

IMPACT STUDY



MAKE ART WORK

111
projects

\$568,045
distributed

5,025
donations

83,000
community
members

Seven Years
2012 - 2018

3AP is a program of 3Arts

Supporting Chicago's women artists, artists of color, and artists with disabilities working in the performing, teaching, and visual arts.



3arts.org

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Our mission

3Arts is a nonprofit organization that advocates for Chicago's women artists, artists of color, and artists with disabilities who work in the performing, teaching, and visual arts. By providing cash awards, project funding, residency fellowships, professional development, and promotion, 3Arts helps artists take risks, experiment, and build momentum in their careers.



Image: Chris Silva, 2015 3Arts/Chandler Family Awardee in Teaching Arts

What is 3AP? Crowdfunding with a Match

3AP (3Arts Projects) is a **unique crowdfunding platform with a built-in match** that helps Chicago artists finance new creative work. 3Arts matches 1/3 of each project's funding goal, charges no fees to artists, produces the project videos, and provides coaching before, during, and after campaigns.

Participating artists post campaigns on our website with fundraising goals of up to \$5,000. Donors make contributions to 3Arts with recommendations to support specific projects. Once 1/3 of the funding goal has been reached through donor recommendations, 3Arts pledges 1/3 in the form of a matching grant. If the total funding goal is reached within the allotted time frame, all contributions, including the 3Arts match, are distributed to the artist.

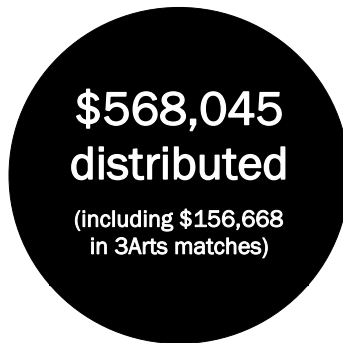
What is the impact?

Since 2012, 3AP has maintained an unprecedented **100% success rate**, with all projects reaching or exceeding their funding goals. As a result, artists are creating important new work in Chicago that otherwise may not have seen the light of day.

Beyond that, 3AP projects create a **remarkable ripple effect**. To learn more about this impact, we survey artists after their campaigns are funded and projects are completed.

This report includes cumulative survey information for artists whose projects were completed between January 2012 and September 2018.

What are the numbers?



- The average number of donations per campaign is 45.
- The average donation amount is \$75.00.
- 84% of artists exceeded their funding goals.
- 46% of artists exceeded their funding goals by 10% or more.

Who are 3AP artists?

70% are women artists, 57% are artists of color, and 8% are artists with disabilities.

Artists reside in **38 Chicago zip codes** as well as eight neighborhoods in outlying Cook and Will counties. Three past awardees who completed 3AP campaigns are now based out-of-state (California, Michigan, and Minnesota).

Eligibility for 3AP has fluctuated during the past eight years to open the program to artists outside the 3Arts network. From 2014-2018, the program welcomed artists identified through strategic alliances with other local organizations, including **Artadia**; **Arts + Public Life** and the **Center for the Study of Race, Politics and Culture** at the University of Chicago; **Chicago Artists Coalition**; **Chicago Dancemakers Forum**; **City of Chicago Department of Cultural Affairs & Special Events**; **Rebuild Foundation**; and the **School of the Art Institute of Chicago at Homan Square**.

In 2019, recipients of the 3Arts *Make a Wave* grants will be eligible for the 3AP program, representing 86 artists in the inaugural year as part of our 10th anniversary in 2017 and an additional ten recipients every year thereafter.

On an annual basis, eligible artists are invited to participate in 3AP by attending a mandatory workshop and completing an application. 3Arts supports 20 artist projects each year.



Alexandria Eregbu (2016 3Arts/Allstate Awardee), [MMIRI: Origin Stories](#) (2018)

