

IMPACT STUDY



MAKE ART WORK

65
projects

\$217,996
raised

2,796
donors

\$87,460
matched
by 3Arts

January 2012 – June 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**



City of Chicago
Mayor Rahm Emanuel

CHICAGO DEPARTMENT OF
DCASE
CULTURAL AFFAIRS & SPECIAL EVENTS

3arts.org

© 3Arts, Inc. March 2017

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 65 artists from January 2012 through June 2016.

What are the numbers?



On average:

- Each campaign received approximately 43 donations.
- The average donation amount is between \$60 and \$80.
- 92% of artists exceeded their funding goals.
- 45% of artists exceeded their funding goals by 10% or more.

Who are 3AP artists?

56% are artists of color, 71% are women artists and 8% are artists with disabilities.

They reside in **23 Chicago zip codes**, as well as neighborhoods in Evanston, Oak Park, and Cicero.

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: **Arts + Public Life** and the **Center for the Study of Race, Politics and Culture** at the University of Chicago; **Chicago Dancemakers Forum**; and the City of Chicago **Department of Cultural Affairs and Special Events (DCASE)**.

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.



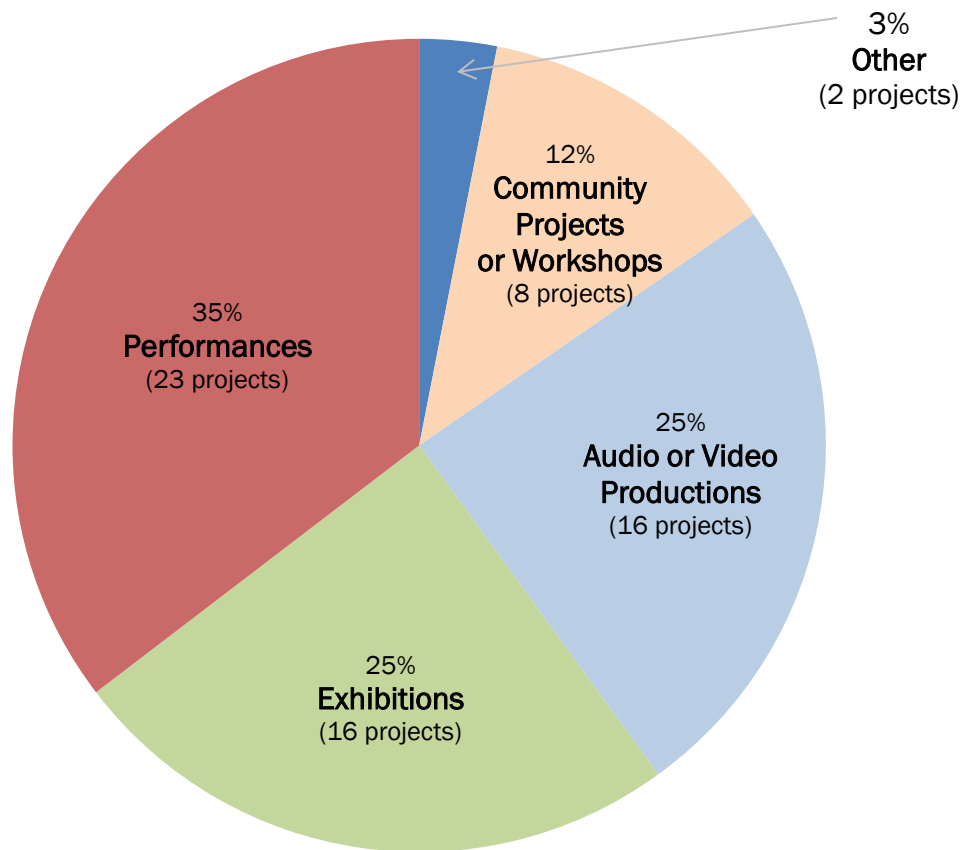
Barak adé Soleil 3AP: [what a body knows](#), 2016
(2016 3Arts/Denise & Gary Gardner Awardee)



Rachel Damon 3AP: [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 (11), theater productions (7), multimedia performances (3), and music concerts or festivals (2).

