

IMPACT STUDY



Crowdfunding with a Match

**157
projects**

**\$881,335
distributed**

**7,510
donations**

**107,000
audience
members**

**Nine Years
2012 - 2021**

3AP (3Arts Projects) is a program of 3Arts

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



3arts.org

© 3Arts, Inc. March 2022

Our mission

3Arts is a nonprofit organization that supports 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.



Image: Dorian Sylvain, 2021 3Arts Community Awardee, for her *Resilient Voices* project on 3AP.

What is 3AP?

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 2021.

What are the numbers?

**157
projects**

**\$881,335
distributed**

(Including \$227,988 in
3Arts matches)

**7,510
donations**

- The average number of donations per campaign is 48.
- The average donation amount is \$75.
- 85% of artists exceeded their funding goals.
- 50% of artists exceeded their funding goals by 10% or more.

Who are 3AP artists?

76% are women artists, 65% are artists of color, and 8% are Deaf and disabled artists.

Artists reside in **31 Chicago zip codes** as well as 12 community areas 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 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.



Santiago X

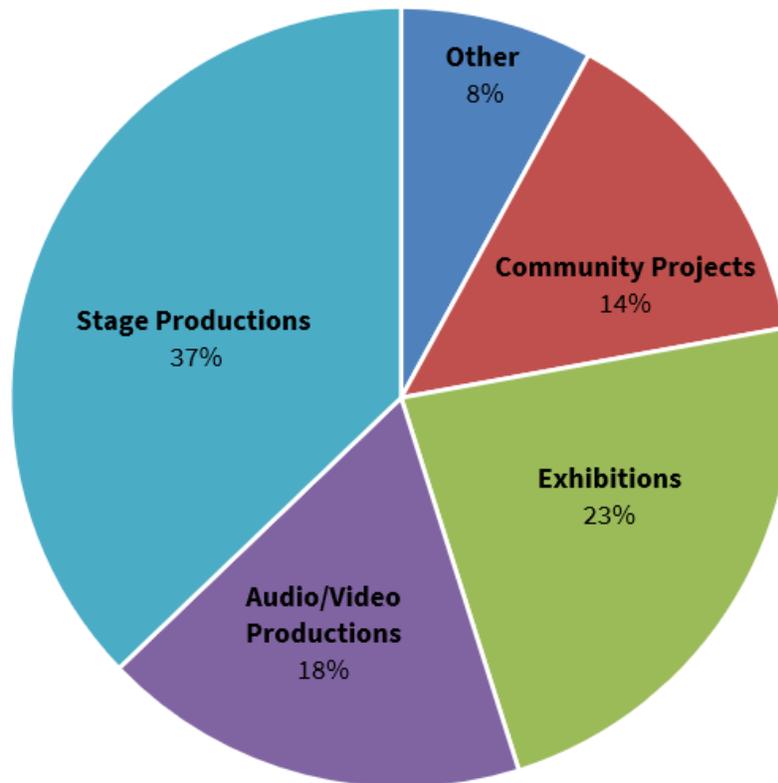
2019 3Arts/Chandler Family Awardee

[**Acknowledgement**](#)

\$13,520 raised in 2021

What has been 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 Productions include dance performances, theater productions, and music concerts.

Audio or video productions include documentary, experimental, or short narrative films, album recordings, and a music video.

Exhibitions include new work by visual artists and two projects to establish new exhibition spaces.

Community Projects include a mobile art cart to deliver free artmaking workshops, a dance workshop for people with disabilities, a pop-up space for art and community dialogues, and more.

