



Liberate the Artist

FRACTURED ATLAS NEWS BULLETIN – JULY 21, 2010

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Fundraising Made Simple at Fractured Atlas

New York, NY – Fractured Atlas introduces online tools for fundraising made simple. In keeping with its mission of empowering artists, Fractured Atlas has developed unique technologies to enable large-scale fundraising by independent artists and arts organizations. A host of tools within the fiscal sponsorship program help Fractured Atlas members raise money effectively and easily. These services encourage artists to act as skilled fundraisers through online tools.

Fractured Atlas has developed an unparalleled approach to fiscal sponsorship. Everyone from documentarians to dancers participate in this program, which accepts non-commercial arts projects across the nation. Participating artists can concentrate on fundraising while enjoying the benefits of a tax-exempt organization, without the resources needed to create and maintain a new 501(c) 3 nonprofit. Over 2,000 projects in all artistic disciplines are currently sponsored through Fractured Atlas, making it the largest arts fiscal sponsor operating on a national level.

Freedom Train Productions, a fiscally sponsored queer black theater, accepted a prestigious 2008 Union Square Arts Award through the program. Artistic Director Andre Lancaster says “Fractured Atlas has given our emergent theatre fiscal legitimacy to go after leadership support in the eyes of those in the philanthropy world. We’re proud to be a member and even prouder to be associated with hundreds of exciting artists and projects at Fractured Atlas.”

Fractured Atlas has created a proprietary software system to manage fiscal sponsorship, letting artists promote their campaigns online. Participant artists can tap into the power of crowdsourcing through Fractured Atlas’s website. The software enables the artist to create a unique fundraising campaign: they can upload images and video of their work, create donor levels, track their donations, and offer thank-you gifts to donors. Fractured Atlas is also presenting fundraising webinars and in-person trainings as complementary professional development for the arts community. Fractured Atlas Program Director Dianne Debicella says “Crowdsourcing lets our member artists tap into new fundraising networks. The dynamic creativity evident in their art also shows in their fundraising.”

In addition, Fractured Atlas is now offering IndieGoGo as an additional external tool for fundraising. IndieGoGo, a crowdsourcing website, will offer its services to Fractured Atlas sponsored-projects. So participating artists can promote their projects to IndieGoGo’s community of donors, while using Fractured Atlas as the fiscal sponsor for all contributions.

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FRACTURED ATLAS is the nation’s largest non-profit arts service organization with a multi-disciplinary membership of independent artists and arts organizations. Its core service areas include **healthcare**, **fiscal sponsorship**, the nation’s only arts **liability insurance** program, **professional development**, and **advocacy**. Through the Fractured Atlas **Open Arts Network**, arts organizations nationwide can partner with Fractured Atlas to provide their constituents with access to affordable healthcare and other benefits, at no cost to the partner or its members. Its technology-based programs include **Performing Arts Spaces** and professional development through **Fractured U**. In December 2009, with the assistance of The Andrew W. Mellon Foundation and Doris Duke Charitable Foundation, Fractured Atlas began developing **ATHENA**, an open-source software platform for the cultural sector, beginning with an open-source ticketing software application called ATHENA Tix.