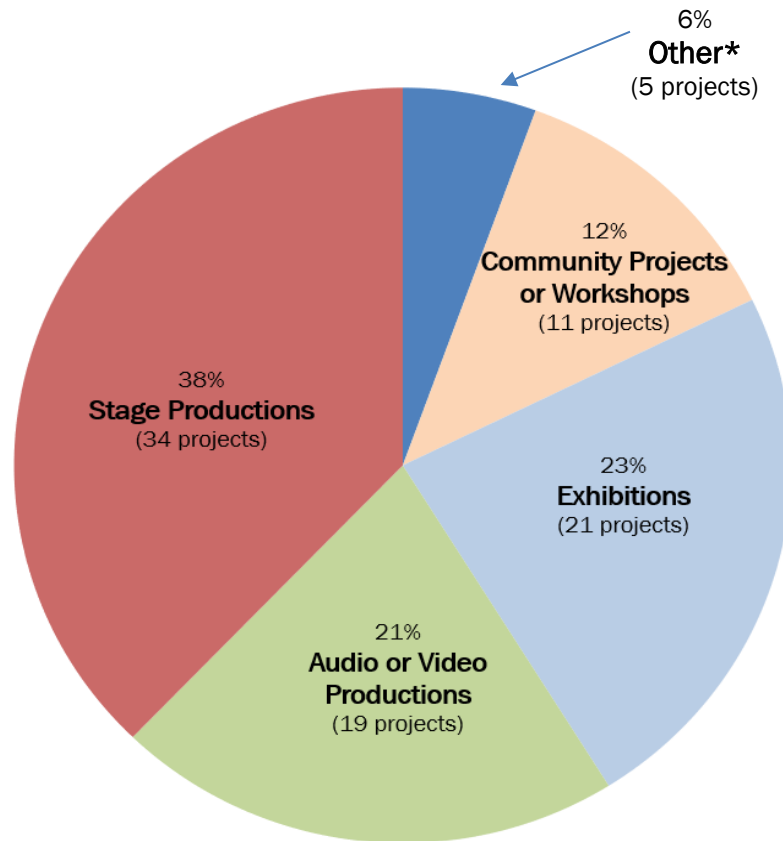


Leon Kelsick (SAIC at Homan Square Artist in Residence), [Block Zombies](#) (2018)



What was produced?

Artists completed a **wide variety of projects**, ranging from music recordings, films, and exhibitions to stage productions in dance and theater, and community-based workshops.



Performances include dance (20), theater productions (10), and music concerts (4).

Audio or video productions include documentary, experimental, or short narrative films (13) and CD recordings by musicians (6).

Exhibitions include new work by visual artists (19), as well as two projects to establish new exhibition spaces (2).

Community Projects or Workshops include the construction of a mobile art cart to deliver free artmaking workshops in Chicago neighborhoods, a dance workshop for people with disabilities, a pop-up community dialogues and art space, and more.

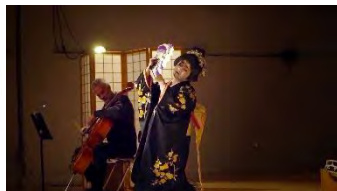
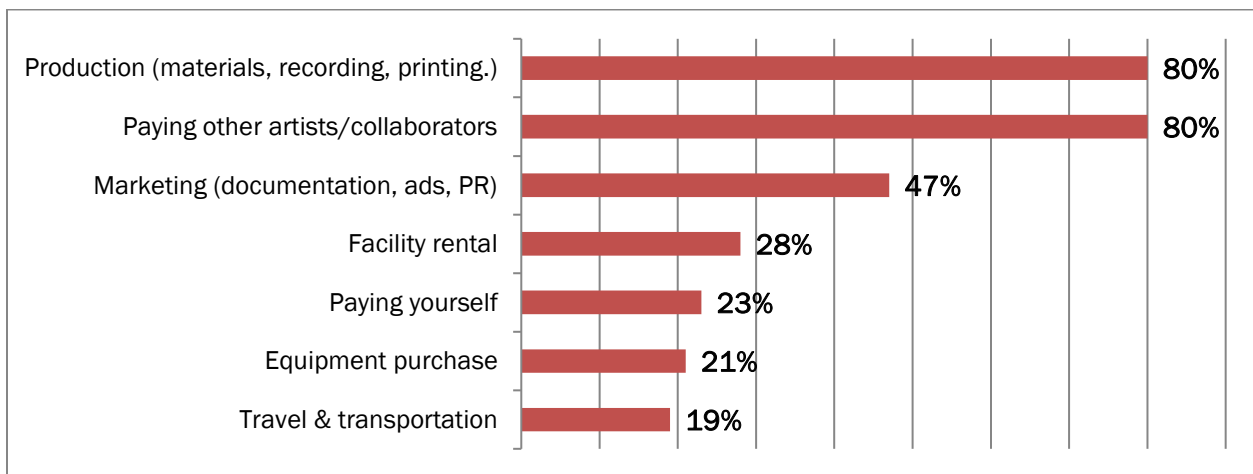
Other projects include a debut photography monograph, a research project to collect and archive art made by children, and a creative exchange with a dance company in Havana, Cuba.

How were the funds used?

The majority of artists used a portion of 3AP funds for **production costs** and to **pay other artists** (80% equally). **Marketing costs** (47%) are another common use of funds, which include documentation, and printing materials. 28% used the funds for **facility rental**.

These responses underscore the **economic impact that 3AP generates**. Artists are purchasing materials and renting spaces from suppliers in the community, as well as employing other artists for creative services.

Finally, artists are using a portion of 3AP funds to **pay themselves** (23%), highlighting the value of their own time and resources needed in order to complete projects.



