

IMPACT STUDY



MAKE ART WORK

72
projects

\$358,959
distributed

3,136
donors

27,000
community
members

Six Years
2012 - 2016

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.

TheJoyceFoundation

**JOAN MITCHELL
FOUNDATION**



CHICAGO DEPARTMENT OF
DCASE
CULTURAL AFFAIRS & SPECIAL EVENTS

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, and provides mentoring and technical support.

Participating artists post campaigns on our website with fundraising goals of up to \$5,000. Donors make contributions to 3Arts with recommendations to support 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.

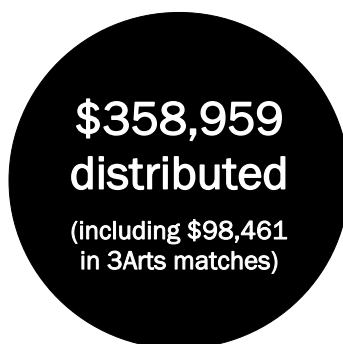
In addition to the 1/3 match, 3Arts charges **no fees to artists** and provides **behind-the-scenes mentorship and technical support**, including producing each 3AP campaign video.

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 regularly survey artists after their campaigns are funded and projects are completed. This report includes cumulative survey information from 72 artists from January 2012 through December 2016.

What are the numbers?



On average:

- Each campaign received approximately 44 donations.
- The average donation amount is between \$60 and \$80.
- 90% of artists exceeded their funding goals.
- 46% of artists exceeded their funding goals by 10% or more.

Who are 3AP artists?

56% are artists of color, 73% are women artists and 7% are artists with disabilities.

They reside in **26 Chicago zip codes**, as well as neighborhoods in Cicero, Evanston, Oak Park, and Riverside.

Organizational alliances: 3AP is open to current and past 3Arts awardees in addition to other local artists through strategic alliances designed to extend the reach of the program. We invite artists who reflect our mission and who have received grants or residencies from other local organizations as the result of an application and vetting process as rigorous as our own. For this report period, these alliances include: **Artadia, Arts + Public Life** and the **Center for the Study of Race, Politics and Culture** at the University of Chicago; **Chicago Dancemakers Forum**; **Rebuild Foundation**, and the **School of the Art Institute of Chicago at Homan Square**.

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.



Barak adé Soleil: *what a body knows*, 2016
(2016 3Arts/Denise & Gary Gardner Awardee)

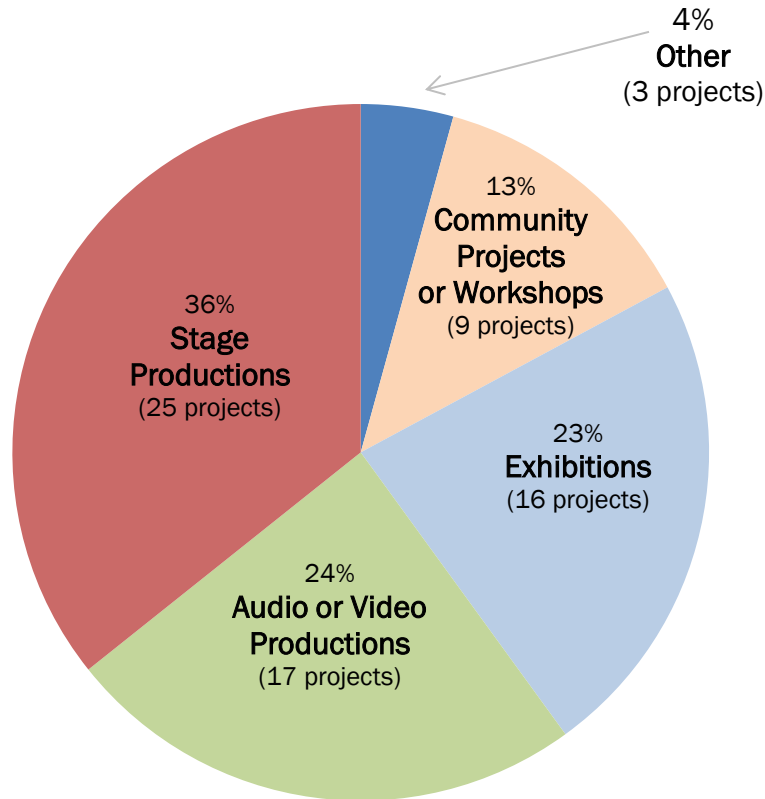


Rachel Damon: *Openwork*, 2016
(2010 Chicago Dancemakers Forum Lab Artist)



What was produced?

