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FOREWORD

Dear Friends of Sarakasi,

You are about to embark on a journey that takes you through the activities, programs, projects and successes of yet another year at Sarakasi. Therefore this report will narrate all of the above in words and pictures.

Before you start turning the pages I would like to take this opportunity to thank YOU, our donor, partner, client, sponsor, friend and artist for your continued enthusiasm, trust and support. Most of all my hats off to our dedicated Finance, Events, Creative, PR and Hospital Project Teams and all other staff at Sarakasi because without you guys we could not exist nor could we have reached new heights and level of 2014. Last but not least a special thank you to our board of trustees for their insightful guidance.

I invite you to read and learn about Sarakasi, who we are and what we stand for as I hope to welcome you to the magnificent Sarakasi Dome as a client, visitor or artist so that we can continue on this fantastic mission to be this leading African Actor in the creative economy in order to enable our youth to become empowered individuals.

Asanteni and Karibu Sana,

Marion Sarakasi

Founder, Trustee and Managing Director
a.k.a. Mama Sarakasi
Sarakasi Trust, established in December 2001 in Nairobi is an organization for the development of the performing arts, working under the banner of culture for development. It has become one of the leading organizations in its field in East Africa. “Sarakasi” in Kiswahili means circus or acrobatics.

Sarakasi Trust responds to the need for development and to promote culture, the performing arts and entertainment through acrobatics, dance and music. Its activities strive to empower trainees and contracted artists both creatively and economically by giving them the tools to manage their art, lives and careers more effectively and successfully.
The Trust aims to present the best of Kenyan performing arts to the widest possible audience by organizing events, festivals, cultural exchanges, local and international performance contracts and tours. It also provides social development training, capacity building and cultural awareness programs. Sarakasi implements numerous special programs: Talanta training involves blind and deaf performing artists; the Hospital Project brings entertainment to children in hospitals, residential homes and remand homes; Amani Lazima 2 is a monthly community youth platform at grassroots level; the Artist Agency Project looks after employment possibilities and contracts. We also implement our own cultural agenda at the Sarakasi Dome, which includes concerts, dance and circus productions, a monthly Hip Hop event and workshops. The Sarakasi Dome, our office rehearsal and performance venue which spaces we rent out on a commercial basis as an income generating activity, is situated in Ngara, Nairobi Kenya.

Sarakasi is a registered trust. We have a team of 29 full-time staff and reach over 1,000 children and young people through our training outreach programmes, as well as training some 100 artists at the Dome every week.

Through audience-building projects, such as media engagements, the outstanding Sawa Sawa Festival and Dome programs, we actually reach thousands of people. In addition, the Sarakasi Trust is a member of eight partner networks and in that way reaches out to an even wider audience. More information is available at www.sarakasi.org
Sarakasi promotes the positive side of the African continent and people: the beautiful, vibrant, energetic, talented and inspiring men, women and children, the varied culture and the arts as an expression of life, hope and creativity. We work with the disadvantaged and have to go beyond world class acrobatics, dance and music training and exchange programs to commit ourselves to the social, professional and economic development of our artists. Our aim is to equip them with the skills, information and tools to secure their empowerment and ensure their economic and social well-being and their place in society.
The Trust thus encourages performers to take on ownership of its projects and activities. Sarakasi also supports training at various locations in the urban (informal) settlements of Nairobi and actively searches out local talent with the interest and capability for further development and training in related arts.

Sarakasi further promotes acrobatics, dance and music, by inviting trainers and experts from other parts of the world to visit East Africa and provide education and training in these arts. In addition, opportunities are created for performers to travel for training, skills development, exposure and contracts elsewhere.
Sarakasi facilitates capacity building and training programs, exchange programs, audience building programs, contracts and special projects, providing affiliated artists with significant career and travel opportunities and networking, in that way creating professionals with a high self esteem.
Our activities are grouped into several main programs.