Yoshinojo Fujima (Chicago Dancemakers Forum Lab Artist), [Beyond the Box](#) (2018)



Dana Hall (3Arts Fellow), [Hypocrisy of Justice](#) (2017)



Edra Soto (3Arts Fellow), [The Franklin Collection](#) (2018) and [The Franklin](#) (2012)



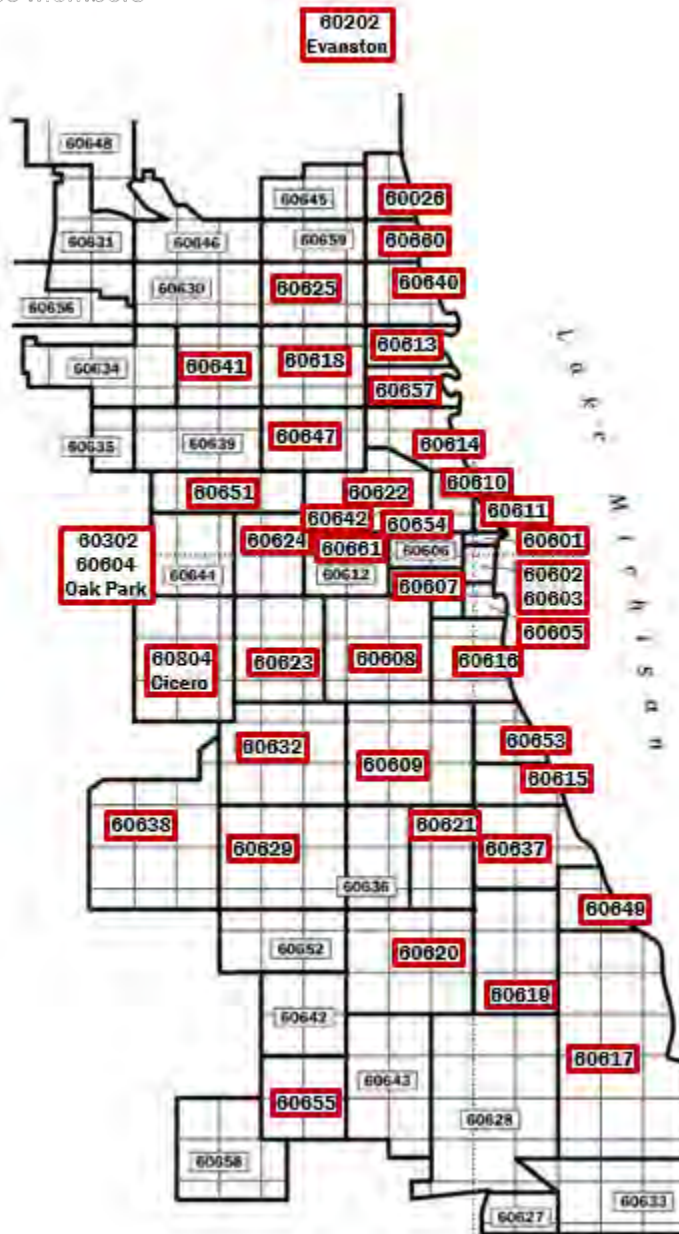
Marsha Estell (3Arts Fellow), [Black Girl in Bathtub](#) (2018)

Where did projects take place?

Projects funded through 3AP take place across our city and beyond. From our surveys so far, these projects have touched **more than 41,000 audience members** in 40 zip codes within the City of Chicago plus six neighborhoods in surrounding suburbs. Eighteen projects engaged an additional 42,000 audience members in 23 U.S. cities and 17 countries.

3AP in the Chicago region

41,000 audience members
40 zip codes



Beyond Chicago

42,000 audience members

24 other cities:

