



## Newsletter: January 2008 Douglas McFalls

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### A Summary of the and impact of ADEA

For the past four years I have had the incredible opportunity to use my expertise as a designer and teacher to work with some exceptional East Africans in the area of economic development with the aim of self-sustainability. I am working with communities who, if otherwise left alone, have little hope of a promising future as the wave of Westernization and globalization is sweeping over Africa. For centuries, the Maasai with whom I work in Kenya maintained their rich culture and herding ways. But now they have been reduced to poverty as the lands have been confiscated for Game Parks, encroached upon by national population growth, and their remaining cattle are dying from new diseases. The artisans I work with in Tanzania, though talented and earnest, saw poor returns for their efforts and were missing many market opportunities because their isolation did not allow them to understand the quality demands, design preferences, and business practices of the targeted tourist markets and potential global buyer. Both these communities are struggling to make a good life for their families in a world where the rules are quickly changing. And honestly, without thoughtful coaching, which ADEA is providing, the majority of these people will be washed into deeper poverty.

That is why I have been working beside them, lifting up local leaders, and helping them to secure a hopeful future through skills training, economic development initiatives, market access, creative problem solving challenges and helping them to establish schools. The number of artisans ADEA is now working with has grown to nearly 70. These artisans are producing over 60 products that are unique to ADEA, and products are being sold in fourteen venues in Tanzania (and some internationally). In March of this year, 20 children made up the first class of our new Maasai School in Lemong'o, Kenya, and over 160 are waiting to begin school for the first time in the five classrooms that are under construction thanks to AMREF (an international water project) and an Irish donor. It was truly an inspiring spring when I began to consider all the fruit our efforts are producing.

So much has been accomplished

Looking to the future, I have formalized ADEA (USA)'s work into budgeted programs :  
One for artisan work with ADEA (Tanzania) in Mtwara, and one with the Maasai of

Lemong'o, Kenya. The activities of which I spelled out in July's newsletter. Each project budget covers all aspects of work over the year ahead. Totaling \$174,000 (\$104,000 and \$70,000 respectively). Though I have always tried to be a good steward of the money contributed to ADEA – I welcome Don Foster as my newest board member who will serve as treasurer.

As usual I will return to Africa in faith that as long as God has work for me to do there, I will have the resources I need. So I shall continue my work full-time in East Africa as long as funds allow. I will be sending out some grant requests at the end of August and some in the fall. But until then I am inviting anyone to support me and the work of ADEA through a contribution. This can be done on monthly basis over the next 12 months or as a one-time contribution. (I am thankful for the few of you who have already offered to support me already.) I will be doing a monthly newsletter – and possibly a blog to keep you more connected with the day to day adventure (and challenge) of a white guys work in Africa.

#### SPECIFIC AND SIMPLE (STUPIDLY SO)

Since 2003 I have committed myself to the work of ADEA. It has been an amazing 3.5 years .

Brief history: I was introduced to Tanzania 1999. In 2003 the center for African Development through Economics and the Arts (ADEA in Tanzania) was established as an NGO with Philipo Lulale, in Mtwara. In 2005, Tipape Loomu was recruited to help launch a school and economic development project with his Maasai community in Loitokitok, Kenya. And in June 2006 ADEA was registered as a not-for-profit (501(c)(3)) in the United States in order to secure funds for these projects.

Board Member – Don Foster - On

With the help of advisors I have been able to formalize my the work of next year into two programs (complete with budgets which include allowances for me, others working in Africa and materials). Since 2003 I have been working in Tanzania on basically voluntary basis, with a few contribution and work while in the US.

This is

I am inviting all you to partner with me this upcoming year by supporting the work of ADEA (or me specifically) by contributing with a one-time gift or monthly through July 2008.