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



Performances include dance (15), theater productions (10), and music concerts or festivals (2).

Audio or video productions include documentary or experimental films (8), CD recordings by musicians (5), instructional videos (2), an animated music video (1), and a video play by a theater director (1).

Exhibitions include new work by visual artists (14), 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 community-based mural, and more.

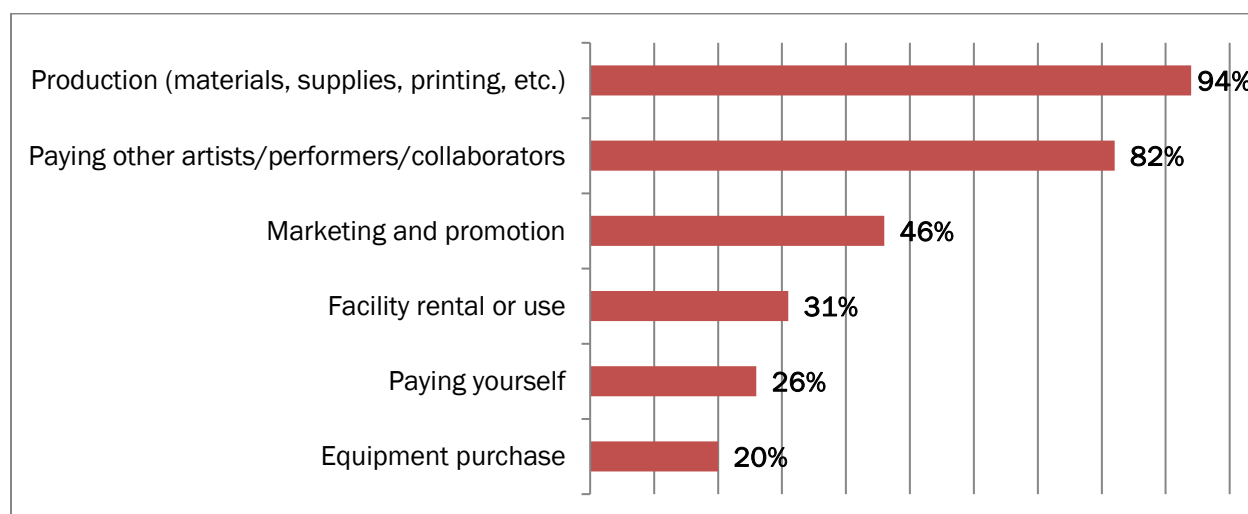
Other projects include a debut photography monograph, a research project to collect and archive art made by children, and a creative exchange with a dance company in Havana, Cuba.

How were the funds used?

The majority of artists used a portion of 3AP funds for **production costs** (94%) and to **pay other artists** (82%). **Marketing and promotion costs** (46%) are another common use of funds, which include hiring a photographer or videographer for documentation.

This suggests the **economic impact that 3AP generates**. Artists are purchasing materials and supplies from vendors in the community, as well as employing other artists for creative services. Artists are also renting facilities (31%) and buying equipment (20%).

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.



Miguel Aguilar: *#Kiarah Fresh Wall*, 2015
(2012 3Arts/Siragusa Foundation Awardee)



Kristina Isabelle: *And the Spirit Moved Me*, 2015
(2012 Chicago Dancemakers Forum Lab Artist)



Tomeka Reid: *Chicago Jazz String Summit*, 2016
(2016 3Arts/Southwest Airlines Awardee)



Cecil McDonald: *In the Company of Black*, 2016
(2010 3Arts Awardee)