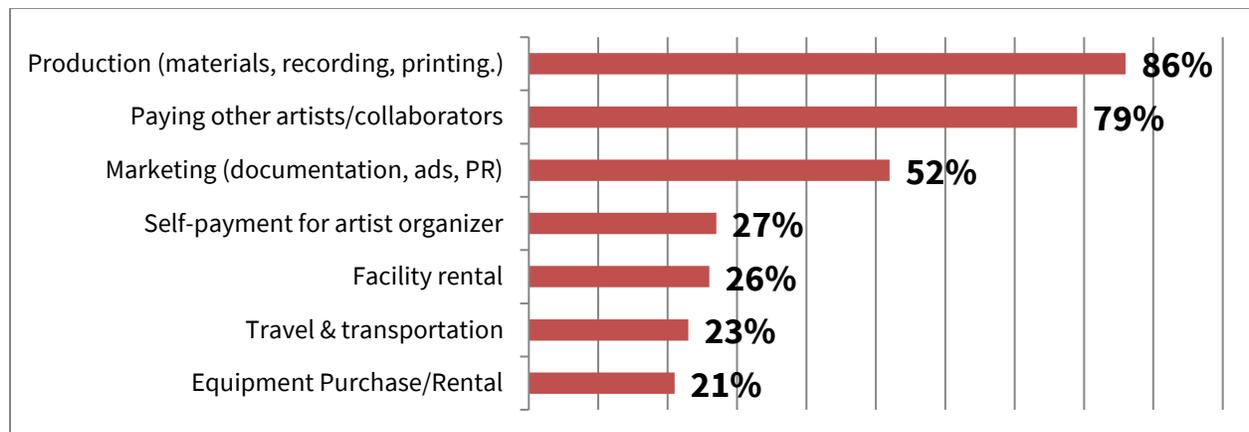
Other includes a debut photography monograph, an illustrated children's book, an experimental publishing project, and international dance exchanges (Cuba and Japan).

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. 26% of artists 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** (27%), highlighting the value of their own time and resources needed in order to complete projects.



Ayako Kato

2016 3Arts/Reva & David Logan Foundation Awardee

[Inception: ETHOS Episode II](#)

\$3,290 raised in 2021

Where are people experiencing 3AP funded work?

(*Map highlights selected projects, not comprehensive.)

3,170 people

(Logan Square, Avondale)

Constellation & Links Hall

Darling Squire, *Beatitudes*;
Rika Lin, *Beyond the Box*;
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)

Reveca 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, *CRIMEDROUGH: The Solution* pop-up (Auburn Gresham)

19,900 people

(Loop, South Loop, West Loop)

Chicago Cultural Center:

Onye Ozuzu, *Project Tool* residency & performance;
Aram Han Sifuentes, *Protest Banner Lending Library*; **Elgin Bokari T. Smith**, *Pocket Con* comic book convention; **Nejla Yatkin**, *Dancing Around the World* film screening.

Millennium Park:

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

5,230 people

(Kenwood/Hyde Park/Grand Crossing/Woodlawn)

DuSable Museum:

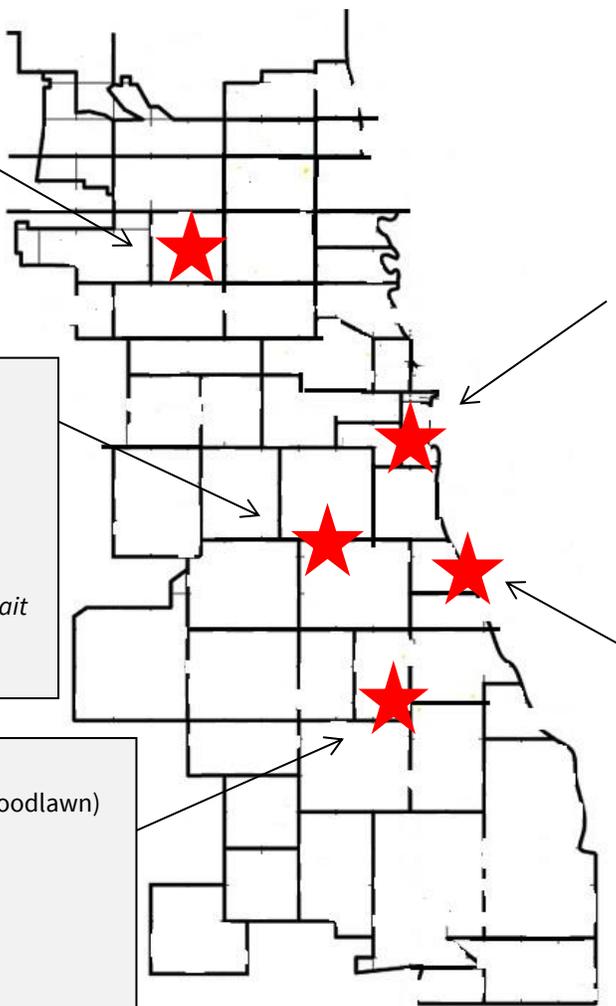
Dorian Sylvain, *Resilient Voices* public art exhibition

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.

