



Redeemed Creative Arts Overview

Expanding Reach, Revenue, and Community Impact for Artists and Creatives

Andrea J Newman, Founder




Why Work With RCA?

Why should artists work with us?

Artists, Etsy shops, and eBay sellers benefit from working with RCA because the platform brings together selling, communication, and fulfillment into one connected system. Through the **Creative Arts Gallery** and **Resource Share**, creators can list original artwork, handmade goods, and merchandise in a marketplace where churches, families, and community organizations are actively looking for meaningful purchases. Built-in messaging allows artists and sellers to communicate directly with buyers, manage commissions, share updates, and build long-term relationships without leaving the app.

Once a sale or commission is confirmed, RCA's **Gig Network** coordinates pickup and delivery, while **Helpers** can assist with packing, inventory organization, and event or pop-up support. This removes the burden of logistics and customer coordination from creators, letting them focus on making and selling. At the same time, RCA's campaigns, voting, and challenges increase visibility for featured artwork and shops, turning participation in the platform into both income and lasting community impact.



A Vision for Artists

How does this work in practice?

In practice, RCA works like a **single place where artists can be discovered, commissioned, paid, and supported—while their work also fuels real community outreach**. An artist starts by creating a profile in the **Creative Arts Gallery**, uploading a portfolio, selecting categories (murals, logos, flyers, album covers, apparel design, fine art, digital art, etc.), setting prices or ranges, and indicating availability for commissions. Artists can list ready-to-buy pieces (originals, prints, digital downloads) and also list “services” (design packages, custom portraits, event branding, church graphics). Churches, patrons, and businesses browse the gallery, filter by style, location, turnaround time, and budget, then **message the artist directly inside the app** to ask questions, request quotes, or begin a commission. Once both sides agree, the commission is booked through the platform, with standardized steps—scope, timeline, milestones, and payment—so expectations are clear and disputes are reduced.

For **in-app commissions**, RCA functions like a guided workflow. The buyer submits a request brief (what they need, size/specs, intended use, deadline, brand notes, references), the artist responds with a proposal (price, delivery date, revision limits, usage rights), and both confirm the job. Payments can be collected upfront or by milestone depending on the job type, and the platform stores the agreement, files, and communication thread in one place. Artists deliver drafts and finals through the app, and buyers approve or request revisions based on the agreed terms. After completion, the buyer leaves a review and the artist’s profile gains credibility and visibility for future work. If the project includes physical items—prints, framed art, merch—RCA can coordinate **delivery through the gig driver network**, so artwork moves from studio to church, home, or event location without the artist having to arrange shipping.

Gamification increases visibility and momentum, but it’s tied to real outcomes. Artwork can be “voted on” in several ways: standard engagement (likes/saves), featured voting (community chooses weekly highlights), and campaign voting (a church or organization posts a project and the community votes on submitted designs). Voting can unlock tangible benefits such as being featured on the home page, earning points that increase profile ranking, qualifying for special showcases, or triggering match-based support pools for commissions. Challenges also drive engagement—for example, “Support 10 local artists this month,” “Vote to unlock a community mural,” or “Fund outreach designs for 5 churches.” As participation grows, the platform displays progress toward clear goals so artists and supporters can see movement in real time. The goal isn’t to create a popularity contest; it’s to create structured, transparent engagement that helps good work get discovered and funded.

Our Programs and Initiatives

Gig Drivers

Artists can benefit from RCA's gig driving program by using it to handle the physical side of their creative work—having finished pieces, prints, or merchandise picked up and delivered to churches, buyers, or event locations without needing to manage shipping themselves. Artists can also choose to earn extra income as gig drivers when they have availability, creating a flexible way to support their creative work while staying active within the RCA community.

Canvassing and Campaign Support

Artists can also participate directly in **Campaign and Canvassing Support** in two practical ways. First, they can design outreach materials—flyers, postcards, door hangers, posters, banners, social graphics—that churches and organizations print through RCA's print-on-demand workflow. Second, artists can contribute ready-made templates or campaign bundles that organizations can customize quickly. Once materials are approved, RCA coordinates distribution by trained canvassers and/or delivery by gig drivers. That means an artist's design doesn't just sit online—it becomes a real-world tool used in neighborhoods to promote events, fundraisers, community drives, and awareness initiatives. For artists, this creates recurring work streams (campaign design packages, seasonal outreach kits, branded church templates) and a direct line to repeat clients who need consistent creative support year-round.

