

### **Our Mission**

3Arts is a nonprofit organization that supports Chicago-area 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: Trust in Life project documentation by Keisha Janae, 2020 3Arts Make a Wave artist.

### What is 3AP?

**3AP (3Arts Projects)** is a *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 2022.

### What are the numbers?



- The average number of donations per campaign is 48.
- The average donation amount is \$75.
- 86% of artists exceeded their funding goals by at least \$50.
- 53% of artists exceeded their funding goals by 10% or more.
- Six artists have exceeded their funding goal by more than 200%.

### Who are 3AP artists?

#### 76% are women artists, 66% are artists of color, and 10% are Deaf and disabled artists.

Artists reside in **33 Chicago zip codes** as well as 13 community areas in outlying Cook and Will counties. Some past awardees who completed 3AP campaigns are now based out-of-state (California, Michigan, and Minnesota).

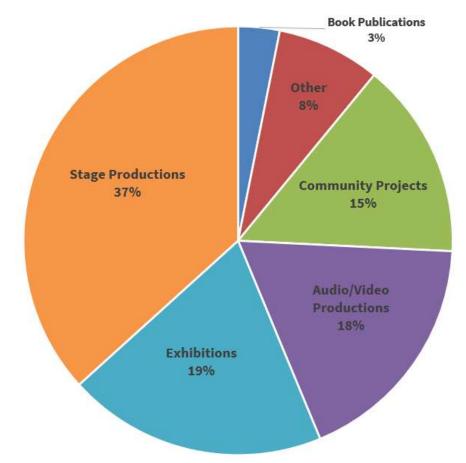
3AP is open to recipients of 3Arts Awards, Residency Fellowships, and Make a Wave grants. On an annual basis, eligible artists are invited to participate in 3AP through an open application process. 3Arts supports up to 20 artist projects each year.



Ashwaty Chennat 2020 3Arts/Make a Wave Artist Image still from <u>Alight</u> \$5,088 raised in 2022

### 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 (37%) include dance performances, theater productions, and music concerts.

Exhibitions (19%) include presentations of new work by visual artists.

**Audio/Video productions** (18%) include documentary, experimental, or short narrative films, album recordings, and a music video.

**Community Projects** (15%) include a public mural, the creation of new exhibition spaces, a mobile art cart to deliver free artmaking workshops, a dance workshop for people with disabilities, a youth empowerment international exchange.

**Book Publications** (3%) include a debut photography monograph, an experimental book series, and an illustrated children's book.

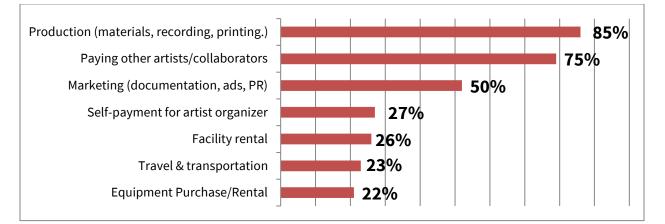
**Other** (8%) includes creation of an artist residency in Romania, international travel for artist development, and a research project advocating for cultural works made by children.

## How were the funds used?

A majority of artists have used 3AP funds for *production costs* and to *pay other artists*. Marketing costs are another common expense and can include documentation, advertising, and print 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.





Jessica Mueller 2021 3Arts Make a Wave Artist Still image from <u>MotherWords</u> \$7,000 raised in 2022

## Where have projects taken place?

Projects funded through 3AP have taken place across our city and beyond. From surveys so far, these projects have reached approximately **120,700 audience members,** including **62,800 Chicagoans** in 42 zip codes within the City of Chicago, plus nine neighborhoods in surrounding suburbs. Projects engaged an additional 57,800 audience members in 31 U.S. cities and 22 countries.

### **Chicago region**

62,800 audience members 51 zip codes

### **Beyond Chicago**

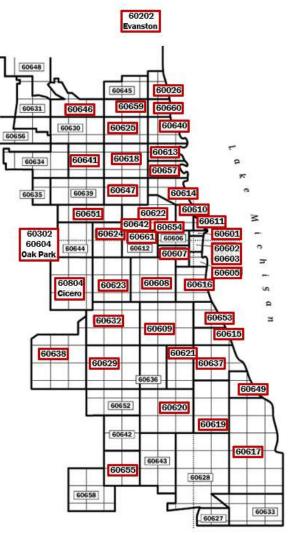
#### 57,800 audience members

#### 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

#### 22 other countries:

Austria Czech Republic Colombia Cuba England Germany India Italy Japan Kenya Lebanon Madagascar Mexico Morocco Norway Peru Poland Portugal Romania Senegal South Africa South Korea





### Where are people experiencing 3AP funded work?

(\*Map highlights selected projects, not comprehensive.)