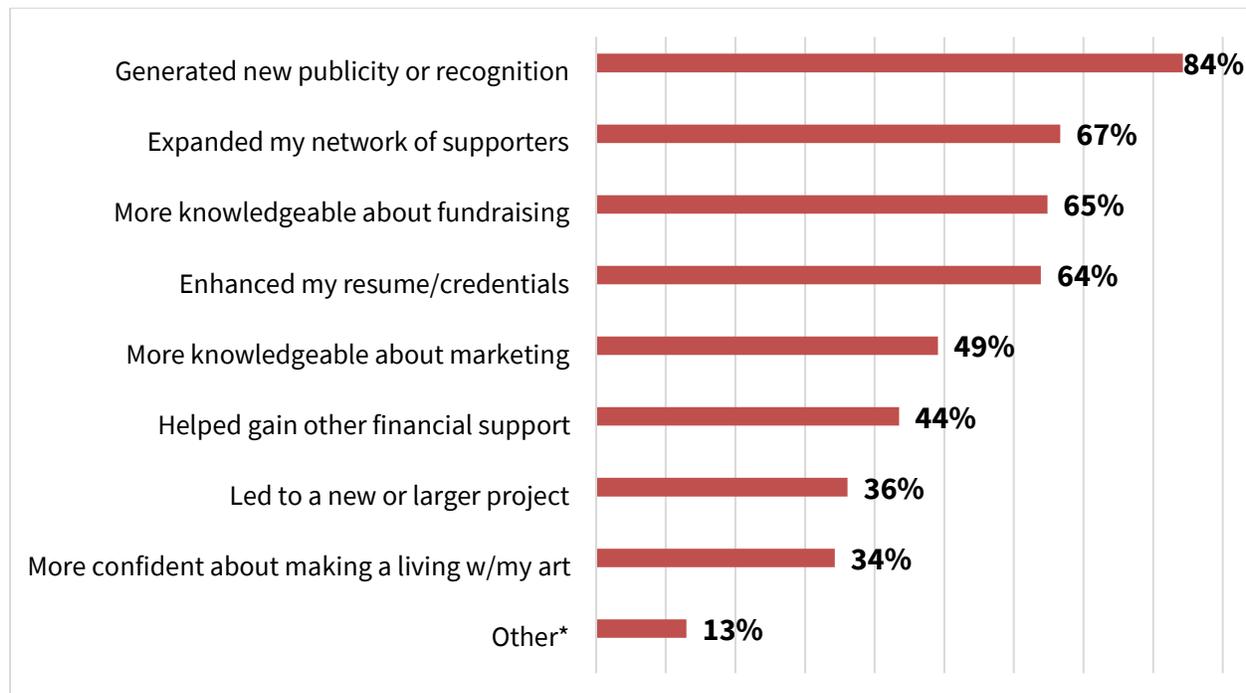
Other:

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?

	<p><i>“The 3AP program has meant everything for an artist like me—being able to get recognition for an ambitious project that did not yet exist and seeing the love and support of such a wide and varied group of supporters, from close friends and colleagues to strangers and anonymous donors. [It] gives me hope that the world has not quite forgotten about us—and that I matter. The fact that this is a continuing support system from my initial 3Arts Award says a lot about how valued artists are.”</i></p> <p>~ Regin Igloria, Everything Moves With Me. \$7,145 raised in 2021</p>
	<p><i>“3Arts has provided visibility to my artistic practice. Being supported specifically as a female artist of color who also has a disability is empowering and helps me advocate, in turn, for my underrepresented communities.”</i></p> <p>~ Pooja Pittie, They’ve Tried to Tell You Who You Are. \$5,662 raised in 2021</p>
	<p><i>“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.”</i></p> <p>~ Joelle Lamarre, The Violet Hour, \$5,317 raised in 2020</p>
	<p><i>“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.”</i></p> <p>~ Ramah Malebranche, Heliocentric, \$5,300 raised in 2019</p>
	<p><i>“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.”</i></p> <p>~ Erin Kilmurray, Search Party, \$6,445 raised in 2019</p>

3AP Artist Spotlight: Dorian Sylvain



Resilient Voices: outdoor exhibition of murals and other “citizen art” created during the racial justice protests of 2020.

