

# Community Advocacy, Education, & Research

At Pride Foundation, we believe that one of the most powerful tools to shift culture is telling the breadth of our stories—the stories of our lives, our experiences, and our communities. TRANSformCulture is our community advocacy, education, and research program that shifts culture through community connection, relationship building, and storytelling.

The movement changes,  
but our goal is the same—to change culture to be  
**inclusive of *all* LGBTQ+ people.**

# Transforming Our Culture

The work of TRANSformCulture is led and developed by the Village Council—a committee of community members from across the Northwest. Together, we use messaging research and community organizing to increase awareness and acceptance of the breadth of gender diversity, and to empower Black, Indigenous, and other People of Color (BIPOC), Two Spirit, trans, non-binary, intersex, and gender diverse community members as leaders within and beyond their own communities.

“As part of the Village Council guiding TRANSformCulture, being able to be part of a multi-generational group where I can sit across from an Indigenous elder, a Black trans femme activist, a Fa’afafine fellow organizer—having that beautiful blend of people and experiences, has really stood out for me.”

— Village Council Member

## How It Works

TRANSformCulture is collecting hundreds of stories of BIPOC nonbinary, Two Spirit, trans, non-binary, intersex, and gender diverse people that will be used to build effective messages about the lives and experiences of our communities.

Then, those stories and messages will be shared throughout local and national communities to drive policy, public education, and movement strategy—all with the goal of transforming our broader communities.



When it comes to advocacy, research, and public education, there is no one-size-fits-all approach. The diagram above outlines every step of our process, but this approach shifts and adapts to the needs of every community we work with.

## Research & Data Justice



“We’re going through global grief. Communities that have been impacted by transphobia, homophobia, racism, ableism, and the climate crisis are now suffering more than ever through COVID. We have the cultural, experiential, spiritual knowledge to fight these crises but these solutions are often not seen as valid in traditional academic research. Research justice honors community wisdom—because we have the fullest picture of what our communities need.”

— **Agaiotupu Viena**, Director of TRANSformCulture

**At this program’s core is a commitment to using research and data justice frameworks that recognize that we are the experts on our own communities.**

**Within these frameworks, the subjects and the experts are one and the same, and the research produced supports community-driven goals.**

## Centering Black & Indigenous Voices



**The Village Council is developing a research framework that explicitly centers the voices, experiences, and leadership of Black and Indigenous folks.**

“We want to see a focus on anti-blackness and deconstructing it in all of our atmospheres—holding the voices, experiences, and knowledge of Black people, whether singularly identifying as Black, Black and Indigenous, AfroLatinx, particularly if their outward experience as a Black person.”

— **Ganesha Gold Buffalo**, Village Council Member

“Anti-Blackness is Anti-Indigeneity. To perpetrate that on others is to perpetrate that on ourselves.”

— **Mattie Mooney**, Village Council Member

