



## Newsletter: June 2019

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*ADEA is a registered 501c3 Not for Profit and all contributions are tax deductible.*

Contributions can be made online at [www.ADEAAfrica.org](http://www.ADEAAfrica.org) by PayPal or a check payable to ADEA at the address above - Your support is greatly appreciated.

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It is time to revive the monthly tradition of ADEA Newsletters as I return to East Africa, so here we go.

### AFRICAN DEVELOPMENT THROUGH ECONOMICS EDUCATION & THE ART

Though I will continue working with artisans through market access and some new product designs, we are redirecting ADEA's creative juices to join efforts to improve the crisis in the education sectors in Mtwara, Tanzania. I will be sharing about developments in this shift in this and future newsletters and posts.

#### Our emerging new mission statement

*The focused mission of ADEA is to help to improve and secure the future of local citizens in East Africa by expanding education, instruction and learning in a creative, locally accessible and relevant manner through active local participation and research.*

I landed in Dar es Salaam, Tanzania on May 19 and one day later was selling with my team at an artisan market. Though we are decreasing our artisan work we still want to encourage them with occasional sales in a slow market. On May 22 I traveled with my team back to Mtwara, Tanzania to begin a new season of focus, pruning, planning, and reassessing. So far so good. Here are some of the things going on.

## 3 Things that Successful People Do

by John Maxwell

To build up the ADEA team, each morning we meet from 9:00 - 10:00 a.m. to read from John Maxwell's "3 things that successful people do." This has been a powerful time of reading together and discussing how goal setting and deliberate personal



growth efforts can help us move toward positive changes in our personal and professional lives. It is interesting to compare J. Maxwell's approaches as a white, American, educated, not-poor, male (the highest seat of advantage in many ways) with that of a Tanzanian. We can ask, "what rings universally true, and what is place-or position-relevant." "We are doing this study for me", I told them (and this is in many ways true), so that I get myself to practice and apply what is being proposed. Yet each person is unique. Additionally, from my side, it is extremely helpful to be able to ask at the beginning of each day, "What is your goal for today?" "What do you plan to achieve?" "What things are a priority today?" etc... It is helpful for all of us to understand that to aspire toward something takes time, discipline, and clarity of desired outcome.

Here are some of the comments from the team members:

Chilumba Saidi - the Museum Manger - Passion can create persistence for the success journey.

Boniface Ulendo - Museum Educational Programmer - Focus on things that pay off, narrow one's focus, and understand that not all things are helpful for my future.

Benedict Loliko - Esukuta Boma School Director - Concentrate on improvement and on one main goal. Sometimes we need to forget our past and focus on the future.

Tatenda Mandenga - Two-month visitor - Consider what to pack when you want to take a journey to success.



## JUMAMOSI POA - COOL SATURDAYS

Our MaKuYa Museum and Learning Center is very popular with students visiting every day - sometimes up to 100 on a single day! I initiated this program in reaction to the chaos of the first Saturday I'd experienced upon my return in mid-May. With so many kids, careful planning was needed so that better learning could happen (and less mob management). And thus **Jumamosi Poa** was born. Here is an account of what happened during week one:

We had stations to which the kids could move around. Here they are: Two guides (Mama Patakula and Alfani) oversaw the permanent museum collection of Makonde, Makua, and Yoa artifacts. We separated the bottle-cap math and alphabet games. The ABCs remained in the ABC room (managed by Ulendo), and Tatenda facilitated the adding, subtracting, multiplying and dividing games in the back courtyard which has blackboards on the walls so the children could work out the problems. Chilumba pulled out the games in the geography room so that the kids could compete to find which

counties had the largest landmass or largest population (along with other geography challenges). Chilumba noted that leading the children in games based on posing questions, initiated questions for the kids. This is no small achievement in a place where question asking is rare and even discouraged. My office was turned into a small cinema where Filberti hosted up to 12 tightly packed kids to watch our MaKuYa Festival DVD (which I just discovered has been posted on Youtube



by the producers GetRealtanzania (note there are two with nearly identical titles) : **MaKuYa Festival 2012** - [https://www.youtube.com/watch?v=M4UI\\_9AQ2w](https://www.youtube.com/watch?v=M4UI_9AQ2w) ) - they loved seeing the dances and drumming from their tribal heritage. And lastly, the carving station where two Makonde (the brothers Daniel and Joseph) carvers who have worked with ADEA shared with the young visitors about when they were children of a carver. They told stories of how they would have to collect wood for their father, and the snakes and bees they would encounter on their shoeless search. They also explained how they first learned to carve using cassava root which was easy to carve and nice to eat. We purchased 2 kilos of cassava roots and the children had a wonderful time carving (and eating). Where was I (Kupikita) in all this? I was the behind-the-scenes boss giving the opening and closing team pep talks, taking photos, distributed the snacks and making sure my team was hydrated.



Most encouraging was the fact that my team "got it". They sensed the calm and also saw the impact. Now that they have belief in it, I will encourage (and insist) that they plan out each week in advance to make this new novel idea into a well-done routine.