#### 7,600 people

(Avondale, Irving Park, Humboldt Park, Logan Sq)

Constellation & Links Hall James Sanders, Evidencia concert (plus Humboldt Park locations); Darling Squire, Beatitudes; Tomeka Reid, Chicago Jazz String Summit

<u>Other</u>: **Tekki Lomnicki**, *EveryBODY Has a Story* (Prop Thtr)

#### 4,600 people

(Pilsen, Lower West Side, New City, McKinley Park, Bridgeport, South Lawndale)

**Diana Solis,** *Luz* photography book release at Pilsen Arts & Community House **Reveca Torres**, *Tres Fridas* exhibition at Bridgeport Art Center

#### 6,500 people

(Auburn Gresham, Englewood, Woodlawn)

Logan Center for the Arts:

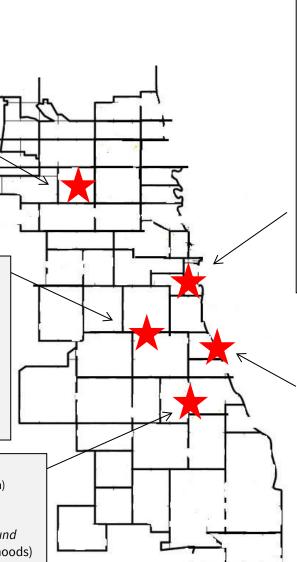
**Nicole Mitchell**, *Bamako Chicago Sound System* concert (plus other neighborhoods)

**DuSable Museum:** 

**Dorian Sylvain**, *Resilient Voices* public art exhibition

#### <u>Other:</u>

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)



#### 20,600 people

(Loop, South Loop, West Loop)

Chicago Cultural Center: Nejla Yatkin, Dancing Around the World film screening Aram Han Sifuentes, Protest Banner Lending Library

#### <u>Millennium Park:</u> Luftwerk, Requiem: A White Wanderer

#### South Loop:

Keisha Janae, Trust in Life dance performance Tommy Carroll, Prosthetic on Vinyl music performance at Summer Dance

### 8,200 people

(Kenwood/Hyde Park)

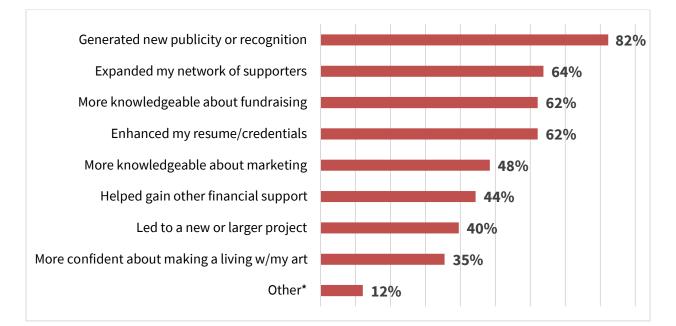
Hyde Park Art Center: Edra Soto, The FRANKLIN Collection, satellite exhibition; William Estrada, Mobile Street Art Cart (plus other neighborhoods); Rachel Harper Seen + Heard exhibition

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:

- "I know for a fact that 3Arts jumpstarted a watershed year for me in 2022. The Make a Wave grant and then the 3AP crowdfunding put me on the map in terms of fundraising."
- "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."

## Testimonials from 3AP Artists

"3AP allows artists the opportunity and platform to produce their projects successfully. I needed the resources and 3Arts was there. I couldn't have pulled any of the tasks for the campaign off without 3Arts's assistance and support." ~ Keisha Janae, <u>Trust in Life</u> , \$3,530 raised in 2022
"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." <b>~ Pooja Pittie</b> , <u>They've Tried to Tell You Who You Are</u> . \$5,662 raised in 2021
"The workshops and crafting the appeal helped me to gain a lot of clarity. While the funds raised covered about a third of the cost, the real value was in helping me find my voice. I felt confident applying for another grant. This was from the Jazz institute of Chicago and totaled \$17,000. This project brought to life personal stories from longtime residents of the Humboldt Park Community through music and dance. We held community workshops at local churches to gather narratives. I was able to involve at least 15 performers for this event and the concert was at capacity." • James Sanders, <u>Evidencia: New Music for Violin &amp; Afro Latin Ensemble</u> . \$5,108 raised in 2020
"This is an incredible and unique platform that is a privilege to have access to. Raising money is hard. Asking people for money is harder than ever. To know that a portion will be covered by this program helps artists move past barriers." ~ Fawzia Mirza <u>, Five Times a Day</u> , \$18,201 raised in 2019
"3Arts has proved to be an unmatched advocate and financial supporter for Chicago's artists with disabilities. Programs like 3AP really give us a feeling of legitimacy." ~ Tommy Carroll, <u>Prosthetic on Vinyl</u> , \$3,575 raised in 2022

