IMPACT STUDY

3AP (3Arts Projects) is a program of 3Arts
Advocating for Chicago’s women artists, artists of color, and Deaf and disabled artists working in the performing, teaching, and visual arts.

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Our mission

3Arts is a nonprofit organization that advocates for Chicago’s women artists, artists of color, and Deaf and disabled artists 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.

What is 3AP? Crowdfunding with a Match

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

Project campaigns are posted on our website. Donors make contributions to 3Arts with recommendations to support specific projects. Once one-third of the funding goal has been reached through donor recommendations, 3Arts pledges its contribution 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 been realized.

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 artist survey information for projects completed between January 2012 and December 2020.
What are the numbers?

- The average number of donations per campaign is 46.
- The average donation amount is $75.
- 88% of artists exceeded their funding goals.
- 51% of artists exceeded their funding goals by 10% or more.

Who are 3AP artists?

77% are women artists, 64% are artists of color, and 8% are Deaf and disabled artists.

Artists reside in 31 Chicago zip codes as well as twelve neighborhoods in outlying Cook and Will counties. Three past awardees who completed 3AP campaigns are now based out-of-state (California, Michigan, and Minnesota).

3AP is open to recipients of 3Arts Awards, Fellowships, and/or Make a Wave grants. On an annual basis, eligible artists are invited to participate in 3AP by attending a mandatory workshop and completing an application. 3Arts supports up to 20 artist projects each year.
What was produced?

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

- **Stage Production**: 37%
  - Include dance performances, theater productions, and music concerts.

- **Audio/Video Production**: 19%
  - Include documentary, experimental, or short narrative films, CD recordings by musicians, and a music video.

- **Exhibition**: 22%
  - Include new work by visual artists and two projects to establish new exhibition spaces.

- **Community Project**: 14%
  - Include a mobile art cart to deliver free artmaking workshops, a Chicago neighborhood family portrait project, a dance workshop for people with disabilities, a pop-up space for art and community dialogues, and more.

- **Other**: 7%
  - Include a debut photography monograph, an illustrated children’s book, an experimental publishing project, and two international dance exchanges (Cuba and Japan).
How were the funds used?

A majority of artists used 3AP funds for production costs and to pay other artists. Marketing costs are another common expense and can include documentation, advertising, and printing materials. 29% used the funds for facility rental and 21% for equipment purchase/rental.

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

Finally, artists are using a portion of 3AP funds to pay themselves (26%), highlighting the value of their own time and resources needed in order to complete projects.

<table>
<thead>
<tr>
<th>Expense</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production (materials, recording, printing.)</td>
<td>84%</td>
</tr>
<tr>
<td>Paying other artists/collaborators</td>
<td>78%</td>
</tr>
<tr>
<td>Marketing (documentation, ads, PR)</td>
<td>53%</td>
</tr>
<tr>
<td>Facility rental</td>
<td>29%</td>
</tr>
<tr>
<td>Paying yourself</td>
<td>26%</td>
</tr>
<tr>
<td>Travel &amp; transportation</td>
<td>23%</td>
</tr>
<tr>
<td>Equipment Purchase/Rental</td>
<td>21%</td>
</tr>
</tbody>
</table>
Projects funded through 3AP take place across our city and beyond. From surveys so far, these projects have reached more than 101,000 audience members, including 46,300 Chicagoans in 41 zip codes within the City of Chicago plus eight neighborhoods in surrounding suburbs. Projects engaged an additional 54,700 audience members in 31 U.S. cities and 18 countries.

**Chicago region**
46,300 audience members
49 zip codes

**Beyond Chicago**
45,700 audience members

**31 other cities (selected):**
- Baltimore, MD
- Brooklyn, NY
- Colorado Springs, CO
- Dallas, TX
- Denver, CO
- Honolulu, HI
- Kalamazoo, MI
- Kearney, NB
- Lewiston, ME
- Los Angeles, CA
- Milwaukee & Madison, WI
- Minneapolis/St. Paul, MN
- Nashville, TN
- New Orleans, LA
- New York, NY
- Philadelphia, PA
- Portland, OR
- Providence, RI
- San Francisco, CA
- Seattle WA
- St. Louis, MO
- Washington, DC

**18 other countries:**
- Colombia
- Cuba
- England
- Germany
- India
- Italy
- Japan
- Kenya
- Lebanon
- Madagascar
- Mexico
- Morocco
- Norway
- Peru
- Poland
- Portugal
- South Africa
- South Korea
Where are people experiencing 3AP funded projects?
(*Map highlights selected projects, not comprehensive.)