\$50 \_\_\_ \$100 \_\_\_ \$150 \_\_\_ \$200 \_\_\_ \$500  
Monthly (September – August \$ \_\_\_\_\_)

I have committed to ADEA through July 2008 (unless lack of funding requires an early return). At which time

## What's ahead? Independence

Recently I have tried to concisely articulate the nature of the two upcoming programs ADEA (September 2007 – July 2008). I easily arrived at the word INDEPENDENCE. The Maasai (for example) have passionately held on to their independence for centuries – Now, due to modern pressures resulting in land loss and cattle death they are loosing their independence at an alarming rate. ADEA's goal is to help them regain their independence in a new way of living as new Maasai. That is why the core component of the upcoming ADEA programs is sending me to live and work within the communities so that they are fully included in the creative and technical process involved in planning, strategizing, fund raising, brain storming, implementation of programs...everything. I often say, "If developers are not careful, Africans will come along for the 'Development Ride', but NEVER LEARN TO DRIVE!" This is something we will strive passionately to avoid. As for specific activities: we will be exploring sustaining, running and expanding their school (their vision is to take it to other nearby Maasai communities), learning to approach corporations and local safari lodges for support, economic development initiatives (jewelry, gourd art, and bee keeping), developing a Maasai architectural vocabulary for permanent structures (schools, homes and offices), collecting Maasai artifacts for education and potential sellable items, and fieldtrips. And whatever new opportunities we discover by working together. All these efforts are aimed at giving them experiences and creative problem solving skills so that they can regain their independence.

In Tanzania, since our beginning in 2003 ADEA has worked with over 100 artisans of which nearly 70 are still working and supplying products for 16 venues in Tanzania. Through the faithful work of our Tanzanian director – Philipo Lulale and the artisans the workshop/office in Tanzania has proven self-sustainable in its basic running costs. This is a great accomplishment! As I mentioned in July's email, in Tanzania the ADEA

program will continue to expand the educational strategies that have proven successful of skills training workshops, business training, creative thinking and market access (including using thespians in instruction) – with greater emphasis on artisan participation and greater artisan responsibility (resulting in greater independence and economic return for them). Also our new initiative, MaKuYa (Makonde-Makua-Mayao tribes) Traditional Performing Arts Festival which will be launched in October as our first “tester” festival in Mtwara, Tanzania. If ADEA can secure the funds, Emil Karunaga Matthews, will be hired in March of 2008 as the new Tanzanian director, along with his wife, Jane (picture on right). Emil studied at the Dodoma School of Rural Development and is currently studying in Holland. Along with management we will document the unique success of ADEA to explore if the success we experienced with the artisans of Mtwara might be repeated elsewhere. Having a woman in leadership will allow us to better address the unique needs of women in a society where men and women are very distinct. It promises to be a wonderful and challenging year ahead.

Dear Friends,

This fall will mark 3.5 years of fulltime focus on my work in East Africa, and over six year since my involvement with artisans. In this time I have worked with over 100 artisans, helped to develop over 70 new gift ideas, (shops), and branched to working with a Maasai to begin to realize their dream of a school. It has been a ...time

I am inviting you

This newsletter will not be so much about what ADEA has done and been, but - looking forward – where it is going in the months ahead.

ADEA US – ADEA Tz and Maasai project

Grateful if you would consider contributing to ADEA for the months ahead. Consider giving monthly, or one time giving or matching.

NEED FOR SUPPORT:

Inviting people to support either of the ADEA projects, Generally or me specifically.

It has come to the point that I can no longer sustain my work as a volunteer in East Africa, and thus my work has been formalized into two projects: Artisans Development in Tanzania, and Maasai school and development in Kenya. Both programs contain all the cost associated with the programs including my I have committed through July of 2007 (if there is enough support to keep me there until then), at which time I will reassess my ability to continue my fulltime commitment to ADEA.

It promises to be a wonderful and challenging year ahead. I'm looking forward to it!

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So much has been accomplished and I am looking forward to my return in on September 26<sup>th</sup>.

, and there is still so much to do. The classrooms now need to be furnished, teachers trained, schoolbooks purchased, as well as programs funded, and more buildings to be built. Because of the positive nature of my last time in Africa I have committed to spending the next 12 months to ADEA continuation - returning to East Africa in September to remain until next June). But to do this, ADEA needs support. Many of you have been following my work since its being; some of you have just learned about my work. After four years of working closely with these community. Now I am asking if you would be willing to support this work for the year ahead. Please consider if you'd like to give monthly over the next 12 months or even just a one time gift will make a difference. The goal of this project is ultimately self sustainability for all the

communities I am working with, but first they need training, coaching, and exposure to new ways of doing things and creative problem solving – but these things take time, and they take money. So please consider giving – I do my best to keep you up to date on all the ups and down, the successes and even failures we encounter along the way. If feel you can give...here's how:

I've put together a menu of expenses

Reshaping, Clearing up of work and expectation and definitions: Philipo and me.

Brief Histories of both

What's ahead for both. MY roll for next year.

