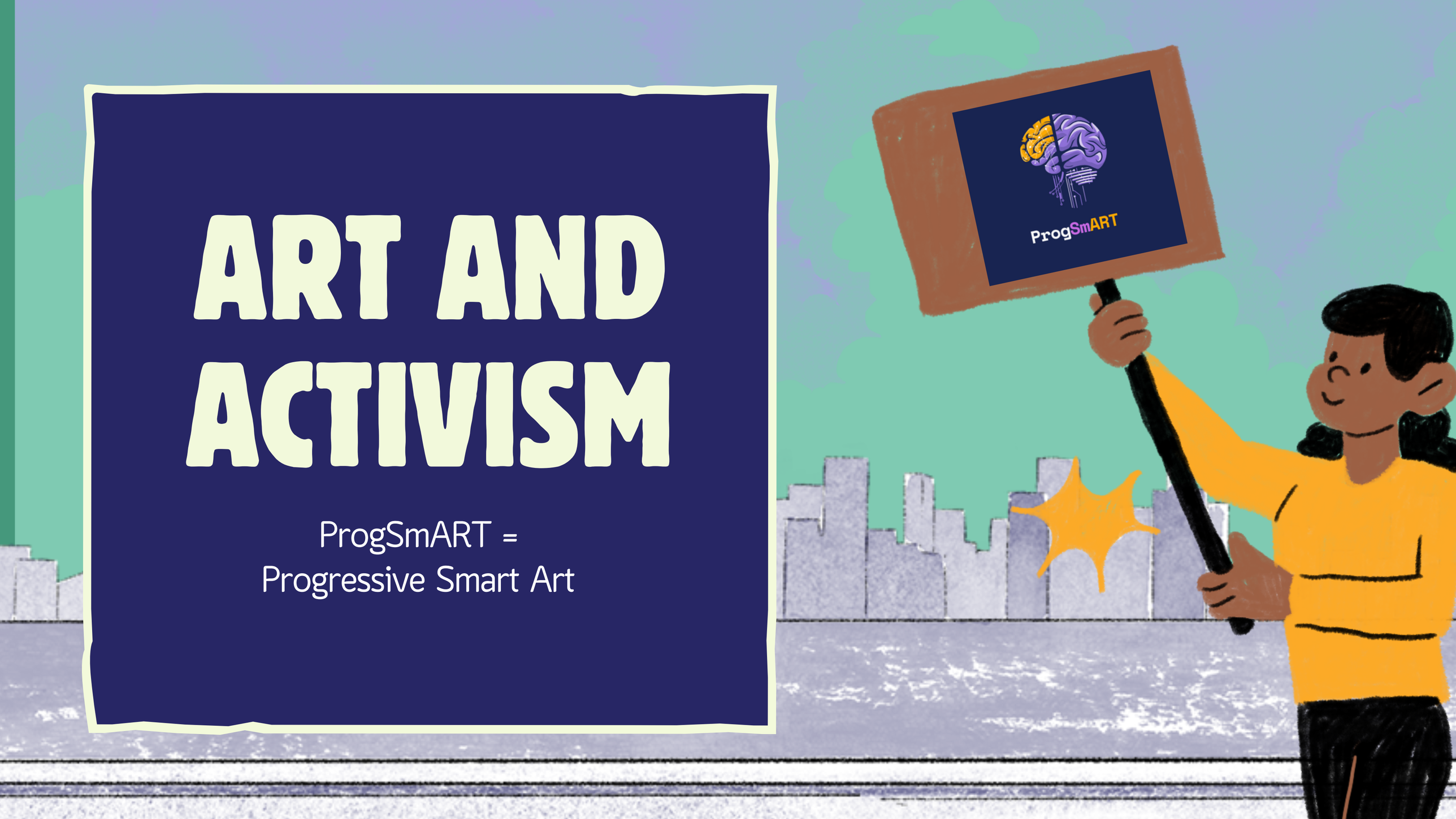
ART AND ACTIVISM

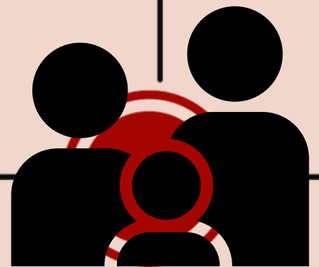
ProgSmART =
Progressive Smart Art



MY JOURNEY

Jakalia Brown - Founder

2012
Worked with families effected by judicial killings



2015
Field Organizer for SEIU during the Fight for $15 in NYC

2020
Curated the ProGeorgia Mural Project

2024
Curated the National Change-Makers of Color Mixer - ATL

ProgSmART

BY LINKING PROGRESSIVE ARTISTS, MISSION-DRIVEN ORGANIZATIONS, AND STRATEGIC FUNDERS, WE CATALYZE PROJECT-BASED COLLABORATIONS THAT DELIVER MEASURABLE SOCIAL IMPACT.

