Being Forward

***Being Forward* Art Installations &**
Women Artists Forward Fund

What Inspires Us

- Madison's first piece of public art, *Forward*, was created by a woman, Jean Pond Miner in 1893, with her creation and casting funded almost entirely by women. ($6,000 in 1893 =$155,500 in today's dollars)
- *Forward*'s recasting in 1996 was also organized and funded primarily by women of Madison.
- *Forward*'s legacy and presence is an empowering image for us and for women in our state.

What We're Doing

- Launching a $400,000 arts endowment, *Women Artists Forward Fund*, to be held at Madison Community Foundation (MCF) in order to support established and emerging women visual artists of Madison annually with grants in the amount of 15,000 -5,000 dollars each.
- Creating art installations, *Being Forward,* that call attention to the strong legacy of local women's art, art activism and arts philanthropy over 125 years, and involving hundreds of Madison women.
- Celebrating MCF's 75th anniversary, the Capitol's 100th anniversary, and the 100th anniversary of Wisconsin's ratification of the 19th Amendment, with a community challenge, gift and opportunity.

Why It Matters

- Art provides important civic assets for our community, but current funding for artists is bleak.
- Wisconsin is ranked 48th in the country for arts funding, with just 13 cents per capita dedicated to the arts. (Neighbor Minnesota is first with $6.36 dedicated to arts)
- Madison does not have adequate funding for the arts.
    - Madison Arts Commission and Dane Arts together distribute $300,000 to ALL Madison and Dane County artists and arts organizations yearly, but just under 4% goes to individual artists in all media. Wisconsin Arts Board discontinued its grants to individual visual artists in 2010; MCF, MAC & Dane Arts discontinued Creative Artists Fellowship in 2010.
- Women artists have far fewer opportunities than their male counterparts.
    - 27% of solo exhibitions in the US are by women.
    - 3-5% of artwork in permanent collections of major museums are made by women.
    - 2 women artists made the top 100 artists lists by income.
    - Yet, 65-75% of MFA candidates in the US are women. -*National Museum of Women's Art, Washington, DC*

What Your Money Will Pay For

- 100% of your gift will go toward the *Women Artists Forward Fund*, held at MCF.
- Annual grants will be awarded to qualified, diverse & exceptional women visual artists in Madison.

Advisory Board

- Jane Coleman, Camille Haney, Chele Isaac, Tom Linfield, Peter Lundberg, Toni Sikes, Martha Taylor

Who We Are

- Brenda Baker and Bird Ross are local artists who show their work nationally and internationally, and have a strong desire to elevate opportunities for women in their field. www.birdross.com birdross123@gmail.com; www.brendaleighbaker.com brendaleighbaker@gmail.com