

## Impact Document for Vans Custom Culture Contest

By participating in the Vans Custom Culture contest, our team has already felt the great impact that this opportunity has presented. Team building, theme investigation and a positive distraction from the issues of our current world are all things that will impact us for years to come. However, if we were to be selected for the 1st place, \$50,000, the impact for our school, our community and ourselves will reach well beyond this school year into the future. Our high school is the educational, social and economic center for a community of diverse ethnic and socioeconomic backgrounds. Being the only high school in a district spanning 296 square miles, our classrooms are a reflection of this diversity while we are sensitive to the needs from both our urban and rural populations in the San Antonio area. Best said by our principal, Mr. McKay: "At ECHS, we value the arts and the positive contributions it makes on self-expression and learning. Winning the Vans Custom Culture shoe design competition would allow our art department the opportunity to add resources to enhance and continue to provide the exceptional learning experiences for our students." Winning the \$50,000 would allow us to increase supply funds for visual art instruction, social and emotional learning and community projects, provide new funding for a scholarship for ECHS art students pursuing a visual arts major in college, and purchase of equipment to expand current custom design curriculum and new curriculum to support art-related careers.

In these trying times, we have chosen to express our optimism for our future in both of our shoe designs. Our Hometown Pride design expresses our pride in the positive impact of our city by bridging the arts, the military, history and entertainment in a totally sustainable shoe, using only recycled materials and materials that we previously owned. Also using sustainable materials, our "Head in the Clouds" design shows our thoughts and dreams through symbolic imagery that expresses hope shining through the many clouds of the past year.

We greatly appreciate the opportunity that Vans Custom Culture has provided with this competition. It has reinforced our sense of community and has provided additional attention to the arts and our mission as artists.