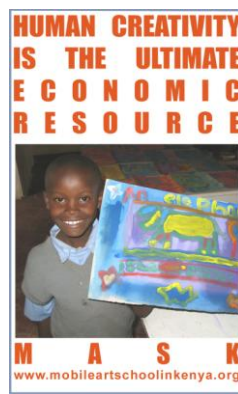


MASK
SCHOOL OF CREATIVITY & INNOVATION

**Unleashing creativity in young people in Africa
for socio-economic development!**

www.mobileartschoolkenya.org

UK Charities Commission registered charity No 1128734



ANNUAL REPORT

April 2011- April 2012

ADMINISTRATIVE DETAILS

The registration numbers:

MASK is a UK company limited by guarantee No. 06484985.
Since 23 March 2009, MASK is UK Charities Commission registered charity No. 1128734. www.mobileartschoolinkenya.org

The registered office: MASK, 1 Finsbury Circus, London EC2M 7SH, UK.

Trustees: Dr Lyndsay Bird, Chair of Trustees, Charles Dance OBE, Tatiana Prokosch, Professor David N. Dilks

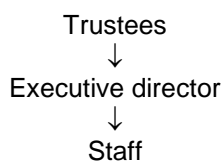
Patron: Ibrahim El-Salahi

Staff: Alla Tkachuk, Secretary and Executive Director, UK and Kenya; John Githiri, Deputy Director, Kenya

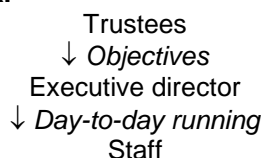
Main Contact: Alla Tkachuk, Email: contact@mobileartschoolinkenya.org + 44 (0) 7957 73 43 13

STRUCTURE, GOVERNANCE AND MANAGEMENT

MASK organisational structure:



Decision-making processes work:

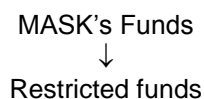


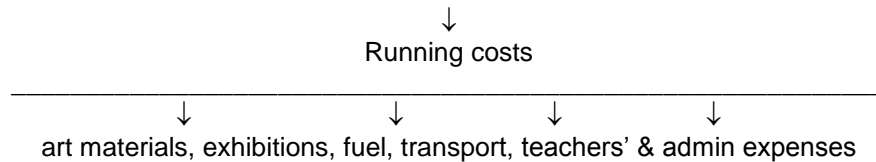
Governing documents: Memorandum and Articles of Association. The MASK Charity is constituted as a limited company.

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.

FINANCIAL REVIEW

Policy on reserves:





Donations:

MASK has been awarded £4,130 in grants and donations in 2011-2012 by the:

- Linbury Trust grant, £2,500;
- Private donations, £1,630.

MASK's balance sheet on 5 April 2012

	£	£
Fixed assets, c)	2,224.69	
<u>Current assets, a)</u>		
Materials		0
Debtors		0
Cash in the bank	843.44	
Total current assets	3,074.69	
<u>Current liabilities, b)</u>		
Creditors		0
Tax liability		0
Overdraft		<u>0</u>
Total liabilities		0
Net current assets, d)		
(Working capital)		
d)=a-b	843.44	
Net assets, c)+d)	3,068.13	
<u>Financed by</u>		
MASK's		
Donation	4,130.00	
Loans		
Retained profit		
Total	4,130.00	

MASK OBJECTIVES AND ACTIVITIES

MASK is a visionary organisation that adopts a new approach to socio-economic development in Africa by providing young people with practical opportunities to learn and develop skill of creativity and innovation that can help them in future employment and social leadership.

MASK'S VISION is young people engaged in creative education – education for creative thinking and innovation - that contributes to individual, social and economic development, to human rights, to democracy, and to the eradication of poverty on the African continent.

Creative thinking and innovation is an ability to create new ideas, problem solutions, products, services and technologies as well as opportunities and alternatives.

MASK'S ACTIVITIES:

- **Runs workshops and clubs in schools**
- **Conducts Art for Peace workshops**
- **Puts on exhibitions and competitions**
- **Trains teachers**

MASK AIMS to contribute to:

- **Employability of young people**
- **Eradication of poverty**
- **Economic development**
- **Peace building**
- **Promotion of culture**

CREATIVE EDUCATION AND DEVELOPMENT

There is strong link between creative education and socio-economic development. World's leading economists view creativity as an important element to produce economic growth. There are no areas of life, science and business where the nation's development is not dependent on creative skills of its people.

In East African schools creative education is almost non-existent. The current waste of creative resource of almost 100 million of young people of East Africa is, therefore, tragic!

