Culture is Power

“Politics is where some of the people are at some of the time, but culture is where most of the people are at most of the time.”

- Jeff Chang, Race Forward
Cultural power changes systems
Culture shapes politics and economics
The time is now
Culture can shift world view from domination to collaboration and build the just and equitable world we know is possible.
Over 80 culture workers gathered in Dallas, Texas to create a foundation for an emergent field of cultural strategy.
The Design Team

BRIC: Nia I’man Smith
The Center for Cultural Power: Favianna Rodriguez, Tara Dorabji, & Renee Fazzari
Cultural Strategist: James Kass
Detroit Narrative Agency: ill Weaver, Ryan Pearson & Cornetta Lane Smith
Firelight Media: Monika Navarro
First Peoples Fund: Lori Pourier
Intelligent Mischief: Terry Marshall
Perspective Fund: Sonya Childress
Race Forward: Jeff Chang
SMU Meadows Ignite/Arts: Clyde Valentin
Surdna Foundation: F. Javier Torres-Campos
TruArtSpeaks: Tish Jones
Arts in a Changing America: Roberta Uno

Formed in 2019, the design team organized the 2020 Constellations Convening. Following the convening, the design team created a fundraising strategy in collaboration with core philanthropic partners.

REPORT: “Celestial Navigation: How to Fund Culture Change in the U.S.”
Our work is led by grassroots cultural organizations and uses a network approach to narrative change.

From the ground up
Creatives are uniquely situated to inspire justice and equity through the stories they tell.
Coordinated investment in...

BIPOC culture makers + BIPOC-led cultural strategy organizations rooted in place + Network Coordination

will build the field to accelerate culture change.
$23 million, 3-year investment

- **Fellowships** for BIPOC cultural creatives ($5 million)
- Partnering with philanthropy to increase general operating support for cultural strategy orgs ($12 million)
- R&D, content creation, network coordination, & distribution ($6 million)
These strategies combined will support BIPOC artists and cultural makers to advance narratives that shift worldview in their own communities. Networked together, they can bring their voices to shift culture.

Art by Nikkolas Smith
Everyone
Deserves Care

This moment demands courage

Together, we can

- Co-create a growing field following the lead of seasoned cultural strategists operating in a diversity of places
- Scale culture change initiatives rooted in BIPOC communities
- Engage in a learning community

Art by James Quarles
We Seek Investment Partners Who Are...

- Values Aligned
- Dedicated to Equity
- Committed to Serving BIPOC Communities
- Curious about Shifting Systems to create Collaborative models
Imagine if we have culture makers and organizations across America activated, networked and resourced to tell powerful stories, drive wins and shift culture.