

Project: Job Creation in the Visual Arts for People with DD – year 2
Applicant: Arts Unbound, Inc.

Address: 544 Freeman Street
Orange, NJ

Partners: various

Council Funds: \$45,688

Match Funds: \$15,562

Abstract: The project has as its overall purpose the operation of a retail business for artists with DD and demonstrating the viability of such a business for replication elsewhere.

Meaningful work opportunities are scarce for people with developmental disabilities in NJ. Despite the efforts of many dedicated organizations, the majority of adults with developmental disabilities are either not working at all or are working at jobs or in fields that are not satisfying or productive for them; nor are they integrated into the workplace with a more diverse base of colleagues without disabilities. According to the NJ DHS, using statistics from Cornell University RRTC, close to 40% of people with disabilities are unemployed in NJ.

The project aims to create an income stream for persons with developmental disabilities through the sale of reproductions of their artwork on the retail market. Sales are projected to be viable for foundations, corporations, local boutiques and card stores. The project is modeled on a successful vocational venture based in Minneapolis, MN and will provide successful, non traditional work opportunities for people with developmental disabilities.

Deliverables

Part of the deliverable involves the sustainability of the business as the principle support mechanism for the employment of people with DD who are artists and interested in the art industry. Another is the actual employment of and skill acquisition by people with DD who will make the art industry their job of choice.

Sales of greeting cards, customized designs and prints will be estimated at \$15,000 for the year. Licensing fees awarded to an additional 10 artists with DD. A part time print maker, two assembly workers, and a sales person hired 10 hours per week for an average of 6 months each. [All will receive job coaching as required.]