



Building Empowered Lives Through Art

BELTÀ (*bell-TAH*) - from Italian; meaning beauty.

An artist cannot fail; it is a success to be one. ~Charles Horton Cooley

MISSION/VISION

BELTÀ is a 501(c)(3) nonprofit organization that supports and empowers artists and musicians as they build lives and careers centered in the fine arts. We aim to make success possible for people of all backgrounds by showcasing the talent, vision, and dedication of emerging artists and connecting them with people everywhere who love and value their work, appreciate their courage and dedication, and are inspired to lend a helping hand in ways great and small.

Why Our Mission is Critical and Timely

Choosing to pursue a career in the fine arts is a life-altering act. It offers great rewards: Combining your life's passion and your life's work; placing creativity at the center of your career; aligning what you do with who you are at your core; expanding your perspective by connecting with others through art; and contributing something of value and beauty to the community of humankind.

However, the challenges of this career path can easily outweigh its rewards. Without varied and abundant support, many artists become overwhelmed, lose hope, or simply abandon ship under the weight of financial burden just when they are on the brink of full artistic maturity and great achievement.

In today's economic climate, artists must be as creative and as collaborative as possible. BELTÀ is committed to helping artists embrace these qualities and flourish. With your organization's help, BELTÀ can help artists receive the support they need to keep going.

HISTORY

BELTÀ was founded in 2009 when three like-minded emerging fine arts professionals from disparate geographic and artistic backgrounds crossed paths in Texas and recognized a need within the fine arts community for different types of career support. In response to this need, the BELTÀ team has worked to develop a variety of programs (described in detail below) including an online funding toolkit for artists, a fine arts internship program, an arts event publicity platform, a resource exchange that helps artists connect and trade services, career development support, and programs for artists in need.

In keeping with our non-competitive mindset, we endeavor to work together with other arts nonprofits to provide educational and outreach programming to the national fine arts community, and to share information and learn from the examples of successful and longstanding organizations.

www.BELTA.org - info@be4belta.org – EIN: 30-0588961

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PROGRAMMING

1. LaunchPad Online Funding Toolkit– BELTÀ is in the process of creating an online toolkit that will allow artists to effectively generate financial support for upcoming concerts, exhibitions and projects. LaunchPad will connect emerging professional artists with people interested in supporting the fine arts, and provide the general public with an opportunity to support fine artists in a tangible way.

Timetable: This project is our top priority. We are currently implementing a pilot project involving an initial group of four Austin-based artists, and plan to expand the pilot to include 10 artists this fall. We aim to have the full web interface ready to go live in the spring of 2012.

2. Fine Arts Internship Experience – The BELTÀ internship program will be developed in two stages. In stage one, interns will gain professional experience working with BELTÀ to provide programming central to our mission. In stage two, BELTÀ will provide financial support for students who have secured internship positions within other fine arts organizations.

Timetable: BELTÀ welcomed our first two interns onboard in January 2011, and added a third intern position in May 2011. Interns are treated as full members of the BELTÀ team, and are given challenging and meaningful work that affects tangible progress within the organization and the arts community.

3. Arts Events Publicity - The BELTÀ team is working to develop a section of our full website that will allow us to offer publicity for events free of charge to emerging artists. We envision the events publicity we provide building community among artists and expanding public awareness of fine art events.

Timetable: Our goal is to begin publicizing arts events in the summer of 2012. We envision the events publicity section of our website to be national in scope.

4. Career Development - BELTÀ will support outstanding emerging professionals in the fine arts in need of funding for training, performance, and exhibit related projects by awarding career development funds to artists on a competitive basis.

Timetable: Our goal is to begin accepting applications within the 2012 calendar year, and to fund an initial group of 3 projects by year's end. We plan to award project grants on a semi-annual basis thereafter.

5. Resource Exchange – The BELTÀ team is working to develop an online interface that allows artists from different disciplines to connect, exchange services and share resources. Components of the online resource exchange may include a forum for in-kind trading of artistic services, a directory of employment opportunities that offer flexible schedules, and other resources for artists. Similar to LaunchPad, this program is designed to run at a very low overhead cost after its initial web design.

Timetable: This project is slated for the 2012 calendar year.

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6. Bridge Stipends –BELTÀ will develop a program which provides monthly stipends awarded to working emerging artists who can demonstrate full time artistic engagements for a six-month period, but whose compensation is meager.

Timetable: BELTÀ envisions these stipends eventually being endowed; thus the Bridge Stipend program is in the initial stages of development.

7. Artists in Need – The BELTÀ team will create a dedicated fund on which artists can draw during times of serious financial hardship.

Timetable: This program is in the initial stages of development.

9. Feedback and Response - BELTÀ is committed to communicating openly and often with artists and musicians to identify the needs of the community and areas where our programming can help. We will communicate with artists in person, through online surveys, and by hosting group discussions to gather information which will be used to improve and expand programs.

Timetable: Our first feedback project, an online survey to which over 100 artists responded, was completed in April 2011. In response to requests and ideas from these artists, BELTÀ organized a seminar on tax preparation and offered it free of charge to Austin area artists in May 2011. Ongoing feedback and response initiatives are anticipated.

10. Outreach – BELTÀ will work together with other arts organizations as outreach opportunities arise.

SUSTAINABILITY –

The BELTÀ team has designed our organizational structure and programming with the issue of sustainability in the forefront of our minds.

We have a strong commitment to keeping overhead costs low. To that end, we have no real estate costs and minimal equipment expenses, and will maintain a commitment to in-kind services whenever possible (donated accounting and legal services are already secured). We have designed our master timetable to launch programs with the lowest cost - such as LaunchPad, the internship experience, and the events publicity platform – first and establish success in those endeavors before moving to more ambitious programs.

As we encourage our artists to be creative and multifaceted in their approach to building careers, we endeavor to embody the same qualities in the way our organization approaches sustainability. The BELTÀ team will continually seek out creative strategies for financial longevity.

We join the nonprofit sector with a clear vision, a solid understanding of the actions needed to bring that vision to life, and an eager enthusiasm to do the work. We would be honored to have your help in moving forward.

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