

MASK

**Strengthening creativity and innovation
in young people in Africa**

UK Charities Commission registered charity No 1128734

www.mobileartschoolkenya.org

ANNUAL REPORT

1 February 2013 - 31 January 2014

Reporting dates are in accordance with the Charity Commission financial period

ADMINISTRATIVE DETAILS

MASK is a UK company limited by guarantee No. 06484985. UK Charities Commission registered charity No. 1128734 since March 2009.

Registered address: MASK, 1 Finsbury Circus, London EC2M 7SH, UK

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

Trustees:

Patron: Ibrahim El-Salahi

Trustees: Dr Lyndsay Bird, Chair of the Trustees, Charles Dance OBE, Tim Dann, Professor David Dilks (pending)

Advisory Board: Dr Chege Githiora, Chairman of the Center for African Studies at the School of Oriental and African Studies (SOAS), University of London.

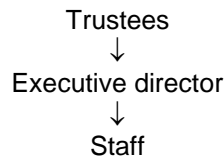
Mark Call, a Governor of the University for the Creative Arts, (UK)

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

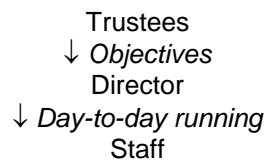
Staff (all volunteers): UK: Alla Tkachuk, Director/Secretary; Kenya: John Githiri, facilitator, Alfie Amalia, administrator.

STRUCTURE, GOVERNANCE AND MANAGEMENT

MASK organisational structure:



Decision-making processes work:



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 center of education.

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

BELIEF. Creativity (resourcefulness, imagination and inventiveness) is the key skill that young people need to survive and succeed in the 21st century. Creativity and innovation is particularly crucial in developing economies as a way of finding solutions to challenges such as poverty and social inequality.

"Learning creativity is indispensable for the growth and sustainable development of societies and of individuals". ('Road Map for Arts Education' Report, UNESCO, 2006)

WHY MASK WAS ESTABLISHED. Education for creativity is virtually absent in African schools.

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

- **Joel Gatua**, 22, rural village Sipili in Northern Kenya (4 years on MASK programmes): "Before I started with MASK I didn't know I was creative. Creativity helped me to become an entrepreneur and to think outside the box. Since finishing school, I developed a couple of businesses. The elders in my village come to me for 'good ideas' that can improve our community. I feel I am making a difference! I love creative thinking!"
- **Hellen Gichuki**, 22, rural village Sipili in Northern Kenya (5 years on MASK programme): "MASK helped me to develop the habit for innovating. While studying chemistry in college I designed a new drug, which my college is patenting. Immediately after graduating, I found a job at a pharmaceutical company in Nairobi. It is rare to find work so quickly in Kenya. Due to my ability to think outside the box, I got promoted to a supervisory position, after being at the company only four months. I am now in charge of an all-male team who have been in the company for years."
- **Jane Enyen**, 17, Naivasha town, Kenya. "MASK helped me to discover my artistic skills, and now I can earn my living as an artist. Creativity showed me a great potential to change my life. To help my peers to be more creative too, I started my own creativity club at my new school."

ACTIVITIES

- **Practical activities:** organising and running after-school clubs in schools
- **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 continent's countries, the 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.

MASK's AIM is to contribute to:

- Well-being and personal development
- Employability
- Eradication of poverty through entrepreneurship
- Peace-building
- Recognition of culture

STRATEGY for 2013-2014

1. To launch the MASK PRIZE, to collaborate with the Kenyan Government, and media
2. To improve facilitator-training and communication between the UK and Kenya volunteers

3. To secure funding for the MASK PRIZE and for salary of 1-2 paid Kenyan facilitators. Continue seeking funding through the Great Walk, trusts, foundations, and corporations in Kenya, and to strategise to reach the USA funders
4. To build new partnerships and expand our advocacy work. Use the Independent Report of Brittany Glenn MA of MASK's schools in Kenya of 2011 for advocacy purposes
5. To improve communications through further development of MASK's website
6. To monitor and evaluate students' progress and communicate these benefits to relevant opinion and policy makers.

MASK PROGRAMMES

- Facilitator-training
- Creativity Clubs
- Creativity for Peacebuilding
- Creativity Camps (residential, school holidays)
- The MASK PRIZE (a national creativity competition in East Africa)
- Advocacy

PEDAGOGY

- Process of making art and objects (making connections between knowledge, techniques and materials)
- Creativity integration (combining creativity and other subjects).

Workshop at the Githirwa Secondary School, Naivasha



ACHIEVEMENTS AND PERFORMANCE

I. The 2013 MASK PRIZE, <http://mobileartschoolkenya.org/mask-prize/2013-mask-art-prize.html>

In January 2013 MASK launched the 2013 MASK PRIZE, a national annual creativity competition for all schools, colleges and universities and young Africans under the age of 25. Its aim is to promote creativity and its education on a national scale, and to provide children and young people with a unique platform for fostering their creativity.

The MASK PRIZE of 2013 became a great success. Leading national newspapers in East Africa wrote: "The MASK PRIZE encourages Kenya's creative minds", (*The Star*), "The MASK PRIZE fills creative vacuum" (*The Business Daily*). The programme attracted altogether 14 articles in the UK and African press and media. Copies of the articles attached. <http://mobileartschoolkenya.org/mask-press.html>

The Kenya Ministry of Education authorised the Prize.

