

# CULTURAL COALITION INDIVIDUAL GIVING SOCIETY



*Co-Founders of Cultural Coalition, Chair of the Board, Zarco Guerrero, and  
Executive Director, Carmen Guerrero*  
*“The Arts are crucial in telling the stories of our Humanity.”*



## CELEBRATING 25 YEARS

**Our Mission** is to provide community engagement through unique cultural programs dedicated to the education, promotion, and development of Indigenous artists in Arizona.

**Our Vision** is to celebrate diverse cultures, serve families, provide cultural education, and create new traditions.

**Guiding Principles:** Work with dignity, respect, integrity, and passion in all that we do. What we do: Celebrate diverse cultures, provide cultural education, create new traditions, support local artists.



# Opportunities to Support Our Mission



## El Rancho del Arte After School Arts Program

We provide free meals by St. Mary's Food Bank, homework help, and daily arts activities. This program operates Monday through Friday, aligned with the Mesa Public School calendar and serves over 90 low-income families who are primarily BIPOC, with limited access to the arts.

*"I was failing in school and my mom brought me down for Homework Help. I was very embarrassed, but the teachers were nice and helped me. Now I am going to finish 4th Grade."*

*- Ashley, Age 10.*

- Daily art classes with dance, painting and drawing activities. We've offered printing and robotics as well.
- Afternoon music class (New in 2023)
- Holiday programs – music and museum field trips

**Need:** Art materials, iPad, teachers, and refreshments for 90 students annually.

**Support:** \$5,000 would provide music teachers and musical instruments.

## Legacy: Guerrero Family Apprenticeship Program

Cultural Coalition is developing a relationship with the ASU Museum Studies program and other area colleges to offer up to six internship/apprenticeships annually.

*"I am blessed to have the opportunity to be an apprentice for Maestro Zarco Guerrero. Working with him has been life changing. He has helped to elevate my artistic endeavors, provided countless opportunities to perform at festivals and events all over the greater Phoenix area, and ultimately, he has provided me with the guidance and knowledge that I shall use to forge my future as a professional artist in my own right."* - Marshall V. 2022

- **Arts Studio/Collections/Museum Studies Apprentice** - Works closely with Master Artist Zarco, this apprentice catalogs artwork for the museum collection; learns techniques and methods to care for art; gains experience in exhibition packing, install, design, and deinstallation.





- **Event/Theater Programs Apprentice** - Works closely with the staff team to prepare for, set up and tear down of equipment for the four annual festivals and other community outreach programs. This includes the management of props such as: puppets, masks, and other artworks by cleaning, organizing, and repairing them.

- **Administrative/Social Media/Marketing Apprentice** - Works closely with E.D. Carmen and other members of the marketing team, to support ongoing digital archiving project of photographs, assists with social media content, blogs, and other marketing duties.



**Need:** Provide college students with experience in their field, offer a stipend to show value for their work, with the option to acquire college credits.

**Support:** An annual investment of \$10,000 provides six apprenticeship opportunities and meets the mission of the organization to continue the family legacy.

## Educational Outreach: Annual Community Festivals

*"Many kids' first encounter with the arts is at one of our annual festivals." - Tanya R., Art Teacher*

Cultural Coalition has a long history of celebrating diverse cultural traditions, such as *Día de Los Muertos* or *Mikiztli*, through festivals. Festivals bring families together to celebrate the diversity of the world through authentic artistic performances. Art is vital for young children to develop interest, foster creativity, and empower them with self-esteem. All of our festivals are free to attend, offering music and dance performances, free youth art activities, and access to community resources.



- **MIKIZTLI: Día de Los Muertos Phx Festival (End of October/Early November):** At Steele Indian School Park in Phoenix with an annual audience of almost 10,000. Showcases over 300 performing artists, many of them students of the traditional arts such as Folklorico Dance and Mariachi Music. We are the largest free Latino themed event for the city of Phoenix. We strive to be the largest gathering of masked performers in AZ. Funded by the Phoenix Office of Arts and Culture, The Arizona Commission on the Arts, The Virginia G. Piper Charitable Trust, Raza Development Fund, and many corporate sponsors.





