



3Arts

Strategic Plan – January 2019 – December 2021

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.

VISION

3Arts recognizes that art is essential to the wellbeing and vibrancy of our lives. Art fuels, expands, and deepens our intellectual and emotional capacities while helping us envision and communicate new possibilities and paths. It has the power to bridge gaps between us, help us see the world in which we live from a fresh perspective, and urge us to reflect on what it means to be human—here and now. Behind every work of art that sets this in motion is an artist. 3Arts is dedicated to the artists whose work shapes, shifts, and touches all of us.

VALUES

Creativity—

Everything, from our planet’s survival to our everyday experience of life, is reliant upon creative solutions and visions. We are committed to fueling creativity in the artists who push the boundaries daily.

Diversity—

We believe that it is our duty to strive to rectify cultural inequity by supporting women artists, artists of color, and artists with disabilities whose work is not yet equitably supported in mainstream culture. Further, we believe that multiple and divergent perspectives must be recognized for a culture, a community, a city, and a country to claim that it is sound.

Community—

We believe that artists are essential to sustaining an inspiring community in which art is accessible to everyone.

Integrity—

We are committed to operating with a high standard of efficiency, responsiveness, effectiveness, and clarity of both purpose and process.

STRATEGIC VISION

3Arts is an artist-centric, highly recognized leader in arts and social justice with infrastructure that supports the long-term sustainability of the mission.

STRATEGIC AREA: IMPACT (Mission and Program)

Goal I.1. 3Arts has innovative programming that has a deep commitment to, impact on, and engagement with artists

I.1.1. 3Arts reaffirms its commitment to women artists, artists of color, and artists with disabilities

I.1.2. 3Arts has a defined plan for mutually beneficial engagement for artists

Goal I.2. 3Arts has an engaged network of artists, stakeholders, and community members

I.2.1. 3Arts engages with different constituencies to deepen connections to the organization, programs, and artists

Goal I.3. 3Arts measures and conveys its impact

I.3.1. 3Arts has robust data measuring impact accountable to the mission

STRATEGIC AREA: SUSTAINABILITY (Finance, Resource Generation)

Goal S.1. 3Arts operates with integrity and exhibits high-level stewardship

S.1.1. Financial practices, processes, and oversight support sound financial capacity and decisions

S.1.2. 3Arts has a high-functioning, diverse board of directors with wide networks

S.1.3. The infrastructure is strong and supports all aspects of 3Arts

S.1.4. Staffing supports a thriving organization

Goal S. 2. 3Arts has well-managed, diverse, and robust funding streams

S.2.1. Fundraising and resource generation is strategic and vigorous

STRATEGIC AREA: AMPLIFICATION (Marketing, Communications, Advocacy, Storytelling)

Goal A.1. 3Arts has clear, concise, consistent communication and increased, wide-spread awareness

A.1.1. 3Arts mission and success are widely known and understood

A.1.2. 3Arts raises awardees' profiles