ProgSmART

ART IMPACT

60%

adults who attend the arts report higher levels of community involvement and social cohesion

$166.3 Billion

According to The Arts and Economic Prosperity 5 - Americans for the Arts (2017), nonprofit arts sector generates $166.3 billion in economic activity annuallysupporting over 4.6 million jobs

20%

2012 report by the National Endowment for the Arts (NEA) in the United States revealed that young adults with intensive arts experiences in high school were more likely to exhibit civic-minded behaviors

EVERYONE IN THE MOVEMENT IS AN ARTIST !

No matter if you are a funder, non-profit leader, or practicing Artist

Art impacts you!

MAIN FEATURES OF PROGSMART

- Project Management
- Engagement Tracking
- Intentional Community
- Resource Sharing

George F Baker III during ProGeorgia 2020 Mural Project

George F Baker III during his 2025 TED Talk

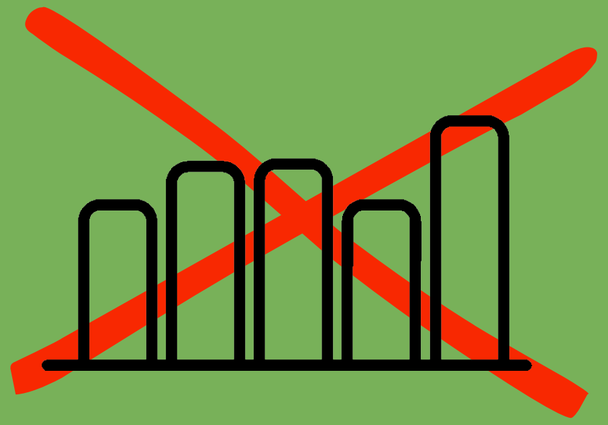
My Sister, the funder, Je-Shawna Wholley (left) with Obama (middle)

PROGSMART FOCUS GROUPS

- 9 Participants
  - 6 non-profit leaders
  - 4 Artists
  - 2 Funders

*Participants of the focus group were able to select multiple roles

FRUSTRATIONS



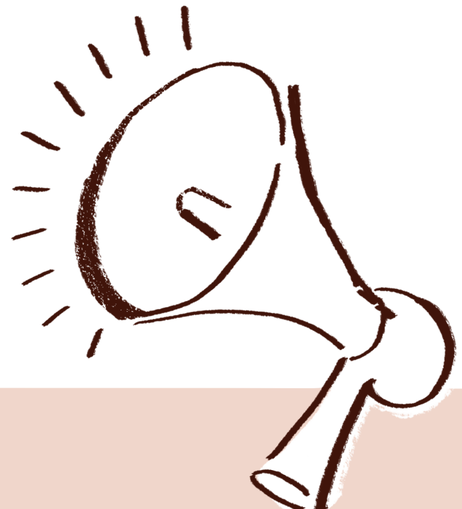
Issues discussed during the ProgSmART focus groups;

- Lack of sufficient data and metrics on art's impact within the progressive movement
- The process for intentional collaboration in securing funding for art-based progressive projects remains unstructured.

SOLUTIONS

- **Community Engagement Measurement:**
ProgSmART will assess impact by tracking event participation, including in-person attendance and online interactions.

- **Social Media Impact:**
ProgSmART will compile follower data from artists and organizations to showcase the reach of projects funded through ProgSmART.



CALL TO ACTION

- Say it with me, I am an artist!
- Think, how can you use art to make an impact?
- Write your reflections down in the chat!

ProgSmART

DEMO IT YOURSELF!

Interested in Joining the Beta Test?

LOGIN WITH YOUR EMAIL FOR UPDATES!

Scan code to install. Learn how