



Andy Warhol

The Andy Warhol Foundation for the Visual Arts

EMBARGOED UNTIL AUGUST 6, 2024, 6AM EST

Philanthropy Factory



A New Initiative Benefiting Warhol Foundation Grantees

August 6, 2024—New York, NY

Honoring Andy Warhol's philanthropic legacy on his birthday, The Andy Warhol Foundation for the Visual Arts is pleased to announce *Philanthropy Factory*, a new initiative that provides an opportunity for recent grantees to benefit from the sale of Warhol works from the Foundation's collection. Select Warhol works ranging in value from \$250 to \$20,000 are now available for immediate purchase on a first-come first-serve basis for a limited time on the Foundation's [eBay for Charity platform](#), with all proceeds going directly to grantees.

Acknowledging that many cultural institutions incorporate benefit art sales as part of their fundraising endeavors, the Foundation has selected works from its collection to be made available to grantees as a fundraising tool to support their impactful work. Each grantee is designated as the financial beneficiary of no fewer than four artworks now available on the global platform. Using a carefully chosen selection of Polaroids, black and white photographs, prints, printed materials, and vintage posters, *Philanthropy Factory* celebrates the Foundation's ongoing commitment to arts organizations that bolster artists and nourish creativity.

"The Foundation is proud to celebrate its founder's philanthropic vision and forward-thinking spirit with this creative, mission focused initiative that has the potential to meaningfully support artist-centered organizations of all sizes across the country," said **Michael Dayton Hermann of The Andy Warhol Foundation**. *"Philanthropy Factory' recognizes the power of solidarity and celebrates the exceptional*

work of the Foundation's grantees through this fundraising initiative using dynamic works from the Foundation's collection."

The unique opportunity is designed as an easily manageable endeavor for grantees, as it leverages the Foundation's existing relationship with Matchfire, a specialist in eBay sales, to handle sales, administration, and logistics. To date, Matchfire has managed eBay for Charity sales on behalf of the Foundation resulting in the sale of over 1,000 works to collectors in 24 countries. The works available as part of *Philanthropy Factory* offer a democratic approach to collecting for varying budgets. With a cumulative value of nearly \$1.5 million, the sale endeavors to provide significant support to [74 organizations](#).

"The Warhol foundation's 'Philanthropy Factory' exemplifies innovative solutions for sustained support for our arts organizations," says Kalaija Mallery, Artistic & Executive Director, The Luminary, "It is an honor to be included in this nationwide initiative along with so many others in the spirit of what Warhol built to support: outside-of-the-box thinking, creative world-building, and sustainable structures advancing the visual arts."

Jessica Morgan, Dia Art Foundation's Nathalie de Gunzburg Director said, *"For decades, and through many funding programs, The Andy Warhol Foundation has provided vital funding to arts organizations across the United States. This ambitious new endeavor highlights how central visual art and artists are to so many communities across the country, and how crucial the Foundation's expanding work in supporting arts organizations is."*

To view the available works, please visit www.ebay.com/str/andywarholfoundation

About [The Andy Warhol Foundation for the Visual Arts, Inc.](#):

As the preeminent American artist of the 20th century, Andy Warhol challenged the world to see art differently. Since its founding in 1987, in accordance with Warhol's will, The Andy Warhol Foundation has established itself among the leading funders of contemporary art in the United States. The Foundation has distributed nearly \$300M in cash grants which support the creation, presentation, and documentation of contemporary visual arts, particularly work that is experimental, under-recognized, or challenging in nature. The Foundation's ongoing efforts to protect and enhance its founder's creative legacy ensure that Warhol's inventive, open-minded spirit will have a profound impact on the visual arts for generations to come. For more information please visit www.warholfoundation.org.

About Matchfire

Matchfire is an award-winning digital marketing and design agency specializing in purpose-driven work. Their auction division is the only online charity auctions group working exclusively with eBay. Matchfire has raised over \$100 million for non-profits and helped garner billions of purpose-driven impressions for their partners.

About eBay for Charity:

eBay for Charity enables members of the eBay community to connect with and support their favorite charities when they buy or sell in the U.S. and abroad. Sellers can donate up to 100 percent of the proceeds to a charity of their choice, while buyers can add a donation to their purchase during checkout. To date, over one billion dollars has been raised for charity by the eBay community. Visit eBay's [For Sellers, For Nonprofits](#), and [My Causes](#) pages to learn more about how you can work with eBay to support a good cause.

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