

transformative art + design academy

cultureworks



2025-2026

Partnership Opportunities

WHO WE ARE

MISSION: TO CULTIVATE CREATIVITY, BUILD COMMUNITY, AND EMPOWER STUDENTS

VISION: IN ORDER TO FOSTER WHOLENESS IN A FRACTURED WORLD.



THROUGH CLASSES, WORKSHOPS, FIELD TRIPS, AND COMMUNITY-WIDE EVENTS, WE CONNECT MIDDLE AND HIGH SCHOOL STUDENTS WITH PROFESSIONAL TEACHING ARTISTS AND DESIGNERS TO INSPIRE CURIOSITY, CULTIVATE COMPASSION, AND DEVELOP 21ST CENTURY SKILLS.

PRIMARY AUDIENCE:

Teens who are creatively inclined but lack access to traditional arts programming because of mental, physical, or social challenges, or geographical, financial, or transportation limitations.

WE OFFER:

Affordable, accessible arts education in the form of after school and summer classes, workshops, community-wide events, field trips, and professional development for young artists and designers.

Free transportation is available from West Ottawa and Holland Public Schools.

55% OF ENROLLED STUDENTS STRUGGLED WITH OR HAD BEEN TREATED FOR ANXIETY, DEPRESSION, OR STRESS OVER THE PAST 2 YEARS - DOWN FROM 74% THE PREVIOUS YEAR (AND OVER 71% OF STUDENTS WERE RETURNING STUDENTS)

88% SAID BEING CREATIVE HELPS THEM FEEL CALMER, HAPPIER, OR MORE JOYFUL

VALUES (WE DEDICATE RESOURCES TO):

- Accessibility
- Inclusion and belonging
- Excellence
- Holistic growth
- Ecological sustainability
- Career advancement and paid opportunities for artists
- Youth-adult partnerships in leadership
- Empathy/respect for people and space
- Creativity and self expression
- Experimentation
- Curiosity
- Wonder



IMPACT



CULTUREWORKS PROVIDES HANDS-ON ART EDUCATION TO OVER 1500 STUDENTS PER YEAR, OF WHOM ROUGHLY 200 ARE ENROLLED IN OUR MULTI-WEEK SPRING, SUMMER, AND FALL CLASSES.

- * 30% of households fall below the ALICE threshold for income
- * 37% identify as Hispanic/Latino, African American, Native Hawaiian/Pacific Islander, Asian American, or 2 or more ethnicities
- * 16+ schools represented, with the majority of enrollments from West Ottawa, Holland, and Black River Public Schools.

We network with school counselors, pastors, art teachers, physicians, the juvenile justice system, and therapists to recruit students and we partner with over 20 youth-serving organizations in order to maximize impact and extend resources.



WE CONSISTENTLY HEAR FROM STUDENTS, PARENTS, COUNSELORS, AND TEACHERS THAT OUR PROGRAMS ARE AFFORDABLE, WELCOMING, AND ACCESSIBLE TO STUDENTS WHO RELY ON ARTISTIC EXPRESSION FOR THEIR EMOTIONAL, MENTAL, AND SPIRITUAL WELL-BEING.

We are a **YOUTH DIRECTED SPACE**

We rely on feedback from our Student Advisory Council as we develop transformative programs aimed at personal & professional growth, academic success, and long-term positive outcomes.

We survey all enrolled students to get feedback on program quality and areas of interest.

CultureWorks **ALUMNI** serve as leaders in all levels of our organization as

- * paid interns,
- * contracted educators,
- * studio/admin assistants, and
- * directors of our board.

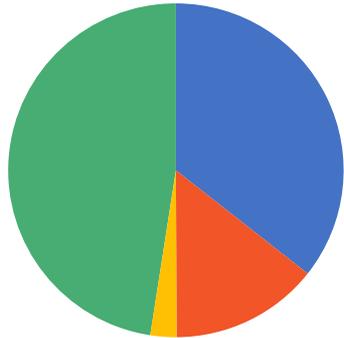
When asked how CultureWorks has impacted their lives, students write about **INCREASED CONFIDENCE, NEW FRIENDS, & THE SAFE, WELCOMING COMMUNITY**



BUDGET

2025 REPRESENTS OUR FULLEST SUMMER OF PROGRAMMING TO DATE, WITH OVER 170 ENROLLMENTS FOR WEEK-LONG SUMMER CLASSES AND OVER 50 ON WAITING LISTS.