## 3AP Artist Spotlight: Diana Solís



**Luz: Seeing the Space Between Us**: development of a limited-edition artist book that centers on the artist's return to photography and reflects the resilience and complexity of their home community in Pilsen, Chicago.

**\$10,650 raised** in May 2022 from 78 donors.

As Diana Solís recounted, "It all began with my morning walks." During the global pandemic lockdowns, Diana began a habit of strolling her neighborhood streets of Pilsen in the early hours, taking photographs. At first, she focused on capturing the eerie silence of warehouses and factories, then transitioned to taking candid portraits of her neighbors and friends. This was Diana's return to photography where she was able to explore and reacquaint herself with buildings and a community that has for so long been in the throes of rapid gentrification.

After taking countless pictures, Diana had a vision of curating them into a published book. In spring 2022, she launched a 3AP campaign to fund *Luz: Seeing the Space Between Us*, for which she eventually raised more than \$10,000. *"Without 3Arts helping to be there, guiding and doing the platform setup, and also the care that you all take working with artists, this would not have happened."* 

In November 2022, Diana celebrated the release of the book at the National Museum of Mexican Art in Pilsen, which was only the beginning of the public recognition for the artist and the publication. In subsequent months, Diana's work has been featured in exhibitions at the Contemporary Art Center in Cincinnati, the Leslie Lohman Museum of Art in New York City, the Poetry Foundation in Chicago, and the Pilsen Arts and Community House in Chicago.





"3Arts is an invaluable resource and community of peers in the arts. 3Arts give artists tools and opportunity to continue to build community, create change and empower ourselves and future generations through the arts."

## **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.

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. 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.



e and Music from *The Factotum on Film The Factotum original mural artwork* by Barrett Keithley commissioned by Lyric Opera of Chicago, 2023

The **Lyric Opera of Chicago** presented the world premiere of *The Factotum* onstage at The Harris Theater for Dance and Music from February 3 – 12, 2023. A mini documentary called *The Factotum on Film* is available for free streaming on the <u>Lyric's website</u>.



Production still from *The Factotum* courtesy of the *Chicago Tribune* 

"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."



#### 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 Neila 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) Trust in Life, by Keisha Janae (2022) The Set, by **D'onmonique Boyd** (2022) Blk Ark: The Impossible Manifestation, by Cat Mahari (2022)



Beatitudes, by Darling Squire. 2020

Alight, by Ashwaty Chennat (2022) Memoirs of Jazz in the Alley: A Dance Opera, by Kia Smith (2022)

### 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 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) 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) Prosthetic Vinyl Pressing, by Tommy Carroll (2022) Connie Converse Song Cycle, by Ronnie Kuller (2022) Hale Smith Memoir, by Regina Harris Baiocchi (2022) A Day in a Park, by Carolyn O'Brien (2022)

#### **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)



Evidencia, by James Sanders. 2020

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) Black Performance Exchange, by Benji Hart (2022) The Family Recording, by Byron Harden (2022) Veteran Artist Database, by Moki Tantoco (2022) Bambula! by Ivelisse Diaz (2022)

### 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) Zac Efron, by David Rhee (2022)

#### 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)



Cast picture from Zac Efron, by David Rhee. 2022

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 Ofosu-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) They'd Tried to Tell You Who You Are, by **Pooja Pittie** (2021) Xochiotia; at El Paseo, by Marcela Torres (2021)



Xochiotoia; at El Paseo, by Marcela Torres 2021



Acknowledgement, by Santiago X (2021) Turn, by A. Martinez (2021) Memorials Pilgrimage, by Rodrigo Lara Zendejas (2022) Invisible Labors, by Susannah Papish (2022) Waking Giants, by Gretchen Hasse (2022) Luz: Seeing the Space Between Us, by Diana Solís (2022) MotherWords, by Jessica Mueller (2022) (Un)Imagined Lives, by Derrick Woods-Morrow (2022)