Engaging the youth through developing their skills in creativity and innovation achieves these:

- **Jobs for the young.** Employers now want people who can contribute to the organisation in terms of novel ideas and problem solutions that improve services and products and add to profit.
- **Economic development.** In the US and UK, employ 8 million people generating \$250 billion every year. The employment in Europe's creative industries has grown by 34% in the last decade against a background of almost no growth in employment in the economy as a whole. East African governments may recognise the importance of developing creative industries, however, they do not identify educating young people for creativity and innovation as one of the key areas of intervention.

- **Eradication of poverty.** Eradication of poverty is goal N1 in the United Nations Millennium Declaration of 2000. "Entrepreneurship is the most powerful force the world has ever known for eradicating poverty and creating opportunity." (The U.S. Global Development Policy of 2010). Creative education is the key to entrepreneurship. There is simply no entrepreneurship without skill of creativity and innovation!
- **Social development.** Most East African countries have experienced conflict as a result of tribal or ethnic antagonisms, and there is a need to teach multiculturalism. Creative education can help to reap the benefits of this diversity and to mitigate the difficulties of intercultural understanding.
- **Culture.** There is also a need to understand that creative education is intimately related to culture and it promotes culture. Even if African constitutions recognise creativity and culture as the foundation of the nations, they do not recognise education for creativity and culture as a form of promoting it.

WHERE MASK WORKS

- MASK works in 20 schools in conflict prone rural areas and across all ethnic groups in Kenya in West Laikipia, Naivasha, and Narok
- More than 25,000 children have benefited since 2009
- We work with young people aged between 3 and 19, who may be victims of conflict, disabled, homeless or abused
- We aim to grow across all countries of East Africa.

MASK'S ESSENTIAL ROLE

MASK is not an additional luxury. We provide alternative ways to enrich the provision of creative education in schools in East Africa.

MASK MODEL OF CREATIVE EDUCATION

Working side by side with schools and government in East Africa, MASK has developed an effective model for non-formal creative education in schools.

Non-formal – is outside of the formal education system, outside the school curriculum and school hours.

HOW MASK PROVIDES CREATIVE EDUCATION

MASK provides creative education both - **through the arts** and **through teaching creative thinking**.

- **The arts** teach the ability to understand and express ideas, values and feelings. They extend imaginative capacities, and raise self-esteem and motivation. The arts help young people to communicate and define who they are. The visual arts are particularly vital for developing creative skills. The innovation begins with an eye. They develop the capacity to form mental images, to represent thinking visually, and to observe.
- **Creative thinking** is the ability to generate ideas and opportunities, invent new products and processes. It is the ability to look at the world in alternative ways and solve problems creatively.

ACHIEVEMENTS AND PERFORMANCE, April 2011- April 2012

For images and more details please visit our website on the links below.

▪ Art workshops and weekly clubs

As funds were limited this financial year, we concentrated our work on two main schools Eburry School in Naivasha and the Hanne Howard Trust in Nairobi. These schools paid tuitions fees to our teacher. We estimate that 1,000 children have benefited, directly and indirectly, as well as teachers, schools, and local communities.

- <http://www.mobileartschoolinkenya.org/HHF.html>
- <http://www.mobileartschoolinkenya.org/EBURRY%20SCHOOL.html>

Also watch our two new videos on this page:

<http://www.mobileartschoolinkenya.org/index.htm>

▪ MASK success stories

Jane Enyen, 17



Jane joined MASK' club at Revered Githirwa Secondary School in the area of Lake Naivasha in Kenya two years ago. She is now earning money by selling her own paintings to farmers around Lake Naivasha. "I am very happy and I thank teacher John and Madam Alla for introducing MASK in my life, it helped me realize my talents. I am helping now my peers to draw and paint. I am very happy and my parents are happy with me too "

Joel Gatua, 20



of the hardworking and discipline-centred developer."

Joel came to MASK club at Lariak Secondary School four years ago when he was 16. In 2011, he was signed up by one of the leading advertising agency in Kenya, got commissioned to paint murals in several restaurants in Nairobi and Mombasa. He has now rented a room where he is painting his art and giving lessons to the local children. He displays art on the walls of his room 'for neighbours' virtually turning it into an art gallery! "Why do I like Art? It helps me think outside the box and keeps my mind, spirit and emotions always busy. One day art will take me somewhere in my life, possibly to the international levels. I feel art is one

Benson Kinyanjui, 16



Benson is an orphan. He attended MASK's club at the Lariak Secondary School when he was 12. Since, Benson has sold his painings to Nairobi Club and collectors in London and Washington DC. "Painting is an art that involves passing information to peoples through objects that are being painted. These include peace and beautifying our country. I love painting with all my mind and dignity. My dream is to study technology engeering and continue with art because painting is a talent. It can take my life to my destinations."

