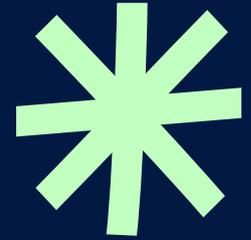


Raíces & Alas

2025

Prepared by
Nicole Dárdano

Executive Summary



Raíces & Alas is a non-profit initiative dedicated to revitalizing the cultural identity of young Salvadoran individuals. Our mission is to provide education, mentorship, and creative development opportunities by merging traditions with practical knowledge. We believe in a world where no one needs to abandon their roots or their land to soar.

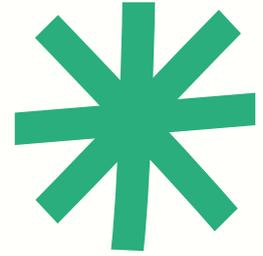
The Problem

While communities in and around larger cities benefit from better access to education, they are becoming increasingly disconnected from El Salvador's cultural heritage. In contrast, rural areas still preserve many traditions, but these too are under pressure as people grow more eager to adopt different lifestyles. In both settings, the country's cultural identity and roots to its nature and land are gradually being lost.

The Solution

We see an opportunity to unite two worlds: the deep roots of El Salvador's heritage and the possibilities of a modern society. Our goal is to preserve traditions by empowering young Salvadorans to carry them forward. At the same time, we aim to embrace progress by helping underserved communities gain the skills they need to thrive in today's world and assist them in healing after decades of fear and violence.

Vision & Mission



Our Vision

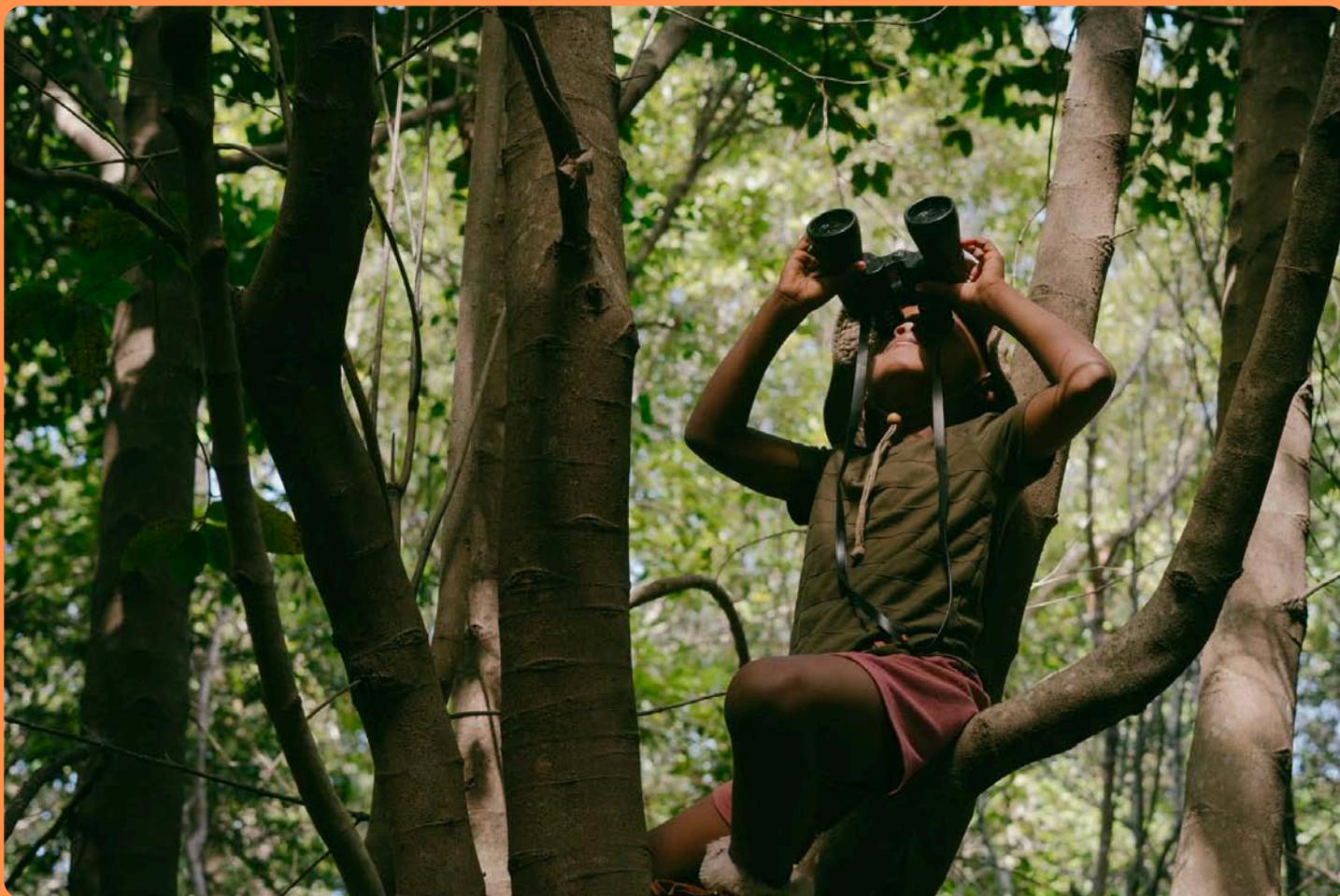
A world in which every person, regardless of background, origin, or culture, has the wings to achieve their full potential while staying rooted in their heritage, land, and nature.

Our Mission

To foster personal growth, social inclusion, and economic empowerment for young individuals from Salvadoran communities by combining cultural identity work with skills development, innovation training, healing through art, regenerative agriculture, and mentorship.