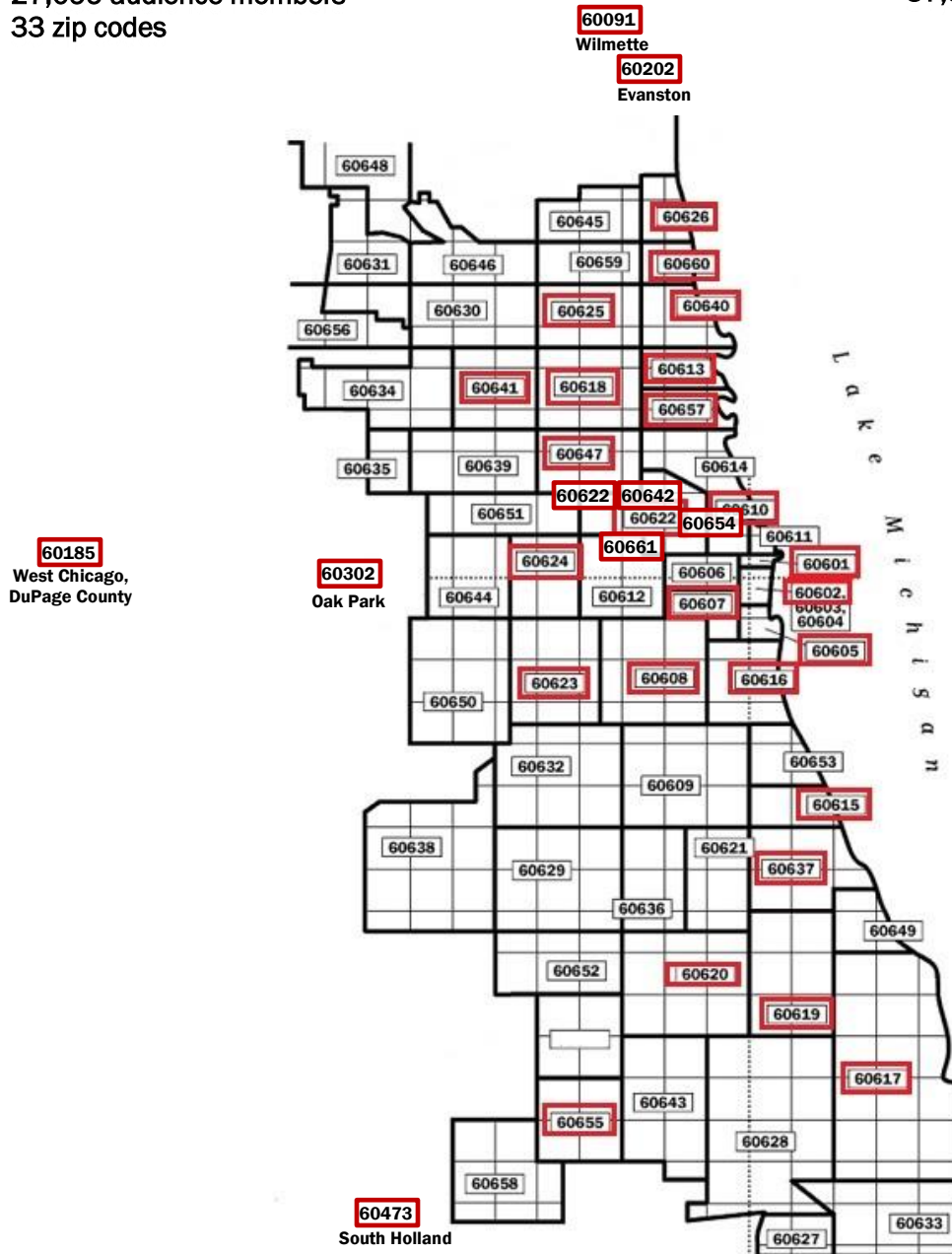


Where did projects take place?

Projects funded through 3AP take place across our city and beyond. From our surveys so far, these projects have touched **more than 27,000 audience members** in 33 zip codes within the Chicago metropolitan area, including 31 in Cook County and one in DuPage County. Thirteen projects engaged audiences in 17 U.S. cities and 8 countries.

