

Liquitex Creativity Fuels Change campaign raises \$10,000

As part of an ongoing commitment to serve all artists and stand in solidarity in the fight against racism, the global Liquitex team is supporting Black Art Futures Fund (BAFF). The BAFF promotes the elevation and preservation of Black arts and culture, through the provision of grants to nonprofit community centric organizations.

Liquitex set out to support BAFF with a monetary donation as an immediate effort to support and amplify the voices of Black Artists. Providing this donation was the first step in developing a sustainable relationship with the organization and to collaborate on future campaigns and activations in the promotion of Black artists.

Between 15th July and 15th August Liquitex committed to donating 100% of net proceeds from eCommerce sales. Not only did Liquitex see positive community engagement and delivered projected ecommerce sales during the campaign, \$10,000 was raised for the donation to support BAFF!



Want to know more about Black Art Futures Fund? Click [here](#) for the link. Read more about this story on the Liquitex site by clicking [here](#).