

About Cool Culture

Mission

Founded in 1999, Cool Culture is a NYC-based nonprofit that harnesses arts and culture, social justice principles and partnerships with community stakeholders –families, schools, early learning programs and cultural institutions– to strengthen communities and to improve outcomes for children and families.

History

Cool Culture began as a small pilot project when Edwina Meyers (former NYC Commissioner of Child Care/Head Start) responded to the absence of families with limited income and families of color in NYC museums. The pilot connected a handful of families from early learning programs with free admission to just 12 museums. Cool Culture has grown every year since. Today, Cool Culture is unique in New York City and the nation, as a thoughtful, organically developed, innovative program that provides families within historically marginalized communities with free, unlimited admission to a critical mass of cultural institutions in their city of residence.

This year the organization will work with over 425 Child Care, Head Start, and Universal Pre-K programs and Title I public schools, as well as 90 cultural institution partners.

Demographic of Individuals Being Served

Cool Culture works through partnerships with:

- 50,000 families who live throughout the 5 boroughs of NYC and reflect the future cultural demographics of our nation (40% are Latino, 26% Black, 17% White and 15% Asian; 44% speak primarily a language other than English; with household incomes that fall below \$35,000). Partner families receive free admission to 90 premier museums, and reach out to others in their community to build cultural participation
- Over 1,000 educators, social workers and administrators from 400+ schools that provide services to low-income families. Educators receive training on arts-based family engagement and serve as facilitators who build a culture of learning-through-the-arts in their organizations
- Hundreds of museum educators, artists, and administrators from 90 of NYC's museums, botanical gardens and historical societies including MoMA and The Met. Museum partners receive training in culturally responsive practice and community engagement.

Cool Culture also co-creates large-scale family events and intimate gatherings relevant to families' experiences and amasses a one-of-a-kind cultural dataset to assess and refine our initiatives.

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