



**CULTURAL COALITION**

# **2024 ANNUAL REPORT**



Cultural Coalition, Inc's 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.

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# ABOUT CULTURAL COALITION, INC.



Since 1996, Cultural Coalition, Inc, a non-profit arts organization has been dedicated to providing accessible arts engagement through unique cultural programs. Our Vision is to celebrate diverse cultures, serve families, provide cultural education, and create new traditions.

**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 programmatic activities aim to educate, promote and develop cultural arts programs and engage artists in the Phoenix area while preserving, producing, and presenting socially significant community traditions.

Through cultural art events, multidisciplinary performances, educational outreach, and our Mask Alive Art Archive Collection, we tell our collective universal stories, preserve our heritage, and keep our traditional icons alive and relevant to our contemporary culture.

Supporting our local professional and youth artists is an imperative goal of our organization. Artists are the visionaries and communicators of contemporary issues; it is vital to continue utilizing the arts as a way to reach new audiences while preventing commercial exploitation and cultural appropriations.

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# A MESSAGE FROM OUR FOUNDERS



Dear Friends & Supporters of Cultural Coalition,

As we reflect on the incredible year Cultural Coalition had in 2024, we are filled with pride and excitement for what the future holds.

With what started as pop-up exhibits for First Fridays at the Arizona Center, has now led to the opening of the Mask Alive Art Collection Gallery in 2025. A dream come true, and brought to fruition by the hard-work and ganas of our staff, board, artists, interns, apprentices, and our community!

Inspiring this period of growth and inspiration, we had a chance to visit to over 40 different museums and cultural centers across three countries thanks to Carmens' Piper Fellowship. Those travels sparked big ideas about how to further connect the tangible power of performance art with our communities.

In 2024 we also engaged more people than ever before, expanding our outreach to over 29,000 people through 40 different contracted gigs and educational outreaches. This growth amplifies our commitment to making cultural arts accessible to all.

Looking ahead, we are incredibly excited about our upcoming 30-year anniversary in 2026! This milestone will be a celebration of our history and an opportunity to take our artists and organization to the next level!

Empowered by your support, we look forward to connecting communities to the rich cultural arts of Chicano, Latine, and Indigenous heritage.

Thank you for being a part of this journey, Gracias, Tlazokamati,

*Carmen & Zarco Guerrero*

# 2024 ORGANIZATIONAL HIGHLIGHTS



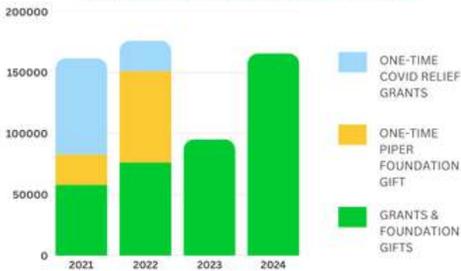
## GRANTS & FOUNDATIONS GIVING

2021 THROUGH 2024

SIX NEW 1ST TIME GRANT AWARDS IN 2024 TOTALING \$34,750

PLUS \$40,000 IN PIPER FELLOWSHIP GRANTS FOR OUR EXECUTIVE DIRECTOR

CARMEN GUERRERO, BOARD, AND STAFF DEVELOPMENT



## AREAS OF GROWTH IN 2024

- Sponsorships Increased by 7%
- Secured SIX NEW GRANT AWARDS totaling \$34,750
- Grew social media followers by OVER 100% on three platforms: YouTube, TikTok, & LinkedIn

## CONNECTING COMMUNITIES

- 453 hours donated by 71 volunteers
- Supported over 150 different artists through our educational outreaches and contracted programs
- Provided 40 outreaches & educational activities in ten different cities



## SPONSORSHIP GROWTH

2021 THROUGH 2024

3 NEW CASH SPONSORSHIPS  
TOTALING \$7,000

2 NEW IN-KIND SPONSORSHIPS  
TOTALING \$20,500 WORTH OF  
GOODS & SERVICES



## INSPIRING GENERATIONS

- Served over 7200 youth under the age of 18 at our educational outreaches & contracted programs
- Supported over 200 youth performing artists at our four annual festivals - producing our largest El Puente Festival ever
- Empowered two student worker interns in college with experience & training in the arts and nonprofit sector