3AP in the Chicago region

27,099 audience members
33 zip codes



Beyond Chicago

37,392 audience members

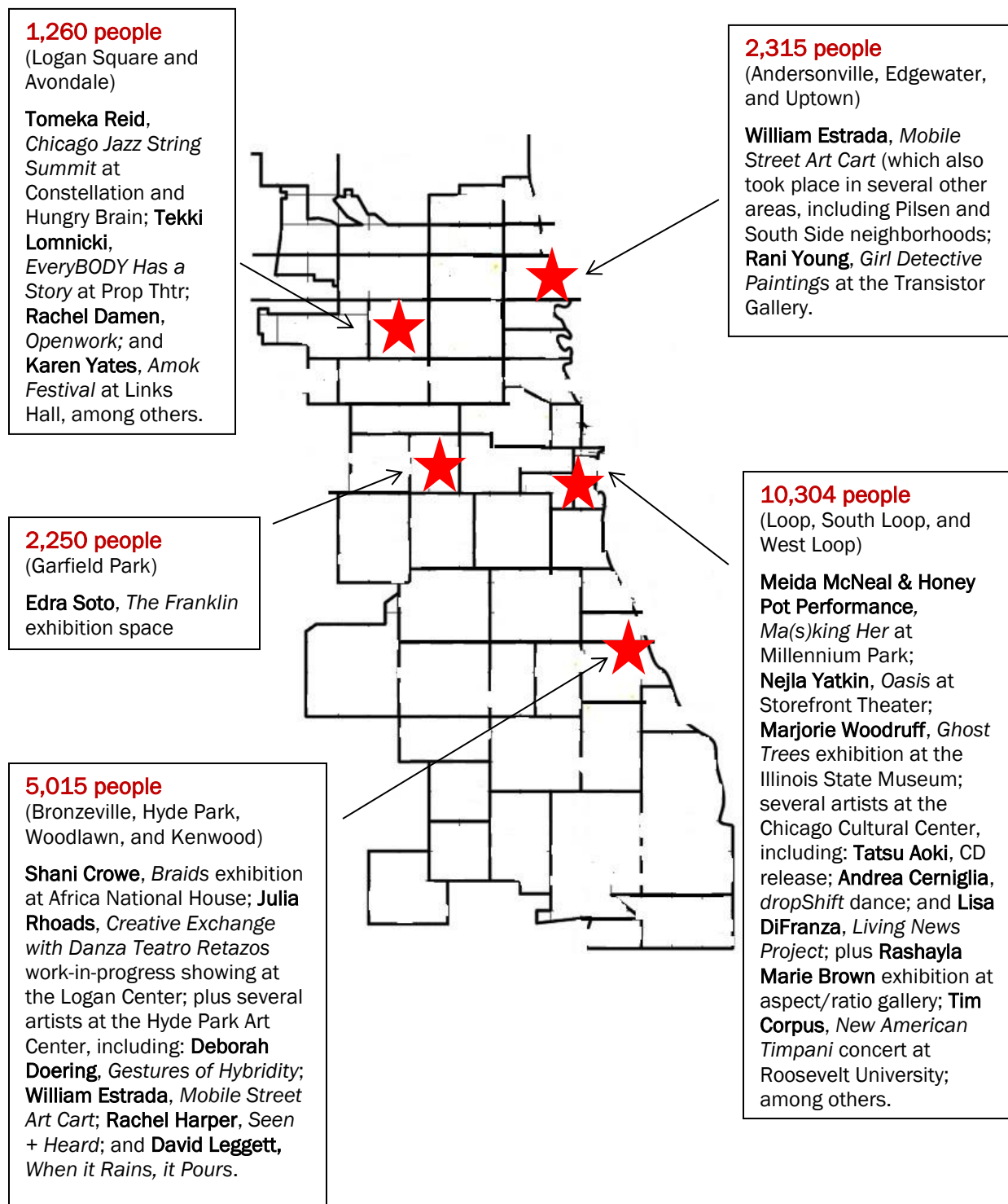
17 other cities:

Bailey's Harbor, WI
Bloomington, IN
Brooklyn, NY
Hines, VA
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
Washington, DC

8 other countries:

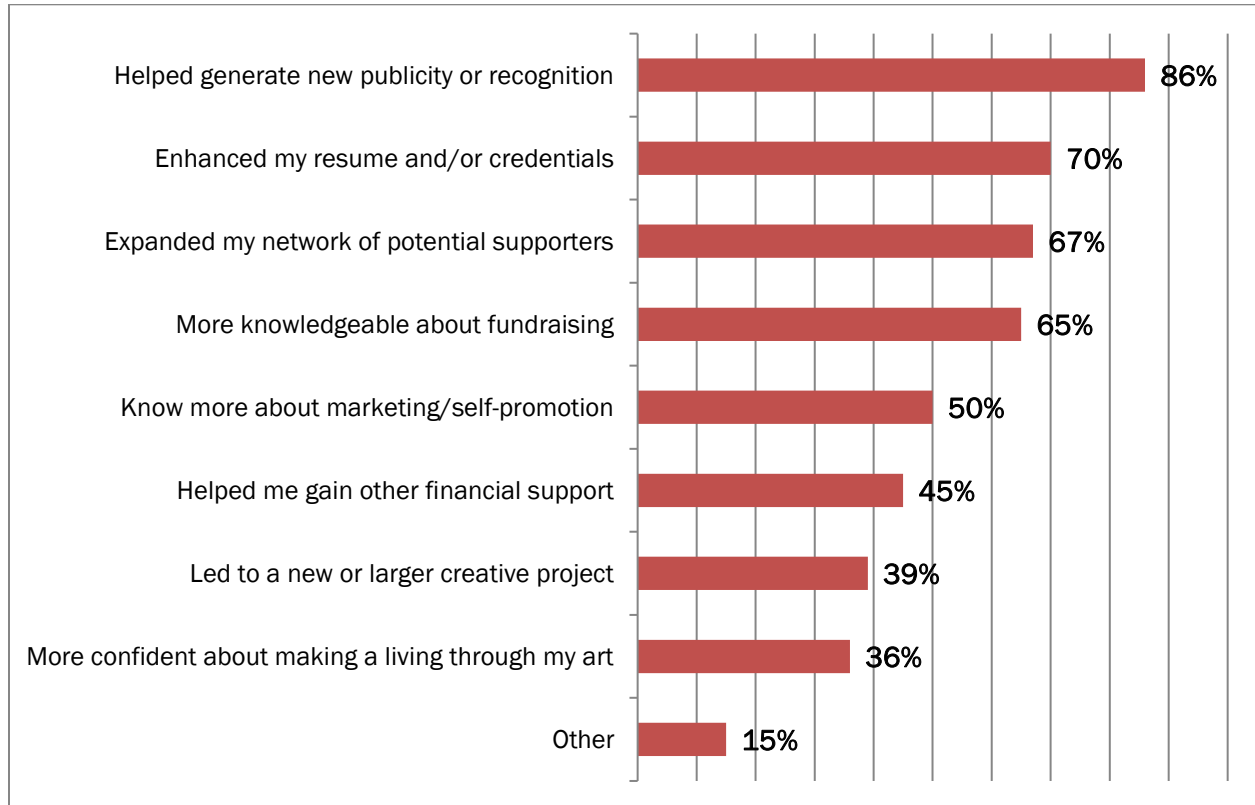
Colombia
Cuba
Germany
Lebanon
Morocco
Peru
Poland
South Africa