We have used the same format for the past three weeks when we featured Maasai Warriors during week two and basket weavers for week three. Next week there will be drummers. I posted about them in my blogs on the MaKuYa website. You can learn more about the Jumomosi Poa days, and see more pictures and even a video on the blog page of our website. <https://makuyamuseum.org/makuya/blog-makuya/>



## ADEA 2020 looking to a bigger future

I am spending more and more time re-imagining ADEA's future with a focus on the MaKuYa Festival. I am letting go of multitude of divergent ideas that often flood my mind to focus the festival and its development. I was given a book written by the directors of the non-profit "Room to Read". It is called: Scaling Global Change: A social entrepreneur's guild to surviving the start-up phase and driving impact." It is perfect for me. It leads the reader through what they call the Start Up, Transition, and Mature stages. It covers a breadth of issues related to focus, branding, fundraising, growing, assessment, evaluation, etc. I am applying their questions and suggestions to ADEA. It is exciting and scary and almost fantastical as it is not entirely clear how the transition will happen. I am beginning to network with potential partners working in education and entertainment. There are some exciting prospects and I look forward to collaborative work. I have the vision support of several friends with experience in global development in East Africa to advise me. People are excited that the MaKuYa Traditional Culture and Performing Festival is coming back, and I am excited to see it revived with the added intention of impact for positive change. Target date: June 2020.



## A Request to Invest

**This is a message & request that some of you will have already heard but I want to share it with everyone.**

I am happy to share with you that I am launching an exciting new chapter for ADEA's work in East Africa that I want to share with you.

Inspired by my recent PhD studies in education, I am taking on the challenge to reverse the trend of ongoing poor student performance in school. The children in Tanzania are struggling to succeed in school. The majority cannot even write out the alphabet. I am committed to helping children and their communities master basic reading. We will be expanding our popular MaKuYa Cultural Performing Arts Festival with innovative



approaches to reading, math and science education. The festival will be hosted in multiple towns and villages annually to greatly expand its impact. We will also be exploring creative activities that will engage teachers and families with the aim of empowering their children with the ability to read.

ADEA has over sixteen years of experience in East Africa impacting several thousands of lives through our museum, learning center, school, festivals, and training programs. We are a well-known and trusted member of the community. Building on our past track record, we are now moving forward to have an even greater impact.

I am returning to Tanzania to begin training and expanding the ADEA team, identifying collaborative partners, developing engaging and impactful programs, and creating systems to measure their impact. Also, I will be securing robust funding for the 2020 festival launch and new programming.

This endeavor cannot succeed without solid financial resources to ensure that our programs are done with excellence and that the local team members feel supported.

I, with my ADEA team, am moving forward to help children succeed in school and enjoy the power of education. I invite you to join me with a contribution and prayers.

With much appreciation for your interest in my work with ADEA.

Douglas McFalls

Email: [douglas@adeafrica.org](mailto:douglas@adeafrica.org) - Mobile or WhatsApp +1.206.227.0082

Please share this opportunity with others you know with a passion to help children learn.

## **Maasai Primary School in Kenya**

In my next newsletter I'll talk about my visit to the Esukuta Primary School which ADEA helped to establish 10 years ago. There are now nearly 500 students. We distributed 100 early learning games in string-packs put together by the Children's Ministry at University Presbyterian Church in Seattle.

### **Spiritual note: There's a staircase behind the wall!**

I was feeling overwhelmed by the magnitude of things I must address and learn as ADEA joins international efforts to improve student performance. I imagined myself face-to-face with a sheer rock wall of work to climb. Increasingly doubtful that I had the strength to scale such a formidable "wall", I called out to God in my anxiety. He replied to me, "Douglas, there is a staircase on the other side of the wall. One where you can walk up at your own pace, one step at a time."

Sincerely, *Douglas, Kupikita, Oloikurrukurr*

## Ways to Contribute

**ADEA is a registered 501(c)(3) Non-Profit. EIN #83-0393515**

All contributions are tax deductible

### **CREDIT CARDS or PAYPAL**

*Single or Monthly Support ---- Via Internet: [www.MaKuYaMuseum.org](http://www.MaKuYaMuseum.org)*

### **PERSONAL CHECKS**

Make checks payable to ADEA.

Mail to: ADEA – P.O. Box 45751 / Seattle, WA 98145 – USA

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For questions about matching gifts information, please Email or call Douglas McFalls ([douglas@adeafrica.org](mailto:douglas@adeafrica.org) or +1.206.227-0082)

## **GIVING VIA UPC**

*University Presbyterian Church will process contributions and pay to ADEA your full contribution*

*Single or monthly contributions can be made through UPC by check (memo: Douglas McFalls - ADEA) or credit card.*

*Call (206) 524-7300 x142 (Lori in Finance)*

*Mail checks to: University Presbyterian Church Att: Finance  
4540 15th Ave NE / Seattle, WA 98105*

**FREQUENT FLIER MILES** are helpful - even if they can only get me as far as Europe.

**Thank you for joining us in our work to improve  
education and celebrate learning**

Douglas McFalls, ADEA Director

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