Paint the Void is a fiscally sponsored 501c3 nonprofit initiative that was born in response to the economic void of businesses closing all around the Bay Area in the wake of Covid-19. Our goal is to create economic opportunity for artists at a time of unprecedented unemployment while bringing hope and beauty to our communities and small businesses at a time of fear and uncertainty. Paint the Void’s work beautifies our neighborhoods, creates a sense of pride and a unique sense of space. Murals act as a public dialogue. Paint the Void has inherently documented this monumental time and we are committed to amplifying marginalized voices and making art accessible to all. This work provides cultural enrichment and representation; it helps deter graffiti, improve walkability and is a way to center shared values.

Paint the Void, founded by public arts organizations Building 180 and Art for Civil Discourse in April of 2020, raises funds to pay artists who have been affected by COVID-19. Funds are used to create public murals around San Francisco and East Bay that highlight hope and beauty during this uncertain time. We cover the cost of supplies and provide a stipend for artists. Paint the Void acts as a facilitator, connecting businesses to artists, creating partnerships that turn boarded-up businesses into beautiful artwork. As we move into “post” SIH we plan to focus on continued revitalization and beautification through art and specific to Berkeley, Oakland San Francisco locations and artists.

Paint the Void is a team of volunteers connecting artists with businesses who want to participate in this voluntary effort to uplift our communities. Our artists are diverse, local, talented, passionate and professional. With a deep understanding that public art shapes public imagination, they channel our shared hopes and dreams for the future into works of art. We are fundraising for artists stipends to cover time and materials. Most of our funding to date has been crowd sourced through small donations.

### RECENT ACCOMPLISHMENTS

- Launched in April of 2020, we hit our first goal to fund 15 murals with **$10k in 55 hours**
- Paint the Void doubled their fundraising goal and reached **$20k within one week**
- Paint the Void quadrupled their fundraising goal and raised **$80k within two months**

Paint the Void

- **Facilitated 100 murals within 3 months**, more than a mural a day
- **Launched Community Murals** with Doctors and Students
- **Produced a short film**, highlighting a community project ([link here](#))
- **Documented all 100 murals** through a volunteer media team
- **Began partnerships**, including with 3 cities and 10 neighborhood associations
- **Donated its first $8,000 grant** to an Oakland art organization focusing on Black Lives Matter initiatives, looking to co-create impact on their community and create two permanent murals
- **Grew its social media presence** on Instagram from 0 followers to 3,517 in 3 months
We are pivoting to paying artists more money for their work. We also are funding to create more temporary and permanent works for longer lasting impact on our communities. We came in at a time when our businesses and neighborhoods needed us most, but now some of our work is being taken down in order for businesses to reopen. We want to continue to support the plethora of local artists in the Bay Area through the gift of art! Your support will make a significant difference in ensuring that we continue to provide, enhance and empower artists and our communities to stay bright during unknown times. This valuable and unique experience of artistic expression is free to the public. Sponsors can choose levels of sponsorship, neighborhoods to focus funds and empower artists in need.

As for what happens to the murals after the shelter-in-place order is lifted, the plan is to continue to pay it forward. Once businesses reopen, many artists plan to auction their murals and donate to those badly affected by the pandemic. Paint the Void is continuing to fundraise with general donations to focus on helping artists in need and to help businesses and communities around revitalization efforts due to COVID-19. Paint the Void is also working on an exhibit and coffee table book.

"Our goal was to create a project to say thank you to our community. To say thank you for sheltering in place, and thank you for supporting us.

STAR KNIGHT UCSF EMERGENCY PHYSICIAN"
Our Process

FUNDING
Every project is unique due to the artist chosen and the mural’s location and size. Costs can vary pending the size and scale of a project - for example the need to rent equipment and the materials needed. Regardless of cost, Paint the Void is a fiscally sponsored 501(c)(3) nonprofit organization, which allows us to offer tax deductions for your contribution.

Once funding is secured, Paint the Void connects each funder with a Project Manager to bring the project to life. Funds are allocated through a collaborative process, in alignment with each funder’s specific goals.

