

CULTURAL AWARENESS FUND

FROM COMMUNITY ACTION TO REGIONAL IMPACT—SEPTEMBER 2026 UPDATE



A Message from the Executive Director

The past several months have been among the busiest and most consequential periods in the history of the Cultural Awareness Fund. What began with our second annual International Festival in Daytona Beach quickly expanded into humanitarian relief work spanning multiple Florida counties, international coordination following two major earthquakes, significant media exposure, and new opportunities for CAF to strengthen its role as a cultural and educational organization in our community.



At the same time, we are already looking forward. Planning for our next International Festival will begin in November, new partnerships are being pursued throughout Daytona Beach and Volusia County, and we are preparing to relaunch the Chef Koochooloo educational platform. There is a great deal happening.



www.CulturalAwarenessFund.com



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September 2026 Update

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There is a great deal happening. In the pages that follow, you will find a full account of our festival growth, humanitarian relief efforts, media exposure, and the exciting initiatives ahead for the Cultural Awareness Fund.

OUR INTERNATIONAL FESTIVAL CONTINUES TO GROW

2026 DAYTONA BEACH INTERNATIONAL FESTIVAL—MANATEE ISLAND PARK



Key Festival Figures at a Glance

- ~2,600 Attendees (Placer.ai location intelligence platform)
- Up from ~1,000 the prior year
- 27 Nations & Territories Represented across the festival
- 68 Vendor Tents
- 100+ Performers
- 2,000+ Volunteer Hours
- 450+ Eventbrite Registrations, up from 44 the prior year
- Prior/Post coverage from 9+ Media Organizations
- 200,000+ Facebook Impressions
- 3 foreign embassy's sent entertainment, up from 0 the prior year
- 7 Cultural groups, up from 2 the prior year.



The 2026 Daytona Beach International Festival at Manatee Island Park demonstrated what the Cultural Awareness Fund and its community partners are capable of accomplishing. We moved the festival from Ormond Beach to Daytona Beach, substantially increasing its size and complexity — and the community responded.

The experience proved something important: CAF already has the infrastructure, community relationships, vendors, performers, volunteers and institutional knowledge necessary to produce a significant international cultural event in Daytona Beach. Our online and media presence grew dramatically as well, with more than 450 Eventbrite registrations, coverage from at least nine media organizations, and a Facebook campaign generating more than 200,000 impressions.

Looking Ahead to 2027

Planning for the next festival will begin in November, considerably earlier than in previous years. Several changes are already under consideration — each designed to elevate the experience for attendees, performers, vendors, and the broader community.

"Our objective is not simply to make the festival larger. It is to make it better."



Three Key Changes Under Consideration for the Next Festival



The Date

May proved exceptionally hot, particularly during the middle of the day. April appears to be a strong alternative, providing more comfortable conditions for attendees, vendors, and performers alike.

We are also considering, switching the festival to the month of October, for the same reason.



Afternoon & Evening Format

We are shifting the festival from primarily a daytime event to an afternoon and evening festival.

This would solve the issue with the warm weather, provide cooler temperatures, create opportunities for evening entertainment and lighting, and give the festival an entirely different atmosphere.



Enhanced Entertainment Format

We are actively pursuing a hybrid model that fully immerses the festival goer.

Building on the success of 2026 — more than 100 performers, 68 vendor tents, and approximately 2,600 attendees — the goal is a richer, more compelling cultural experience for everyone who attends.

VENEZUELA RELIEF



FROM LOCAL
COLLECTIONS TO
INTERNATIONAL
RELIEF

Shortly after the earthquake in Venezuela, The Hispanic Chamber of Commerce and The Cultural Awareness Fund began assisting in the coordination of a regional collection effort involving businesses and organizations throughout Central Florida. Working with the Hispanic Chamber of Commerce and numerous community partners, the effort ultimately grew to approximately 35 participating businesses and 33 collection locations, extending across communities from the Daytona Beach area into Central Florida.