- **Portal to the Past Festival (Early October):** Through a partnership with Pueblo Grande Museum, partially funded by AZ Humanities, and featuring local Indigenous Artists, this free festival celebrates the water legacy of the Ancestral Sonoran Desert People in AZ with a annual audience of 1,000.

- **El Puente Festival (Early April):** Held at the Tempe Arts Center with an annual audience of 3,000. This free festival is centered around youth artists. Featuring youth performance groups of dance and music from around the Valley, it culminates with masked performers and puppets parading over the Tempe Pedestrian Bridge. Partially funded by the City of Tempe and individual donations.

- **Mask Alive Festival (Early March):** This festival is a testimony to the many unique ethnic groups that call Mesa home. Held at Pioneer Park, this in-person event regularly has Mesa's Mayor and Vice Mayor in attendance, with an audience of 3,000 people. Partially funded by the City of Mesa and individual donors.

**Need:** While we have some sponsorship support to hold these events, we would like to expand our children's programs by providing more kid centric activities, performances, and opportunities to partner with schools in the areas. Additional support is needed to provide free food and more family health and nutritional information at these events.

**Support:** An annual investment of \$10,000 would ensure each festival would be able to have a larger children's performance area and more artists whose art is dedicated to the young ones.



## Mask Alive! Museum & Cultural Center

The Mask Alive! Museum is a dream of Zarco and Carmen's to gift the community as a legacy project. Drawing from a collection of over 1,000 masks and sculptures created by Master Artist Zarco Guerrero, the museum will include a variety of masks, costumes and giant puppets utilized in performances and festivals throughout the decades in the Valley. Cultural Coalition has presented several exhibitions at Yavapai College, Pueblo Grande Museum, Arizona State University, ASU West, Cuernavaca, Mexico, São Paulo, Brazil and many more places nationally and internationally.







With additional support, the mask collection will soon be available virtually to our community, and we are seeking a space for pop-up exhibitions to display masks and images of performance artists whose cultural traditions include the use of masks from around the world. The Mission of the Mask Alive! Museum & Cultural Center is to be a space for creativity and artistic expression that exhibits a global collection of masks and art in celebration of the human cultural practice of storytelling.

*Pop-Up Exhibit Proposal: 3 month rotations of exhibitions*

*Theme One: Jan, Feb, and March - Mask Alive*

*Theme Two: April, May, and June - To be determined*

*Theme Three: September, October & November - Día de Los Muertos*



### **Need:**

- Staffing to set up the exhibitions, inventory, and catalog the mask collection.
- Materials - Labels, archival materials, and other props/objects for preservation, storage, and exhibitions.
- A dedicated iPad that loops videos of live performances
- Secure panels, cases, and mounts to exhibit masks and artwork
- “Artwork Archive” annual subscription. Launch funded by the SoyMos Chicano Foundation of Milwaukee. We need to continue funding for the software program in 2023 and beyond.
- Use this link to what we have accomplished so far, use password M@skMuseum2021 to view:  
[artworkarchive.com/profile/mask-alive-museum-cultural-center/exhibitions](https://artworkarchive.com/profile/mask-alive-museum-cultural-center/exhibitions)



### **Support:**

An annual investment of \$15,000 will support the launching of the Mask Alive Museum as an important development of Arizona's artistic legacy that will provide year-round access to work by local artists and cultural connections .



### ***For more information:***

[www.culturalcoalition.com](http://www.culturalcoalition.com)

[www.diadelosmuertosphx.com](http://www.diadelosmuertosphx.com)

[www.youtube.com/c/CulturalCoalition](https://www.youtube.com/c/CulturalCoalition)

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