2025-2026 Budget



- Administrative
- Facilities
- Vehicle
- Programming

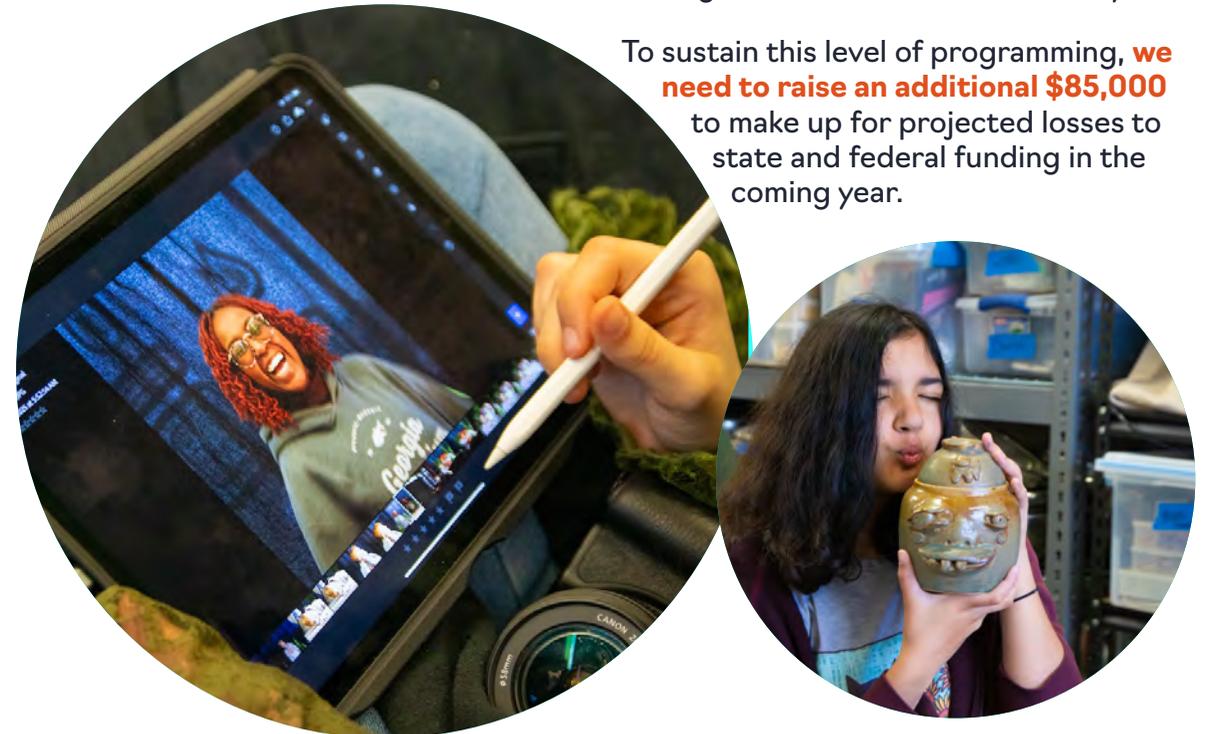
**TOTAL BUDGET:
\$271,500**

OUT OF ALL CHARITABLE DONATIONS IN THE US IN 2023, ONLY **4.2%** WAS GIVEN TO ARTS, CULTURE & HUMANITIES ORGANIZATIONS.

MICHIGAN INVESTS **LESS THAN \$1 PER PERSON** IN ARTS & CULTURE, AND THOSE FUNDS ARE NOW UNDER THREAT.

This is a stunning **154% GROWTH** over last year!

To sustain this level of programming, **we need to raise an additional \$85,000** to make up for projected losses to state and federal funding in the coming year.

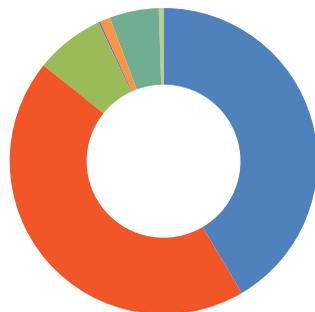


Over 85% of CultureWorks funding is contributed, and **about half of all contributions come from individual donors and family foundations.**

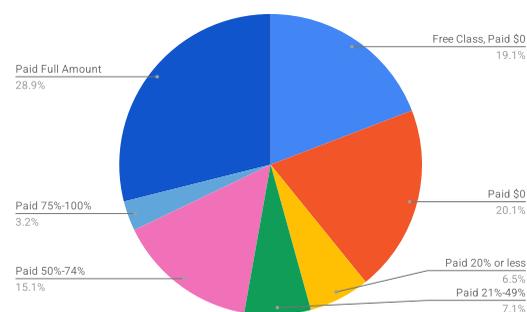
Over the past 2 years, we've strategically diversified our revenue and increased grants by 75%. Now, with anticipated cuts to federal and state grants, **new corporate sponsorships and contributions are vital for maintaining programs**

2024-2025 INCOME BY TYPE

- Contributions
- Grants and Bequests
- Program Income
- Facility Rental Fees
- Sales
- Sponsorships
- In Kind



BREAKDOWN OF WHAT STUDENTS PAID



One new student from a low-income Spanish speaking household shared:

I HAVEN'T HAD THE CHANCE TO TAKE ANY ART CLASSES SO FAR IN HIGH SCHOOL DESPITE MY LOVE FOR IT, AND I FEEL LIKE THIS COULD BE A GREAT OPPORTUNITY FOR ME TO FINALLY GET BACK INTO ART, SPECIFICALLY CERAMICS.