Areas for Impact



Cultural
identity

Revival of
traditional crafts

Healing
through art

Social inclusion

Connection to
nature

Economic
Education

Raíces

Roots

y

Alas

Wings

Cultural Identity

Spaces for participants to explore, celebrate, and share their cultural backgrounds, stories, and values.

Traditional Crafts

Workshops dedicated to reviving and uplifting traditional crafts to strengthen their cultural meaning.

Nature & Environment

Put nature front and center, embrace its cultural importance and emphasize its protection.

Elevate Skills & Art

Elevate skills and talent in art and crafts to unlock future career potential.

Economic Empowerment

Enable access to economic understanding to help monetize skills and talent.

Agriculture

Bring back traditional ecofriendly and sustainable ways of working the land.

Stakeholders

Kids, Teens and Young Adults

We want to focus on underrepresented communities first and expand to individuals from many different backgrounds.

Project Partners

We aim to build lasting relationships with individuals and organizations interested in driving our mission forward.

Donors and Supporters

Our Impact

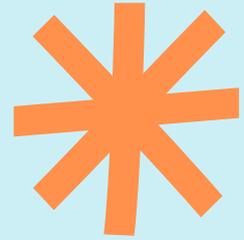
Increased self-esteem and confidence among participants

Strengthened cultural identity and social integration

Access to new educational and local career opportunities

Development of future community leaders

Programs & Initiatives



Raíces Remembering & Reconnecting

Focus: Cultural memory, heritage, and identity.
Goal: To understand and embrace one's origin story, values, and inherited knowledge.

Intergenerational Story Circles

Participants engage in guided conversations with family or community members about cultural traditions, migration stories, and memories.

Memory Mapping

A visual and reflective workshop where participants chart meaningful places, objects, and people from their cultural upbringing.

Nature as the Centerpiece

Emphasize the need to go back to nature through immersive experiences into the environment.

Alas Empowering & Projecting Forward

Focus: Self-expression, imagination, and agency.
Goal: To envision and actively shape one's future, drawing strength from culture, land, and nature.

Future Narratives

Participants write and present future visions of themselves and their communities, combining storytelling with speculative thinking.

Create & Innovate

Workshops for knowledge transfer in various crafts, tailored to the talents and interests of the participants.

Teach Agriculture

Methods of regenerative agriculture and permaculture to advance knowledge in sustainable farming.

Digital Archive & Platform

Focus: Long-term impact, accessibility, and network building.
Goal: To preserve stories, showcase outcomes, and connect like-minded communities globally.

Interactive digital archive of memory maps, testimonials, and artwork

Toolkit for facilitators to replicate Raíces & Alas workshops

Global storytelling map that links participants by themes and geographies

Workshops & Courses



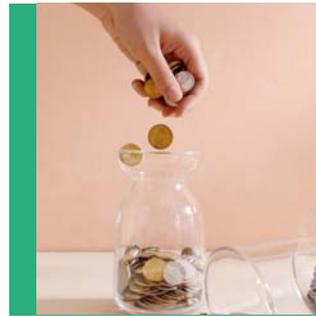
Some examples of workshops and courses, taught as part of the programs and/or as standalone offerings.



Workshop

Elevate Crafts

Learn traditional crafts and elevate them, e.g. with "barro negro", bamboo or adobe



Course

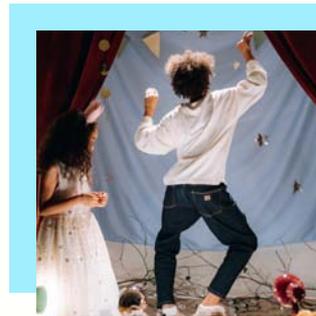
How does money work?



Workshop

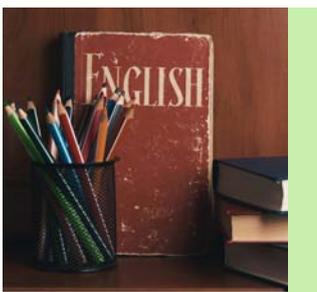
Art Therapy

Art healing workshops in a Creative Hub



Course

Theater



Course

Language & Literacy



Workshop

Digital Natives

Embrace new technologies and improve digital literacy



Workshop

Cooking & Preserving

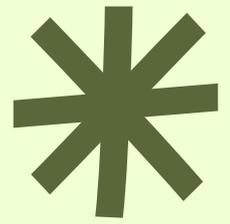
Learn traditional cooking methods and master the craft of preserving ingredients



Workshop

Flora & Fauna

Learn about local plants, animals, permaculture + regenerative agriculture



Community Area

- A multi-use open space for workshops, events, and cultural exchange
- Includes a mud oven kitchen (horno de barro) for traditional cooking workshops

Workshops & Ateliers

Dedicated spaces for learning:

- Classrooms for specialized workshops and courses
- Music room & small amphitheater
- Art studio

Architecture & Construction

- Traditional adobe/bamboo buildings fused with modern functionality
- Showcasing sustainable, climate-sensitive design
- Involves youth in bamboo construction workshops as a vocational path

Funding

We actively seek philanthropic contributions and grants to finance the development of our core infrastructure such as communal spaces, bamboo/adobe buildings and workshops. To ensure long-term financial independence, we aim to generate revenue through community-led micro-enterprises, including sales of handcrafted products + organic farming produce and bookable cultural workshops open to local and international visitors.

We view donors not just as funders, but as partners in transformation. We aim to actively collaborate with: local municipalities, educational institutions, international NGOs and cultural organizations.

Donations &
Sponsors

Crowdfunding

Sale of
products

SocialBnB

