



## *Newsletter: January 2011* Douglas McFalls

USA: P.O. Box 45751 – Seattle, WA 98145 Tel. 206.227.0082

Tanzania: P.O. Box 410 – Mtwara, Tanzania

Kenya: P.O. Box 142 – Loitokitok, Kenya

Email: [Douglas@ADEAAfrica.org](mailto:Douglas@ADEAAfrica.org)

[www.ADEAAfrica.org](http://www.ADEAAfrica.org)

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

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

---

### **Clarification**

I am learning that my upcoming return to East Africa on February 3<sup>rd</sup> has come as a surprise to many of you. It seems I need to clarify myself as to just what I meant by dedicating 2011 (and the end of 2010) to assessing what will be the future shape of ADEA and my involvement therein. The past four months spent in the USA have been a refreshing, enlightening and encouraging time. I have put on six pounds, and relished speaking English daily on any number of subjects from theology to window treatments. But by dedicating this year to evaluation, I did not mean to imply that I would reside only in the USA. This is because ADEA is more than just me. And more than just my future plans and aspirations will be affected by my decisions.

In light of this, it seems right for me to make a trip early in the year to meet with various ADEA team members to share my thoughts, explain my frustrations, express my concerns and to listen to their thoughts, frustrations and concerns. The reality is that for me as a single well-educated American, a shift of professional direction could be relatively inconsequential; but to my team members in a land of few opportunities, a shift could be dire if not made thoughtfully.

So the plan is to depart from Seattle at 6:30 p.m. on Thursday, February 3. I will begin in Nairobi, Kenya with Tipape Loomu, the Maasai Boma School Director, who is currently earning his MBA at Daystar University. We will have an intensive week of meetings including visiting the offices of potential donor agencies and embassies. At the end of the first week we will travel together to visit the teachers and families of our schools in Rombo, and consider our non-weather related income generating jewelry initiative. (Thank the Lord, the road has finally been paved!!) Sunday afternoon we'll return again to Nairobi for further meetings based on what we have learned.

From Kenya I'll travel to Tanzania for various meetings in Dar es Salaam (including the proposal of a MaKuYa Book with the Swiss Embassy), then travel down to Mtwara to meet with my ADEA Tanzania co-director, Philipo Lulale, and the leaders of the newly established "African Makonde Arts & Craft Cooperative Society LTD" (former ADEA artisans).

After an expected three weeks in Mtwara I'll make my way back north to Dar es Salaam and Nairobi for further meetings before returning home to the US (hopefully in April – though I make no promises).

Being home in the United States has been a wonderfully restorative time for me. The council and listening ear of many of you have helped me begin to sort through the great sea of options and emotions I am swimming in. Also, several books have been a great help in drawing the map of the future (The Speed of Trust, Stephen M.R. Covey; When Helping Hurts, S. Corbette & B. Fikkert). I have grown and changed a great deal over the past year, and I am excited for the prospects ahead.



