

SECONDARY MESSAGE GRID - With sample language from [Casa Gallina](#)

Approximately 5-7 bullets per section

THE NEED	• Why is your organization necessary? What problem(s) are you trying to solve? • Illustrate the need with data and statistics from reputable sources (WHO, UNICEF, etc.) and include footnotes to that data. • Example: <i>There has been a substantial drop in the number of indigenous languages spoken in Mexico: of the estimated 350 that once existed before Spanish colonization in the 15th century, 282 have disappeared.¹ The decline in indigenous languages and cultural exchange, closely tied to the environment, represents a loss of invaluable knowledge and cultural diversity.</i> • • • •
THE OPPORTUNITY	• What would happen if your mission was met? How could your work improve life for those you serve? • Illustrate the possibilities with data and statistics from reputable sources with footnotes. • <i>There is an opportunity to more actively celebrate indigenous languages and cultural practices; this can help to preserve Mexico's rich heritage and foster a deeper understanding and appreciation among all members of society. Language preservation is an essential part of strategies to promote cultural belonging. It can also increase self-esteem and confidence in indigenous communities.²</i> • • • •
WHO WE ARE <i>Core Message:</i> Casa Gallina is a creative, nonprofit organization in Mexico dedicated to advancing	• What is your organization – a nonprofit, collective, social impact organization, etc.? Who is a part of it? What is your organization dedicated to? How has your organization evolved?

¹ [Instituto Nacional de Lenguas Indígenas](#)

² [Haas Institute for a Fair and Inclusive Society](#)

environmental preservation and the cultural expression of local communities across the country. We foster strong connections to the natural world and indigenous cultures starting with the community-driven experiences in Mexico City's Santa María la Ribera neighborhood and beyond to other urban and rural areas of the country.

- You're adding more detail and description to the identity you outlined in your Core message.
- *Founded in 2013, Casa Gallina operates as a vibrant cultural laboratory, crafting innovative projects that blend art with community engagement to preserve the environment, build social connections, and increase education on traditional cultural practices.*

WHAT WE DO

Core Message: At Casa Gallina, we are driven by the belief that collaborative learning and cross-sectoral interactions are the key to improving the world around us. We work with hundreds of passionate artists, educators, scientists, and neighbors to nourish our communities, and create and preserve cultural history and experiences. Through innovative art exhibitions, published books, and community events, Casa Gallina collaboratively captures, shares, and preserves traditional practices, languages, and histories of Indigenous communities across Mexico.

- What is your big-picture vision? What does the world look like if you achieve it? How could you describe your theory of change succinctly? Verbs are important to include here.
- Continue building on your Core message.
- *Our theory of change is rooted in the belief that fostering collaborative learning and interdisciplinary interactions among professionals from diverse fields lead to innovative solutions and positive social impact. Through facilitated dialogue, the exchange of ideas, events, and interdisciplinary projects, we aim to create a dynamic environment that nurtures creativity, problem-solving, and community engagement.*
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HOW WE DO IT

Core Message: Committed to a rigorous methodology that incorporates the concerns of the community, Casa Gallina approaches all of our work through cooperation and

- What are the nuts and bolts of your program and how you do your work? What are the aspects of your model/programming? Why is this your approach?
- You can go into more detail here on specific programs that may have been mentioned in your Core (or not mentioned yet).
- *Community engagement and collaboration are central to Casa Gallina's model. Our organization does not aim to be a "thought*



**BLACK FOX
GLOBAL**

partnership. By working with neighbors, agents and organizations in Mexico City and across the country, we create experiences, exhibitions and publications that address challenges specific to the area. We develop tools and methodologies that can be replicated and scaled by our allied partners across Mexico.

leader,” but rather a champion, connector, and aggregator of Mexico’s rich network of active community leaders, change agents, and defenders of territories.

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IMPACT

- Demonstrate what you have already done with data. If your organization is new, what do you hope to do and what is your proposed impact?
 - If you do not have quantitative data, you can include qualitative data, including testimonials or impact statements from participants.
- *Casa Gallina is a cultural institution and community hub for the Santa María la Ribera community: an average 691 residents visit the house each month, and 12,308 neighbors actively participate in the community events housed at the center. Moreover, Casa Gallina’s strategic partnerships with 275+ allies and peer organizations helps extend its impact to 132 communities throughout Mexico.*
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