Where are most people engaging with 3AP funded projects?



Did 3AP provide other opportunities?

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



*For the 15% “Other” category, artists cited additional benefits, including:

- ***Helped to leverage partnerships with other organizations.***
- ***Developed or deepened connections with other artists*** in the program.
- ***Generated other exhibition or career opportunities.***
- ***Provided access to other 3Arts programs***, including professional development workshops.

What are the artists saying?



"This program allows artists to have an alternate platform to fundraise and reach a truly attainable goal. It is amazing and must continue to support the work of artists who may not otherwise have a chance to get their work made."

- **Fawzia Mirza**, 2015 3Arts Community Awardee. She raised \$10,125 in 2016 for [The Streets Are Ours: Two Lives Cross in Karachi](#), a short documentary film about the slain Pakistani activist, Sabeen Mahmud, who provided a platform in Karachi for Fawzia to perform her solo play about being a queer Pakistani Muslim. The film won the Grand Jury Prize for "Best Short Documentary" at the 2017 Austin Gay & Lesbian International Film Festival



"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 McNeal with Honey Pot Performance**, 2014-15 Crossing Boundaries awardee at the University of Chicago through Arts + Public Life and the Center for the Study of Race, Politics and Culture. She raised \$5,117 in 2016 for [Ma\(s\)king Her](#), which was performed for more than 500 attendees over the course of three nights at the Pritzker Pavilion in Chicago's Millennium Park.



"It means so much to have this type of advocacy and bridge to support. 3Arts is a shining example of how arts advocacy should and can have a meaningful impact."

- **Faheem Majeed**, 2011-12 Artist-in-Residence at the University of Chicago through Arts + Public Life and the Center for the Study of Race, Politics and Culture. He raised \$7,372 in 2016 for an initial phase of the [Floating Museum](#) in Chicago's Calumet Park in summer 2016, which subsequently debuted in larger form on the Chicago River, at EXPO Chicago, and the Chicago Architecture Biennial in 2017.



"Everything about the program was empowering and supportive. 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**, 2008 3Arts Awardee. She raised \$3,637 in 2016 for [EveryBODY Has a Story](#), a workshop and performance project that resulted in a weekend of new material presented by Tellin' Tales Theater for an audience of 150 people.



"This program has urged me, a queer artist of color, to continue telling my stories and to see possibilities for my work beyond the confines of my notebook. Now, more than ever, we need programs like 3Arts to nurture the work of marginalized Chicago artists, as grants and funding for the arts are getting cut and becoming increasingly exclusive and competitive."

- **Lani Montreal**, 2015 3Arts/Djerassi Resident Artists Program Fellow. She raised \$4,005 in 2016 for [Night of the Living Moms](#), a short festival of performances by and about being a parent and an artist/activist/academic.

3AP Artist Spotlight



Shani Crowe, visual artist and 2014-15 *Crossing Boundaries* award 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 application 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 has 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.”