**Training and Capacity Building Program**

Training is central to Sarakasi’s activities and is at four levels depending on level of skill:

- **Outreach training** - regular sessions with young people living in low income neighbourhoods, mainly in and around Nairobi, that focuses on basic performance and life skills;

- **Performance training** - daily training sessions at the Sarakasi Dome and life skills workshops, mostly for young adults;

- **Training for professional performers who have completed the initial stages and are deemed ready for local and international exposure through exchanges and contracts**;

- **Selection and training of professional peer trainers for the Dome and outreach training**.

To date, thousands of artists have benefited from the training program. One innovative element of our program is the Talanta training for deaf acrobats and dancers.

**International Exchanges and Performance Contracts**

Sarakasi facilitates performance opportunities by identifying festivals and other performance schools and programs with a view to establishing partnerships, networks and contracts, that serve to improve the performance skills of its artists, increase international visibility, create exposure to a broader world view, and provide performers with earning opportunities. The program also brings to Kenya a wide variety of international performers, instructors, trainers and choreographers who provide training according to their distinctive skills. The Sarakasi artist management agency helps approximately seventy five young artists in this way.

**Audience Building Program**

Sarakasi Trust runs several audience building activities. One such is the multidisciplinary annual Sawa Sawa Festival. The festival was initiated by the Trust to be a uniquely African festival appealing to the Kenyan public and reaching out to audiences of all ages, across genders and mixed cultural and economic backgrounds. The festival is a platform that aims to further develop audiences, bring profile and exposure to Sarakasi programs and activities and affiliated artists and build capacity in cultural entrepreneurship and festival production. Sawa Sawa Festival promotes
the performing arts through technical workshops, exchanges between local and international artists, community-building themed activities, jam sessions/studio recordings, media activations and the multi-stage, multi-day concerts. Highlights of the festival are performances by the Sarakasi All Stars, presenting all that is best in acrobatics and dance. The latest developments of the various Sarakasi projects are presented and fun activities for children help make this a truly family occasion.

Central in Sarakasi’s life is the Dome with its office, training, rehearsal and various performance areas – indoor auditorium, a smaller stage at the Sawa Sawa bar, the dance studio, roof top area, foyer and outdoor venue. Apart from client’s events, Sarakasi’s creative and event management department is in charge of planning and executing the organization’s own cultural agenda which includes the monthly Hip Hop Hook Up, concerts and circus and dance events. Clients can book the Dome on a weekly, monthly or case to case basis, thus providing income to Sarakasi. The bar and the second floor above the bar have been rented out on a contract lease basis.

**Cultural Entrepreneurship**

Sarakasi generates income from local and international shows, rental income from the Dome complex, ticket sales, booking fees, parking and services such as the management of events, projects, artists, auditioning, training and choreography.
In order to implement its programs in an effective way and efficient manner, Sarakasi formed the following departments.

**Creative and Events Department**
The Creative and Events Department is headed by the Creative Manager Edu Ooro.

**Events**
The Events team is made up of Sarakasi’s Creative Manager, the Communications and Marketing Officer Jane Mbugua in-charge of Sarakasi Public Relations, Rahim Otieno in charge of events logistics, James Mwangi the head caretaker / technician / person in charge of all the sound and lighting systems and Jorim Okoth, Jane Karanja and Vivian Ajuang who have the responsibility of ensuring the Dome is always spick and span. The events team ensures that all the events in the Dome are run professionally, efficiently and effectively. The Events department has had a great year 2014 with lots of successful weekly, monthly and bi-monthly events in which the team ensured that all the events in the Dome were run professionally, efficiently and effectively.
In 2014, the Dome continued to become a vibrant space as we implemented a more aggressive campaign to commercialize the space. Our multi-purpose Dome hosted over 60 events including Umoja auditions and shows, Somali nights, Reggae activations, our very own Furahidays and dance circus fusion shows, concerts, church bookings, workshops, hip hop activations and the Safaricom Live rehearsals, amongst others. The Choir Masters were in the house shooting the ultimate choir challenge by The Kenya Broadcasting Corporation (KBC) and Saturday mornings have been full of children's activities. Not to be left out were the Special Needs youth from SEP (Special Education Programs) who held their very own regular fun Disco at the Dome in partnership with Sarakasi.

