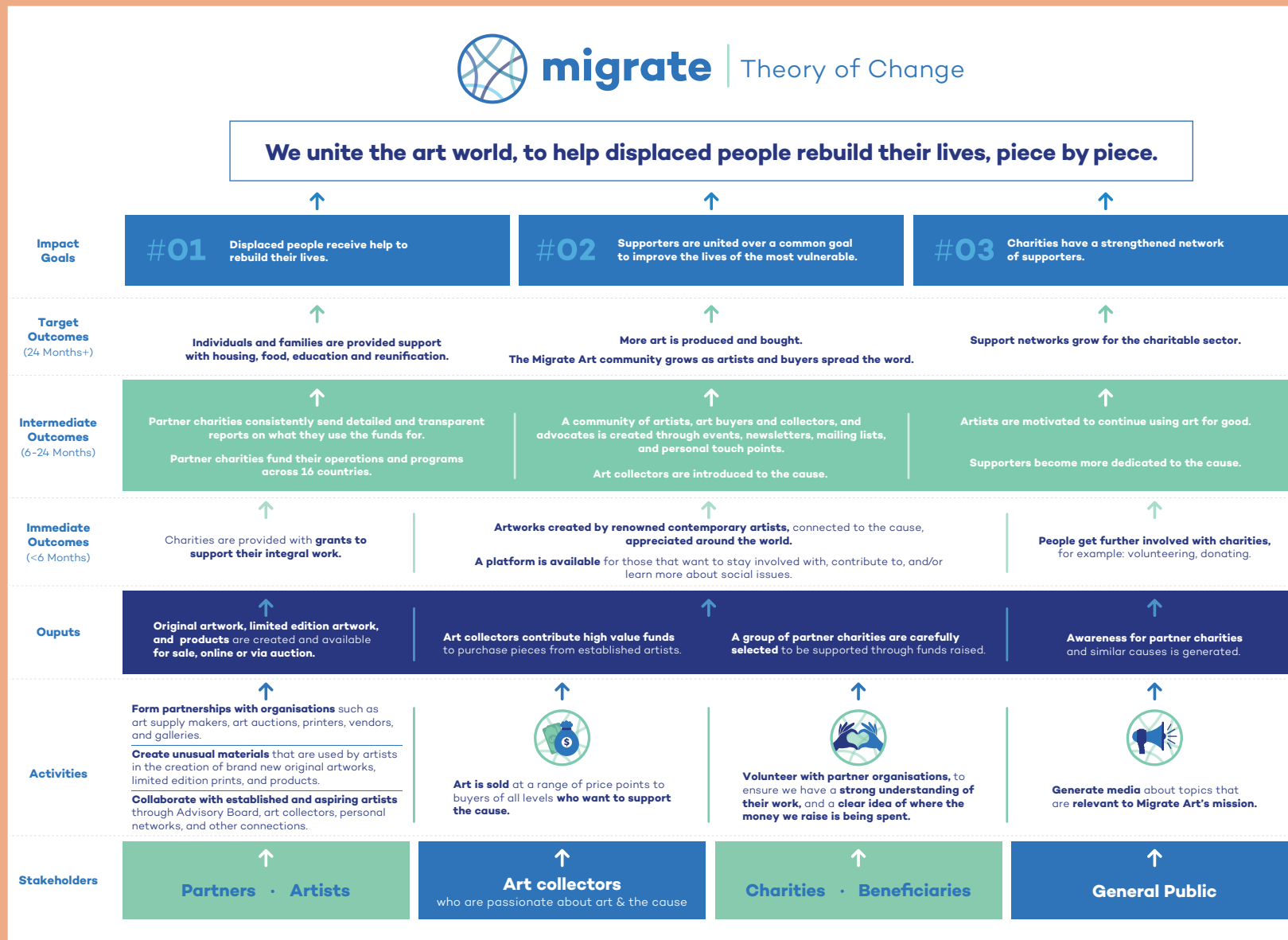


MIGRATE ART



STRATEGIC COMMUNICATION

OVERVIEW

Founded in 2016, Migrate Art emerged in the UK from a desire to aid those impacted by the global migrant crisis, leveraging their extensive experience in the contemporary art world. Since then, their efforts have resulted in raising over £1.6 million to support displaced, indigenous, and homeless communities. They believe in the power of art to supply aid and create social change, connecting people and bringing in new opportunities.