## NEW THIS YEAR

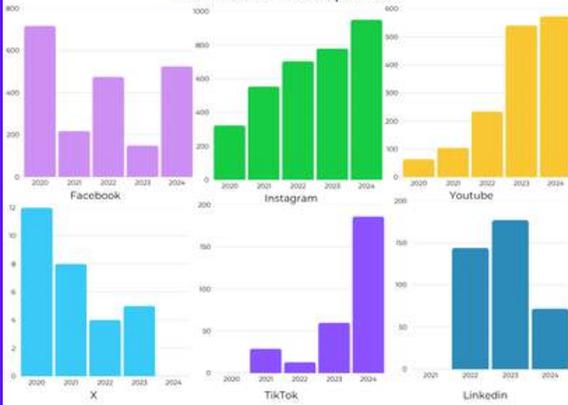
The Mask Alive Art Archive Collection found a new home at the Arizona Center!

Thanks to a Mini Grant from the Arizona Humanities, Cultural Coalition installed multiple mini pop-up exhibits in 2024 as part of a three month Día de los Muertos Storytelling program.

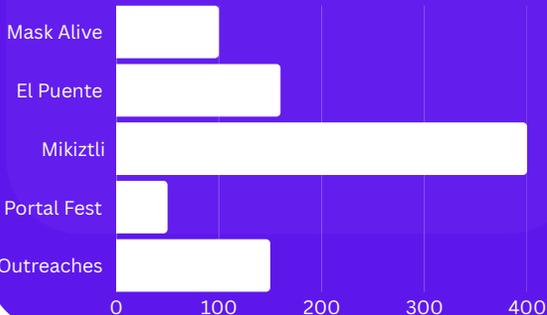
As part of the vibrant Family First Friday experience at Arizona Center, we connected over 800 members of our community to the history, heritage, and artwork of the dia de los muertos holiday by featuring sculptures and masks created by our artistic director Zarco Guerrero.

Thanks to this opportunity, the Arizona Center invited Cultural Coalition to present its entire Mask Alive Art Collection in a dedicated space at the complex in 2025!

# of New Followers per Year



## Artist Supported in 2024





## After School Art Program @ El Rancho del Arte Apartments

Since 2016, Cultural Coalition's has operated a free After School Arts Program at the low-income housing complex El Rancho del Arte in Mesa, AZ. We serve over 100 children annually, from ages 5 to 13, providing a safe space for students to come for a free meal, homework help, art activities, and field trips.

We continue to partner with St. Mary's FoodBank, Local First Arizona, Mercy House, La Frontera, and the Mesa Police Department Community Relations - Youth Programs for occasional programs and special events.



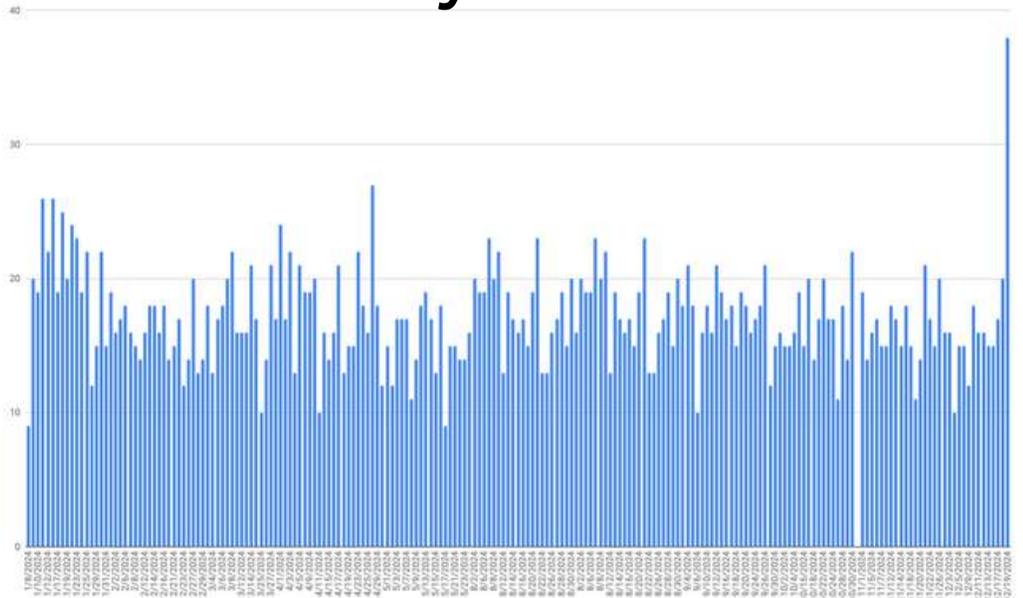
Partial operational funding for this program is provided by our standing service contract with Community Development Partners and individual donations.

