



PO BOX 38
Coachella, CA 92236
Office: (760) 972-4628
www.alianzacv.org

May 21, 2025

Dear community member,

We are youth leaders with Alianza Coachella Valley, a non-profit organization that seeks to serve the Coachella Valley through campaigns for better schools, improving the local environment and promoting youth leadership.

We are a part of Alianza's Youth Organizing Council (YO-C), read as "yo se" (I know in Spanish). YO-C is a youth-focused program exclusively for young people in the Coachella Valley, ages 14 to 18. It is a space to express our community concerns, openly exchange ideas, find solutions, and engage in impactful advocacy. YO-C youth contribute to each of Alianza's community-led campaigns by continuously advocating for our unique needs as youth and community members. One of our current efforts includes a water campaign, where students are conducting research to assess the quality of water at their schools. Through this project, we aim to ensure that our schools provide safe and clean drinking water for all students, a theme you will see reflected in our Hue 2025 art pieces.

The Hue Music and Arts Festival is a decade-long tradition for the Eastern Coachella Valley community that is planned entirely by YO-C program participants. The Hue brings together local musicians, artists and community partners for a day of family-friendly entertainment, celebration, artistic expression and community. Originally founded in response to the Coachella Music and Arts Festival - an event that is inaccessible to many young people and families who call our Valley home - The Hue is now a highly-anticipated annual event in the Eastern Coachella Valley. The Hue uplifts local artists and musicians, emphasizes and nurtures creativity, and promotes public speaking and leadership skills for all of us engaged in YO-C and planning the event. Working closely with Alianza Coachella Valley staff, we are given the tools to secure the necessary permits for large-scale events, the ability to map event plans with City and County officials, and work on bringing local artists to the space. The Hue allows Youth, like ourselves, to engage in "activism" to create an environment of fun, while promoting civic education around important issues.

We are proud to announce that The Hue will return on November 22, 2025, at Veterans Park in Coachella, CA. In 2024, we had over 300 community members in attendance, and we foresee having between 500–600 attendees this year. Our goal is to raise \$35,000 to underwrite The Hue 2025 event expenses and support YO-C programming. We would be honored to have your family or business participate as a community sponsor. Please see the attached sponsorship form for your review and consideration.

For any questions or to schedule a donation pick up, please feel free to reach out to our Youth Programs Manager at Alianza Coachella Valley, Karina Andalon, (323) 239-6696, karina@alianzacv.org or Director of Development & External Relations, Patricia S. Carrillo, (760) 534-6696, patriciacarrillo@alianzacv.org.

Thank you in advance!

In community,



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Ms. Rodrigues, 11th grade, Coachella Valley High School
Ms. Romero, 11th grade, Coachella Valley High school
Ms. Villaseñor, 11th grade, Coachella Valley High School
Ms. Isidoro, 11th grade, Coachella Valley High School
Ms. Bautista, 12th grade, Desert Mirage High School
Ms. Sanchez, 12th grade, Desert Mirage High School
Ms. Arredondo, 12th grade, Desert Mirage High School
Ms. Navarro, 11th grade, Coachella Valley High School
Mr. Guzman, 12th grade, Desert Mirage High School
Ms. Lopez- Bautista, 12th grade, Coachella Valley High School
Ms. Delgado-Correra, 12th grade, Desert Mirage High School
Ms. Lomber, 12th grade, Coachella Valley High School
Ms. Salazar, 10th grade, Coachella Valley High School