Migrate Art collaborates with established and aspiring artists, creates unusual and creative art materials, curates artwork, and hosts auctions, sales, and events to donate the proceeds of art sold to charities fighting the global migrant crisis. In addition to providing funding, they also generate media to build awareness and regularly volunteer to ensure they have a strong understanding of the impact of their contributions on the ground with their partner charities. Migrate Art's mission is to harness the power of marginalised and displaced individuals and communities across the globe, and to catalyse meaningful societal transformations for them.

THE CHALLENGE

The Migrate Art team always put tremendous focus and dedication into their work and partnerships, but did not feel that they were effectively measuring or communicating their impact to their audiences. As they grew, they were determined to share their impact in as transparent a way as possible in order to build trust. They did not have the infrastructure in place to do that and therefore wanted to strengthen their impact measurement and management knowledge and tools.

“Relativ is a group of very smart people spread across the world. Their insight and methods have allowed us to connect more with our audience and strengthen bonds with existing stakeholders. As an organisation, they are adaptable and flexible and they offer great insight. I have enjoyed getting to know the team, and have been impressed by their global network of friends and collaborators.”

Simon Butler, Founder of Migrate Art





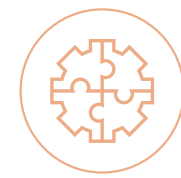
WHAT WE DELIVERED

- > Theory of Change
- > Annual Impact Report
- > Podcast Episode



RESULTS

Strengthening their Impact Measurement and Management capability provided a strong foundation for future development and stakeholder alignment. When a stakeholder or potential collaborator wants to understand the impact of their work, their team is able to share that information easily and quickly. The processes and collateral that was developed assisted in removing any ambiguity around understanding their impact. Furthermore, it evidences Migrate Art's initiatives with facts and figures to show that their work is having significant impact across the world and within these displaced individuals and vulnerable communities. This process has strengthened the team as a whole, and improved the sense of trust around the importance and impact of their work.



IMPACT

These tools will continue to be effective for internal decision-making as well as enable collaborations with an increased number of artists, and attract a wider range of stakeholders. By learning, adapting, and increasing trust, they will continue to grow and be better equipped to showcase their impact on the global migrant crisis, in the art world, and beyond. This will allow them to increase their reach and positively impact more people in need.

“We will now be able to collaborate with an increased number of artists, and attract a wider range of stakeholders. Our organisation relies on trust, and through strengthening our Impact Measurement, we will increase trust with those we work with, and therefore increase our reach.”

Simon Butler, Founder of Migrate Art

Our impact

At Migrate Art we believe in the importance of ethical engagement, intentional impact, and genuine relationships to create positive change. Our 2022 Impact Report looks at three different areas of our work to share with you our achievements this past year and our future goals.

IMPACT GOALS:

1.

Displaced people receive help to rebuild their lives

2.

Supporters are united over a common goal to improve the lives of the most vulnerable

3.

Charities have strengthened their network of supporters

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The War in Ukraine and Increased Support for Disasters Emergency Committee



In March 2022, 510 new customers purchased an Idris Khan print from our 10 day timed sale with 100% of the profits donated to the Disasters Emergency Committee via Evening Standard's Ukraine Appeal.

It had a huge press push including billboards/posters and featured on the front and back page of The Evening Standard newspaper, all of which contributed to the fantastic response.

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of these first-time Idris Khan print customers have gone on to make further purchases.

For more information about the DEC [Check out the DEC website.](#)