### NEW IN 2024

Thanks to grant funding and in-kind partnerships from Meta, M3F Fund, Thunderbirds Charities, YWCA/Intel Equity in S.T.E.A.M , and Local First Arizona we were able to contract Teaching Artists for music and provide additional gardening and cooking instruction with a new classroom growbox.



## 2024 Daily Attendance



**Alison 2nd grade - "I like coming, most every day. I like making art. I like painting."**

# FESTIVALS

## Mask Alive Festival

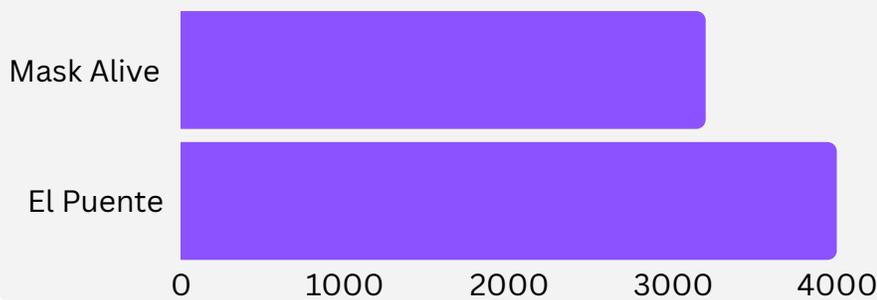
Presented by SRP, the 7th Annual Mask Alive Festival took place on Sunday, March 10 at Pioneer Park in Mesa! **NEW THIS YEAR**, Artistic Director Zarco Guerrero created a new mask series titled "Sonrisas" for the dancers of Quetzallí Ballet Folklórico - AZ.

Masked performances of rock en español, belly dancing, Chinese Lion Dancers, Japanese Taiko Drummers, and poetry readings were also part of this free family friendly event with art activities, food vendors, and more artist vendors.

Funded in part by Raza Development Fund, the City of Mesa. and Individual Donors.



### # of Attendees



### Audience Zipcodes



## El Puente Festival

In partnership with Tempe Center for the Arts, Cultural Coalition presented its largest 12th Annual El Puente Festival ever on Sunday, April 21. El Puente, the spanish word for bridge, features youth performance artists to bridge generations and cultures through traditional arts.

Every space in the Center was activated with art activities, performances, and community resources for attendees of all ages.

### NEW THIS YEAR:

- Quetzallí Ballet Folklórico - AZ presented a folklórico program with live mariachi music and over 40 different dancers
- More art activities - puppets, free library, & mask making
- Six different performance spaces activated during the festival!

Funded in part by the City of Tempe, TCC Rocks, Raza Development Fund, NALAC, and Individual Donors.



70%

of survey respondents said they learned something new about indigenous cultures in Arizona



"Our first year attending and I am very impressed of all the cultural entertainers and vendors"



"It was great thanks for putting it together for free!"



## Portal to the Past Festival

In partnership with S'edav Va'aki Museum and Hekiu: Artist Continuum, the 6th Annual Portal to the Past Festival celebrated the art and ingenuity of the Ancestral Sonoran Desert People on Saturday, November 23. Celebrating O'Odham artists and culture bearers with performances, a Toka Match, and activities that highlighted the cultural history of water in the desert.