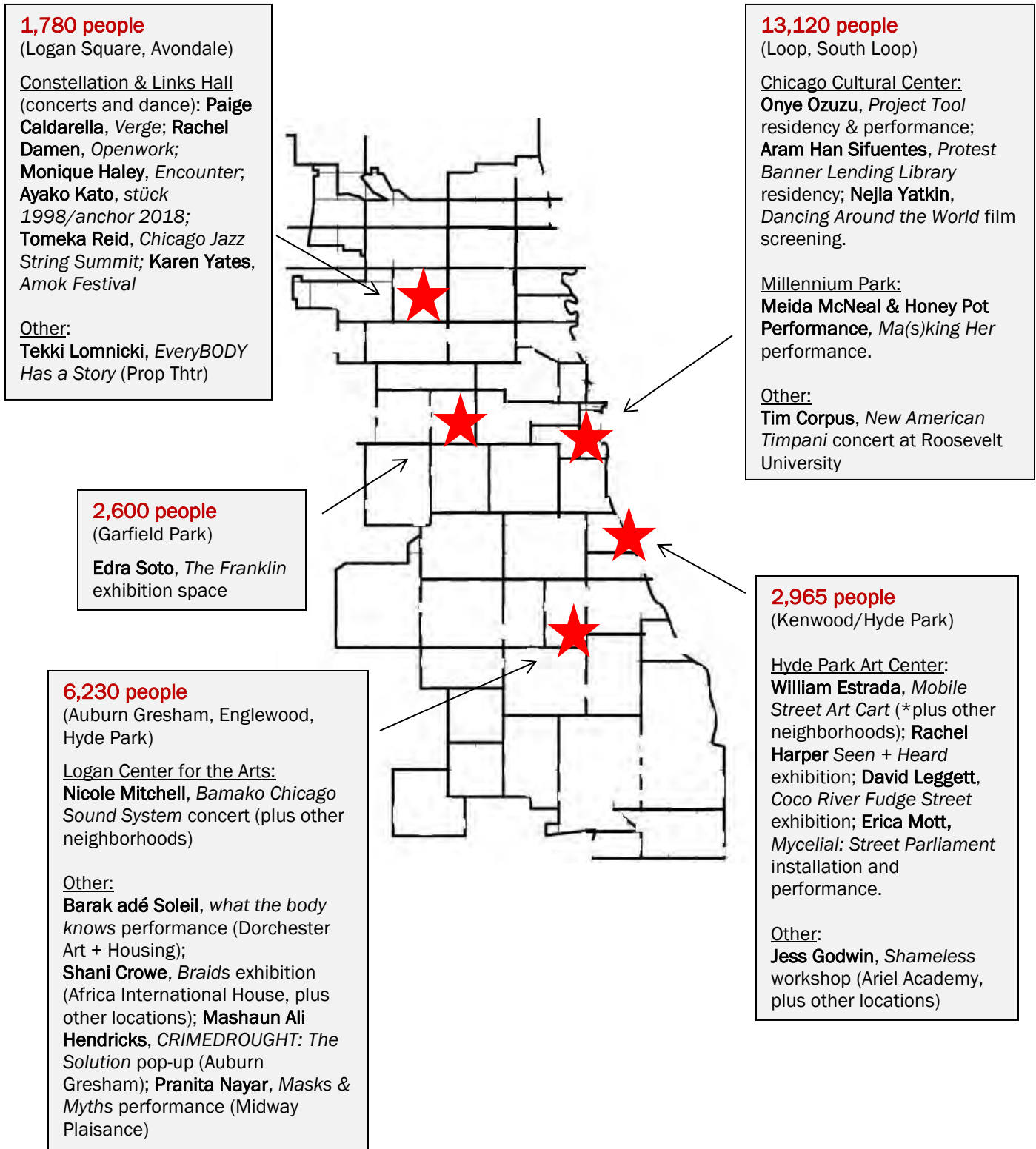
Bailey's Harbor, WI
Bloomington, IN
Brooklyn, NY
Dallas, TX
Galesburg, IL
Hines, VA
Kalamazoo, MI
Kearney, NB
Lewiston, ME
Los Angeles, CA
Milwaukee, WI
Minneapolis/St. Paul, MN
Nashville, TN
New Orleans, LA
New York, NY
Normal, IL
Philadelphia, PA
Portland, OR
Providence, RI
San Francisco, CA
St. Louis, MO
Washington, DC

17 other countries:

Colombia
Cuba
England
Germany
India
Italy
Japan
Kenya
Lebanon
Madagascar
Mexico
Morocco
Norway
Peru
Poland
Portugal
South Africa

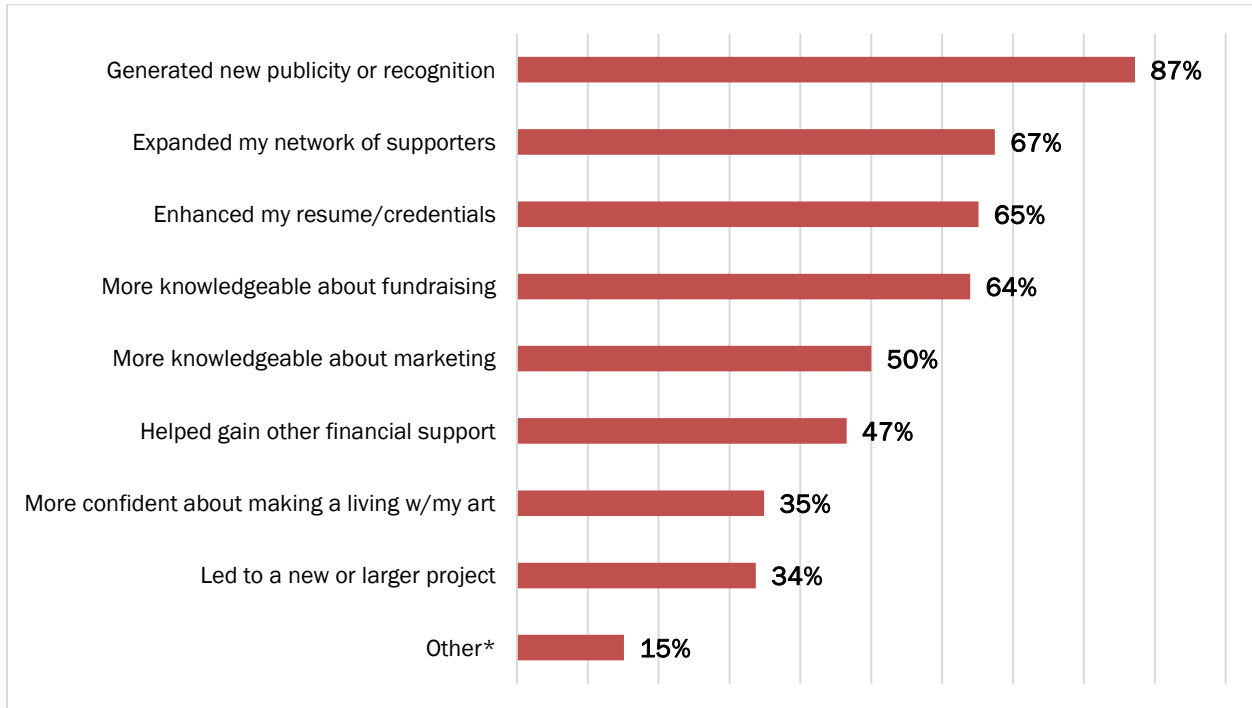
Where are most people experiencing 3AP funded projects?