Audio or video productions include documentary or experimental films (7), 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/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.

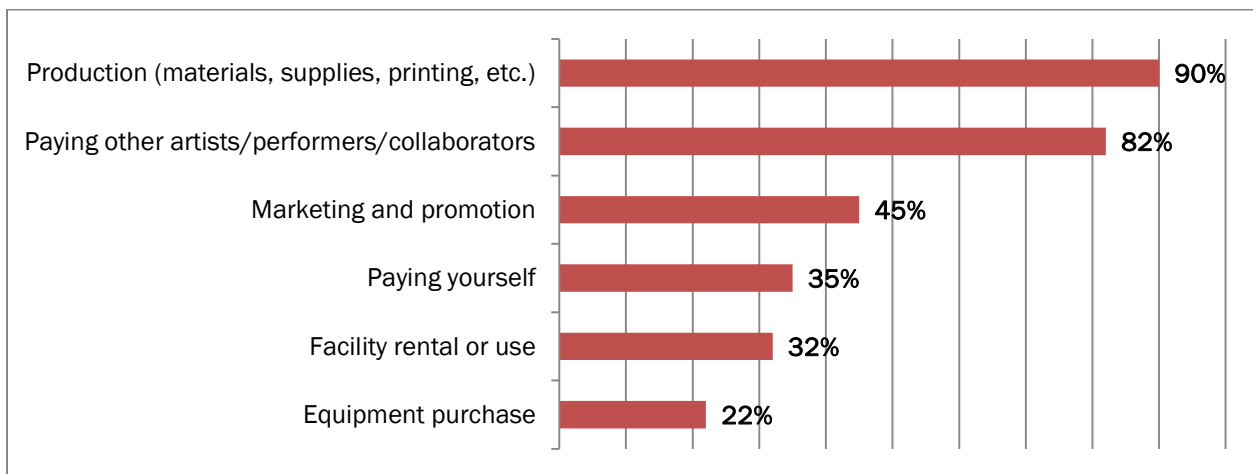
Other projects include a debut photography monograph and a research project to collect and archive art made by children.

How were the funds used?

The majority of artists used a portion of 3AP funds for **production costs** (90%) and to **pay other artists** (82%). **Marketing and promotion costs** (45%) 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 (32%) and buying equipment (22%).

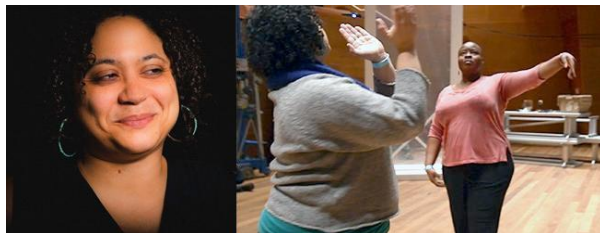
Finally, artists are using a portion of 3AP funds to **pay themselves** (35%), highlighting the value of their own time and resources needed in order to complete projects.



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



Kristina Isabelle 3AP: [And the Spirit Moved Me](#), 2015
(2012 Chicago Dancemakers Forum Lab Artist)



Meida McNeal 3AP: [Ma\(s\)king Her](#), 2016
(2014-15 Crossing Boundaries Awardee at the University of Chicago)



Cecil McDonald 3AP: [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 24,000 audience members** in 32 zip codes including 31 in Cook County and one in DuPage County. Eleven projects engaged audiences in 14 U.S. cities and 7 countries.

