



Newsletter: July 2012 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

NOTE: Email: Douglas@ADEAAfrica.org or
Douglas5McFalls@gmail.com

Please delete douglasmcfalls@juno.com

Website: www.ADEAAfrica.org

ADEA is a registered 501c3 Nonprofit. All contributions are tax deductible

Contributions can be made on line at ADEAAfrica.org by Paypal or with a check payable to ADEA at the U.S. address above - Your support is greatly appreciated.

In June I traveled to Rombo, Kenya to visit the core team of bead workers for the “Ornaments for Hope” project (previously called Winter Disks) -see May 2012 Newsletter for more details. Seven women have been selected because of their considerable skill and leadership ability. In the future, as demand grows, it is their intent to expand the production circle to help other suffering Maasai families in their area. The purpose of my visit was to conduct interviews to understand the current state of their lives, and how bead ornament production would help them. I was saddened by the gravity of the ongoing impact of the drought and the level of poverty I found. I am convinced now more than ever of the need to implement this project.

The suffering of the Maasai more profound than I had realized



Grace stands in her empty corral that once held more than three hundred cows; she remains with one.



“We’ve been reduced to beggars. We suffer verbal abuse from the day labor field managers as we hire ourselves out for just enough to feed our family porridge. We feel degraded and tired.”



The drought of 2007-2009 has left these women, their families and countless other Maasai in Rombo, Kenya destitute. Communities of this mighty tribe, famed for its wealth in livestock and proud spirit, have been “reduced to beggars” with near 100% cattle loss. These women, who once knew the relative leisure of being wives of prosperous Maasai herders, responsible primarily for the milking of cows and rearing their children, had time to master the intricate art of beadwork that is worn by the Maasai. Now, they struggle daily to secure meager earnings by collecting firewood to sell in town or by hiring themselves out as day workers, requiring them to learn to work the land while often suffering at the hands of abusive and degrading managers. Some of their husbands and sons have left their families to work as security guards in Nairobi or Mombasa. The work is dangerous and the husband of one of these women was killed working as a guard two years ago. Other men have turned to drink to drown their despair; which is tearing families apart. Each day it is a question of survival. With their daily diet reduced to porridge they feel their bodies and health weakening. Many children remain at home because their parents can’t afford school fees. Each woman has her own story of hardship, yet their gracious and fighting spirit is nothing less than inspirational and humbling. The ability to earn a living with beadwork would allow them to work from home and to care for their families. A steady income will pay for food, school fees and eventually buy cows that can provide milk for their families and restore the traditional security so vital to the Maasai.

Maasai “Ornaments for Hope”– Mini-launch Project

PROJECT PROPOSAL SUMMARY

Title of project	Maasai “Ornaments for Hope” – Mini-launch Project 2012
Supervising organizations	ADEA USA (African Development through Economics and the Arts) – Seattle, USA Pillar of Maasai Development (PMD) Rombo, Kenya
Objective	To produce and sell “Ornaments for Hope” for the 2012 Christmas Season in preparation for larger production and sales in 2013.
Specific objectives:	<ul style="list-style-type: none"> • To provide employment for seven Maasai women (the core production team) doing beadwork for 22 weeks. • To introduce “Ornaments of Hope” to the 2012 Christmas market in anticipation of a larger 2013 market. • To practice systems in Kenya of quality control, timely production and shipping in preparation for larger 2013 markets. • To produce promotional material and create a website in preparation for 2013. • Systems of sales developed <ul style="list-style-type: none"> ○ Packages of 10 to 30 OH bags to be sold by interested individuals, families or groups. ○ Sales through www.Etsy.com ○ Wholesale market ○ Website sales ○ Christmas markets
Expected output	<ul style="list-style-type: none"> • Maasai women delivered from the shame of fieldwork under oppressive managers. • “Ornaments for Hope” introduced into the 2012 Christmas market. • Solid foundation laid for OH 2013 market • Enough income generated to repay loans, cover costs and invest in 2013 production.
Type of activity	“Ornament for Hope” production and sales
Location	Rombo, Kenya
Overall project director (ADEA)	Douglas McFalls
Maasai Kenyan director (PMD)	Tumaina Ole Ipite
Maasai bead workers	Grace Nkoirisha, Lea Motialo, Grace Nterere Surumo, Mary Parerian, Lucy Mamaai, Meoshi Kaika, Nkatarina Sitelu
Expected duration	Six months (July – December 2012)
Funding sources	Private investors and ADEA supporters <i>Please consider making a contribution or loan to ADEA.</i>
Total cost:	\$8,550



Core Maasai “Ornaments for Hope” production team.
 “We would be grateful to be able to earn a daily income in a dignified way.”

STORM DAMAGED MAASAI SCHOOL STANDING AGAIN

Thank you to the handful of you who contributed to help repair the damaged schoolhouse in Rombo. I was able to visit the school in June and was very pleased to see four active classrooms of students. I also visited the preschool in the nearby church building. Though the facilities are lean and wages are low and irregular, the school team has managed to keep the school going.

It is ADEA’s hope that through the “Ornaments of Hope” project that parents will be able to pay their school fees. We plan to raise more awareness about the school and its needs through the “Ornaments of Hope” website. Funds are needed to build additional classrooms, add cement floors and make over all improvements.



This newsletter is dedicated to the loving memory of Anthony Mwambe

Anthony Mwambe (1964 – 2012) Anthony was one of the most brilliant, creative and talented



painters and instructors I have ever known. Anthony was the first painter with whom ADEA worked. Highly skilled and passionate about painting, he helped develop many of the painted products that are sold by ADEA today, as well as the majority of card designs ADEA sells in the USA during the Christmas season. The loss of such a talent is acute and will be keenly felt in the production process. More importantly we feel the loss of a mentor, teacher, and a man who possessed an extraordinary imagination and attention for detail in his paintings.



Anthony, you are already gravely missed.



Spiritual Note:

Are we making the beds we really want to lie in?

I am 47 years old now. I woke up last week with the weighty consideration that, if I am lucky, I have more or less 35 years of life left. That struck me as not a very long period of time. So what am I going to do with them? Reflecting on myself, with so many years of life under my belt I know pretty well what brings me joy and fulfillment. Even so, I find myself tempted to chase after that which I know does not fulfill me. What odd creatures we are. I pray that the next half of my life will find me wise enough to make this life a profound delight – even in the reality of its hardships. I hope the same for you.

Thank you Amy and Dave for your visit and generosity! It was great fun and a blessing to me and Tembo to have you here!

Sincerely, *Douglas, Kupikita, Oloikurrukurr*



ADEA is a registered 501c3 nonprofit and all contributions are tax deductible
Your support is greatly appreciated and will allow ADEA to do more to help in Africa.