(*Map highlights selected projects, not comprehensive.)



Did 3AP provide other opportunities?

In addition to raising funds for new work, 3AP artists reported many other benefits from the program. Overall, artists made significant gains in *recognition and professional development*.



* Other reported benefits include:

- “It helped *legitimize my work* and myself in the public eye. It allowed us to create other partnerships and help in promotion of the show. The 3AP platform was useful in even approaching other media resources to help promote the performances.”
- “I *learned critical things from 3AP*: that I actually could ask people for money without dying of shame; that marketing wasn't the mystery I thought it was, neither was social media; and that building community and an audience was as important as the money I raised.”
- “This *potentially created a lifetime career and income-generator* for me.”
- “Bringing this project to life has been a *dream come true* that has led to opportunities beyond what I could have imagined.”
- “*Connecting with other artists who were also in the program.*”

What are the artists saying?



"It was a wonderful experience working with the 3AP team who supported me from inception to until the final monies were received. The support that I received—whether in writing the marketing material, creating the video, and constant encouragement—made me more confident to seek funds from individual donors."

~ Pranita Nayar, [Masks & Myths: Devils & Dancers](#), \$5,004 raised in June 2018



"Having the support of the 3Arts staff was a real boost. Someone who believed in the work and pushed me to think and talk about it beyond even my own limited vision. Whatever anxieties I had, I still had the benefit of that support and good feedback. Having someone in that moment sharing the vision, who was with me alongside the campaign, really helped."

~ Dana Hall, [Hypocrisy of Justice: Sounds from the Black Metropolis](#), \$5,132 raised in December 2017



"3AP was one of my first experiences with crowd sourcing. Having a professionally-produced video was an immense benefit as it immediately elevated the project among other digital platforms and gave the campaign the competitive edge necessary to be successful. The 1/3 match in funds also created hype to draw in donors. Finally, 3Arts provided resources, testimonials, and tips that helped me learn about fundraising."

~ Onye Ozuzu, [Project Tool](#), \$5,486 raised in May 2017



"3AP motivated me to be a full-time musician. This project was a stepping stone to looking at my business of being an artist. 3AP helped me prepare a marketing plan for the new album and understand what type of hours are needed for project promotion. It gave me the opportunity to see how many people are in support of my artistic practice."

~ Gira Dahnee, [A Call to Love](#), \$3,910 raised in December 2017



"It's incredibly important that 3Arts exists; supporting artist communities that continue to be underrepresented in Chicago. 3Arts makes intentional efforts to diversify Chicago's performance ecology and make visible a range of artists that might not be seen as readily through other channels."

~ Meida Teresa McNeal with Honey Pot Performance, [Ma\(s\)king Her](#), \$5,117 raised in March 2016



"Everything about the program was empowering and supportive. For me as an artist with a disability, 3AP has been an angel on my shoulder telling me that my work matters. It has been a great way to reach out to a wider audience to let them know that the stories of people with disabilities are really similar to their own and that we are more alike than different."

~ Tekki Lomnicki, [EveryBODY Has a Story](#), \$3,637 raised in 2016

3AP Artist Spotlight



Cecil McDonald Jr. (2010 3Arts Awardee)

In the Company of Black: a 3AP campaign to design and publish a photography monograph representing a series of composed portraits of black people in domestic and everyday settings.

\$5,692 raised in May 2016 from 65 donors.

"I was reluctant to ask for assistance for my monograph, mainly because I am a private person. 3Arts nudged me, and I have to say it's one of the most important things I have done for my career as a visual artist. Who knew that campaigning would come so easily for me? The process gave me a better understanding of my audience and how many people are invested in my career and its success."