**Hip Hop Hook Up** 3 years running happens every 2nd Saturday of the month headed by Smallz Lethal and Nafsi Huru. 2014 saw some of the biggest names perform on stage and we were honoured to host American based artist Talib Kweli who had a one on one with Kenyan Hip Hop artists. Other artists who have graced this event through the year included Abbas, Khaligraph Jones, Sage, Zakkah, Qama, Kev Mamba Mshamba Mwenza, Oxide Ananda Edward, Buju Razor, Kimya Miyaki, Babsule, Flamez Mshamba Mwenza, Areff Mwana Wa Mtaa and many more!

The audience targeted are young urban youth aged roughly between 18 and 35 and the aim is to reach at least 500 young people at every monthly event. The event is the leading platform connecting young urban performing artists with new audiences, developing new expressions of contemporary urban art and culture.

**Sound in Motion Workshop** happens every 3rd Friday of the month since 2013 and has tremendously grown through the years. It was designed for upcoming artists who have expressed the need for capacity building.
sessions and has been facilitated by Artists for Artists in which invited deejays, producers, speakers and seasoned artists share their experiences and provide advice and guidance to young affiliated musicians. The workshops saw different facilitators every month from renowned local producers, Radio and TV presenters, popular local and international artists, Kenya artist’s organisations like MCSK, PRISK, Kenya Copyright board, NACADA among others. Artists got to learn about their legal rights, self management, branding, publicity, marketing, stage presence, contract writing, lyric writing and composing, among others. At the end of 2014 most participating artists were having their own shows at different occasions; others launched solo albums while others were involved in collaborations.

The Amani Lazima Program phase 2 was launched by Sarakasi Trust in February 2014, in partnership with the Civil Society Urban Development Program and with the support of the Swedish Embassy. The objective of the program is to act as a grass root intervention mechanism for disenfranchised youth who are and continue to be susceptible to negative influences in their communities, creating opportunity which pull them towards livelihoods that are influenced by crime and drugs or may even rob them of their lives.

The program set out to identify at least 2 disenfranchised youth from nine (9) distinct areas within Huruma, an informal settlement in the heart of Nairobi, for life transforming training. The areas were Huruma Roundabout, Huruma Center, Huruma Flats, Redeemed, Madoya, Mbuthia, Ngei 1 and Kambi Moto. Twenty two youth benefited from the program and have become part of the Sarakasi Dancers and have continued to train professionally under the supervision of the creative department heads.

2014 also saw the comeback of the 8th Edition of the annual Sawa Sawa Festival back to the Sarakasi Dome after 5 years. It took place on Friday 5th and Saturday 6th of December with the official opening VIP Party on Friday dubbed “Hennessy Red carpet”. On the line up was H_Art the Band, Sarabi, the All Star Deejays and a Sarakasi Circus-Dance Production. Simultaneously there was a Sundowner event on the rooftop hosted by the Santuri Safari Deejays. Saturday s’ theme was ‘Party till you Drop’ which kicked off from 10am-till late with great performances by Kalamashaka, Khaligraph Jones, Oksyde, Nafsi Huru, Smallz Lethal and Reggae artist Meekie & Humble and the Sojourners Band. In addition there were graffiti and poetry workshops led by Kenyan spoken word artists Kenneth B and Sitawa complimented by Ugandan Poet Slim Emcee. For the evening program Deejay Joe Mfalme, P-UNIT and Size 8 brought the curtain down followed by a spectacular fireworks display at midnight. During this whole day the Sarakasi Allstars (Dancers and Acrobats) were part of the program. Entry was absolutely free. The successful event saw a total transformation of the Sarakasi Dome.
Other events held at the Dome in 2014 included:

**Special Needs Youth Disco event**
Every 3 months Sarakasi Trust partnered with SEP (Special Education Professionals). The dance for youth with special needs is a special fun event for the teenagers and adolescents to get together and have some fun! Youth from different schools and centres get an opportunity to meet and socialise with each other. It is normally a friendly afternoon of music, dance, fun and entertainment. Entertainment on the day always provided by “All Stars DJ’S” as well as a team from the well acclaimed Sarakasi Dancers.

