



Date: October 30, 2009

Azeb Desta, Founder
Sol Pochat
Kenny Moon

Website: www.mamecenter.org
www.mamecenter.com

mame center of arts and media education

EXECUTIVE SUMMARY

The mame center of arts and media education (“mame center”) seeks to improve the lives of Ethiopian youths through education in the arts, media and business entrepreneurship. To carry out its mission, Mame Center will seek to establish and operate a vocational art school in Nazareth, Ethiopia.

By offering a two-year curriculum focused on arts, media and business entrepreneurship, Mame Center will seek to provide its students with technical and marketable skills that will enable them to support themselves, their families, and their communities. By teaching students how to produce, market and sell the goods they create, mame center will seek to set the foundation for Ethiopian children to be economically independent and prepare them to become global citizens of the world. In addition to providing technical and marketable skills to students, Mame Center seeks to invest in the ventures of its top graduates and assist them in the growth of their business ventures.

Funding in the amount of up to \$200,000 is requested to provide a two-year pilot program for approximately 50 students. Of the requested amount, \$150,000 would be allocated to hire an on-site operating team, purchase educational equipments and art supplies, and hire outside business consultants to provide business entrepreneurship training to students and \$50,000 would be allocated to select top-performing graduates to fund their business ventures.

TARGET LOCATION

The first art school will be in Nazareth, where Mame lived and where there is a large number of disadvantaged youth with undeveloped talent. The majority of Ethiopia’s youth lack any level of education, yet enthusiasm and demand for formal learning among Ethiopians is high. There are no vocational arts and media schools in the Nazareth region, yet Ethiopia has a wealth of natural resources and raw materials that can be obtained from the surrounding rural kebeles of Nazareth like Ketchema, Adulala Mariam and Sire Robi, that make it an ideal place for young artists to be trained in design and craftsmanship. There is a global market for the crafts that Ethiopian artisans have been creating for centuries in the fields of drawing, painting, ceramics, pottery, sculpture, jewelry, beading, and knitting. Realizing this global need has never before been possible simply because Ethiopia’s youth are not equipped with the educational opportunities found in the Western world, specifically, in the arts and media and especially in business entrepreneurship.

mame center of arts and media education

PROGRAM DESCRIPTION

mame center will provide basic education to approximately 50 students. Enrollment will be open to students age twelve to twenty five.

- ? Tuition will be free and enrollment will be determined solely based on an assessment of need
- ? mame center has engaged several qualified teachers and administrators to lead its curriculum
- ? Volunteers with interest in teaching will be encouraged to participate for 2- to 6-month terms
- ? After successful completion of two-year program, students will receive a graduate certificate and coaching on job interviews and if necessary, provided with clothes for a professional job search
- ? The curriculum will be balanced between three programs: Art, Media and Business

mame center of arts and media education

Arts Program

The **Arts Program** will apply principles of design and skill to the creation of marketable artistic goods in the fields of:

- ? Painting and drawing
- ? Pottery
- ? Sculpture
- ? Ceramics
- ? Knitting / beadwork
- ? Jewelry / metalwork
- ? While perfecting these traditional skills, the students will be encouraged to develop their personal style

Media Program

The Media Program will allow students to develop skill and understanding in the following fields:

- ? Photography
- ? Film / video
- ? Music
- ? Digital technology and graphic design

Business Program

The Business Program will teach students fundamental business skills:

- ? Computer and internet literacy
- ? Basic Finance
- ? Basic Marketing
- ? Basic Networking

mame center of arts and media education

PRELIMINARY BUDGET

The preliminary budget below is an estimate of funds needed to start-up the pilot art school program for 50 students. The on-site operating team in Nazareth consists of: 1 Project Coordinator, 1 Project Manager/Art Instructor, 1 Office Assistant and 2 Guards. The preliminary budget is a conservative estimate that could be further reduced through donation of in-kind goods. Detailed budget plan for the 1st pilot art school cycle could be provided upon request. Total projected budget for the full school cycle is expected to be approximately \$200,000.

1st Pilot Art School Cycle (in \$US)

	<u>Year 2010</u>	<u>Year 2011</u>
Personnel Expense	\$40,000	\$40,000
Business Entrepreneurship Consultant Fees	\$5,000	\$5,000
One-time Fixed Costs	\$40,000	-
Recurring Expense	\$10,000	\$10,000
Income Generating Activities Fund	-	\$50,000
Total Budget	\$95,000	\$105,000

ON-SITE OPERATING TEAM

Alemayehu Tsigie, Project Coordinator – Mr. Tsigie has nearly 20 years of experience in working with local and international NGOs in Ethiopia. In the past five years, Mr. Tsigie has worked at the Professional Alliance for Development in Ethiopia (PADET), a local NGO. As Program Coordinator, he supervised and coordinated implementation of five CRC and HIV/AIDS projects worth 4.5 million Birr (approximately \$0.5 million USD). Additionally, Mr. Tsigie has worked for the following local NGOs: Nile Children and Family Support Organization (NCFSO), SOS Sahel UK - International and Nazareth Children and Integrated Development Organization. Mr. Tsigie is fluent in Amaharic and English. He is currently completing his law studies at St. Mary's University College in Ethiopia.

Abu Aytenfsu, Project Manager & Art Instructor –Mr. Aytenfsu has taught at Teacher and School Pedagogical Center (2 years), the Arba Gudu Awqraja Arsi Pedagogical Center (3 years), the Junior Pedagogica Center (seven years), and the Woreda Pedagogical Center Expert (3 years). Mr. Aytenfsu is a skilled artisan and artist and his many gifts and talents include pottery, sculpture, and drawing. Mr. Aytenfsu speaks Amaharic, English and Oromiffa (Oromo). Mr. Aytenfsu's credentials are: a Nazareth TTI Certificate in Teaching, 1990 E.C., and Nazareth TTI in Pedagogical Center, 1991 E.C., and a diploma from the Art School in Addis Ababa, 1983.

Further more he has developed curriculum for the arts education.