### NEW THIS YEAR:

- Over 50 different artists and culture bearers participated from all four of the Southern Arizona Tribal Communities
- Traditional farming demonstrations with San Xavier Co-Op
- Hekiu short film documentary premiere
- Expanded event hours from 10am to 3pm

Supported by Arizona Humanities, Desert Diamond Casino, Central Arizona Project, Raza Development Fund, S'edav Va'aki Foundation, Salt River Project and Individual Donors.

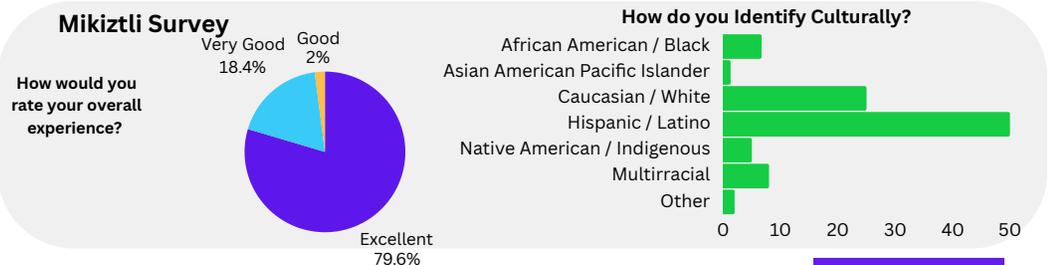
## MIKIZTLI: Día de los Muertos Festival

Our 13th Annual MIKIZTLI: Día de los Muertos Festival welcomed over 8,000 attendees on Sunday, October 27 to Steele Indian School Park in Phoenix in celebration of art, culture, heritage, and our dearly departed.

### NEW THIS YEAR:

- Indigenous Enterprise headlined with two amazing performances featuring their full artist line-up
- Zúm Zúm Zúm returned to the festival stage after 20 years
- Community mural wall painting with artist Adrian Garcia

MIKIZTLI is a free community event thanks to support provided by Raza Development Fund, M3F Fund, Piper Charitable Trust, Phoenix Office of Arts & Culture, Arizona Commission on the Arts, Cox Charities, SRP, Creative West & National Endowment for the Humanities, Chicanos Por La Causa, and Individual Donors.



# OUTREACH & PROGRAMS

## Community Outreach

In 2024, Cultural Coalition almost DOUBLED our educational outreach and contracted programs - bringing free cultural arts engagement activities and experiences to our communities!

Growing our roster of artists, volunteers, and partners empowered us to:

- Engage over 29,200 people around Arizona
- Provide 40 Different Cultural Arts Programs across Arizona
- Supported a dozen different artist groups with over 150 individual artists

## Educational Workshops

Connecting generations to the healing and transformative power of the cultural arts is vital to our mission. In 2024 we shared how “La Cultura Cura” at the following events:

- Trash to Music Workshop at Tempe Library with visiting artists from Small Island Big Song
- Cesar Says Masked Storytelling by Zarco Guerrero at Tempe History Museum
- Mask Making Workshop & Performance by Marshall Vosler for Skye’s the Limit Resilient Youth Justice Program
- Partnered with City of Tolleson for their new The Place Third Friday arts initiative
- Brought Harmony Project and Mariachi Rubor to the 2024 Nascar Championship Races at Phoenix Raceway

## Collaborations & Partnerships

Thanks to a Phoenix Office of Arts & Culture Student Worker grant, in 2024 we had the staff to expand our Community Outreach & Educational Programs, reaching almost 10,000 more people than the previous year:

- Became a Tempe Center for the Arts Resident Organization
- Mask Pop-up Exhibit, Mask Making Demonstration, and Crafts at Heard Museums’ Festividades de Cultural Coalition
- Mask Making & Frida Kahlo Flower Crown Workshops at Phoenix Art Museum’s Educator Art Day
- Mask Making & Musical Performances at Musical Instrument Museums’ Experience Mexico Weekend



### CITIES CULTURAL COALITION ARTISTS & OUTREACHES VISITED IN 2024:

PHOENIX  
PRESCOTT  
CASA GRANDE  
CAMP VERDE  
CHANDLER  
FLAGSTAFF  
GILBERT  
GOODYEAR  
COOLIDGE  
TUCSON  
TEMPE  
MESA  
GLENDALE  
TOLLESON  
SEDONA  
AVONDALE  
PARADISE VALLEY  
KINGMAN

**“The mask presentation was so informative and specific to my culture of history & story that I never knew before. I was beautifully transformed”**



# MASK ALIVE! ART COLLECTION

Cultural Coalition continued our work with Artistic Director and Master Sculptor Zarco Guerrero to catalog more masks and performance arts pieces for our cultural preservation archive, the Mask Alive Art Collection.

