



ANNUAL REPORT

1 February 2014 - 31 January 2015

INTRODUCTION

MASK is an education charity that trains young people in the creative skills (the ability to identify problems and generate new solutions).

Creative readiness of workforce. 90% of chief executives said that creativity and innovation are key drivers of productivity and growth, and therefore recruiting employees with creative skills is a primary concern. However, up to 80% of them have difficulty finding such employees, according to major surveys of the Business Council, Conference Board and others organisations.

Governments. 70% of chief executives said that fostering innovation must be an important government priority - second only to healthcare - but said that governments fail to deliver and cannot be relied upon.

Schools. Educators view the arts as the main courses that develop the necessary creative skills, but offer art classes on an elective basis only. In

the US, art was offered in only 10-17% of secondary schools. In Kenya, where MASK mainly works, art education in schools is severely limited too.

Looming crisis. Young people are not trained in creative skills and, thus, not adequately prepared for employment. This suggests a looming crisis for young people, businesses, and society at large.

MASK. Pioneering 'creativity for development' in East Africa eight years ago, MASK has since developed effective creativity and innovation training programmes that make a real impact on hundreds young people.

Our programmes and teaching models have been warmly received by UNESCO and other education and business organisations. As businesses and governments seek to enhance the teaching and learning of creativity in schools these will become more valuable.

ADMINISTRATIVE DETAILS

MASK is a UK company limited by guarantee No. 06484985. UK Charities Commission registered charity No. 1128734 since 2009. Affiliated to UNESCO InSEA. Profiled on the Center for Education Innovations. Formerly known as Mobile Art School in Kenya.

Registered address: MASK, 3 Alderney street, London EC2M 7SH, UK

Websites

www.mobileartschoolkenya.org

www.mobileartschoolkenya.org/mask-prize

Main Contact: Alla Tkachuk, Email: contact@mobileartschoolkenya.org

Trustees

Ibrahim El-Salahi (Patron)
Dr Lyndsay Bird (Chair of the Trustees)
Charles Dance OBE
Professor David Dilks (pending)
Dr Hugh Jenkins and Tim Dann (Honorary Trustees)

Advisory Board

Dr Chege Githiora, (Chairman of the Center for African Studies at the School of Oriental and African Studies University of London)
Mark Call, a Governor of the University for the Creative Arts, (UK)

Curriculum Advisor

Dr Nicholas Addison, Visiting Fellow at the Institute of Education, University of London

Staff

UK: Alla Tkachuk, Founding Director (volunteer)
Kenya: Teresia Ngina, John Ngumo (paid facilitators), Alfie Amalia, administrator (volunteer)

STRUCTURE, GOVERNANCE AND MANAGEMENT

MASK organisational structure

Trustees → Executive director → Staff

Decision-making processes work

Trustees → *Objectives* → Director → *Day-to-day running* → Staff

Governing documents: Memorandum and Articles of Association. The MASK Charity is constituted as a limited company.

The methods adopted for the recruitment and appointment of new trustees: Every Trustee must sign a declaration of willingness to act as a charity trustee before he or she is eligible to vote at any meeting of the Trustees.

MASK OBJECTIVES AND ACTIVITIES

Vision. The world where creativity is widely understood, learned and practised, and put at the centre of education.

Mission. To strengthen creativity and innovation in young people, and to champion the role of creativity for cultural and socio-economic development.

Belief. Creativity skills are the key skills young people need to survive and succeed in the 21st century. Creativity and innovation are crucial in developing economies as a way of finding solutions to challenges such as poverty and social inequality.

Beneficiaries. Young people 3-25 years old. Since 2009, MASK exposed hundreds young people to its programmes. Our students become successful professionals, entrepreneurs, artists, community leaders, and even a patent-registering scientist.

Activities

- Practical activities: organising and running after-school clubs
- Building human capacity: developing skills in pupils and teachers
- Developing pedagogical framework: teaching and learning methodology, toolkits and manuals
- Developing theory and critical perspectives: organising and participating in seminars, conferences and publications
- Distribution: exhibitions and competitions
- Advocacy and networking: lobbying policy-makers of African countries, building networks of educators, media and donors
- Documentation and archiving: recording events and outcomes in media of photography/DVDs/CDs/video/audio/iPods/website
- Organisational development: building MASK as a sustainable organisation,

establishing partnerships, building staff capacity, raising sponsorship and donations, and submitting narrative and financial reports.

