 2014, the number of fiscally sponsored projects increased by 10% percent over the previous fiscal year and the total amount of contributions raised through the program increased by 27% percent. Notable success stories include [American Dance Abroad](#), which has raised over \$250,000 including grants from The Doris Duke Charitable Foundation, The Robert Sterling Clark Foundation, and The William and Flora Hewlett Foundation, [Salon Ciel](#), a monthly arts gallery series, and [Midway Film](#), an environmental documentary in production, which each raised more than \$100,000.

According to Adam Huttler, Fractured Atlas’s founder and executive director, new online tools and technology are making it easier for artists both to take advantage of fiscal sponsorship and to raise larger amount of funds. He noted that all sponsored projects manage their funds through an online platform that makes it easy to raise donations, transfer funds, and launch crowdfunding campaigns through Fractured Atlas’ partnerships with [Indiegogo](#) and [RocketHub](#). Over the past fiscal year, projects raised \$3 million in tax-deductible donations via IndieGogo and RocketHub.

“More and more artists are choosing fiscal sponsorship. New technologies make it easier than ever before to produce and fund new work,” said Huttler. “Most importantly, it allows artists to focus their attention on making art instead of trying to be bookkeepers, lawyers, and accountants.”

Fractured Atlas's other programs aimed at helping artists thrive include [Artful.ly](#), a free, cloud-based software system that enables small arts organizations to easily sell tickets, raise funds, email market, and create a unified database of their audience and patrons, and [SpaceFinder](#), an online service that has been hailed as an "[OpenTable for rehearsal and performance space](#)."

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