**NEW THIS YEAR** We added sculptures to the collection with an online exhibit titled Recycling the Scared, which features wooden mandalas carved from upcycled objects found by the artist in thrift stores, second-hands shops, and yard sales.

Two new mask series were also created and added to the online archive. The Sonrisas Masks were danced by Quetzalli Ballet Folkórico - AZ at Mask Alive Festival, with rosy cheeks and wide smiles. The Funny Face Series was made available for purchase in our Mask Mercado.

**30 pieces of art** added to the collection

**Raised over \$17,415** for exhibits, programs, & staff

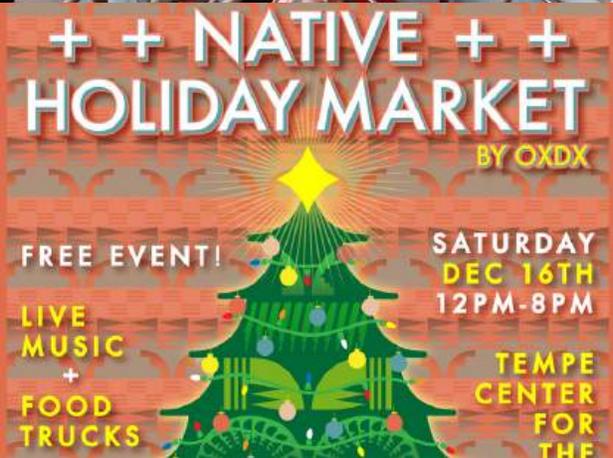
**Three Pop-Up Installations:** Kē Community Labs in Mesa, The Heard Museum in Phoenix, Arizona Center

**"The mask presentation was so informative and specific to my culture of history & story that I never knew before. I was beautifully transformed"**

**~ Arcelia L., Arizona Center Mask Display Pop-up & Storytelling Attendee**



# LOOKING TO THE FUTURE



One of the take-aways from 2024 we learned as an organization is how much our services and our artists are needed in our community.

As a 2024 Resident Organization of Tempe Center for the Arts (TCA), we were invited to partner with them to bring more Latiné and Indigenous programming to the Center. Having presented our El Puente Festival at TCA for over 10 years, they were excited to expand these kinds of cultural experiences.

From this we have collaborated to present multiple cultural events and programs. Most notably, we curated Indígena: A Latin American Indigenous Peoples Day, which highlighted the Native cultural arts of the Americas, and we help curate performances for the OXDX Native Holiday Market.

**We are honored to connect communities throughout the Valley with the talented artists and culture bearers that help keep our heritage alive and thriving!**

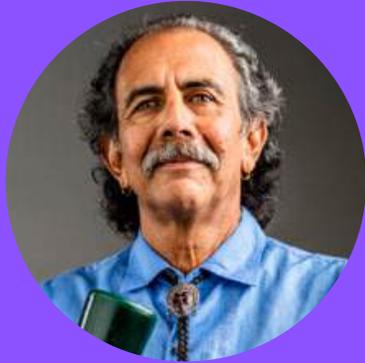
## OUR OBJECTIVES, STRATEGIES, AND GOALS FOR 2025

- Bring on a full time program manager
- Increase our funding support by 20%
- Grow our earned revenue booking more artists and educational outreaches
- Take the Mask Alive Art Collection Gallery Exhibit to more locations
- Continue to grow our board of directors