- **April – May 2011**

Masai have rich beadwork culture. The Masai villages in Amboseli sell their beadwork jewellery to local tourists. MASK organised workshops for children in a small Masa village in Aboseli. We also organised a few workshops for the women who painted the traditional designs in acrylic paints on canvases. It is hoped that they sell these to tourists.



- **MASK's KENA (Kenyan Emerging National Artists) GROUP**

6-13 May 2011. MASK organised workshops of our newly formed KENA Group (Kenyan Emerging National Artists) out of some of our most talented young people. The purpose of the group is to highlight the creative potential of young people.

View our video by clicking on this link <http://youtu.be/D0pz2m23SA0>

See the artworks produced on our <http://www.mobileartschoolinkeny.org/art%20gallery.htm>



- **Meeting with the Kenyan Minister for Culture**

13 May 2011. MASK met with the Kenyan Minister for National Heritage and Culture, Mr Ole Ntimama, and Director of Culture, Mrs Gladys Gatheru. MASK's children spoke to the Minister about their needs for creative education and achievements. The Minister was very impressed with their work, and with MASK's ambitions for the young people.

<http://www.mobileartschoolinkeny.org/news.htm>



- **Kenya National TV station on MASK's work**

17 May 2011. Alla Tkachuk gave a live interview which was broadcast of the Kenyan NTV. Alla highlighted the need and benefits of art education. 'PM Live' is a daily business show that runs on NTV from 12 noon to 2 P.M. See the interview: <http://www.youtube.com/watch?v=NKNYPHbTbOk&feature=channel&list=UL>

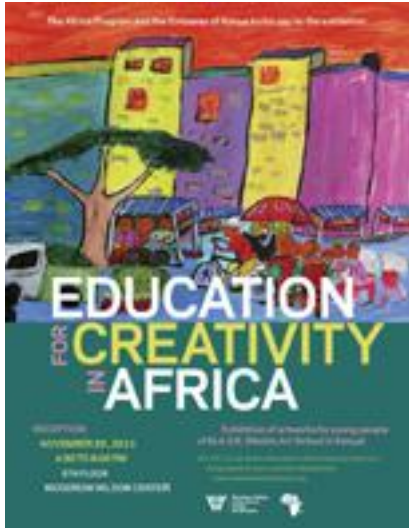


- **MASK exhibition at Woodrow Wilson Center for Scholars, Washington DC**

29 November 2011- April 2012. MASK is showing at Woodrow Wilson Center for Scholars (WWC), Washington DC. The venue was arranged by the Kenyan Embassy in Washington DC. The show was funded by MASK, the reception was funded by the WWC. The Private View was opened by Nairimas Ole-Sein, the Cultural attaché at the Kenyan Embassy, by Steve MacDonald, the Director of the African Programme at the Woodrow Wilson Center, and Alla Tkachuk, Director of MASK who gave a short introduction in MASK's cause and work.

Alla has been invited by the Africa Institute of the WWC to do Public Policy Fellowship at the Center in 2013.

<http://www.mobileartschoolinkenya.org/news.htm>



▪ **Developing plans for 2012-2013**

- **East Africa National Creative Youth Competition.** The art created by children in east Africa will be exhibited at Nairobi Art Gallery (the only public art gallery in Kenya) and at the Saatchi Gallery in London (confirmed in writing). Media sponsor is the *Sunday Telegraph* (confirmed by Tim Jotischky, Deputy Editor). Judges Panel (confirmed) includes: artists, Michael Craig-Martin, and children writers Kaye Umansky and Anthony Browne. We are in process of raising funds for the competition.
- MASK has begun working together with leading international charity, Article 25, www.article-25.org, on building a permanent **School for Creativity and Innovation in East Africa**. Article 25 donates in-house business developer to prepare a business plan and will lead in fundraising.

Another year has gone! We could accomplish more and benefit more children if we had more funds. However, we are proud of what we have managed. Thank you to everyone who has worked so hard towards our vision this year!

Special thanks to

*Local schools, teachers and children and Amboseli Masai community
The Linbury Trust for continues support
To the Kenyan Embassy in Washington DC and
Woodrow Wilson Center for giving us a visibility platform
To John Githiri, our wonderful teacher for the commitment and creative ideas!
To all our private donors and in-kind supporters!*

THANK YOU!
April 2012