Our Programs and Initiatives

The Learning Center & The Helper Program

Artists can benefit from RCA's **Learning Center** by building practical skills in pricing, client communication, contracts, copyright, marketing, and production workflows, all of which help turn creative talent into a sustainable career. By completing courses and earning certifications, artists increase their credibility and ranking on the platform, making it easier for churches, businesses, and organizations to confidently hire them. At the same time, artists can teach courses, host workshops, or lead short trainings in areas like graphic design, music, photography, songwriting, social media, or creative entrepreneurship, creating additional income while helping train Helpers and other creatives who support RCA's growing community.

Artists can register as **Helpers** in creative and non-creative roles, allowing them to be hired for **worship music, live painting, mural work, stage design, A/V support, graphic design, photography, videography, event setup, and creative direction** for churches and organizations. This means they are not limited to selling finished art; they can be booked to actively serve at events, services, conferences, and outreach campaigns. Artists can also serve as Helpers in **logistics and support roles**, such as packing artwork, assisting with installations, running booths at pop-ups, helping with canvassing campaigns, or supporting other creatives on larger projects. By becoming a Helper, an artist increases their visibility in search results and gains access to steady, short-term paid opportunities that complement their creative career.

Our Programs and Initiatives

Resource Share Program

Artists can list **merch, surplus inventory, studio equipment, or creative supplies** inside the Resource Share, in their own store, so churches, families, and organizations can purchase (often with RCA-funded vouchers and credits), claim, or receive them through the same marketplace used for community resources. This allows artists to move extra inventory, offer discounted or donated items for outreach projects, or make their work more accessible to churches with limited budgets.

When items are claimed, **RCA's gig driver network handles pickup and delivery**, so artists do not have to manage shipping or logistics. At the same time, participation in the Resource Share increases an artist's visibility across the entire platform, helping their work reach new audiences while directly supporting community and ministry needs.

Our Programs and Initiatives

Creative Arts Gallery

Artists operate in the **Creative Arts Gallery** by creating a professional profile where they showcase their portfolio, list available artwork, and offer creative services such as design, music, illustration, or custom commissions. Through the platform, they can communicate directly with churches, businesses, and patrons using built-in messaging to discuss project details, timelines, and pricing.

Once a piece or commission is selected, the artist manages the work through RCA's guided workflow, sharing drafts, submitting final files, and receiving payment securely through the app. Reviews, ratings, and engagement help artists build credibility and visibility over time, while optional delivery through RCA's gig network allows physical artwork to move easily from the artist to the buyer or event location.

Customized Objectives

Can my art business combine these programs?

Yes! Freelance artists can combine their services **across every RCA program** to build a full, sustainable creative career instead of relying on a single income stream. An artist might sell original work in the **Creative Arts Gallery**, offer prints or merch through the **Resource Share**, take on live or project-based work as a **Helper**, deliver finished pieces or supplies through the **Gig Network**, teach creative skills in the **Learning Center**, and design materials for **Canvassing and Campaign Support**. All of these activities happen inside the same app, using the same profile, messaging, payment, and reputation system.

This means every effort reinforces the next: gallery sales build visibility, Helper work builds trust and reviews, teaching builds credibility, campaigns bring new clients, and deliveries keep projects moving. Instead of chasing opportunities across multiple platforms, freelance artists operate inside one connected ecosystem where their creativity, service, and income grow together.

What's the Big Deal?

Why Involve RCA?

Artists can try to do all of this on their own, but RCA is what makes it **sustainable, visible, safe and professionally supported**. Without RCA, artists are forced to juggle multiple platforms for marketing, sales, contracts, payments, delivery, and client communication. RCA replaces that patchwork with **one integrated system** where churches, businesses, Helpers, donors, and buyers already exist, creating immediate access to real demand rather than forcing artists to constantly search for it.

RCA also handles much of the **marketing and promotion** that individual artists struggle to maintain. Through featured gallery placements, voting, challenges, campaigns, and curated showcases, artists receive ongoing exposure to churches and community organizations actively looking for creative work. Canvassing programs, print campaigns, and community events also put artists' designs and names directly into neighborhoods and ministry spaces. This built-in marketing engine generates discovery and repeat clients without requiring artists to pay for ads, manage mailing lists, or run promotions on their own.

Finally, RCA provides infrastructure that individual artists cannot easily build: **verified profiles, standardized agreements, secure and escrow-style payments, delivery coordination, and training**. These tools create trust, reduce risk, and allow churches with limited budgets to hire artists anyway. RCA does not replace the artist's creative independence—it amplifies it by giving their work a reliable pathway to income, visibility, and real-world impact.