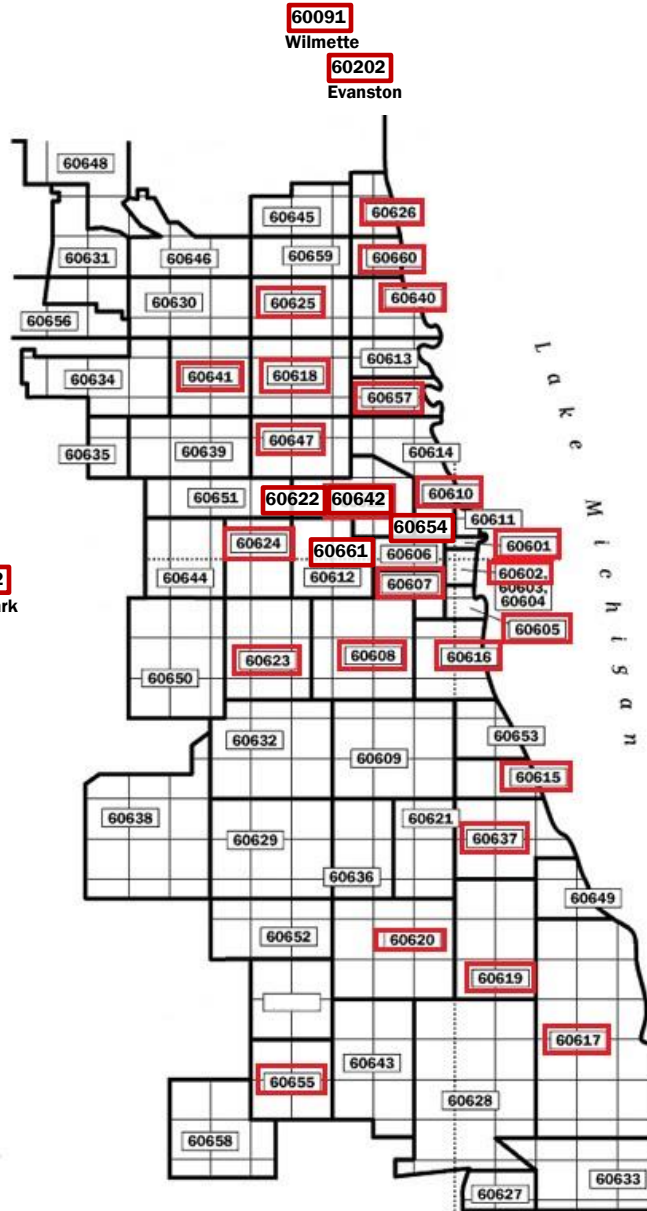
3AP in Chicago region

24,456 audience members
32 zip codes

60185
West Chicago,
DuPage County

60302
Oak Park

60473
South Holland



Beyond Chicago

34,792 audience members

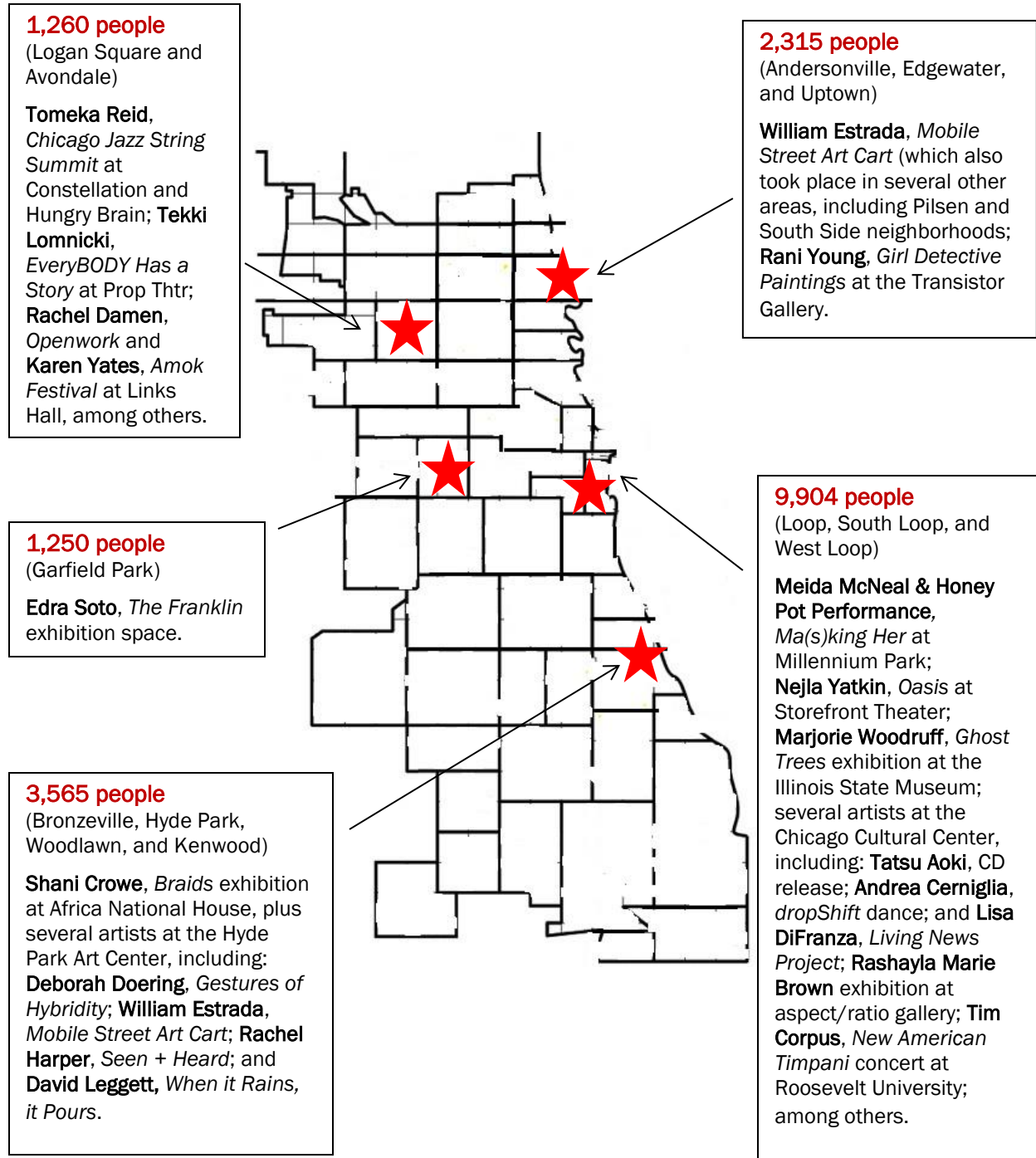
14 other cities:

- Bloomington, IN
- Brooklyn, NY
- Hines, VA
- Lewiston, ME
- Milwaukee, WI
- Minneapolis/St. Paul, MN
- New Orleans, LA
- New York, NY
- Normal, IL
- Philadelphia, PA
- Portland, OR
- Providence, RI
- San Francisco, CA
- Washington, DC

7 other countries:

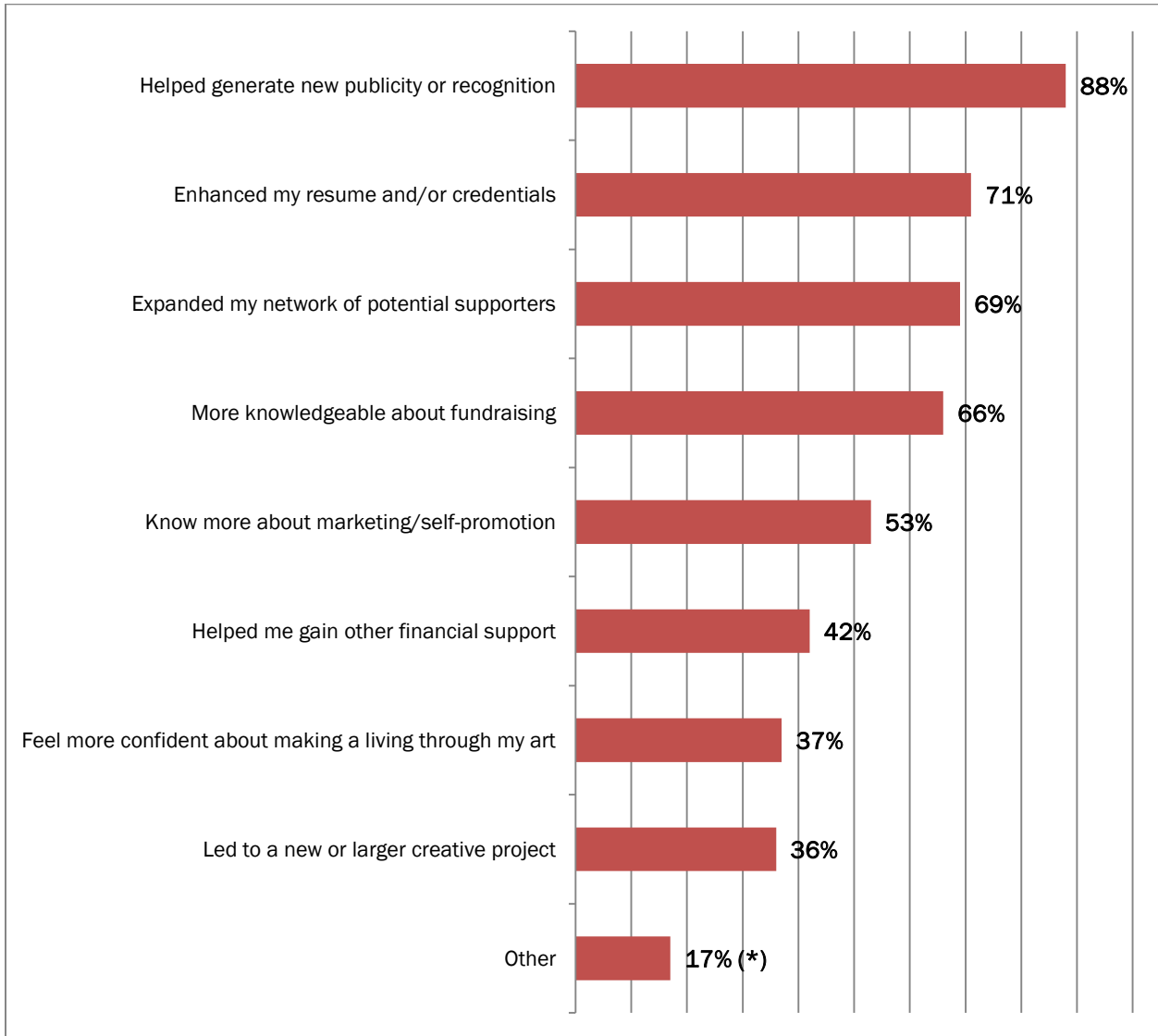
- Colombia
- Germany
- Lebanon
- Morocco
- Peru
- Poland
- S. Africa

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 17% “Other” category, artists cited additional benefits, including:

- Helping to **leverage partnerships with other organizations.**
- **Developing or deepening connections with other artists** in the program.
- **Invitations for other exhibition or career opportunities.**
- **Access to other 3Arts programs**, including professional development workshops.

What are the artists saying?



“This platform offered so much more than just an opportunity to raise funds. It is an invaluable learning experience that challenges artists to think about the whole package and the importance of smartly using necessary outlets to get your art into the world and make a difference. 3AP also was a huge confidence builder and an amazing tool and reference. Thank you for helping me move onward and upward!”

- **Brandi Berry**, 2014 3Arts/Gertrude E. Grisham Awardee. She raised \$6,042 for [The Good Shepherd](#) project, which was subsequently performed at the Old Town School of Folk Music and Theater Wit in Chicago, followed by Firebay Theater in Indiana in fall 2016 to audiences totaling more than 300.