MANAGEMENT
Our team will review your project and quickly set up a meeting to discuss the specific project parameters. To the best of our ability, we are pairing artists with projects in the same neighborhood to avoid unnecessary travel and to keep all efforts local. Once we select artists and a project location we directly connect with the artist to work on designs and timing. Paint the Void project manages the entire flow and coordination of the event/mural to ensure all parties are satisfied with the end result.

PLACEMENT
Things to consider:
- Walkability (for setup)
- Visibility
- Safety
- Importance to local community
- Bathroom access
- Water access

ARTIST SELECTION
When selecting an artist we take many factors into account. First and foremost we look at their portfolio. We also consider their aesthetic and how it matches the sponsor/business, their geographical proximity to the business and their story as an artist. We try to support a diverse group of artists related to the following criteria: gender, sexual orientation, race and level of experience. Once we have selected a placement for a mural we then pass along a short list of artists in their neighborhood to choose from. Since the business is the one displaying the art we allow them to have the final decision for the artist. We are committed to uplifting marginalized voices.

REQS, SAFETY & INSURANCE
Paint the Void is run by nonprofit organization Art for Civil Discourse and public art organization, Building 180, who has 5 years of experience installing public and large scale art. Both ACD and B180 fund the artists and acquire the necessary insurance (can provide COIs) for each artist. Each artist and business/sponsor will be required to sign paperwork releasing liability and that discusses the ownership and use of the artwork. All artists own their artwork unless otherwise agreed upon. All work will be installed safely with protective gear. At this time we ask all artists, sponsors, photographers to be socially distanced and wear masks.

For more information please visit the FAQ page on our website, or reach out to us at info@paintthevoid.org.
COLLABORATION
We have been inspired by our recent collaborations with Business Improvement Districts, Neighborhood Associations, Business Owners, Foundations, Youth Groups and our most recent Community Mural with the group of doctors and nurses from San Francisco General Hospital. These specific murals sparked our idea to create sponsored packages for specific collaborative projects including:

**Neighborhood Partnership** Collaboration with local artists and a local community

**Empowerment Partnership** Fund artists of a specific demographic, racial/social justice focus, give voice to underrepresented minorities.

**Project Partner** Fund a Specific Project (Community Mural, Rehabilitation Project, Youth Project)

**Permanent Murals** Fund a permanent mural that will outlast the removal of boards. Increased logistics include additional design time, equipment rental (ex. scissor lifts), more materials (ex. anti-graffiti coats and UV protection), coordination and permitting.

“I was fascinated by the idea of...how art can heal the world. Not only from a perspective of beautification, but also because you engage the community with the process of healing and transformation.”

*PAZ DE LA CALZADA ARTIST/MURALIST*

**Sponsorship Levels**

$2,500 Storefront Partner
Fund a temporary mural on a boarded up storefront with a local artist (see: www.paintthevoid.com/murals). Standard storefront is consider (2) 4x8 Plywood boards.

$7,000 Neighborhood Partner
3 temporary murals or 1 large temporary mural with local artists, in collaboration with the local community stakeholders. Includes artists statement, media and photography.

$8,500 Empowerment Partner
Fund artists of a specific demographic, racial/social justice focus, give voice to underrepresented minorities. This funds 3 temporary murals or 1 large temporary mural and includes artists statement, media and photography.

$10,000 Project Partner
Fund on a Specific Project (Community Mural, Rehabilitation Project, Youth Project). Includes artists statement, media and photography.

$25,000 Permanent Mural
Fund a Permanent Mural with a local artist (can be in collaboration with a local community / neighborhood and/or target a specific demographic). Includes artists statement, media and photography.

$50,000 Match Sponsor
1 Permanent Project (or several smaller works). This level includes a Permanent wall dedication event, major announcements including a social media campaign and press release. Includes artists statement, media and photography.

*All sponsorships final costs are pending size, scale and regulations of final location.*
LET’S CREATE SOMETHING.
Together

PAINT THE VOID

facebook
instagram
website
email