### What are some of the things I have been learning over the last few months?

- Sometimes in life we must choose what is the responsible thing to do versus what we feel like doing. Like parents who have a responsibility to their children, regardless of the child's behavior or their current enthusiasm for parenting, so I feel such a responsibility toward those who have entrusted themselves to me. I was asked by the Maasai to help them establish a school; I accepted the invitation to join them in this dream.
- Finish Strong: "...for no good reason, [many] people just don't have the motivation or stamina to finish strong," but "finishing strong is a powerful antidote to a culture of quitting, but have you ever thought of it in terms of its ever greater impact on credibility and trust?" (Speed of Trust). This advice has been particularly helpful related to our MaKuYa Festival work in Tanzania and the cultural development hopes of our donors. It has stimulated in me renewed dedication to handing over the festival to the local district cultural officers, pursuing a MaKuYa picture book proposal from the Swiss Ambassador, and considering other possible cultural exchanges (including a symposium involving the national museum, the Tanzanian Department of Culture and Government, and the Department of Tourism related to the cultural treasures they possess in the Mtwara region as well as opportunities for cultural tourism.)
- Clarity: "Almost all conflict is a result of violated expectations." Blaine Lee, The Power Principle. This will be an important component in my meetings with ADEA leaders in Kenya and Tanzania.
- This month I was invited to participate in a week-long visit to the village of San Diego de Tenango in El Salvador. This village was established with the help of Agros, a non-profit dedicated to land acquisition and village establishment for landless peoples displaced due to political unrest, natural disasters and socio-economic injustice. From the trip I learned the imperative of supporting in-country staff well with clearly defined duties and expectations. I will continue to consult with Agros to learn their systems for highly successful and thoughtful programs and international staff.
- A fund to help people help themselves: Much of what I have learned in my lifetime is related to what I have experienced, places I have visited, seminars and classes I have attended and books I have purchased and read. The majority of my learning can be connected with a financial price. I feel that many of the world's poor could learn to solve their own challenges if given the support to seek out answers. That means money for travel, money to care for their families and fields while they are away, money for tuition and money for books and videos. I believe that most of the solutions they need already exist, they just need to be supported on the scavenger hunt to find them.

### Don't decide too quickly

This time in America has been enormously refreshing. Through consultations, observation and conversation, my head, full of jumbled thoughts, is getting organized. It is tempting to want to make concrete decision for the future sooner than later – especially to satisfy those people who so caringly ask, “What are your plans now?” But I must continue to remind myself that this is a year of process, and that it is only January. There is still so much to consider.

### Thanks to you who have contributed:

Many thanks to those of you who have contributed to ADEA over the past year and particularly since my return. It was a wonderful feeling to be able to support Tipape (our Maasai school director) in pursuing his MBA when ADEA was able to fully pay his first term of studies then provide funds to get him resettled in Nairobi to begin his last year of studies. Last year was an endless struggle for him to find support for school fees and living expenses which prevented him from focusing on his work with our school as he wished. Also, our teachers are set for the first term and into the next.

Fundraising and grant seeking will continue throughout the year to cover the balance of Tipape's studies, teacher wages for 2011, the recruitment of a local director for the jewelry initiative, and my efforts in the field.

### Interested in making a loan to ADEA?

Wholesale craft catalogs have been sent to three interested vendors; one in Britain, two in the US. Our hope is that this number will expand over 2011. While in the USA I have learned there is a great interest in products to purchase. With many holiday markets (including World Market at my home church in Seattle) it would be a great kick start to the “African Makonde Arts & Craft Cooperative Society LTD” (formerly ADEA artisans), to receive an order in the low tourist season, an opportunity for me to develop a few more products with them while in Tanzania and generate income for ADEA projects through product sales during the 2011 holiday season. By ordering early, shipping costs will be reduced by sending them surface mail. I would like to order from \$1000 to \$4000 worth of product.

So as not to divert funds committed to the school, I am looking for someone who would be interested to contribute or offer a loan, to be repaid at the end of the year, for this purpose.

While in Tanzania we will be improving our wholesale catalog. If you would be interested in receiving one for a shop or market you know of, please contact me and/or [ADEAOrders@gmail.com](mailto:ADEAOrders@gmail.com). FYI: Orders must be paid-in-full including shipping estimate prior to shipping.

**Spiritual Note:** As I sat in a circle mixed with dignified, well educated and affluent Americans, and dignified, educated-by-life, poor El Salvadorians, I pondered that merely by some divine decision or some twist of fate some in that circle had access to wealth and opportunities others did not. I felt proud of my fellow visiting team members there, for they have chosen to acknowledge this unmerited discrepancy and to lift up their more restricted brothers and sisters of the planet with their bounty. Thank you for all of you who do this all over the world. There is more hope in the world because you have made this choice.

With warmest regards, Douglas























(Please read on!)



