

THEORY OF CHANGE

VISION

CounterPulse is a dynamic movement of experimental art that sparks personal transformation and builds enduring community.

ESTABLISHED & EMERGENT ARTS AUDIENCES

Offer place-based, creative, accessible, and information-rich arts activities of, by and for residents of our local community

Present artistic work and cultural events that cultivate engagement across diverse audiences

Steward a facility and create space that is a physically, economically, and culturally accessible home for the arts and community in and beyond the San Francisco Bay Area

Cultivate ongoing partnerships that share resources to broaden and deepen support for the arts

Advocate for the inclusion of the arts within social, political, and cultural movement

PARTNERS WITH A VISION OF SOCIAL CHANGE

Serve as a translator between grassroots community models and institutional frameworks to forge new collaborations for mutual benefit

Increase the profile of Bay Area artists & position San Francisco as a cultural hub globally

Springboard artists & cultural workers to greater visibility and leadership

Provide consistent paid opportunities for artists & cultural workers from historically subjugated communities

DIVERSE, EMERGING, & MID-CAREER ARTISTS AND CULTURAL WORKERS

Forge networks that enable transdisciplinary, intercultural and intergenerational connections

Provide accessible, catalytic support to generate transformational community-based art and culture

IMPACTS

NEAR TERM

A diversity of artists and cultural workers are in leadership roles, carving new pathways for artistic and cultural production

Audiences from a growing range of backgrounds consistently engage in arts and culture programming

A growing network of partners collaborate in novel formations to support the arts ecosystem

MID-TERM

There are well-resourced, influential field models designed and led by diverse artists and cultural workers

Engaged audiences develop into stakeholders in the local and global arts ecosystems

Partnership, collaboration, and resource sharing are heralded as an axis of sustainable, positive social impact

ORGANIZATIONAL & CURATORIAL VALUES

FREEDOM

Celebrate and encourage every person's right to be in their bodies with agency and have access to artistic expression and experience

MUTUALITY

Prioritize mutual accountability and benefit in our collaborations

PERSONAL TRANSFORMATION

Challenge norms, shatter assumptions and foster imagination so that new ideas emerge

RADICAL SPIRIT

Center the development of imaginative alternative social systems and world-building

RESPONSIVITY

Continually adapt in response to changing artistic and community needs

ACTING WITH PURPOSE

Promote more egalitarian futures by centering and resourcing BIPOC, LGBTQIA+, and disabled communities