Venezuela Earthquake Relief



Representing the Cultural Awareness Fund, I was also able to secure the use of approximately 2,000 square feet of donated warehouse space, which became an important consolidation point for Venezuela-bound supplies. The response from the community was extraordinary. Donations rapidly accumulated into enough material to fill multiple shipments, including two containers of humanitarian supplies destined for Venezuela.

After approximately four weeks, CAF began withdrawing from the Venezuela operation. Our role had been to organize, connect, coordinate and help get the effort moving. That mission had largely been accomplished. Then another earthquake struck — this time in Colombia.

COLOMBIA RELIEF & THE TOPOS AZTECA



Colombia



We were able to apply the relationships and experience developed during the Venezuela effort almost immediately. Working again through the Cultural Awareness Fund, the Hispanic Chamber of Commerce and local businesses, we organized another collection drive, this time concentrating primarily on Volusia County.

The Colombia collection effort concluded recently when I personally transported a truckload of donated supplies to Global Empowerment Mission (GEM) in Doral, Florida. GEM accepted the supplies for inclusion in its Colombia relief operations. That is one of the most important outcomes of these relief operations: CAF is developing a network that can be activated when communities need help.

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Topos Aztecas



One of the most unexpected developments of the Colombia earthquake occurred when CAF was approached for assistance involving members of Topos Azteca, an experienced Mexican search-and-rescue organization whose teams specialize in entering collapsed structures and debris fields in search of survivors.

Our role was to help establish the institutional connections necessary so the team could enter Colombia.

Within approximately 24 hours, we established contact with Colombian Senator Duvalier Sánchez Arango. The Senator and his team then worked with Colombian authorities to facilitate coordination surrounding the team's arrival into the affected areas. CAF served as the connector. The Senator and Colombian authorities handled the governmental coordination – and experienced rescuers were able to reach people who desperately needed their skills.

MEDIA EXPOSURE AND A DRAMATIC INCREASE IN VISIBILITY

The combination of our Venezuela work, Colombia relief operation and assistance involving the Topos Azteca generated significant attention. These activities resulted in approximately four television interviews, three radio interviews and two written-media stories, giving CAF exposure well beyond anything we had previously experienced.

That attention is also appearing in our website statistics. Historically, CulturalAwarenessFund.com might receive only 10 to 15 visitors on a typical day. We are now seeing days with approximately 100 to 150 unique visitors.

People are not simply arriving at the website and leaving. They are exploring it.

That increased visibility gives us an opportunity —and a responsibility— to convert awareness into participation, partnerships, sponsorships and programs that advance our mission.

Our website was launched during March, 2025. In under 18 months, we have accomplished remarkable recognition and traction.



WESH 2,
SPECTRUM 13,
UNIVISION 43,
ORMOND OBSERVER,
DAYTONA HOMETOWN
NEWS, DAYTONA NEWS
JOURNAL



WROD FRANK SCOTT,
JOE MULLINGS
SYNDICATED, COLLEGE
RADIO STATIONS and
Newspapers



CULTURALAWARENESS
FUND.COM
ORGANIC GROWTH

Our foundations work during 2026 was greatly benefited from the increased media coverage that we received. Among the coverage, most notably, we were covered by UNIVISION 43, WESH 2, SPECTRUM 13. Some of these stations covered us twice. Television allowed us to spread our mission statement throughout Central Florida and beyond.

Radio interviews, in Daytona Beach and surrounding areas, rounded out the media coverage received to date in 2026. Frank Scott, of WROD has been a strong supporter of our initiatives. In our 18 months of existence, we have garnered good will and support where it matters.

Website traffic surged from 10 typical daily visitors to approximately 150 unique visitors on active days.

Overall page views have exceeded 3,000, reflecting genuine public interest in CAF's work and mission.