# MEET THE STAFF

THE AWESOME PEOPLE BEHIND OUR ORGANIZATION



**ZARCO GUERRERO**  
ARTISTIC DIRECTOR  
ZARKMASK.COM



**CARMEN GUERRERO**  
EXECUTIVE DIRECTOR  
CARMENCREATIONS.COM



**RENEE AGUILAR**  
ASSISTANT DIRECTOR



**STIRLING ANDERSON**  
TEACHING ARTIST  
CREATIVE DESIGN MANAGER



**AMI ROGERS**  
PRODUCER  
EVENTS MANAGER



**ALYSSA MASAQUAPTEWA**  
ART AND COMMUNITY  
ENGAGEMENT COORDINATOR

## OUR AMAZING BOARD:

President -

**Zarco Guerrero**, Artist/Storyteller

Vice President/Treasurer -

**Tom Pynn**, Pynn & Associates

Fundraising Chair -

**Patricia Federico**, Mi Tierra Healing Arts

- **Richard Castillo**, Musician/Attorney at Law
- **Carmen Cornejo**, Chief Operating Officer, Marco E. Garciaacosta Law Group
- **Dede Devine**, Community Advocate/Retired CEO of Native American Connections
- **Zarina Guerrero**, Marketing & Social Entrepreneurship Specialist

# OUR APPRENTICES & TEACHING ARTISTS

THE AWESOME PEOPLE BEHIND OUR ORGANIZATION

## APPRENTICES



**RACHAEL  
MARSHALL**  
APPRENTICE



**MARSHALL  
VOSLER**  
APPRENTICE



**ALEX  
WILLIAMS**  
APPRENTICE

## TEACHING ARTISTS AT AFTER SCHOOL PROGRAM



**STIRLING ANDERSON**



**EMILY JOHNSON**



**NAHNALAH GUERRERO**



**CANDY WHEELER**



**BETH SWADENER**  
VOLUNTEER



**ADRIAN GARCIA**  
GUEST MURAL ARTIST TEACHER



**ALBERT ESPARZA**  
ROBOTICS TEACHER



**ANAELI CABRERA GONZÁLEZ**  
GARDENING/ COOKING - LOCAL FIRST

## CONTACT US FOR MORE INFORMATION!

Phoenix Office  
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Phoenix, AZ 85004

Carmen Guerrero  
carmen@culturalcoalition.com  
(480) 834-5731

Mesa Office  
Rancho del Sol  
701 E Main St  
Mesa, AZ 85203

# THANK YOU ARTISTS

THE AMAZING ARTISTS AT OUR FESTIVALS & PROGRAMS



**BALLET FOLKLORICO  
QUETZALLÍ-AZ**



**COATLICHE DANZA  
MEXICA**



**PRIMAVERA FOLKLORICO**



**HARMONY PROJECT**



**INDIGENOUS  
ENTERPRISE**



**MARIACHI RUBOR**

## MORE ARTISTS & PARTNERS

Adrian Garcia  
Astarte Belly Dancing  
Borderlands Theater  
Cory Hubbard  
Cooper "The Hooper" Nez  
Cruz Waila Band  
Desert Dance Theater  
Desert Sounds Mariachi  
Felicia Cocotzin Ruiz  
Earth Surface People  
Edgar Alejandro Gamez Sosa  
Enparoxismo  
Felipa Lerma  
Great Arizona Puppet Theater  
Gregory Hill

Gustavo Angeles  
Heki: Artist Continuum  
Keli Akimel Traditional Basket Dancers & Singers  
Koshio Gumi  
Lynn Hubbard  
Medio Pinto  
Nicol Carlos  
Patiloni Collective  
QVLN-Quetzal Guerrero  
RastaFarmers  
Rosie's House Academy  
Suk Fuldwilder  
Violet Duncan  
World Martial Arts Academy Lion Dance  
Zúm Zúm Zúm

# THANK YOU FOR SUPPORTING CULTURAL COALITION

## ANNUAL SUPPORTERS



RDF



## UPPER LEVEL SUPPORTERS



## PROGRAM LEVEL SUPPORTERS

Central Arizona Project

City of Mesa

Community Development Project

Crescent Ballroom

Desert Diamond Casino

INTEL

JARS Cannabis

Marcos Acostagarcia Law Group

PNC Bank

Risas Dental

S'edav Va'aki Foundation

Southwest Human Development

Thunderbirds Charities

YWCA

## STAY CONNECTED TO CULTURAL COALITION



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