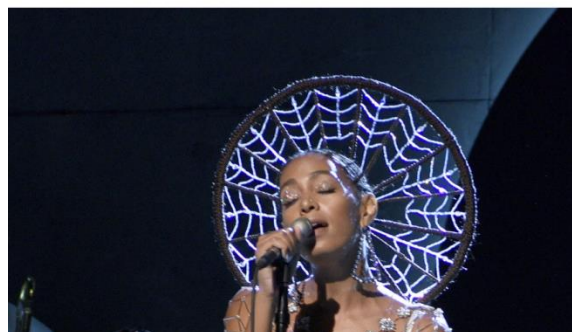
In April 2016, Shani opened a solo exhibition of **BRAIDS** at a hair salon in Pilsen. The exhibition was up for approximately four weeks and received wide attention, including a review and published images in *Afropunk* online. Subsequently, Shani was invited to exhibit the photographs at the Museum 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.

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



W PEOPLE FASHION CULTURE BEAUTY PARTIES MEN'S SUBSCRIBE

Shani Crowe Creates Royal Headdresses
Suitable For Solange



3AP Artist Spotlight



William Estrada, teaching artist and 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 February–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.”

With the **Mobile Street Art Cart**, William has facilitated free art workshops for hundreds of people across the city, including in North Lawndale, Little Village, Pilsen, Uptown, Hyde Park, and West Chicago, Illinois. He estimates reaching more than 1,200 people of all ages with this project so far. In 2017, William was invited to exhibit the mobile art cart and conduct workshops 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/>



Artists & Projects (2012 through 2016)			
Artist Name	Project Name & Campaign Year	Purpose	Amount Raised
Barak adé Soleil (3Arts Awardee)	what the body knows (2016)	Dance performance focused on the intersection and legacy of race and disability.	\$3,655
Miguel Aguilar (3Arts Awardee)	#Kiarah Fresh Wall (2015)	Memorial graffiti mural for an aspiring artist/educator in the community.	\$2,600
Dee Alexander (3Arts Awardee)	Songs My Mother Loves (2013)	CD recording of jazz compositions that pays tribute to a mother's musical and creative influence.	\$6,720
Julia Antonick	cresset: vibrant, rusting (2014)	Dance piece that uses Balinese and contemporary dance forms to explore the beauty of decay.	\$5,850
Tatsu Aoki (3Arts Awardee)	Toyoakimoto: Re-Constructing Tokyo Geisha Music (2012)	CD recording of traditional Geisha music performed by Tatsu Aoki and other Chicago musicians.	\$6,030
JoVia Armstrong (3Arts Awardee)	Cajon & Percussion: Outside the Box (2015)	Series of lesson videos on how to play the <i>cajon</i> and incorporate it into percussion ensembles.	\$3,170
Regina Harris Baiocchi (3Arts Awardee)	Haiku Festival (2013)	10 th anniversary festival aiming to teach poetry and promote literacy for Chicago schoolchildren, with guest Sonia Sanchez.	\$5,307
George Bajalia	The Magic Carpet: A Story with Music (2014)	Theater production set along the Moroccan-Algerian border and centering on contemporary border conflicts through the lens of star-crossed lovers.	\$5,245
Brandi Berry (3Arts Awardee)	The Good Shepherd (2016)	Two evening-length performances of this historic Scottish "folk opera" featuring musicians from the Bach & Beethoven Ensemble.	\$6,042

Sara Black (3Arts Awardee) <i>*1 of 2 projects</i>	Voyagers (2012)	Large-scale sculpture commissioned by the Harold Arts Residency to convert a 28-foot boat into an artist space.	\$3,187
Sara Black (3Arts Awardee) <i>*2 of 2 projects</i>	Fielding (2016)	Series of design-and-build workshops that train young women and gender variant youth in using hand and power tools.	\$8,050
Rashayla Marie Brown	Reality is Not Good Enough (2015)	Video and photography series that challenges dominant portrayals of Black women in popular culture.	\$5,367
Paige Caldarella	Verge (2016)	Dance work that challenges the traditional form and heterogeneity of the <i>pas de deux</i> in classical ballet.	\$4,240
Andrea Cerniglia	Imposter/Contained (2015)	Collaborative performance piece engaging audiences with dialogue, choice, and experimental practice.	\$3,857
Juan Angel Chavez (3Arts Awardee)	The Marshfield Project (2012)	Experimental site dedicated to exhibiting art and collaborative projects by non-artists in the community.	\$3,170
Michelle Citron	Lives/Visible (2015)	Documentary film that reveals the lives and times of lesbian culture in 1940-1960's Chicago.	\$5,824
Tim Corpus	The New American Timpani (2015)	Composition, recording, and performance of new works for timpani.	\$5,085
Shani Crowe	BRAIDS (2015)	Series of braid styles and portraits that document the nuanced artistry of braiding in Black culture.	\$3,235
Rachel Damon	Openwork (2016)	Dance performance in which dancers use their limbs as knitting needles to create (and destroy) large textiles in real time.	\$5,065