2,919 people
(Logan Square, Avondale)
Constellation & Links Hall
Ayako Kato,stück
1998/anchor 2018;
Rika Lin, Beyond the Box series; Tomeka Reid,
Chicago Jazz String Summit;
Karen Yates, Amok Festival

Other:
Tekki Lomnicki, EveryBODY Has a Story (Prop Thtr)

4,060 people
(Pilsen, Back of the Yards, Bridgeport, Little Village)
Rebecca Torres, Tres Fridas exhibition at Bridgeport Art Center;
William Estrada,
Chicago Neighborhood Portrait Project at Telpochcalli (plus other neighborhoods)

6,540 people
(Auburn Gresham, Englewood, Woodlawn)
Arts Incubator:
Kenyatta Forbes, Courageous Conversations.

Logan Center for the Arts:
Nicole Mitchell, Bamako Chicago Sound System concert (plus other neighborhoods)

Other:
Barak adé Soleil, what the body knows performance (Dorchester Art + Housing);
Shani Crowe, Braids exhibition (Africa International House, plus other locations);
Mashaun Ali Hendricks, CRIMEDROUGHT: The Solution pop-up (Auburn Gresham);
Pranita Nayar, Masks & Myths performance (Midway Plaisance)

18,124 people
(Loop, South Loop)
Chicago Cultural Center:
Onye Ozuzu, Project Tool residency & performance;
Aram Han Sifuentes, Protest Banner Lending Library residency;
Elgin Bokari T. Smith, Pocket Con comic book convention;
Nejla Yatkin, Dancing Around the World film screening.

Millennium Park:
Luftwerk, Requiem: A White Wanderer
Melda McNeal & Honey Pot Performance, Ma(s)king Her performance.

3,337 people
(Kenwood/Hyde Park/Grand Crossing/Woodlawn)
Hyde Park Art Center:
William Estrada, Mobile Street Art Cart (plus other neighborhoods);
Rachel Harper Seen + Heard exhibition;
David Leggett, Coco River Fudge Street exhibition;
Erica Mott, Mycelial: Street Parliament performance.

Other:
Jess Godwin, Shameless workshop (Ariel Academy, plus other locations)
Did 3AP provide other opportunities?

In addition to raising funds for new work, 3AP artists reported many other benefits from the program, most notably: increased recognition, expanded networks, and knowledge about fundraising.

* 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.”

- “The entire process was one of learning, discovering, adventuring. and at times anxiety inducing. But I feel the better for it, and I appreciate the signposts, foundations, path-flattening, guard-rail providing, visioning that the 3AP experience catalyzed."

- “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.”
What are the artists saying?

“3Arts has been a Godsend to me. They have basically allowed me to create potential jobs for colleagues and also to create my work with freedom. 3Arts has done exactly what they said they would do, which is to create momentum for my career as it takes a pivot and gives me space to create while taking a risk. I feel seen and supported by 3Arts. Thank you so much for all that you have done for me and for believing in me.”
~ Joelle Lamarre, The Violet Hour, $5,317 raised in 2020

“The 3AP program can plant a seed to grow a creative project, enabling the development of many things that might not have happened otherwise. By offering the ability to quickly build momentum and funds, it helps artists to leverage this support in other ways. The campaigns also build community and strengthen networks. We see what folks are working on, and other creatives see what we are doing, this fosters the creative network in Chicago.”
~ Luftwerk, Requiem: A White Wanderer, $5,572 raised in 2019

“3Arts is the one organization in Chicago that not only values my story, my work, and my thoughts but handles them for what they are... the most important parts of my life. They provide me with support, challenge me to be better, and keep me curious about how to reach the next level. And they don't just do it once, they are like family.”
~ Ramah Malebranche, Heliocentric, $5,300 raised in 2019

“The 3AP program was crucial for me in creating this project. I was able to build my network and awareness for my work locally, and travel/tour/engage in a cultural exchange internationally—all the while receiving funding support, project management, and guidance directly from 3Arts. I can honestly say that if I had to go this alone, I would have been far too overwhelmed to follow through and likely would have forgone the endeavor entirely.”
~ Erin Kilmurray, Search Party, $6,445 raised in 2019

"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 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 2017
3AP Artist Spotlight: Will Liverman

The Factotum: development of a new opera that adapts Rossini’s Barber of Seville to the setting of a contemporary Black barbershop.