We secured partners for the prize:

Financial partner: Rivers Foundation supports the prizes.

Media partners. **The Star** newspaper and **Kiss 100FM** are Media Partners. They advertise the competition to more than 0,5 million people across Africa. The competition was also advertised in the **Citizen's TV** (Kenya) weekly children's programme 'Know Zone'. MASK also mailed A4 posters to more than 300 schools in Kenya from London

Venue Partners: the **Saatchi Gallery in London**, and **Nairobi National Museum**. The artworks submitted to the competition were exhibited at:

1. **The Nairobi National Museum** in Nairobi, 11 June-11 July 2013. The exhibition was opened by the British High Commissioner, Dr Chris Turner. Prizes were awarded by Alan Rivers, Director of Rivers Foundation; Alan came to the event from London.

Other speakers at the Opening were: Director of the Nairobi National Museum, Director of Education at the Nairobi City County on behalf of the Governor of Nairobi, Director of the UNICEF's Talent Academies, and editor of *The Star*. Young Kenyan musicians from the UNICEF Talent Academies performed during the Opening.

More than 300 young people and teachers attended the Opening. Some teachers travelled for hours from as far as Laikipia and Masai Mara. Parents came from as far as Mombassa just to talk to the organisers about ways of encouraging their children in their talents.

2. **The Saatchi Gallery in London**, UK, 12 September - 7 October 2013. The exhibition was opened by world-renown artist Michael Craig-Martin and Francesca Wilson, the Director of Education at the Saatchi Gallery.

"The UK young people who come to the Gallery say that the Kenyan young people's artwork is amazing. They are influenced by these artworks!" Francesca Wilson, Education Director, Saatchi Gallery.

"This is important work for the future of East African art. It attracted very young people. What struck me from the submissions are about place. Its the most vivid thing for young people, and therefore their art is very vivid for us. I congratulate the MASK PRIZE organisers." Michael Craig-Martin.

3. **The Royal Overseas League in London**, 3 December 2013 - 24 January 2014. The opening was unveiled by the Kenyan High Commission Education Attaché, Margaret Lesuuda who said that this programme is important for Kenyan young people.

Judges. We secured top art judges from leading galleries. Please see the website for a full list.

Participants. More than 1000 artworks were submitted. 95 schools and 15 universities in Kenya took part. The age of participants ranged from 5 to 25 years old. The artworks came from all parts of Kenya, and from different ethnic groups. A few artworks were even submitted by young people from South Africa. The number of participants exceeded all expectations: in comparison, the 2012 National Heritage Art Competition organized by National Museums of Kenya attracted only 58 entries.

Viewers. The exhibition at the Nairobi Museum was viewed by 4,000 young people and at the Saachi Gallery by 87,000 people (according to the galleries' directors).

Prizes. Prizes - in total of £2,000 - were awarded to 3 Kenyan students and 2 Kenyan schools.

Feedback. MASK received a positive and encouraging feedback from the government, as well as the participants, teachers, and parents.

"Alla, it is a great work you are doing with the MASK PRIZE." Dr Jennifer Wambugu, Director of Creative Arts at the Kenyan Institute of Curriculum.

II. MASK presented its programmes to Barak Obama's Advisor on Africa at the White House in Washington DC. MASK received a thank you note from Michele and Barak Obama. MASK also presented its work at the Library of the U.S. Congress. Please refer to our website for more information.

III. MASK signed the Memorandum of Understanding with the Kenyan Ministry of Culture on implementing its Talent Academies' Visual Arts programme. Please refer to our website for more information.

Alan Rivers and one of the Winning Schools at the 2013 MASK PRIZE opening at the Nairobi National Museum:



FINANCIAL REVIEW

Income. MASK received £24,825.93. MASK spent £16,917.22. MASK reserved £7,908.7 towards the 2014/2015 costs. MASK income came in grants and donations from the UK trusts and Foundations, a Kenya bank, and private donors:

Rivers Foundation	10,000
Queen's Trust	5,000
Clore Foundation	5,000
Linbury Trust	2,500
Commercial Bank of Africa	745.25
Bird & Bird	500
Private donors	1,080.68

Expenses were:

Administration	1,391.37	8%
Staff capacity development	1,719.87	9%
PR/marketing	356.63	2%
Communication	1,623.91	9%
Programmes, incl prizes	12,158.91	72%
Staff salary	0	

Costs were: fixed 1.3%, variable 98.7%. Funds spent outside of the UK: £8,551.43. The spreadsheet with a detailed costing is attached.

MASK's balance sheet on 31 January 2014

	£	£
Fixed assets, c)		0
<u>Current assets, a)</u>		
Materials		0
Debtors		0
Cash in the bank	16,626.20	
Total current assets	16,626.20	
<u>Current liabilities, b)</u>		
Creditors		0
Tax liability		0
Overdraft		<u>0</u>
Total liabilities		0
Net current assets, d)	16,626.20	
(Working capital)		
d)=a-b	16,626.20	
Net assets, c)+d)	16,626.20	
<u>Financed by</u>		
MASK's		
Donation	24,825.93	
Loans	0	
Retained profit	0	
Total	24,825.93	

Another year has gone! Big warm thank you to all our donors and volunteers!

Report comprised on 28 November 2014
contact@mobileartschoolkenya.org