Sandra Delgado	La Habana (2014)	Development of a play and a documentary film that explores the lives of Caribbean Latino immigrants in 1960's Chicago.	\$8,862
Rachel Dickson	Closed for Good (2015)	Documentary film chronicling two families affected by Chicago Public School closures.	\$5,239
Lisa DiFranza	The Living News Project: Shelter/ Chicago (2014)	Journalistic theater piece investigating homelessness in Chicago.	\$4,255
Deborah Doering	Gestures of Hybridity (2015)	Series of participatory drawings that mix graphite forms with sounds.	\$6,650
Meg Duguid	The Tramp Project (2014)	Performance-as-film project that adapts a 1947 James Agee script originally written for Charlie Chaplin.	\$5,265
William Estrada (3Arts Awardee)	The Mobile Street Art Cart (2016)	Construction of a mobile cart from which to deliver and facilitate free artmaking workshops in Chicago communities.	\$5,075
Jabari Evans	Naledge is Power: The Social Work of Hip-Hop (2015)	Music compilation, book, and film project that examines hip-hop culture and its impact on African American youth in Chicago.	\$5,473
Ladonna Freidheim	Veterans Reinventing Joy (2014)	Dance program aimed to help veterans with disabilities rediscover their joy and potential.	\$3,025
Sarah Gottlieb	Tones of Belonging (2015)	Dance piece and workshop series that explores the impact of sexual trauma through movement.	\$3,650
Monique Haley (3Arts Awardee)	Still Life with Drumming (2015)	Dance-play that tells a story of reconciling age with artistic desire.	\$5,377
Rachel Harper	Seen + Heard (2016)	Development of an archive of cultural works created by children ages 0 to 12.	\$5,678

Robin Hewlett (3Arts Awardee)	Creating Tools for Community Health (2013)	Lending library of creative tools made with input from the community to educate individuals about health issues.	\$4,249
Lindsay Hopkins	Chicago Dream House (2014)	Citizen-driven project in Albany Park to create a “dream house” as a symbolic act of community building in the wake of numerous foreclosures in the area.	\$3,600
Regin Igloria (3Arts Awardee)	Bookbinding Projects at North Branch Projects (2012)	Series of free bookbinding classes for students in neighboring schools.	\$3,345
Kristina Isabelle	And the Spirit Moved Me (2015)	Evening-length dance performance devoted to modern dance master Sybil Shearer.	\$5,445
Lisa Kaplan	My Charming Murderer (2016)	Debut recording of new music for piano.	\$16,290
Jamil Khoury (3Arts Awardee)	The Balancing Arab (2012)	Theatrical piece and video-play exploring tensions that exist between political cultures.	\$6,370
Young Joon Kwak	Rite of Trans-Mortality (2012)	Multimedia visual arts installation exploring cycles of life and death.	\$1,727
Mabel Kwan	Compass (2015)	Music album of new works for piano, harpsichord, and clavichord.	\$5,120
Lanialoha Lee (3Arts Awardee)	Power Strums 101 (2014)	Audio curriculum to teach traditional ‘ukulele strums.	\$5,576
David Leggett (3Arts Awardee)	When it Rains, it Pours (2012)	Series of new artworks for two solo exhibition opportunities.	\$2,590
Kris Lenzo (3Arts Awardee)	Smart Ass Cripple (2016)	Short documentary film profiling playwright and disability advocate, Mike Ervin, as part of a series focusing on artists with disabilities.	\$6,102
Lisa Lindvay (3Arts Awardee)	Seven Years in the Making (2014)	Photographic series documenting the effects of a mother’s mental illness on the artist’s family and home.	\$5,310