$10,271 raised in July 2020 from 37 donors.

“3Arts has been magical. Every time I do something with 3Arts, a million things happen as a result. If it weren’t for 3AP, Lyric Opera wouldn’t know about the project. What happened was way beyond what I expected.”

In the summer of 2020, as the nation was only three months into the COVID-19 pandemic, Will Liverman launched a 3AP campaign to develop a new opera. Like many other artists at the time, his performance schedule had come to a complete halt and he was nervous about what the future would hold. He was also uncertain about fundraising for a creative project during such a tumultuous time. But The Factotum was an idea that he couldn’t let go of, and while his touring schedule was on hiatus, he had more time to devote to the project than ever before.

As a rising star on the opera circuit, Will had developed a wide network within Chicago and well beyond, which helped him spread the word and reach his initial funding goal within a matter of days. With several weeks still to spare, he promoted a “stretch goal” of $10,000 to help raise additional funds. After the campaign concluded, he and his collaborator, DJ/recording artist K-Rico (Rocket Jackson), began working immediately. Meeting virtually between their homes in Chicago and Brooklyn, they refined the story, libretto, and musical arrangement. Their hope was to develop a workshopped version of The Factotum that could be shared with prospective presenters or producers of new opera works.

Without a producer lined up, Will anticipated that he’d have to work hard to get the project in front of the right people and institutions. But the campaign had already caught the attention of Lyric Opera of Chicago as well as Seattle Opera. “It was because of 3AP. We had those demos ready to go when folks immediately expressed interest,” Will later recalled. By August, Lyric offered to produce a fully workshopped version of the piece as part of their virtual season of offerings in late 2020. In addition to producing the workshopped version, Lyric released a mini documentary called “Creating The Factotum,” which was released in February 2021 and is currently available for streaming on their website. Will and K-Rico hope the film will introduce the project to others who may invest in a full production at a later date.

https://3arts.org/projects/factotum/
3AP Artist Spotlight: Reveca Torres

_Tres Fridas_: an exhibition of photographs that recreate iconic cultural images in which people with disabilities replace the original figures.

$6,662 raised_ in July 2019 from 54 donors.

“I feel like 3Arts supports me and people like me! I am a woman of color with a disability and have always felt minority in one way or another. It is awesome that in this case all of my identities are valued. I think this program has really made a vibrant and diverse arts community in Chicago!

Even before 2019, Reveca had been thinking about the _Tres Fridas_ project for a while, along with her fellow collaborators, Mariam Pare and Tara Ahern. Some of the photographic ideas were already worked out and they had an exhibition space in mind at the Bridgeport Art Center. However, they needed additional funding for many of the production and promotional costs. With the help of her 3AP campaign, Reveca and her team quickly raised the funds they needed. They announced a stretch goal, which they were able to use to cover the costs of some additional access services.

Within a few months of the campaign, Reveca opened the _Tres Fridas_ exhibition at the Bridgeport Art Center, where it was on view for a two-week run. Over that time, more than 500 people visited the exhibition, and it was featured on local news outlets.

While they had a finite run at that space, shortly after the show closed Reveca was fielding inquiries from other curators interested in traveling the show to their institutions. Two months later, Reveca organized a tour of _Tres Fridas_ at Harper College in Palatine, Illinois. Additionally, the Cleve Carney Museum of Art in Glen Ellyn, Illinois booked the exhibition for their space in 2020. While that presentation was cancelled due to the COVID-19 pandemic, they produced a companion video, _Stuck in The Studio: Tres Fridas Project_, instead.

“3AP assists artists who may not have the confidence in fundraising for their work. They gain valuable skills and are more comfortable sharing their work and advocating for it. It is humbling and heart-warming to find that our communities will support our work and champion our success. There is an accountability to the work and process, too. You want to succeed because you know others are rooting for you. It transforms the art into a community.”

https://3arts.org/projects/tres-fridas/
3AP Artist Spotlight: Laura Kina


$7,268 raised in May 2018 from 85 donors.