PARTNERSHIP

Sponsorships impact all levels of programming, from operational support to funding our transportation program, collaborative events, and major initiatives like our Visiting Artist Series. See our sponsor levels flier or our website for more details.

Ways to invest:

OPERATIONAL SUPPORT

- \$25 course supplies for 1 student
- \$50 fuel for 2 weeks of transportation
- \$120 healthy snacks for 1 week
- \$300 1 student for 9-week class
- \$600 healthy snacks for summer programs
- \$1,000 Adobe Suite subscription for 3 months
- \$2,000 free 3-day fall leadership retreat for SAC
- \$3,900 half-year internship for high school or college student
- \$5,000 equipment and tools maintenance & upgrades
- \$10,000 rent + utilities for 3 months
- \$40,000 rent + utilities for 1 year
- \$100,000 compensation for 2 FT employees for 1 year
- \$300,000 all of CultureWorks expenses for 1 year!

COMMUNITY-WIDE SPECIAL EVENTS

We provide high quality, free hands-on art activities for participants of all ages at community-wide events, including:

- AWAKENING AT HOPE COLLEGE
- PRIDE FEST
- JUNETEENTH
- LAUP FIESTA
- MACATAWA WATER FESTIVAL
- INTERNATIONAL FESTIVAL
- DIA DE LOS MUERTOS

These events support partner nonprofits, build community, and empower students and interns with skills in curriculum development and leadership. We invest \$1000-\$1500 for each event through staffing, curriculum development, and materials.

FALL BENEFIT

Our Fall Benefit raises roughly 15% of our annual budget and is an opportunity to hear directly from students & alumni about their experiences and to connect with the wider CultureWorks family over great food, creative play, live music, and art.

VISITING ARTIST SERIES

This comprehensive series aims to elevate and celebrate the work of artists from diverse backgrounds and experiences while connecting students to career pathways in art and design fields.

- FIELD TRIP HIGHLIGHTING VISITING ARTIST
- VISITING ARTIST WORKSHOP AND PUBLIC EVENT
- ARTIST IN RESIDENCY PROGRAM & EXHIBIT
- CAREER EXPLORATION PANELS



BENEFITS OF SPONSORSHIP GO BEYOND RECOGNITION... WE OFFER CREATIVE TEAM BUILDING WORKSHOPS, VOLUNTEER OPPORTUNITIES, AND OPPORTUNITIES TO CONNECT WITH BRILLIANT, YOUNG LEADERS, & CREATIVE PROBLEM SOLVERS.

FROM THE STUDENTS



"CULTUREWORKS HAS HAD A PROFOUND IMPACT IN MY LIFE. I'M SO MUCH MORE **CONFIDENT, HAPPY,** & THE **COMMUNITY** I'VE DEVELOPED HERE IS SO <3 <3 <3."



"CULTUREWORKS HAS GIVEN ME A **SAFE SPACE** TO ESCAPE FROM THE STRESS OF SCHOOL, & I OFTEN FEEL CALMED BY COMING HERE."



"I HAVE TROUBLE **PROCESSING EMOTIONS** AND COMPLICATED STUFF LIKE THAT AND CULTUREWORKS HAS HELPED ME SO MUCH WITH EVERYTHING. I GENUINELY **DON'T THINK I WOULD STILL BE HERE** IF NOT FOR CULTUREWORKS."

"WE LEARNED A LOT ABOUT **DIFFERENT ARTISTS**

WHO CREATED ART BASED ON THEIR LIFE EXPERIENCES, WHICH IN TURN HELPED ME LEARN ABOUT THEIR **LIVES.**"

"THE TEACHER & CLASS **SYNERGY** WAS AMAZING, IT WAS A NICE & COMFORTING **CREATIVE ENVIRONMENT.**"

"I WOULD LOVE TO BE A WILDLIFE BIOLOGIST IN THE FUTURE. CULTUREWORKS CLASSES CAN HELP ME WITH **OBSERVATION & REFLECTION** SKILLS."



thank you!



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