“It’s incredibly important that 3Arts exists, adding support for 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 for [Ma\(s\)king Her](#), which was performed over three nights at the Pritzker Pavilion in Chicago’s Millennium Park for more than 500 attendees.



“I think it means so much to have this type of advocacy and bridge to support. 3Arts is a shining example of how an 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 for an initial phase of the multiyear [Floating Museum](#) project, which debuted in Chicago’s Calumet Park in summer 2016 for more than 100 people.



“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 for [EveryBODY Has a Story](#), a workshop and performance project that resulted in a weekend of new material presented by Tellin’ Tales Theater in April 2016, attracting 150 people.



“It is an amazing program, I felt supported every step of the way and continue to feel that way. It was a great way to debut my project with the general public and my already existing network.”

- **Sandra Delgado**, 2013 DCASE Individual Artist Program grant recipient. She raised \$8,862 to support early development of [La Habana](#), a full production of which will premiere at The Steppenwolf Theater in April 2017.

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.

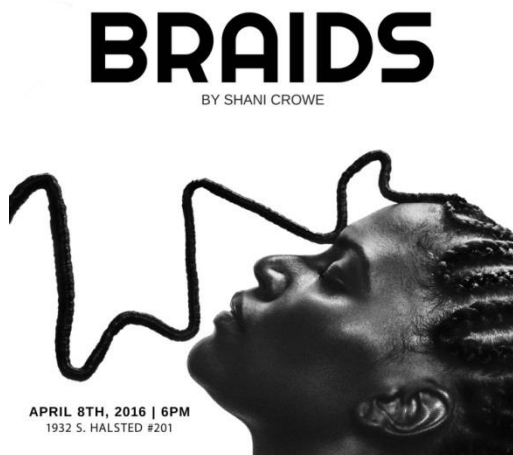
\$3,235 raised in June – August 2015 from **21 donors**.

“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.”

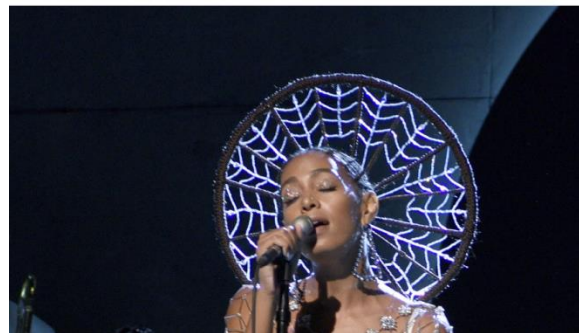
In April 2016, Shani opened a solo exhibition of **BRAIDS** at a hair salon in Pilsen. The exhibition was up for approximately four weeks and received wide attention, including a review and published images in *Afropunk* online. Subsequently, Shani was invited to exhibit the photographs at the Museum 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 now 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 (January 2012 – June 2016)			
Artist Name	Project Name & Campaign Year	Purpose	Amount Raised
Barak adé Soleil (3Arts Awardee)	<u>what the body knows</u> (2016)	A new dance performance focused on the intersection and legacy of race and disability.	\$3,655
Miguel Aguilar (3Arts Awardee)	<u>#Kiarah Fresh Wall</u> (2015)	A memorial graffiti mural for an aspiring artist/educator in the community.	\$2,600
Dee Alexander (3Arts Awardee)	<u>Songs My Mother Loves</u> (2013)	A CD recording of jazz compositions that pays tribute to a mother's musical and creative influence.	\$6,720
Julia Antonick	<u>cresset: vibrant, rusting</u> (2014)	A dance piece that uses Balinese and contemporary dance forms to explore the beauty of decay.	\$5,850
Tatsu Aoki (3Arts Awardee)	<u>Toyoakimoto: Re-Constructing Tokyo Geisha Music</u> (2012)	A CD recording of traditional Geisha music performed by Tatsu Aoki and other Chicago musicians.	\$6,030
JoVia Armstrong (3Arts Awardee)	<u>Cajon & Percussion: Outside the Box</u> (2015)	A series of lesson videos on how to play the cajon and incorporate it into percussion ensembles.	\$3,170
Regina Harris Baiocchi (3Arts Awardee)	<u>Haiku Festival</u> (2013)	10 th anniversary festival aiming to teach poetry and promote literacy for Chicago schoolchildren, with guest Sonia Sanchez.	\$5,307
George Bajalia	<u>The Magic Carpet: A Story with Music</u> (2014)	A 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)	<u>The Good Shepherd</u> (2016)	Two evening-length performances of this historic Scottish "folk opera" featuring musicians from the Bach & Beethoven Ensemble.	\$6,042

