



Newsletter: May 2012 Douglas McFalls

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ADEA is a registered 501(c)(3) nonprofit organization. All contributions are tax deductible.
Contributions can be made online at ADEAAfrica.org, through Paypal or with a check payable to ADEA, which can be sent to the Seattle address above. Your support is greatly appreciated.

Winter Disks 2012

These beautiful beaded ornaments may prove to be the key to lifting many Maasai women and their families out of poverty. Our target is to sell 10,000 by Christmas 2012!

This intricate ornament was designed by U.S.-based jewelry designer, Natalie Everett, and made by the Maasai women of Rombo, Kenya, in a partnership between ADEA and the Pillar of Maasai Development (PMD). The Winter Disk program of 2012 aims to achieve six things:

1. Provision of desperately needed income for the Maasai families in Rombo.
2. Establishment of a well-organized network of beadwork producers (100+ women).
3. Establishment of systems for production, storage, material acquisition, quality assurance and product delivery.
4. Set a foundation for large volume wholesale and retail sales of Winter Disks for 2013.
5. Raise funds to build a cement wall classroom for the Maasai Boma School to replace a damaged wooden and metal sheet classroom.
6. To support future collaboration of ADEA and PMD.



Product expected to come in two formats:

Bags of five holiday ornament or single ornament cards with the message, "Peace on Earth" printed beneath the disk. (Inside to be blank).

They are 3" in diameter over all.

The back of the card and sack insert will read:



With the purchase of these ornaments you are supporting ADEA's non-weather related income source project for the Maasai of Rombo Kenya, who have lost nearly 100% of their cattle and crops due the drought. Income from this work provides food, education and health care for these Maasai, and helps them regain their dignity through self-sufficiency.

Loans or pre-orders needed:

ADEA needs to secure funds in order that production of these disks can begin immediately. The women need the work and are eager to begin. It is also a great selling advantage to have products in hand as we begin sales and taking orders this summer. Contributions to this cause can be made three ways:

1. A one-year loan to ADEA (interest can be discussed if desired).
2. Preorder Winter Disks (Expected price is: Single Ornament-mounted on cards @ \$12.50 each. Sack of five ornaments @ \$50) Shipment on or before October 1.
3. A charitable, tax-deductible contribution.

Getting a jumpstart on this project will help to ensure its success. ADEA hopes to secure \$20,000 or more in loans or pre-orders, but even \$500 will help speed up the production process. *A business plan is available upon request: douglas@adeafrca.org*

My year plan focus

With the ADEA artisans in Tanzania well on their way to self-management, I am shifting my energies to this Winter Disk project. (along with managing our MaKuYa Traditional Performing & Cultural Arts Festival in Mtwara (funds permitting) and opening an ADEA shop in Dar es Salaam.) With the extraordinary response to the disks, and the critical need of the Maasai, it seems to be the best use of ADEA's mission at this time.

The project will be in good hands partnering with Tumaina Ole Opote, the director of economic development for the Pillar of Maasai Development (PMD). As a participant in ADEA Boot Camp 2012, Tumaina's, training focused on production supervision, client relations, and money management issues. Not only will the Winter Disk Initiative continue his training, this will expand Boot Camp training to the Maasai women producers with real production assignments.

ADEA proposed work schedule

May - June:

Seek start-up funds

Develop/design promotional material: fliers, website

Develop packaging material: sacks, cards, product tags

Begin production as funding allows

Explore sales strategies: US tour, sales packets for groups, schools, families or individuals, web sales

Meet with Maasai to set up production strategy for the summer into fall

Host USA friends Amy and Dave, and likely my cousin Kevin

Mid July – August

Travel to the USA with as many ornaments as possible for selling and pre-selling

Ask friends and groups to join in sales by trying to sell 10 disk sets to 10 people

Coordinate sales, shipping and handling (of Winter Disks ordered by mail or via the internet

Attend wedding of nephew in Bellingham, Washington

September - October

Return to East Africa

Manage MaKuYa Festival (perhaps I'll offer a tour)

Meet with Maasai production team

November – December

Continue sales and distribution in the USA focusing on the winter holidays

Prepare for Christmas/holiday markets

Explore wholesale options for 2013

Consider selling Winter Disks to help the Maasai?

If your school, church or community has holiday sales, or you'd like to sell them to friends, colleagues or church members, we could arrange to have disks sent to you.



Possible Selling Venues:

Holiday markets

Schools

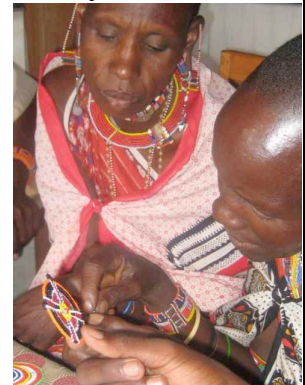
Churches (A table in the lobby, small groups or Sunday school challenges)

Door-to-door

At your office

Host a party

A reasonable amount of costs associated with activities to sell can be deducted from sales.



10,000 is ADEA's goal but producing up to
40,000 is possible by Christmas

Sincerely, *Douglas, Kupikita, Oloikurrukurr*

Spiritual Note:

“Love is the most winning strategy.”