In the Company of Black was selected by Aperture magazine as a finalist for Best First Photo Book of the Year. The images in the book have been added to the collections of numerous museums and cultural institutions. The show is now traveling throughout the country with scheduled stops well into 2020. I have a large solo exhibition at the Chicago Cultural Center including over fifty prints, which is on display until April 2019. I can't thank 3Arts enough, the donors, board members, and the excellent staff for the role they have played in my success as an artist. I am eternally grateful."

In April 2017, *In the Company of Black* was published by Candor Arts. Ten copies of a special edition were made featuring a handmade, hardcover clamshell box and one signed print, which sold out within months and entered the collections of the Art Institute of Chicago, University of Chicago, and Walker Art Center. A regular first edition of 100 was released at Filter Photo 2017 and later shortlisted for the Aperture/Paris Photobook Awards. The Chicago Humanities Festival presented a book launch and artist talk event with Cecil during their 2017 season that featured him in conversation with Dawoud Bey. Candor Arts subsequently published a [second edition hardcover](#) in February 2018 along with a signed print edition in collaboration with Sixty Inches from Center.

Cecil opened a major solo exhibition featuring prints from the book at the Chicago Cultural Center in February 2019. He has been interviewed about the show on WBEZ and was the subject of a feature article in the *Chicago Tribune*. In January 2019 Cecil received an all-expenses-paid, monthlong 3Arts Residency Fellowship at The Rauschenberg Residency in Captiva, Florida, where he has been exploring a new body of work. He plans to produce a second monograph entitled *The Heat of the Cool*, with an anticipated publication date in 2020.



<https://3arts.org/projects/company-black/>

3AP Artist Spotlight



Jess Godwin (2016 3Arts/RH, Restoration Hardware Awardee)

Shameless: a 3AP campaign to produce a performance and collaborative songwriting workshop for Chicago Public School students that teaches the fundamentals of finding empowerment in one's unique identity and self-image.

\$5,542 raised in February 2017 from 33 donors.

"I created an educational, in-school program called Shameless where I share my experience being a woman in the music industry, changing myself, my clothes, my hair, over and over again, to gain acceptance or record deals, or whatever, but really just getting a deep sense of shame and self-doubt in the process. I've wanted to share this story and help other kids and young women get past this.

Thanks to 3Arts, I was able to focus my energies in this direction. This attempt turned out to be hugely successful on the south and west sides of Chicago. We even took it to Italy last year, and eventually to 40 different schools in Ohio, performing for up to 500 kids at a time. We are partnering with a non-profit, which is only going to open this up more.

"This 3AP project was life changing for me. It gave me the freedom to try out something that I have always wanted to do, and it gave me a legitimate platform to do it. Thank you for letting me dream!"

In the two years since debuting the *Shameless* project, Jess has led songwriting workshops with thousands of students, from Chicago to Italy. In 2018 she partnered with the nonprofit organization Unsilence to expand the project to more schools across the city and beyond.



<https://3arts.org/projects/shameless/>

3AP Artist Spotlight



William Estrada (2016 3Arts Community Awardee)

Mobile Street Art Cart: a 3AP campaign to support the construction of a mobile cart from which to deliver and facilitate free art-making workshops on neighborhood streets and to marginalized communities in Chicago.

\$5,075 raised in April 2016 from 101 donors.

“This project has created an avalanche of goodness! Since my campaign, I’ve been invited to an artist residency in West Chicago, conducted street workshops in Kansas City, and am teaching a class on public engagement in museums at the University of Illinois at Chicago in 2017. This has launched my artistic practice to new heights. It has been an amazing opportunity and I am extremely grateful that 3Arts exists to support work that otherwise would go unfunded.”

Since creating the **Mobile Street Art Cart**, William has facilitated hundreds of free art workshops across Chicago and beyond: 21 in 2016; 29 in 2017; and 63 in 2018, serving approximately 4,000 people in total. In 2017 and 2018 William was an invited guest artist at college campuses in Nebraska, Iowa, and Vermont, among other places. He has created installations with the art car as part of major exhibitions at the Hyde Park Art Center and the National Museum of Mexican Art.



<https://3arts.org/projects/mobile-street-art-cart/>

3AP Artist Spotlight



Shani Crowe (2014-15 *Crossing Boundaries* finalist at the University of Chicago through Arts + Public Life and the Center for the Study of Race, Politics and Culture)

BRAIDS: a 3AP campaign to support a new series of braid styles and portraits that document the nuanced artistry of braiding in Black culture.

\$3,235 raised in June–August 2015 from 21 donors.

“The core concept of BRAIDS was conceived when I was an adolescent. It was literally a dream deferred that I had packed into the recesses of my mind until I attended the 3AP workshop. BRAIDS would have remained a fantasy were it not for the financial support I received from 3Arts and those who donated to my campaign. Moreover, BRAIDS and its success created a shift in my thinking and allowed me to realize that making a career with my art is possible.