“The staff at 3Arts are fantastic. They are so professional, helpful, and supportive. I really appreciated the mentorship. As an academic-artist, I was struggling to make my work accessible to a wider audience and was not comfortable directly asking others for financial support. 3Arts helped me learn how to talk about my work and be able to connect with the general public and specific ethnic communities in ways that far exceeded my initial expectations for the project. I raised far more money than I thought I would and opportunities from the project keep coming in.”

Laura managed a very successful 3AP crowdfunding campaign, raising 82% more than her original goal. With this support she and author-collaborator Lee A. Tonouchi produced a 47-page, large-format, full-color children’s book that was published by Bess Press in May 2019.

The book features more than 35 original watercolor illustrations by Laura, with story/text by Mr. Tonouchi, as well as a glossary of traditional Hajichi tattoo symbols, historical notes about the Pidgin language (Hawai‘i Creole), and complete translations of the book in Pidgin.

After the book’s release, Laura and Mr. Tonouchi embarked on a tour to several cities in Hawaii and Japan. While the book was being developed—and continuing into 2020—Laura has given numerous college talks and academic presentations on the creation of Okinawan Princess. Many of her presentations have highlighted the artwork and the book’s focus on reviving an Indigenous feminist fairy tale.

https://3arts.org/projects/okinawan-princess/
2012 – 2020 List of Artist Projects (by date)

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)
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)
Encounter, by Monique Haley (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)
Search Party, by Erin Kilmurray (2019)
aMoratorium, by J'Sun Howard (2019)
Fifth City Revisited, by Meida Teresa McNeal (2020)
Face to Face, by T. Ayo Alston (2020)
Beatitudes, by Darling “Shear” Squire (2020)
Take Some Leave Some, by Keyierra Collins (2020)
FORCE! an opera in three acts, by Anna Martine Whitehead (2020)

MUSIC
Purging: Stop Animation, by Aml Saraiva (2012)
booker.t.sotren, by avery r. young (2013)
Songs My Mother Loves, by Dee Alexander (2013)
Haiku Festival, by Regina Harris Balocchi (2012)
Power Strums 101, by Lanialoha Lee (2014)
Compass, by Mabel Kwan (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)
ESCP, by Chihsuan Yang (2018)
Order of Service, by Rae Chardonnay Taylor (2019)
Spiderf*rt Press, by Deidre Huckabay (2019)
Heliocentric, by Ramah Malebranche (2019)
The Sandra Delgado Experience, by Sandra Delgado (2019)
The Violet Hour, by Joelle Lamarre (2020)
The Factotum, by Will Liverman (2020)
The Space Between, by Anna Soltys (2020)
Evidencia: New Music for Violin & Afro Latin Ensemble, by James Sanders (2020)
She Was, by Alexandra Olsavsky (2020)

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)
Courageous Conversations, by Kenyatta Forbes (2019)
Pocket Con, by Elgin Bokari T. Smith (2019)
Raising an Invisible Monument, by Nicole Marroquin (2019)
Feeling First: A Recipe for Inspiration, by Lional "Brother El" Freeman (2019)

THEATER
The Balancing Arab, by Jamil Khoury (2012)
The Accidental Shakespeare Company's Alchemy Punk Tempest, by Angeli Primiani (2012)
The Living News Project SHELTER/CHICAGO, by Lisa DiFranza (2014)
La Habana (La Havana Madrid), by Sandra Delgado (2014)
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)
Always Greener, by Tekki Lomnicki (2019)
HANT, by Marti Lyons (2020)
Daredevils: No Depression, by Halena Kays (2020)

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)
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)
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)
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)
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)
Five Times a Day, by Fawzia Mirza (2019)
Rhinestones, by Maria Vergara (2019)
Tres Fridas, by Reveca Torres (2019)
Casa Radesti, by Irina Botea Bucan (2019)
I’m Fine, by Daniele Wilmouth (2019)
Voting Kits for the Disenfranchised, by Aram Han Sifuentes (2020)
Hold Me, Feel the Weight of Volumes, by Kellie Romany (2020)