Sara Black (3Arts Awardee) *1 of 2 projects	Voyagers (2012)	A 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) *2 of 2 projects	Fielding (2016)	A 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)	A video and photography series that challenges dominant portrayals of Black women in popular culture.	\$5,367
Andrea Cerniglia	Imposter/Contained (2015)	A collaborative performance piece engaging audiences with dialogue, choice, and experimental practice.	\$3,857
Juan Angel Chavez (3Arts Awardee)	The Marshfield Project (2012)	An experimental site dedicated to exhibiting art and collaborative projects by non-artists in the community.	\$3,170
Michelle Citron	Lives/Visible (2015)	A 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)	A series of braid styles and portraits that document the nuanced artistry of braiding in Black culture.	\$3,235
Rachel Damon	Openwork (2016)	A 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	<u>Closed for Good</u> (2015)	A documentary film chronicling two families affected by Chicago Public School closures.	\$5,239
Lisa DiFranza	<u>The Living News Project: Shelter/ Chicago</u> (2014)	A journalistic theater piece investigating homelessness in Chicago.	\$4,255
Deborah Doering / DOEprojekts	<u>Gestures of Hybridity</u> (2015)	A series of participatory drawings that mix graphite forms with sounds.	\$6,650
Meg Duguid	<u>The Tramp Project</u> (2014)	A performance-as-film project that adapts a 1947 James Agee script originally written for Charlie Chaplin.	\$5,265
William Estrada (3Arts Awardee)	<u>The Mobile Street Art Cart</u> (2016)	Construction of a mobile cart from which to deliver and facilitate free artmaking workshops in Chicago communities.	\$5,075
Jabari Evans	<u>Naledge is Power: The Social Work of Hip-Hop</u> (2015)	A music compilation, book, and film project that examines hip-hop culture and its impact on African American youth in Chicago.	\$5,473
Ladonna Freidheim	<u>Veterans Reinventing Joy</u> (2014)	A dance program aimed to help veterans with disabilities rediscover their joy and potential.	\$3,025
Sarah Gottlieb	<u>Tones of Belonging</u> (2015)	A dance piece and workshop series that explores the impact of sexual trauma through movement.	\$3,650
Monique Haley (3Arts Awardee)	<u>Still Life with Drumming</u> (2015)	A dance-play that tells a story of reconciling age with artistic desire.	\$5,377
Rachel Harper	<u>Seen + Heard</u> (2016)	Development of an archive of cultural works created by children ages 0 to 12.	\$5,678