Aim is to contribute to:

- Well-being and personal development of young people, i.e., their increased sense of confidence, ability and empowerment
- Increasing employability of young people: 90% of employers want to recruit people with creative skills
- Eradication of poverty: people with effective creative skills are more likely to be engaged in entrepreneurial activity, are more productive and effective
- Increasing recognition of arts and culture

Strategy for 2014-2015

1. To continue the MASK PRIZE, and to extend it to music and photography (ACCOMPLISHED)
2. To introduce two new training programmes: 'creativity for leadership' and 'creativity for entrepreneurship' in secondary schools in Naivasha; to develop its syllabus (ACCOMPLISHED)
3. To hire facilitators to run MASK programmes in schools in Naivasha (ACCOMPLISHED)
4. To secure funding for the 2014 and 2015 MASK PRIZE and for salaries of facilitators. Continue seeking funding through the Great Walk of Art, both in UK and the USA, trusts, foundations, and corporations in Kenya (PARTIALLY ACCOMPLISHED)

5. To build new partnerships and expand our advocacy work, particularly the business and higher education community in Kenya and internationally (PARTIALLY ACCOMPLISHED)
6. To continue improving communications through further development of the MASK website and social media (ACCOMPLISHED)
7. To monitor and evaluate students' progress and communicate these to relevant opinion and policy makers (PARTIALLY ACCOMPLISHED)
8. To develop further partnership with Kenya media to publish articles to promote art, creativity and its education to wider audience. (ACCOMPLISHED)

MASK programmes

- Creativity Clubs (primary schools) (LIVE)
- Creativity for Peacebuilding Clubs
- Creativity for Entrepreneurship Clubs (secondary schools) (LIVE)
- Creativity for Leadership Clubs (secondary schools) (LIVE)
- Facilitator-training
- Creativity Camps (residential, school holidays)
- The MASK PRIZE (a national creativity competition in Africa) (LIVE)
- Advocacy (LIVE)

Pedagogy

- Experimental art practices
- Creativity integration: combining creativity and other subjects
- Creative thinking exercises

ACHIEVEMENTS AND PERFORMANCE

The 2014 MASK PRIZE <http://mobileartschoolkenya.org/mask-prize/the-2014-mask-prize.html>

In January 2014, MASK launched the second year of MASK PRIZE. It opened its submissions to videos of music/dance and to photography, in addition to paintings/drawings/collages. We designed an ONLINE SUBMISSION FORM so young people can submit their works online. Postal option was also available. It continued to be supported by its partners. *The Star*, our Media Partner, advertised it to estimated 0,5 million people in Kenya from January to May. The competition attracted more than 500 entries. For the online catalogue and videos of the exhibitions please visit the website.

The competition again attracted a number of media coverage:
<http://mobileartschoolkenya.org/mask-press.html>.

The prizes were awarded by Dr Manu Chandaria CBE at the PRIZE-GIVING ceremony at the **Nairobi University** on 22 May.

The 2014 MASK PRIZE was then exhibited at: **Library of Congress** in DC in July.
<http://mobileartschoolkenya.org/MASK%20PRIZE%20at%20Library%20of%20Congress>.

At the **Saatchi Gallery** in London In October,
http://www.saatchigallery.com/schools/education_room.php

And, at the Royal Overseas League in London in January 2015.

The exhibition at the Saatchi Gallery in London was opened by celebrated African artist and MASK's Patron, Ibrahim El-Salahi. He said:

"Governments don't support art in Africa in a way we would like. The MASK PRIZE gives young

people their humanity back".



Dr Manu Chandaria and the Winner of the MASK Prize in the Music Category, Ben Vic, 18

The exhibitions of the 2014 MASK PRIZE were viewed by more than 90,000 people, and received good feedback from the Kenya government, participants, teachers and parents:

"It's good to see your efforts in the advancement of creative activities among the youth". **Dr**

Jennifer Wambugu, Director of Creative Arts at the Kenyan Institute of Curriculum.

"Good to see how the Kenyan children art travels around the world." **Dr Sultan Somjee**, Founder of the Community Peace Museums and former curator at National Museums of Kenya.

