



CANADIAN ARTISTS REPRESENTATION /  
LE FRONT DES ARTISTES CANADIENS

## ADVISORY NOTE

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# Guidelines for Professional Standards in the Organization of Fund-Raising Events

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Artmaking is a profession like any other, yet most Canadian artists find it difficult to make a living wage from their artwork. At the same time, community groups continually approach artists to donate portions of their inventory for fund raising projects.

No artist should be expected to donate works of art outright to any organization for fund-raising purposes.

CARFAC SASK recommends that the following standards be applied to all fund-raising activities involving the use of artwork:

## Donations and Pricing

Two acceptable forms of establishing equity are:

1. A percentage of the sale price is retained by the organizer as a donation and the remainder is returned to the artist.
2. The artist establishes a reserve price and the organizer retains any amount received at auction above this price.

In either case, the artist may establish both a value for the work and a reserve price (that is, a price below which the artist reserves the right not to sell the work.) This price may be inventory value or full market value.



1734-A Dewdney Avenue  
REGINA, SK S4R 1G6  
T:(306)522-9788  
[www.carfac.sk.ca](http://www.carfac.sk.ca)

#412, 220-3<sup>rd</sup> Ave South  
SASKATOON, SK S7M 1M1  
T:(306)933-3206

The artist may elect to receive a tax-deductible receipt for the full amount retained by the organization. In this case, the organization must purchase the work from the artist at the full price received, and the artist will return to the organization the amount to be retained.

Artists may elect to donate only to those organizations that can legally provide tax-deductible receipts.

## **Responsibilities of the Artist**

- Provide all information required by the exhibition prospectus and entry forms, including insurance value and reserve price.
- Guarantee that the work is original if it is stated to be so, and that he/she has the right to sell the work.

## **Responsibility of the Organizer**

- Make available a prospectus for the fund-raising event well in advance of the deadline for the submissions, including complete information on standards for pricing and donations, names of the jurors (if any), deadlines, responsibility for framing, and dates by which work will be returned and payment made.
- Clearly state in the prospectus what its intentions are in regard to donations and to provide tax-deductible receipts based on that agreement.
- Provide all transportation for the artwork. (The artist may specify a preferred carrier.)
- Insure the work at the full value stated by the artist.
- Protect the artist's copyright on all works submitted and to inform all purchasers that the purchase of work does not constitute purchase of copyright.
- Return, prepaid, all unsold artwork to the artist.
- Deliver all receipts.
- Provide the artist with a statement of finances including the amount received for the work, and the name and address of the purchaser, as well as a copy of all published information relating to the event.
- Assume all costs related to the event, including insurance, publicity, transportation of artwork, provision of financial statements, published information, etc.

## NOTES:

- Hand deliveries of work are acceptable.
- Works should be inspected upon arrival for damages.
- The artist must be notified immediately if work is received in damaged condition. If shipped work is received in damaged containers, such damaged items should be returned to the artist prepaid pending claims on the insurer, **or** the organizer may, with the artist's permission, unpack the damaged container with the understanding that no claims for damage to the work will be made against the organizer for the unpacking.
- Neither the artist nor the organizer should remove the artwork during the exhibition or auction without the explicit agreement of the other.

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