Tekki Lomnicki (3Arts Awardee) <i>*1 of 2 projects</i>	Fashion Forward: Mixed-Ability Fashion Show (2013)	Fashion show and benefit pairing Chicago designers and models (disabled and non-disabled).	\$3,785
Tekki Lomnicki (3Arts Awardee) <i>*2 of 2 projects</i>	EveryBODY Has a Story (2016)	Workshop for adults with disabilities on how to turn personal stories into performances using movement, sound, and set pieces.	\$3,637
Norman Long (3Arts Awardee)	Myth/Science Dubcology (2014)	Series of innovative sound concerts that connect audiences and communities.	\$1,355
Faheem Majeed	Floating Museum (2016)	Development of a mobile exhibition and structural interpretation of the DuSable Museum of African American History.	\$7,372
Cecil McDonald Jr. (3Arts Awardee)	In the Company of Black (2016)	Design and publication of a monograph of portraits that represent black people in domestic and everyday settings.	\$5,692
Meida McNeal & Honey Pot Performance	Ma(s)king Her (2016)	Community-driven dance theater work that addresses the absence of women of color in speculative fiction.	\$5,117
Fawzia Mirza	The Streets Are Ours: Two Lives Cross in Karachi (2016)	Production of a short 16-minute film about slain Pakistani activist Sabeen Mahmud.	\$10,125
Lani Montreal	Night of the Living Moms (2016)	Theater festival featuring personal narratives by artist-writers of color who are also mothers or parents.	\$4,005
Erica Mott (3Arts Awardee)	3 Singers (2014)	Performance and multimedia installation combining live and recorded music, movement, video, and technology.	\$5,736
Ahavani Mullen	Here and Now (2015)	Series of large-scale encaustic paintings for a solo exhibition opportunity.	\$4,618

Eliza Myrie	building a wall through my father (2016)	Development of new work for two exhibitions that document the construction of a 65 foot structure with the artist's father in Jamaica.	\$7,677
Kofi Ofosu-Yeboah	Chicago I See You (2015)	Documentary film that engages audiences in a new narrative of the Black male.	\$5,355
Ron OJ Parson	Beyond the Stage (2016)	Workshop and training program for young people of color interested in the backstage production elements of theater.	\$6,450
Angeli Primlani	Alchemy Punk Tempest (2012)	Mainstage show for the debut season of the Accidental Shakespeare Company.	\$3,075
Tomeka Reid (3Arts Awardee)	Chicago Jazz String Summit (2015)	Festival of performances highlighting local, national, and international string players working in jazz and improvised music.	\$5,797
Julia Rhoads	Creative Exchange with Danzo Teatro Retazos (2016)	Creative exchange and choreographic development of a new piece with Cuba-based Danzo Teatro Retazos.	\$5,001
Vershawn Sanders-Ward (3Arts Awardee)	ri'flekSHens in 6 (2015)	Evening-length dance work exploring the relationships between fathers and daughters.	\$3,030
Ami Saraiya (3Arts Awardee)	Purging (2012)	Music video produced in collaboration with visual artists and stop-animation filmmakers.	\$3,598
Edra Soto	The Franklin (2012)	Relocation and permanent installation of The Franklin, an outdoor exhibition space in Garfield Park.	\$2,437
Cristina Tadeo	Bread & Butter (2014)	Weekend of live performance involving collaborations and dialogues with artists about creative sustainability.	\$4,239

Jamie Topper (3Arts Awardee)	Un Arbol Que Me de Sombra: Bomba in Chicago (2012)	Film documenting the local history and contemporary relevance of <i>bomba</i> (a form of Afro-Puerto Rican music and dance).	\$4,459
Alyssa Vera-Ramos	The Scarlett "S" (2015)	Ensemble-devised play and community-based project that addresses the prevalence of sexual violence in our society.	\$5,000
Amanda Williams	Color(ed) Theories (2016)	Visual arts catalogue publication with documentation and essays about the <i>Color(ed) Theory</i> series of painted houses.	\$7,392
Marjorie Woodruff	Ghost Trees (2015)	Exhibition of new ceramic, sculptural, and photographic works that explore the magnificence and regenerative cycles of old-growth forests.	\$1,911
Karen Yates	Amok Festival 15 (2015)	Weekend performance festival addressing the history of the global spice trade in Indonesia.	\$5,450
Nejla Yatkin (3Arts Awardee)	Oasis (2013)	Evening-length dance work inspired by a Middle Eastern love story and the juxtaposition of desert and oasis.	\$5,001
Avery R. Young (3Arts Awardee)	booker t. soltreyn (2013)	CD and archival project combining song, poetry, and interviews about race and politics.	\$3,026
Rani Young	The Girl Detective Paintings (2015)	Painting series inspired by the creators and characters in the Nancy Drew book series.	\$2,425
Sara Zalek	Butoh Chicago: Tadashi Endo (2015)	Chicago workshop and performance with Butoh master, Tadashi Endo.	\$5,140
Mirtes Zwierzynski (3Arts Awardee)	57th Street Mosaic Underpass Mural (2013)	Public mural on Chicago's South Side, engaging retirees and elementary/high school students.	\$5,078