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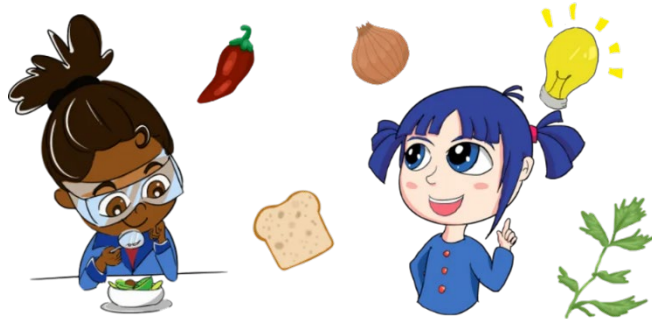
CHEF KOCHOOLOO



THE NEXT PROJECT CHEF KOOCHOOLOO

With several major pending projects now completed, we intend to devote substantially more attention to Chef Koochooloo.

Chef Koochooloo combines cultural education, cooking and STEM learning in a program designed primarily for K-5 students. Cooking becomes the vehicle through which children can explore mathematics, science, nutrition, geography and cultures from around the world.



Several software changes and updates are planned during the next approximately 30 days. After those changes are completed, we will begin placing the program with organizations willing to help us beta test in real educational environments.

We are particularly interested in introductions to elementary schools, after-school programs, nonprofit youth organizations, community programs and charitable organizations serving children—particularly programs serving economically disadvantaged communities.

This initiative will bring CAF's cultural-awareness mission directly into classrooms and youth programs throughout Central Florida and eventually well beyond our region.

RELATIONSHIPS

HONORING OUR PARTNERS
BUILDING LASTING COMMUNITY RELATIONSHIPS



HELPING THOSE WHO HELPED US

PREFERRED VENDORS



Sound / Video
Clark Rivard
(865) 661 - 1679



Printing
George Illie
(386) 566 - 2125

Our success depends upon people willing to help when we need them. The sound and video professionals who supported our most recent festival provided their services without charging CAF – and their contribution was extraordinarily valuable. We could not have produced the event at the level we did without them.

We now want to return that generosity. If you know businesses, organizations, venues or event producers who need professional sound, video or event-production services, please forward those opportunities so we can make introductions.

We also want to expand our sponsor network. We are particularly interested in introductions to businesses and professional firms that regularly support Daytona Beach community events. Personal introductions remain one of the most effective ways to build lasting community partnerships.

UPCOMING EVENTS

PRESENTED BY CULTURAL AWARENESS FUND

Roll the Dice for a Cause **A Night for Culture**

Play for a Cause. Celebrate the World.

An elegant casino-inspired evening supporting cultural awareness, education, and community programs.

Attire Dress to impress

Date November 13, 2026

Time 7:00 PM to 11:00 PM

Place

Galaxy Lighting
700 Ballough Road
Daytona Beach, FL 32114

All proceeds to benefit our educational programs

FOR SPONSORSHIP OPPORTUNITIES
PLEASE CONTACT LANCELOT LENARD@ (786) 449 - 7518

THE MOMENTUM IS REAL

In a relatively short period, the Cultural Awareness Fund has gone from producing a growing international festival to participating in multinational humanitarian relief efforts, assisting international rescuers, receiving significant media exposure and preparing to expand an educational technology program.

None of these accomplishments occurred because of one person or one organization. They happened because people answered telephone calls, opened warehouses, donated supplies, offered trucks, made introductions, volunteered at events, performed on stages, provided professional services, contacted government officials and said yes when something needed to be done.

Our challenge now is to turn that momentum into something permanent. There is much more ahead.



We need your help to keep this momentum going. Personal introductions remain one of the most effective ways to build lasting community partnerships. Please connect us.

For more information –

LINK: www.culturalawarenessfund.com

LINK: www.daytonabeachinternationalfestival.com

LINK: www.chefkoochooloo.com

Google Keywords –

“Cultural Awareness Fund”,

“Cultural Awareness Fund + senator Duvalier sanchez”

“Daytona Beach International Festival”

“Chef Koochooloo”

Placer.ai – <https://placer.ai> – Total festival visitors measured by placer.ai software in use by the riverfront esplanade.

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