

CULTURAL COALITION INDIVIDUAL GIVING SOCIETY



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



CELEBRATING 25+ YEARS

Our Mission is to connect communities and generations to ancestral knowledge and practices through artistic cultural preservation and programs that celebrate Chicano, Latiné, and Indigenous heritages.

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.



El Rancho del Arte After School Arts Program

Cultural Coalitions' After School Arts Program annually serves over 100 youth ages 5 to 13 whose families are residents at El Rancho del Arte & Del Sol low-income housing complexes, and the youth in its surrounding neighborhoods in Mesa, AZ. These low-income communities have 113 units, housing over 500 residents with over 50% of them being children under the age of 20. Built in a "Zone of Opportunity", they serve Mesa families earning 40-60% below the area's median income.

Our free After School Art Program provides youth residents with:

- Nutritious daily meals in partnership with St. Mary's Food Bank
- Homework help, including access to the internet and use of iPads to complete online homework assignments
- Daily visual and performing arts activities engagement including painting/drawing, dancing, musical instrument instruction, & more
- Weekly access to S.T.E.A.M activities that combine the arts with science, engineering, and robotics
- Monthly partner programs include gardening & cooking with Local First Arizona, health & social services by Mercy House and La Frontera

PROGRAM FUNDING LEVELS SUPPORT:

- **\$10,000** - Teaching Artists that serve 100+ youth annually
- **\$5,000** - Two Teaching Artists for one semester of services
- **\$3,000** - Weekly Music & S.T.E.A.M. programs and materials
- **\$1,500** - Art supplies for 100+ youth for two semesters
- **\$750** - Art supplies for 50+ youth for one semester
- **\$500** - Back to school supplies for 50+ students annually

80% of the residents identify as Latiné, or BIPOC

85% of residents experience food insecurity

"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.



Legacy Initiative: Guerrero Family Apprenticeship Program

Cultural Coalition offers paid intern and apprentice opportunities to young adults who are interested in pursuing careers in the arts, as professional artists or in the arts fields. Our positions provide college students with practical experience, a living wage stipend, and the option to acquire college credits. Semester, summer, and entire school year opportunities are available. **Internship & Apprentice Position Descriptions:**

Mask & Studio Apprentice - Works closely with Master Artist Zarco to learn the artistic practice of mask making and storytelling. Apprentice gains experience in creating masks for performance artists and storytellers, general care and repair techniques, with opportunities to assist performances and productions at festivals & outreach programs.

Museum Studies Intern - Works closely with Master Artist Zarco & Assistant Director to catalog artwork for the Mask Alive Art Collection. Intern gains hands-on experience and learns best practices for collections management, object care, art handling, and exhibition design & installation.

Arts Administration Intern - Works closely with Executive Director and team to support daily operations, programs, and marketing goals. Intern gains experience in arts operations, program & event coordination, community outreach, and assists with social media, blogs, and other marketing duties.

PROGRAM FUNDING LEVELS:

- **\$15,000** - Supports four (4) positions in each area annually
- **\$10,000** - Supports two (2) positions in each area annually
- **\$5,000** - Supports two (2) positions for a single semester
- **\$2,500** - Supports one (1) position for a single semester

Support
Future Artists

PROGRAM PARTNERS
Arizona State Univ.
Mesa Comm. College
Maricopa County
Comm. Colleges

“Through the Apprenticeship Program, I was able to perform with masks, puppets, and at a myriad of Cultural Coalition festivals and showcases throughout the year.”
— Marshall V., Studio Apprentice



To Support this Program Contact:

Carmen Guerrero | Executive Director | 701 E. Main Street, Mesa, AZ 85203
(480) 834-5731 | carmen@culturalcoalition.com | culturalcoalition.com



Educational Outreach: Annual Community Festivals

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

Our Annual Festivals Include:

MIKIZTLI: Día de Los Muertos Phx Festival (October): At Steele Indian School Park in Phoenix serving an annual audience of almost 10,000. Showcasing over 300 performing artists, many of them students of the traditional arts such as folklórico dance and mariachi music. The largest free Latino themed event for the city of Phoenix, we strive to be the largest gathering of masked performers in Arizona.

Portal to the Past Festival (November): In partnership with S'edav Va'aki Museum, this festival features local Indigenous Artists, and celebrates the water legacy of the Ancestral Sonoran Desert People in AZ with an annual audience of 1,000 attendees.

El Puente Festival (April): Held at the Tempe Center for the Arts with an annual audience of 4,000. The festival is centered around youth artists, featuring youth performance groups of dance and music from around the Valley, culminating with a parade over the Tempe Pedestrian Bridge.

Mask Alive Festival (March): This festival is a testimony to the many cultures 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 between 3,000 to 4,000 people.



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



An annual investment of \$10,000 would ensure each festival has a larger children's performance presence, more hands-on art activities for youth, and a community resources area dedicated to families.

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LEGACY INITIATIVE: MASK ALIVE! ART COLLECTION



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Present by Cultural Coalition, the Mask Alive! Art Collection, available online, is the first step in achieving the Legacy Initiative of establishing a Museum & Cultural Center that will 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.

The Mask Alive! Museum & Cultural Center is a dream of Zarco and Carmen's to gift the community as a legacy project through their charitable organization Cultural Coalition.

Drawing from a collection of over 1,000 masks and sculptures created by Master Artist Zarco Guerrero and other local artists, the museum will include a variety of masks, costumes, and giant puppets utilized during performances and festivals for over 40 years throughout Arizona.



Bring The Mask Alive! Museum & Cultural Center to LIFE!

Phase 1 (Launched 2023): Virtual Exhibits - View artwork at artworkarchive.com/profile/mask-alive-art-collection/collections

Phase 2 (In Progress): Mobile Museum - First Pop-Up Exhibitions installed in the Spring of 2023 in Downtown Mesa on Main Street

Phase 3: Brick & Mortar - A dedicated museum and cultural facility to house the mask collection and host performances, festivals, and educational workshops

Thanks to support from SoyMos Chicanos, Friends of Mexican Art, COSTCO Wholesale, City of Mesa, K'é Community Labs, Arizona Humanities, and NALAC, the art collection is available for free to our community virtually, and through pop-up exhibitions. Exhibits include masks with images and videos of performance artists whose cultural traditions include the use of masks, such as Africa, Japanese, Middle East, Mexico, and Native American cultures. The continued progress of the Mask Alive Art Collection inventory, catalogue, and exhibitions is an important initiative of Cultural Coalition's artistic legacy in Arizona, which began in 1996 but whose founders have been part of Arizona's artistic development since the 1980's.

SUPPORT THE TRANSFORMATIVE POWER OF MASKS:

\$20,000 - Supports one (1) year of staff curation, research, production, and installation of pop-up exhibits and accompanying educational materials

\$10,000 - Provides materials for one (1) year of collections care, preservation, packing, and climate controlled storage

\$5,000 - Sustains the pop-up exhibits program with display materials including travel display walls, text panels, and object installation tools

\$2,500 - Funds a Museum Studies Intern for one (1) semester to continue inventory and digital archiving of objects

\$1,500 - Keeps the collection free and available online to our community through the Artwork Archive platform



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