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Artists' Donation Policy for Charitable Organisations

1. Purpose

This policy outlines the guidelines and expectations for charitable organisations when soliciting artwork donations from artists for the purpose of supporting a charitable cause. It aims to establish a fair and mutually beneficial framework that respects the artist's contribution and provides them with appropriate recognition, support, and benefits.

2. Artist's Compensation

2.1. Charitable organisations must acknowledge the value of the artist's work and compensate them fairly. A standard practice is to allocate a percentage of the total proceeds from the sale of the donated artwork to the artist, typically ranging from 20% to 50% of the final sale price.

3. Social Media Awareness

3.1. Charitable organisations must actively promote the artist and their donated artwork on their social media channels and other promotional materials leading up to and during the event. This includes sharing the artist's biography, portfolio, and any relevant background information.

3.2. Charitable organisations should use appropriate hashtags and mentions to maximise the artist's exposure on social media platforms.

4. Reciprocity and Support

4.1. Charitable organisations should offer reciprocal support to the artist's endeavours. This may include promoting the artist's exhibitions, sharing their artwork on social media, or facilitating networking opportunities within the art community.

4.2. The artist's organisation should actively engage with and support the charitable organisation's mission and activities beyond the donation. This could include volunteering, participation in events, or fundraising efforts.

5. Benefits to the Artist

5.1. Artists donating their work should receive benefits that extend beyond financial compensation. These may include:

a) Complimentary Tickets: The artist must receive a complimentary ticket to the charity event where their artwork is being showcased. Additionally, they should be allowed to bring one guest (plus one).

b) Exhibition Space: Charitable organisations should provide the artist with an appropriate exhibition space or gallery to display their artwork prominently during the event.

c) Recognition: The artist's name and biography should be prominently displayed alongside their donated artwork during the event. The organisation should also provide the artist with a certificate of appreciation.

6. Agreement and Documentation

6.1. A formal agreement or contract should be established between the artist and the charitable organisation. This document should clearly outline the terms and conditions of the donation, including the percentage of proceeds allocated to the artist, the artist's benefits, and the responsibilities of both parties.

7. Communication and Transparency

7.1. Charitable organisations should maintain open and transparent communication with the artist throughout the donation process. This includes providing regular updates on the status of the artwork, sales, and event planning.

8. Review and Adaptation

8.1. This policy should be periodically reviewed and updated to ensure it remains fair and relevant to both artists and charitable organisations.

By adhering to this policy, charitable organisations can create a mutually beneficial partnership with artists, promoting the arts while supporting meaningful charitable causes. Artists, in turn, can contribute to these efforts while receiving recognition, compensation, and opportunities for personal and professional growth.