




Art on Purpose
By Betsy Wiersma

Artist Betsy Wiersma undertook a mission to create wearable art that delights customers while supporting charitable causes. Learn more by visiting her [website](#).



"Fly" mixed media on canvas board, 14" x 11" and jean jacket with design

My story is about art saving the world, and the first one saved with my art was me and my soul. From there I put art in the world so people can wear art and be happy.

Like many people, I wore two faces. Facing forward, I was a thriving entrepreneur, mom to an adopted daughter, dog mom, loving wife, podcaster, and innovator of a women's network for good. But my hidden secret self was a mess. There was too much over-giving, overwhelm, high pressure, sadness, and self-doubt with the perils of having a teenager.

Featured Artist Betsy Wiersma | Artsy Shark



"Angel Grow" mixed media design on canvas board, 11" x 14" and jean jacket with design



"Shiny Night" acrylic on canvas board, 14" x 14" and artist Betsy Wiersma in clothing



"Angel of Happy Everything" mixed media on canvas board, 11" x 14" and jean jacket with embroidery

In 2018, I made a bold, life-changing move. I "checked myself in" to my own version of rehab and a departure from my everyday life. My escape was an immersion art workshop weekend in the hills of California. It was there that the magic began. The healing of my soul began with the freedom of mixed media art and the creation of my first art angel, rightly named *The Angel of Happy Everything*. The floodgates were opened, and my heart filled with *art*.

From this beginning I *arted* my own way. Self-taught after that weekend, I choose to start every canvas with a written positive intention, prayer or message to the world. I call this my power-filled purpose foundation. Next, I stay happy and prayerful as I build the piece. Then, I let the piece come alive as I find my angel, build out my butterfly or create with acrylics.

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"Earthy" acrylic on canvas board, 14" x 14" and activewear clothing with design

My soul *loves* the peace in the process and the power of putting good in the world. The mixed media and acrylic colorful patterns are playful and fun. My customers say "they just feel great" when they wear original art.



"Mary Magdalene Love & Light" acrylic on canvas board, 11" x 14" and shoes made with design



"Angel Be Fancy" mixed media on canvas board, 11" x 14" and jean jacket made with design

Art on Purpose transforms original creations from Betsy Wiersma and friends into wearable art, accessories, books, products, footwear, activewear, and home goods built to uplift and inspire. Our motto is "Wear Art Be Happy." Our lines include *Art on Purpose Originals*, *Art on Purpose Active*, and an array of products sold on my online retail platforms. My loyal collectors cherish their pieces and love the positive vibes and the attention they receive when they walk into a room wearing original art.

The purpose in my art is to continue my lifelong commitment to supporting charities and their missions to help women and girls. Every sale has a donation. We call this "Do Good Have Fun." Our current focus is being the primary sponsor of a safe house, school, and sports venue in Uganda with [SitEAW](#).



"Hot Hot Hot" acrylic on canvas board, 11" x 14" and clothing made with design

As I look back at my whole life, I believe identifying as a creative was my anchor to happiness. From my fourth grade bead bracelet business to today as a full-time artist, I feel the anchor of art down to my soul. I want to bring the love, joy, and happiness of art to others. When being in the world is just too much, I don't have to be *of the world*. I can be still, listen to the voice of my God, create with reckless abandon, and make more Art on Purpose... for good!

Betsy Wiersma invites you to follow on [Instagram](#) and [Facebook](#).