RCA's Platform & Technology

How Businesses and Customers Engage with RCA's Programs

Platform Overview ▶

RCA's technology platform is an interactive, community-driven system designed to connect churches, businesses, Helpers, artists, and patrons in one unified digital space. Through a single account, users can access searchable profiles, marketplaces, courses, service listings, verification, tasks, and communication tools that make collaboration simple and transparent.

Customer & Partner Interaction ▶

Customers and partners engage with RCA through intuitive dashboards that allow them to list inventory, book services, commission creative work, schedule deliveries, or support projects financially. Built-in messaging, notifications, and status tracking keep every interaction clear from start to finish, including orders, payments, and fulfillment.

Gamified Engagement Layer ▶

RCA incorporates light, purpose-driven gaming mechanics—such as points, badges, and progress milestones—to encourage ongoing participation. These features reward meaningful actions like completing gigs, supporting local businesses, contributing to campaigns, or funding creative projects, helping sustain long-term engagement.

Data, Accountability & Growth ▶

All activity flows through RCA's centralized system, enabling reporting, impact tracking, and continuous platform improvement. This data-driven foundation ensures accountability for partners and donors while supporting scalable growth and a self-reinforcing community flywheel built on service, creativity, and generosity.

Our Business Plan:

▶ **Our History**

▶ **Mission and Vision**

▶ **Core Values**

▶ **Business Model**

▶ **Market Position**

▶ **Governance and CSR**

▶ **Future Goals**

Our History

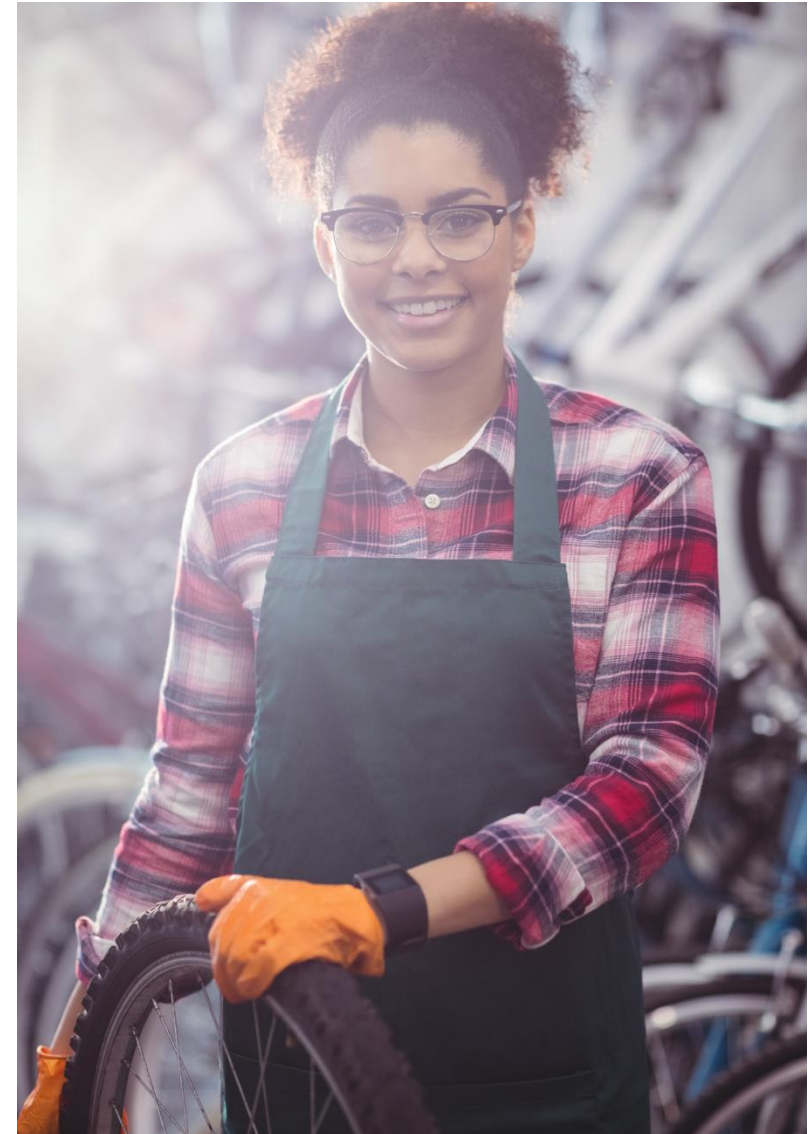
About us: Foundation, Milestones, and Growth



Foundation

Redeemed Creative Arts (RCA) was founded in 2025 to bridge the growing gap between churches, creatives, and supporters within the faith-based economy. Created by faith-driven entrepreneurs with backgrounds in ministry, technology, and the arts, RCA emerged in response to a shared challenge: churches often lack affordable creative support, while faith-based artists and volunteers struggle to find consistent opportunities. RCA began developing a shared digital platform to bring these communities together and is currently preparing pilot partnerships while testing its initial platform features.

