Cool Culture envisions an equitable society that values, embraces and is enriched by all cultures.

Our Vision
Cool Culture envisions an equitable society that values, embraces and is enriched by all cultures.

Our Mission
To amplify the voices of families and strengthen the power of historically marginalized communities through engagement with art and culture, both within cultural institutions and beyond.

Theory of Change
Placing families at the center of our work, we form strategic partnerships with educators and schools, artists and cultural institutions, community leaders and community based organizations, and government officials and civic agencies. Through these collaborations, we harness art and culture to build awareness, inspire activism and propel social change.

Social Justice Core Values
Cool Culture employs three social justice concepts:

- **Awareness** emphasizes the importance of being informed before and throughout engaging in social justice practices. Through individual and collective exploration we build a foundation of knowledge.

- **Activism** is the inspiration to create change that comes from acquiring foundational knowledge about inequity. It is not an event, but an continual and cyclical process of identifying, developing, enacting, and reflecting.

- **Assessment/Reflection** provides us with a critical feedback loop in which we explore the impact of collective activism, learnings with and among our partners/communities, and opportunities for sustaining social justice practice and a presence in initiatives for change. Rather than undertaking traditional evaluation and analysis, we employ methods that embody equity.

For more information, visit us at coolculture.org
Have questions? Please contact Ayoka Wiles-Abel, Senior Director of Programs and Innovation at family@coolculture.org or 718.230.4186
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**Awareness**

- **Knowledge of self & others** including our intersecting identities, biases, positions of power, creative practice, and opportunities for strengthening personal agency and collaboration

- **Knowledge of systems** including the contexts affecting our partners and communities, how we participate within and outside of them, the roots of inequity, and how power/oppression are formed across our intersecting identities

- **Knowledge of our rights & resistance** including our legal/social/human rights and example of strategies for resisting inequity, such as through the arts

**Activism**

- **Research/Thought Leadership** is the process of envisioning social change through understanding salient social justice issues. It entails identifying with whom we should be in coalition and the institutions/systems we collectively seek to impact, influence or change.

- **Solidarity/Integrity** is the recognition that activism is necessarily a collective endeavor, and that in order to be strong collaborators we and our partners need to intentionally develop shared understanding about our awareness of social justice issues and how we will work together.

- **Action** is taken in partnership with others by having clear goals, by defining at what level we seek to affect change, and by having an exit strategy.

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**Assessment/Reflection**

- How has collective activism led to increased equity?
- What have we learned from and about our partners and communities?
- What have we learned about our own practice?
- How can we use art to reflect on and convey the impact of our activism?
- How can we maintain an evolving practice of equity within Cool Culture and with our partners?
- How can Cool Culture maintain a presence and participate in advancing equity?

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