



# LOOKING BACK AND MOVING FORWARD 2012 – 2013 from Douglas McFalls in Tanzania and Kenya

## Celebrating 10 years in Africa!

**2013 will be a year of big change for ADEA – a step forward!**



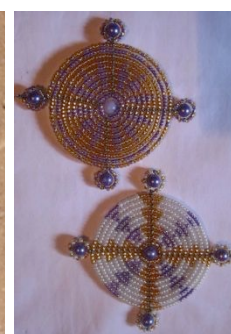
### FROM EAST AFRICA TO EAST LANSING

On August 28, I will begin a four-year PhD program in Educational Policy at Michigan State University. This is a wonderful development for my work with ADEA. The needs of the Maasai and their economic plight are great. It had become clear to me that I could do and offer more if I had additional academic training and a broader exposure to development work. I leave Africa on a positive note. Planning for the 5<sup>th</sup> annual culture and dance festival is well under way. The artisans in Tanzania are running production on their own. When I return to the US I will be closer to markets and buying trends, allowing me to better advance the group's work. I see this move as a step

forward for ADEA, not a step away.

<p>Artisan Development with ADEA TZ</p>	<p><u>2012 Developments</u></p> <ul style="list-style-type: none"> <li>ADEA BOOT CAMP: I conducted a highly effective three-month intensive training program related to finance, business, customer service, program implementation and other leadership skills. Since the camp's conclusion, artisans have managed their office, sales and production nearly 100%.</li> <li>Shop Dar es Salaam closes due to mismanagement of shopping center board. We hope to find a new location and re-open as sales were good.</li> <li>New products introduced: lemon juicers, tea boxes, baby blanket, and fabric coasters.</li> <li>Furniture maker gets electricity in home &amp; work-shop with ADEA support.</li> </ul>	<p><u>2013 Targets</u></p> <ul style="list-style-type: none"> <li>Afri-Mak to become the independent cooperative of the artisans.</li> <li>Exploring plans for ethnological museum gift shop market.</li> <li>Pilot project with <u>Esty.com</u> to explore viability of developing world product producers selling on their shopping website.</li> </ul>	   
<p>ADEA in Tanzania is co-directed with co-founder, Philipo Lulale</p> 			

<h1>Pillar of Maasai Development</h1>	<h2>2012 Developments</h2> <ul style="list-style-type: none"> <li>Classes offered for Kindergarten to fourth grade.</li> <li>Community supports teacher wages 11 out of 12 months.</li> <li>Launched Ornaments for Hope (O4H) beadwork project to address economic crisis after recent drought devastates cattle and farmland.</li> <li>Tipape Loomu, Pillar of Maasai Development's (PMD) director of education, earns MBA degree from Day Star University in Nairobi. Tuition covered by ADEA.</li> <li>Tumaina Ole Ipite, PMD director of economic development, attends three-month ADEA Boot Camp program in Mtwara, and now manages O4H.</li> </ul>	<h2>2013 Targets</h2> <ul style="list-style-type: none"> <li>Seek funding and new markets for Ornaments for Hope initiative.</li> <li>Increase number of ornament producers (currently 7 women). Each woman will select and train one woman to create and manage the next production team.</li> <li>Produce ornaments for wedding gift market in clients' wedding colors.</li> <li>O4H women to receive solar lights to allow for evening work, and eliminate cost and hazards of kerosene.</li> <li>Assist Pillar of Maasai Development leadership to achieve various goals, including cement floors installed in current classrooms.</li> </ul>	
<p>ORNAMENTS FOR HOPE</p>  			  



O4H. (left) initial design, (center) O4H in Amy & David's wedding colors (right) UW purple & gold

<p><b>MaKuYa</b> Traditional Culture and Performing Arts Festival</p> 	<p><u>2012 Developments</u></p> <ul style="list-style-type: none"> <li>Secured funds for a fourth year through generous contributions from the Finnish Embassy, BG (British Gas) Tanzania, the Wentworth Africa Fund and Odfjell Drilling.</li> <li>19 troops performed involving over 390 performers.</li> <li>Over 3500 people attended.</li> <li>MaKuYa received (and continues to receive) TV coverage, thanks to the work of ADEA's co-director, Philipo Lulale.</li> <li>MaKuYa festival was attended by the Ambassador of Finland. Donors were pleased and expressed interest to give again.</li> </ul>		<p><u>2013 Targets</u></p> <ul style="list-style-type: none"> <li>Secure funds from a larger number of oil-related companies.</li> <li>Host fifth MaKuYa festival on August 9–11 in Mtwara, Tanzania.</li> <li>Release a MaKuYa DVD – professionally produced with support from the Swiss Development Corp. To be distributed to cultural museums and festivals throughout the world. DVD will be sold to support the festival.</li> <li>Bota dance group to attend the BRAVE international arts and culture festival in Wroclaw, Poland in July.</li> <li>ADEA USA to support Kiluku Heneriko, the manager of the MaKuYa traditional culture exhibition, in the two-year Culture and Tourism studies program at the University of Dar es Salaam.</li> </ul>		
 <p>For a wonderful festival video visit: <b>Youtube.com</b> then search: <b>MaKuYa Festival 2012</b></p>					

Thanks to all of you who have supported me and my work in East Africa.  
It's hard to believe this is year ten! Stay tuned for more.

Sincerely,

Douglas McFalls, Director, ADEA USA

*Kupikita* (my Makonde name meaning busybody)

*Oloikurrukurr* (my Maasai name meaning waterfall, but also the roar of a lion, which is much more impressive)