RCA's mission is to build a Christ-centered ecosystem where service, creativity, and generosity reinforce one another. Through five interconnected programs—the Resource Share Marketplace, Creative Arts Gallery, Helper and Gig Network, Educational Learning Hub, and Canvassing & Campaign Support—RCA turns collaboration and giving into measurable community impact. This integrated “community flywheel” helps churches access support, artists earn sustainable income, and patrons see the real-world results of their generosity, with a strong focus on supporting black-owned businesses, women entrepreneurs and emerging faith leaders in underserved communities.



Milestones



Established The Foundation

In 2025, our idea for a business became a non-profit, marking a significant milestone in our growth trajectory.



Initial Buy-in and Grants

RCA began writing for grants, working with local churches, and collaborating with artists and freelancers, establishing a drive toward nationwide adoption.



Strategic Partnerships

RCA is actively reaching out to local and mission-aligned businesses to form strategic partnerships that expand access to resources, strengthen community impact, and create mutually beneficial opportunities for service and growth.



Product Launch Goals

RCA's flagship goal is to launch a fully integrated, faith-centered platform that unites churches, creatives, helpers, and businesses, with a phased rollout, beginning 2027, focused on pilot partnerships, operational validation, and scalable growth toward a nationwide community service and creative economy.

Company Growth

Early Funding

Initial funding was crucial, fueling growth, R&D investments, and enabling innovation and market expansion.

Business Model Pivot

Each year, we'll adapt our business model for market changes, boosting customer satisfaction and competitiveness.

Strategic Acquisitions

Strategic acquisitions boost capabilities, broaden products, and propel growth and market dominance.

Target Market Focus

Focusing on specific markets lets us tailor products for unique needs, increasing satisfaction and loyalty.