# LOOKING AHEAD AND BEHIND 2010 – 2011

## From Douglas McFalls in Tanzanian & Kenya

Below I have made a brief summary of the major events that have transpired with ADEA in 2010 and what we are looking forward to in the year ahead. Looking back over the forecast for 2010, some dreams are still in the making, some have been abandoned, while new dreams are being realized. ADEA USA continues to support programs in Tanzania and Kenya that lift up local leaders, provide income, help participants solve their own problems, create self sustaining programs and celebrate their culture. The Tanzanian work is now largely self-sustaining, while a devastating drought has brought new challenges to our work with the Maasai in Rombo, Kenya.

MAASAI BOMA SCHOOLS	<u>2010</u>	<u>2011</u>	
	 Five children transfer to other schools, each places two grades above our placement; validating our teaching methods.	 Seek funding to cover school and other costs due to drought.	
The Boma School project is directed by Tipape Loomu	 Devastating drought decimates Maasai herds in Rombo 85-100% making payment of school fees impossible.	 Implement jewelry production initiative for non-weather related income. Partnering with US based jewelry designers and business advisor.	
	 ADEA takes over payment of teachers and tries to replace it with jewelry production (with minimal success)	 Establish Teacher-to-Teacher international support program.	
	 Four grade levels taught in two schools.  Natalie Everett (Seattle jewelry designer visits Maasai to prepare for 2011 jewelry production initiative.  Tipape Loomu finishes first year of MBA Program at Daystar University in Nairobi.	 Develop a clear long term plan for the school's development and ADEA's participation.  Develop school master plan and build additional classrooms.  Consider issues of child nutrition  Introduce video into classroom.  Potential dairy cow project <u>to be implemented by a partner organization</u> experienced with animal care.	



# Artisan Development with ADEA TZ



ADEA in Tanzania is co-directed with co-founder Philipo Lulale



## 2010

- ✿ Consolidate all ADEA artisans' activities & gift shops to one side of our duplex for greater artisan autonomy – a move partially motivated by an inside-job robbery.
- ✿ Artisans establish independent cooperative "The African Makonde Arts and Crafts Cooperative Society LTD."
- ✿ Artisans M. Tiago (carver), S. Ligombai (tailor) and C. Msoga (painters), F. Emanuel (carver) and N. Seulemani (painter) expanded leadership over their skill groups and managed quality control, orders, production and disciplinary actions.
- ✿ Skills Training Workshop exploring a new line of products using ubiquitous coconut shell; culminated in weeklong exhibition in Dar es Salaam.
- ✿ ADEA participated in new Christmas market at the Makutano Center.

## 2011

- ✿ Establish year-round gift shop in Dar es Salaam
- ✿ Structure order and payment system for growing international clientele.
- ✿ Expand international market
- ✿ Develop new products.



# MaKuYa Traditional Culture and Performing Arts Festival



## 2010

Coordinated third MaKuYa festival in alternative town, Massae, showcasing more performing groups. Festival, to include a parade, performances, exhibits and games was a huge success from the public perspective with over 3500 visitors daily. (Performers went on strike resulting in consequences for future festivals).

MaKuYa in Dar exhibition was repeated at the French Library.

23 troops performed involving over 420 performers.

Over 3500 spectators.

The event received considerable post-event TV coverage, thanks to the work of Philipo Lulale, my ADEA TZ co-director. Copies of my speech encouraging greater Tanzanian support for cultural preservation were sent to the nation's capital by the Regional Commissioner.

Initiated MaKuYa Documentation Program with over 150 Makonde and Makua elders to record their stories, culture, and traditions.

## 2011

Assist District Cultural Officers of Mtwara to host their own one-day festivals.

Produce the Swiss funded book – MaKuYa - Idea's Cultural Discoveries in Mtwara, Tanzania.

Consider expanding MaKuYa Documentation Program of recording the stories, culture, and traditions of the Makonde and Makua.

Continue to encourage the Tanzanian government or National Museum to give support for cultural preservation efforts.

Take a troop to Poland for the Brave Festival.



**CONTRIBUTION CAN BE SENT TO: ADEA - P.O. BOX 45751 - SEATTLE, WA 98145 – USA  
OR PAID VIA PAYPAL AT: ADEA AFRICA.ORG – CONTACT AND CONTRIBUTE PAGE**