I know so many artists with brilliant ideas who are stifled by meager means. The only thing they lack is opportunity, which usually boils down to money and mentorship. Grant programs like those provided by 3Arts are invaluable because they help to equalize this disparity, especially among people of color. I am so glad I applied. Producing this project has changed my life.”

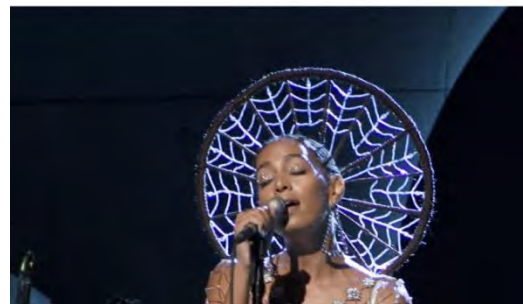
In April 2016, Shani opened a solo exhibition of **BRAIDS** at a hair salon in Pilsen. The exhibition was up for four weeks and received wide attention, including a review and published images in *Afropunk* online. Subsequently, Shani was invited to exhibit the photographs at the Museum of Contemporary African Diasporan Arts in Brooklyn, where they were on view in a window gallery for four months. In November 2016, after seeing the portraits and braid styles, Grammy Award-winning artist **Solange** asked Shani to create a custom design for her to wear at her **Saturday Night Live** performance.

In 2018 Shani was invited to collaborate with 3Arts Award recipient Amanda Williams and Chicago artist Andres L. Hernandez on a site-specific work for the 16th International Architecture Exhibition of the Venice Biennale.



W PEOPLE FASHION CULTURE BEAUTY PARTIES MEN'S SUBSCRIBE

Shani Crowe Creates Royal Headdresses
Suitable For Solange



<https://3arts.org/projects/braids/>

2012 – 2018 List of Artist Projects

DANCE

Oasis, by **Nejla Yatkin** (2013)
cresset: vibrant, rusting, by **Julia Antonick** (2014)
Veterans Reinventing Joy, by **Ladonna Freidheim** (2014)
Bread & Butter, by **Cristina Tadeo** (2014)
3 Singers, by **Erica Mott** (2014)
ri'flekSHens in 6, by **Vershawn Sanders-Ward** (2014)
Imposter/Contained, by **Andrea Cerniglia** (2014)
Still Life with Drumming, by **Monique Haley** (2015)
Butoh Chicago: Tadashi Endo, by **Sara Zalek** (2015)
And the Spirit Moved Me, by **Kristina Isabelle** (2015)
Tones of Belonging, By **Sarah Gottlieb** (2015)
Ma(s)king Her, by **Meida Teresa McNeil and Honey Pot Performance** (2016)
Openwork, by **Rachel Damon** (2016)
what the body knows, by **barak adé soleil** (2016)
Verge, by **Paige Caldarella** (2016)
Creative Exchange with Danza Teatro Retazos, by **Julia Rhoads** (2016)
Dancing Around the World (dance film), by **Nejla Yatkin** (2017)
Project Tool, by **Onye Ozuzu** (2017)
Waver, by **Carole McCurdy** (2017)
Undercover Episodes, by **Robyn Mineko Williams** (2017)
Futura: Past Forward, by **Jan Bartoszek** (2017)
Mycelial: Street Parliament, by **Erica Mott** (2017)
A Relay of Voices: The Great River Run, by **Victoria Bradford** (2018)
Encounter, by **Monique Haley** (2018)
stück 1998/anchor 2018, by **Ayako Kato** (2018)
The TransAtlantic Project, by **Vershawn Sanders-Ward** (2018)
Masks & Myths: Devils & Dancers, by **Pranita Nayar** (2018)
Delinea Renda (dance film), by **Brittany Harlin** (2018)
Beyond the Box, by **Yoshinojo Fujima** (2018)

MUSIC

TOYOAKIMOTO: Re-constructing Tokyo Geisha Music, by **Tatsu Aoki** (2012)
Purging: Stop Animation, by **Ami Saraiya** (2012)
booker.t.soltrene, by **avery r. young** (2013)
Songs My Mother Loves, by **Dee Alexander** (2013)
Haiku Festival, by **Regina Harris Baiocchi** (2012)
Power Strums 101, by **Lanialoha Lee** (2014)
Naledge is Power: The Social Work of Hip-Hop, by **Jabari "Naledge" Evans** (2015)
Compass, by **Mabel Kwan** (2015)
The New American Timpani, by **Timothy Corpus** (2015)
Chicago Jazz String Summit, by **Tomeka Reid** (2016)
Gentle Shepherd, by **Brandi Berry Benson** (2016)
My Charming Murderer, by **Lisa Kaplan** (2016)
*Bamako*Chicago Sound System*, by **Nicole Mitchell** (2017)