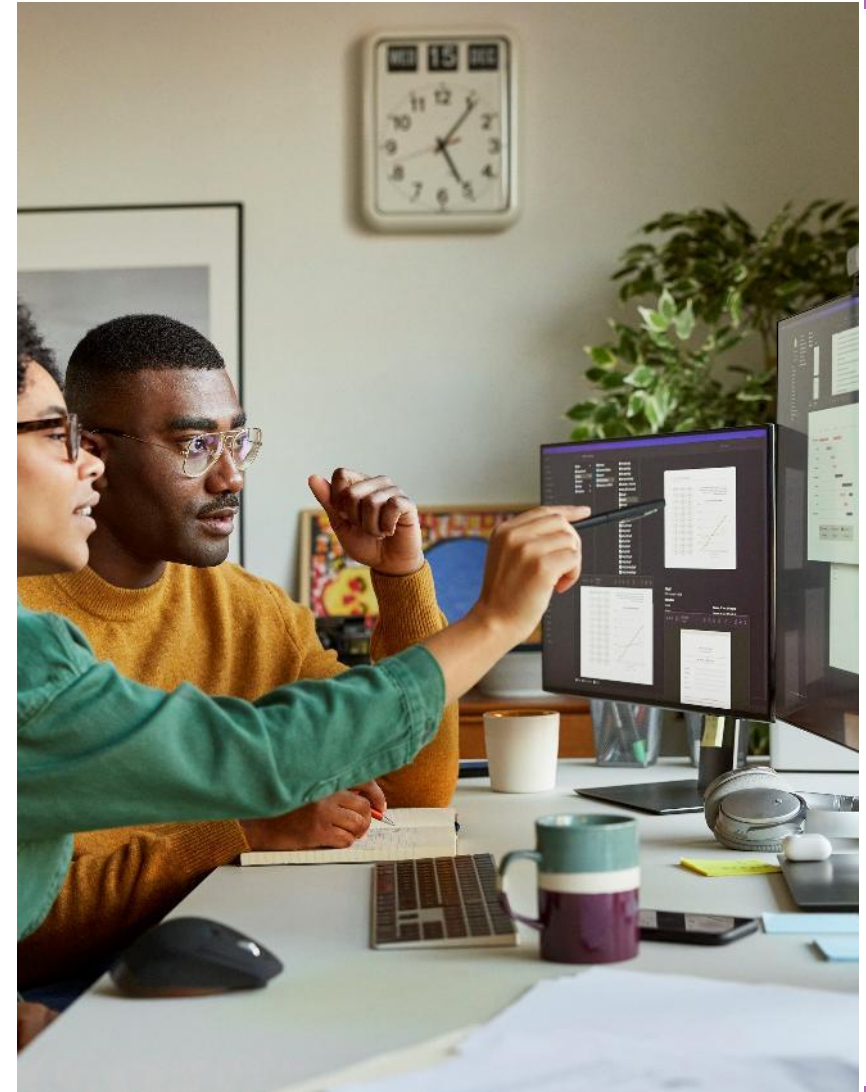
Mission and Vision

What we are and what we do



Mission Statement

Redeemed Creative Arts (RCA) exists to build a Christ-centered platform where churches, creatives, and patrons can come together to serve, share, and create. RCA functions within what it calls the 'faith-based creative economy', an interconnected network of churches, artists, and patrons whose collective efforts produce both spiritual and economic value. Its mission is to strengthen community ministry and make generosity both visible and actionable. This mission aligns spiritual generosity with economic renewal, positioning RCA as a bridge between creative purpose and sustainable livelihood.



Vision Statement

Sustainability and Impact

RCA's vision is to establish a sustainable, faith-based creative economy that uplifts artists, empowers churches, and promotes generosity as a shared cultural value.

Nationwide Networking

Over time, RCA envisions local creative networks becoming self-sustaining through recurring cycles of giving, collaboration, and reinvestment in faith-driven innovation.

Future-oriented Goals

By connecting creative expression with ministry goals, RCA opens new opportunities for collaboration, discipleship, and economic involvement within the faith community.

Technological Leadership

RCA's integrated platform provides faith-driven artists with access to mission-aligned work, visibility, and revenue opportunities, while offering churches affordable support for their creative and technical needs.

Core Values

Fundamental Beliefs and Principles





Cultural Integration

The external environment for faith-based innovation has never been more favorable for a platform like RCA. Across the United States, congregations, creators, and donors are adapting to cultural and technological shifts that support both the need and the timing for RCA's model. A strong market foundation supports this vision. Religion contributes an estimated \$1.2 trillion annually to the U.S. economy, and giving to religious organizations reached \$146.54 billion in 2024, the largest share of all charitable donations. Meanwhile, the digital transformation of faith giving continues to accelerate: 44 percent of U.S. adults now prefer online donation methods, and approximately 60 percent of churchgoers give through digital platforms in some capacity. These trends confirm the financial and cultural readiness for RCA's model, which combines a faith-based mission with sustainable digital engagement.



Business Model

Revenue-generating Tactics and Operational Strategy

Base Revenue Streams



Marketplace & Transaction Fees

RCA earns modest fees from marketplace transactions—including art sales, Resource Share purchases, print-on-demand items, and commissions—while keeping services affordable and sustaining operations.



Subscription Services

RCA offers Premium and Premium+ memberships for artists, churches, and patrons, providing enhanced tools and visibility while generating recurring revenue to support platform growth and maintenance.



Service & Logistics

RCA offers delivery and coordination services provided by its gig drivers and Helpers, with fees from deliveries, event support, and service fulfillment funding platform operations and subsidized Helper support for churches.



Courses, Sponsorships & Partnerships

RCA also generates revenue through paid Learning Hub courses, sponsorships, and strategic partnerships with local businesses that support education, outreach, and community growth.

Market Position

Leaning into the Industry



Industry Overview

Research indicates the market is ready for RCA's early launch, driven by shifting patterns in faith-based giving and ministry engagement. Studies from Barna Group and the Edelman Trust Institute show that a new generation of donors prioritizes transparency and visible impact over traditional institutional giving. Donors want to see how their contributions directly help people and projects, and RCA meets this need through traceable outcomes—such as funding artist commissions, supporting small church creative initiatives, or enabling community outreach through Helpers and local partners. This approach aligns with growing expectations for accountability and relational giving within the faith economy.