Robin Hewlett (3Arts Awardee)	<i>Creating Tools for Community Health</i> (2013)	A lending library of creative tools made with input from the community to educate individuals about health issues.	\$4,249
Lindsay Hopkins	<i>Chicago Dream House</i> (2014)	A 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)	<i>Bookbinding Projects at North Branch Projects</i> (2012)	A series of free bookbinding classes for students in neighboring schools.	\$3,345
Kristina Isabelle	<i>And the Spirit Moved Me</i> (2015)	An evening-length performance devoted to modern dance master Sybil Shearer.	\$5,445
Jamil Khoury (3Arts Awardee)	<i>The Balancing Arab</i> (2012)	A theatrical piece and video-play exploring tensions that exist between political cultures.	\$6,370
Young Joon Kwak	<i>Rite of Trans-Mortality</i> (2012)	A multimedia visual arts installation exploring cycles of life and death.	\$1,727
Mabel Kwan	<i>Compass</i> (2015)	A music album of new works for piano, harpsichord, and clavichord.	\$5,120
Lanialoha Lee (3Arts Awardee)	<i>Power Strums 101</i> (2014)	An audio curriculum to teach traditional ‘ukulele strums.	\$5,576
David Leggett (3Arts Awardee)	<i>When it Rains, it Pours</i> (2012)	A series of new artworks for two solo exhibition opportunities.	\$2,590
Kris Lenzo (3Arts Awardee)	<i>Smart Ass Cripple</i> (2016)	A 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)	<i>Seven Years in the Making</i> (2014)	A 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>	<u>Fashion Forward: Mixed-Ability Fashion Show</u> (2013)	A 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>	<u>EveryBODY Has a Story</u> (2016)	A 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)	<u>Myth/Science Dubcology</u> (2014)	A series of innovative sound concerts that connect audiences and communities.	\$1,355
Faheem Majeed	<u>Floating Museum</u> (2016)	Development of a mobile exhibition and structural interpretation of the DuSable Museum of African American History.	\$7,372
Cecil McDonald Jr. (3Arts Awardee)	<u>In the Company of Black</u> (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	<u>Ma(s)king Her</u> (2016)	A community-driven dance theater work that addresses the absence of women of color in speculative fiction.	\$5,117
Erica Mott (3Arts Awardee)	<u>3 Singers</u> (2014)	A performance and multimedia installation combining live and recorded music, movement, video, and technology.	\$5,736
Ahavani Mullen	<u>Here and Now</u> (2015)	A series of large-scale encaustic paintings for a solo exhibition opportunity.	\$4,618
Eliza Myrie	<u>building a wall through my father</u> (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 Oforu-Yeboah	<u>Chicago I See You</u> (2015)	A documentary film that engages audiences in a new narrative of the Black male.	\$5,355

Angeli Primlani	Alchemy Punk Tempest (2012)	A mainstage show for the debut season of the Accidental Shakespeare Company.	\$3,075
Tomeka Reid (3Arts Awardee)	Chicago Jazz String Summit (2015)	A festival of performances highlighting local, national, and international string players working in jazz and improvised music.	\$5,797
Vershawn Sanders-Ward (3Arts Awardee)	ri'flekSHens in 6 (2015)	An evening-length dance work exploring the relationships between fathers and daughters.	\$3,030
Ami Saraiya (3Arts Awardee)	Purging (2012)	A 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)	A 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)	A 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)	An ensemble-devised play and community-based project that addresses the prevalence of sexual violence in our society.	\$5,000
Marjorie Woodruff	Ghost Trees (2015)	An exhibition of new ceramic, sculptural, and photographic works that explore the magnificence and regenerative cycles of old-growth forests.	\$1,911

Karen Yates	<u>Amok Festival 15</u> (2015)	A weekend performance festival addressing the history of the global spice trade in Indonesia.	\$5,450
Nejla Yatkin (3Arts Awardee)	<u>Oasis</u> (2013)	An 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)	<u>booker t. soltreyne</u> (2013)	A CD and archival project combining song, poetry, and interviews about race and politics.	\$3,026
Rani Young	<u>The Girl Detective Paintings</u> (2015)	A new painting series inspired by the creators and characters in the Nancy Drew book series.	\$2,425
Sara Zalek	<u>Butoh Chicago: Tadashi Endo</u> (2015)	Chicago workshop and performance with Butoh master, Tadashi Endo.	\$5,140
Mirtes Zwierzynski (3Arts Awardee)	<u>57th Street Mosaic Underpass Mural</u> (2013)	Completion of a public mural on Chicago's South Side, engaging retirees and elementary/high school students.	\$5,078