To Love to Leave to Live, by **Rachel Ries** (2017)
Percussing Up a Storm, by **Regina Harris Baiocchi** (2017)
A Call to Love, by **Gira Dahnee** (2017)
The Hypocrisy of Justice: Sounds from the Black Metropolis, by **Dana Hall** (2017)
Chicago Stories, by **Brandi Berry Benson** (2018)
What Makes it a Great Migration, by **Maggie Brown** (2018)
ESCP, by **Chihstuan Yang** (2018)

TEACHING ARTS

UN ARBOL QUE ME DE SOMBRA: Bomba in Chicago 2011-2012, by **Jamie Topper** (2012)
Bookbinding Scholarships at North Branch Projects, by **Regin Igloria** (2012)
Creating Tools for Community Health, by **Robin Hewlett** (2013)
57th Street Mosaic Underpass Mural, by **Mirtes Zwierzynski** (2013)
Cajon & Percussion: Outside the Box, by **JoVia Armstrong** (2015)
Fielding, by **Sara Black** (2016)
Mobile Street Art Cart, by **William Estrada** (2016)
Seen + Heard, by **Rachel Harper** (2016)
Shameless, by **Jess Godwin** (2017)
Beauty Breaks: Guild, by **Amina Ross** (2017)
Therapeutic Braids, by **Fatimata Traore** (2018)

THEATER

The Balancing Arab, by **Jamil Khoury** (2012)
The Accidental Shakespeare Company's Alchemy Punk Tempest, by **Angeli Primlani** (2012)
Fashion Forward: Mixed-Ability Fashion Show, by **Tekki Lomnicki** (2013)
The Living News Project SHELTER/CHICAGO, by **Lisa DiFranza** (2014)
The Magic Carper: A Story with Music, by **George Bajalia** (2014)
La Habana (La Havana Madrid), by **Sandra Delgado** (2014)
The Scarlet "S", by **Alyssa Vera Ramos** (2015)
Amok Festival 15, by **Karen Yates** (2015)
EveryBODY Has a Story, by **Tekki Lomnicki** (2016)
Night of the Living Moms, by **Lani Montreal** (2016)
Beyond the Stage, by **Ron OJ Parson** (2016)
Scene Study: Black Theater in Chicago, by **Alana Arenas** (2017)

VISUAL ARTS

When it Rains, it Pours, by **David Leggett** (2012)
The Franklin, by **Edra Soto** (2012)
Rite of Trans-Mortality, by **Young Joon Kwak** (2012)
Voyagers, by **Sara Black** (2012)
The Marshfield Project, by **Juan Angel Chavez** (2012)
Chicago Dream House, by **Lindsay Hopkins** (2013)
Myth/Science Dubcology, by **Norman Long** (2014)
Seven Years in the Making, by **Lisa Lindvay** (2014)
The Tramp Project, by **Meg Duguid** (2015)
Ghost Tree Project, by **Marjorie Woodruff** (2015)

Lives: Visible (film), by **Michelle Citron** (2015)
Closed for Good (film), by **Rachel Dickson** (2015)
Gestures of Hybridity, by **DOEprojekts** (2015)
Here and Now, by **Ahavani Mullen** (2015)
Reality is Not Good Enough (film), by **Rashayla Marie Brown** (2015)
Braids, by **Shani Crowe** (2015)
The Girl Detective Paintings, by **Rani Young** (2015)
The #KiarahFreshWall, by **Miguel Aguilar** (2015)
Chicago, I See You (film), by **Kofi Ofose-Yeboah** (2015)
building a wall through my father, by **Eliza Myrie** (2016)
Smart Ass Cripple: The Movie (film), by **Kris Lenzo** (2016)
In the Company of Black, by **Cecil McDonald Jr.** (2016)
Floating Museum, by **Faheem Majeed** (2016)
Color(ed) Theories, by **Amanda Williams** (2016)
The Streets Are Ours: Two Lives Cross in Karachi (film), by **Fawzia Mirza** (2016)
Hear the Glow of Electric Lights, by **Sarah Beth Woods** (2017)
CRIMEDROUGHT: The Solution, by **Mashaun Ali Hendricks** (2017)
Protest Banner Lending Library, by **Aram Han Sifuentes** (2017)
A Study in Rhyme & Song, by **Sadie Woods** (2017)
Serial Dreamer: Co-op (film) by **Aymar Jean Christian** (2017)
Okinawan Princess: Da Legend of Hajichi Tattoos, by **Laura Kina** (2018)
Black Girl in Bathtub (film), by **Marsha Estell** (2018)
Thread.City, by **Stephen Flemister** (2018)
Block Zombies (film), by **Leon Kelsick** (2018)
An Illuminated Feminist Seed Bank, by **Melissa Potter and Maggie Puckett** (2018)
we are we are, by **Matt Bodett** (2018)
Prom Send Offs: The Rites of Passage for African American Girls, by **Scheherazade Tillet** (2018)
The Franklin Collection, by **Edra Soto** (2018)
MMIRI: Origin Stories (film), by **Alexandria Eregbu** (2018)