RCA also addresses a clear structural gap between churches and creatives. Barna Group reports that 60 percent of pastors cite volunteer shortages as a barrier to ministry growth, and while 98 percent believe gifts come from God, only 54 percent feel confident identifying those gifts in their congregations. Lifeway reports similar shortages of creative leaders. RCA's vetted Helper Network connects churches with skilled professionals through secure matching, standardized agreements, and digital payments. Financial data reinforces the opportunity: faith-based creatives often earn far less than the \$62,544 median income of independent artists. By unifying art sales, gig work, education, and service, RCA creates sustainable income pathways and affordable access to talent. Capturing just 0.01 percent of annual faith-based spending—roughly \$15 million—demonstrates both market readiness and strong scalability.

Governance Structure

Redeemed Creative Arts Legal Structure

How is RCA Structured?

RCA functions as a dual-entity organization designed to balance mission and sustainability. The structure allows both the business and nonprofit sides to operate independently while pursuing a common goal.

For-Profit LLC

The for-profit LLC, Redeemed Creative Arts, LLC, owns all intellectual property and manages revenue-generating activities, including technology development, platform operations, and strategic partnerships. It covers infrastructure costs such as web hosting, security, and API integrations, and reinvests profits into product improvements and support services.

501(c)(3)

The nonprofit branch, Redeemed Creative Arts Foundation, Inc., directs educational, community, and grant-funded programs. It handles outreach, donor relations, and social impact initiatives while ensuring compliance with IRS 501(c)(3) standards and charitable solicitation rules.

The nonprofit's board composition, with a majority of women and faith-centered leadership, aligns with diversity and accountability standards outlined in BoardSource's Leading with Intent report. Annual independent financial reviews will be conducted to ensure transparency and maintain the confidence of funders.

Meet Our Team



Andrea J Newman

Founder & Board Chair

A handwritten signature in black ink, appearing to read "Andrea J Newman".



Barbara Newman

Vice Chair & Finance Chair

A handwritten signature in black ink, appearing to read "Barbara Newman".



Candice Cradle

Advisory Board Member



Linda Caison

Board Member & Secretary



Evan Newman

**Faith Leader and Spiritual
Advisor**



Pauline Scott

Community Outreach Chair



David Newman

Lead Graphic Designer



Margaret Moon, Esq.

**Legal Consultant – Nonprofit
Formation & Governance**

Future Goals

Short-term Goals & Long-term Vision



Funding Requests

Economic Mobility & Lasting Infrastructure

RCA is not simply delivering programs — it is building **lasting infrastructure** for community impact.

Most grant dollars are spent repeatedly solving the same problems: churches need help, artists need income, communities need outreach, and local businesses need customers. RCA creates a **shared system** that lets one dollar of funding do all of those things at once. When a grant supports RCA, it doesn't just pay for one project. It strengthens a platform that keeps producing service, jobs, creative work, and community engagement long after the initial funding is spent.

RCA is uniquely positioned at the intersection of **economic mobility, workforce development, creative enterprise, and community service**.

Grants help subsidize Helper wages, gig deliveries, and creative commissions so churches and grassroots organizations can access professional support without being priced out.

At the same time, that funding creates income for artists, drivers, and service providers who are often underpaid or overlooked. This creates a cycle where assistance becomes opportunity rather than dependency.

Funders also gain something increasingly rare: **visible, measurable impact**. RCA's platform tracks every funded action — from deliveries completed to Helpers paid to artwork commissioned to campaigns launched. Donors and grant-makers can see exactly how their resources were used and what outcomes were produced. This transparency builds trust and accountability, while allowing funders to report real community results rather than just activities.

Finally, RCA is built for scale. Rather than expanding one organization's capacity, grants to RCA strengthen a network of churches, creatives, and local businesses across entire regions. That means one investment can unlock hundreds of partnerships, thousands of service hours, and ongoing economic activity. Supporting RCA is not just funding a nonprofit — it is helping build a durable, community owned system for collaboration, dignity, and opportunity.

Phased Rollout Objectives By Year:

01

Formation and Pilot Execution

With both entities formed and EINs secured, RCA will finalize bylaws, complete state registrations, and activate legal and compliance systems, with cross entity agreements formalizing cost sharing and IP licensing.

02

Regional Growth and Operational Stability

Building on the success of the pilot, RCA will expand to two additional regions while refining its digital infrastructure for scalability. Key milestones include:

03

National Expansion and Sustainability

Year three will focus on nationwide expansion and sustainability through affiliate partnerships with church and creative networks, supported by upgraded finance, HR, and technology systems.

Long
Term

Over 3 years, RCA is projected to transition from pilot validation to a sustainable catalyst for creative & ministry collaboration.

As participation grows, the total creative & charitable value is projected to surpass \$200K to \$250K by Year 3



Thank you