"Congratulations, the artworks looks improved from last years." **Dr Lydia Gatavu**, Head Curator of Contemporary Art at the Nairobi National Museum

"Our pupil, Clement Mureithi, 9, won the Second Prize. Now, all children want to do art!" **Corrie Wingate** of the Anidan Children Home.

"Thank you for your good work you are doing of spreading the word of art in Kenya and in Africa" **Esther Mukuni**, Founder of Darubini Art Academy in Masai Land, one of the winners of the School Prize.

In January 2015, we launched the 2015 MASK Prize.

WEEKLY SCHOOL CLUBS

In October 2014, MASK trained and hired two schoolteachers, Teresia Ngina and John Ngumo, to run MASK's weekly workshops in 5 schools in Naivasha:

- **Creativity clubs** in Rubiri Primary School, Unity Primary School and Kongoni Primary School

- **Creativity for leadership clubs** in Githirwa Secondary School
- **Creativity for entrepreneurship clubs** in Bishop Ndingi Secondary School

In January 2015, Teresia-left and John Ngumo began teaching in all our schools.

ADVOCACY AND ORGANISATIONAL DEVELOPMENT

MASK at UNESCO (KNC) Forum of Culture and Development, Seoul

October: MASK was invited to speak at UNESCO (KNC) Forum of Culture and Development in Seoul.

[http://mobileartschoolkenya.org/MASK%20at%20UNESCO%20\(Korea\).html](http://mobileartschoolkenya.org/MASK%20at%20UNESCO%20(Korea).html)

The Forum was organised by the Korean National Commission for UNESCO and Ministry of Culture Sports and Tourism of the Republic of Korea. It focused on culture for sustainable development. Alla Tkachuk, spoke on the importance of education for creativity.

George Washington University, School of Human Development, Washington DC

July 2014:

<http://mobileartschoolkenya.org/MASK%20at%20OGW%20University.html>

KEPSA (Kenyan Private Sector Alliance), Nairobi

October 2014: "Thank you for the great presentation you made at KEPSA on Innovation and Creativity. Its was a very insightful reflection, and we all benefited from it. Look forward to continued collaboration." Ehud Gachugu, KEPSA. <http://mobileartschoolkenya.org/MASK%20at%20OKEPSA.html>

Nairobi University, School of Art and Design, Nairobi

October 2014 "You gave us an amazing talk on creativity, that made me rethink my whole strategy

on how I approach my work." Brian Jangima, student.

<http://mobileartschoolkenya.org/MASK%20at%20Nairobi%20University.html>

Kenyan Smithsonian Festival, Washington DC

July 2014: MASK featured at the Kenyan Smithsonian Festival in Washington DC.

<http://mobileartschoolkenya.org/MASK%20at%20Smithsonian%20Festival.html>

The Great Walk of Art

MASK organised UK and USA sponsored walk, the Great Walk of Art, to raise money for MASK in Washington DC in October and in London November.

MASK art/creativity column in *The Star*

June 2014: MASK's director, Alla Tkachuk, began to write a weekly column 'How to Look at Art' in *The Star* (Kenya)

FINANCIAL REVIEW

MASK's income was	£15,541.12:
Rivers Foundation	5,000
HMRC	501.31
Orange home	1,174.1
Jaguar Golf Club	2,293
Lyndsay Bird	1,000
MASK's private donors	3,172.71
Linbury Trust	<u>2,500</u>
Total:	15,541.12

MASK spent **£18,154.57** on:

Administration	8%
Marketing	2%
Communication	20%
Programmes	70%
Staff salary	0%

Fixed costs 1.5%, variable 98.5%

Funds spent outside of the UK: £12,707.8

MASK Balance Sheet on 31 January 2015

	£	£
Fixed assets, c)		0
<u>Current assets, a)</u>		
Materials		0
Debtors		0
Cash in the bank	11,650.99	
Total current assets	11,650.99	
<u>Current liabilities, b)</u>		
Creditors		0
Tax liability		0
Overdraft		<u>0</u>
Total liabilities		0
Net current assets, d)	11,650.99	
(Working capital)		
d)=a-b	11,650.99	
Net assets, c)+d)	11,650.99	
<u>Financed by</u>		
MASK's		
Donations	15,541.12	
Loans	0	
Retained profit	0	
Total	15,541.12	

Another busy year! Big warm THANKYOU to all our donors and volunteers!

Report comprised by the MASK Director/Secretary Alla Tkachuk
11 November 2015