\$5,280 raised in July 2021 from 42 donors.

During the summer of 2020’s protests and rallies for racial justice, Dorian Sylvain participated in and witnessed an explosion of outdoor murals that dotted the city landscape. To her, these murals represented “a creative expression of pain and hope, a collective voice manifested in art.” A year later, she launched this 3AP campaign to collect dozens of these works of “citizen art,” including paintings on makeshift boards, placards, street art, and more.

After successfully raising \$5,280 through the campaign, Dorian worked with a team of collaborators to organize and install an outdoor exhibition on the grounds of the DuSable Museum of African American History. The installation of bold and vibrant artwork was visible for pedestrian passersby and car traffic all along Cottage Grove. In Dorian’s estimation, nearly 2,000 people visited or engaged with the exhibition from summer through the end of December 2021. The DuSable plans to keep the work on view until at least Summer 2022.



“The support that 3Arts provides is immeasurable! I have struggled as an artist of color for decades, competing for limited resources, often finding white men as the gatekeepers. As such, I have often felt unfair judgement of my experience, point of view, or ambitions. 3Arts gives me validation, provides me with a community of visionaries, and empowers me to share opportunities with other like-minded artists. This support has a ripple effect that resonates beyond the recipients...because it allows us to support others!”

3AP Artist Spotlight: Will Liverman



The Factotum: 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 country was 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 reach his initial funding goal within a matter of days. He then promoted a “stretch goal” of \$10,000 to help raise additional funds. After the campaign concluded, he and his collaborator began working immediately. Meeting virtually between their homes in Chicago and Brooklyn, they refined the story, libretto, and musical arrangement.

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. By August 2020, Lyric offered to produce a workshopped version of the piece later that year. The success of that led to Lyric committing to a full production as part of their 2022-23 season.



The Factotum
World Premiere at
Lyric Opera of
Chicago
**February 3 – 12,
2023**

<https://www.lyricopera.org/shows/upcoming/2022-23/the-factotum/>

2012 – 2021 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)
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 McNeal 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)
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)
Inception: ETHOS Episode II, by **Ayako Kato** (2021)
Kurakami E{m}Urge, by **Yoshinojo Fujima** (2021)
A Dance for a Time Being, by **Nejla Yatkin** (2021)



Beatitudes, by Darling Squire. 2020

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, 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)
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)
Alexander McLean Project: It’s All About Love, by **Dee Alexander** (2019)
20’something: The Live Experience, by **Brittany “BrittanE” Edwards** (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)
Yadda Yadda EP, by **Ayanna Woods** (2021)



Evidencia, by James Sanders. 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)
Chicago Neighborhood Family Portrait Project, by **William Estrada** (2019)
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)
Resilient Voices, by **Dorian Sylvain** (2021)

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)
Always Greener, by **Tekki Lomnicki** (2019)
HANT, by **Marti Lyons** (2020)
Daredevils: No Depression, by **Halena Kays** (2020)
Queer In(n), by **Kelli Simpkins** (2021)
Chicka-Dee-Dee-Dee! by **Kurt Chiang** (2021)

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)



Beyond the Stage, by Ron OJ Parson. 2016

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, 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)
Five Times a Day, by **Fawzia Mirza** (2019)
Rhinestones, by **Maria Vergara** (2019)
Tres Fridas, by **Reveca Torres** (2019)
Requiem: A White Wanderer, by **Luftwerk** (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)
Everything Moves With Me, by **Regin Igloria** (2021)
Xochiotoia; at El Paseo, by **Marcela Torres** (2021)
Acknowledgement, by **Santiago X** (2021)
Turn, by **A. Martinez** (2021)



Xochiotoia; at El Paseo, by **Marcela Torres**. 2021