**Nairobi Just for Laughs Comedy Competition**
The Kenya Broadcasting Corporation (KBC) hired the hall for the TV production of the 2014 just for laughs comedy show. It was recorded and aired on KBC which is the national broadcasting station.

**Ogaden Community Cultural Nights**
Once in a while the Somalia community hires the Dome for their cultural nights which involve a lot of tradition practices that makes them unique like different dance moves by the old and young alike.

**Campus Fashion/Cultural Shows**
Over the past year Sarakasi Dome has had bookings from different learning institutions that hold their culture nights, fashion shows, Mr & Miss campus events among other activities.

The various departments in Sarakasi were able to show a variety of Kenyan audiences the Sarakasi products, among them Safaricom CEO Bob Collymore and his and different media houses.

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**Creative**
The Creative Department is made up of the Creative Program Manager Edu Oroo who doubles up as a choreographer, the Administrator Rahim Otieno, a choreographer Issa Adero and the acrobatic trainer John Washika. The Department also boasts of a wealth of talent in 53 dancers and 25 acrobats, 6 of who also double up as support staff.

The Creative Department is charged with scouting, developing and managing talent. Every month the department staff is auditioning artists, training and subsequently identifying job opportunities for them both locally and beyond. The team answers directly to the Business Manager and Director in extension.

The department continued its upward trend in all areas of activity of Training, Performance, Dome Productions and Cultural Exchanges.

**Training**
Some 102 hopefuls walked through our doors in 2014 looking for a chance to join one of the best dance and acrobatic training institutions in the region with 53 dance trainees and 19 acrobats making it though the first month probation period and into active training. Twenty two of these dancers and 11 of the acrobats have now joined our already existing team of able performers, flying the Sarakasi flag high on local and international stages alike and earning a decent living while at it.
The dance training is conducted by 3 of our in-training Choreographers (Sylvester Ondiege, Oscar Mwalo and Renee Githinji) assisted by Dance Captains Agnes Gatwiri, Gregory Njoroge, Rose Otieno and Valentine Muthomi. The Acrobatic training is conducted by Captains Mohamed Salim and D’costa. The Drumming training is overseen by Gilbert Walukwe.

Some 43 children benefit from the Kids Training Program which offers free dance, acrobatic and drumming training every Saturday between 8.30 and 12.30.

Performance

Local: The Department recorded some 106 contracts locally with total revenue of over 9 million Shillings. Most of these were activations, corporate functions, launches, thematic productions and private productions. This success is owed to stronger networks, aggressive marketing, outstanding client relations and quality products. With much needed support from partners like HIVOS and Clients like Safaricom Ltd. we improved on the shows with better costuming and music production.
International: The above figures were further enhanced with the re-entry of two major international clients: Bourne Leisure (United Kingdom) and Circo e Dintorni (Italy). The improvement in quality caught their attention and this led to 3 bookings between the two clients. Another Client came knocking in September from Malaysia with another 3 month booking. Finally in November world renowned choreographer Corneliu Ganea and Francesca Monti on behalf of Krisztina de Chatel visited and conducted successful auditions on behalf of the Netherlands based Internationaal Danstheater and picked 6 dancers to tour the Netherlands from May to July 2015.

In all 28 artists toured the globe on various contracts:

**June – August:** 8 Dancers and 7 Acrobats to United Kingdom – Bourne Leisure

**January – June:** 5 Acrobats to Italy - Circo e Dintorni

**August – December:** 5 Acrobats to Italy - Circo e Dintorni

**November – February 2015:** 8 Dancers to Malaysia – Ivory International

At the beginning of 2012 Sarakasi Trust introduced weekly shows at the Dome. As dancers we got the opportunity to come up with our pieces and this helped build my creativity and prepare for the next step of my career, which is choreography.

Harold Wilson Odhiambo
(Sarakasi Dancer)
Productions

With continued support from the DOEN Foundation and HIVOS Sarakasi was able to produce five spectacular shows for our clients and the general public. New aspects of dance and acrobatics were introduced to the audience and aided by improved stage and technical set up, music and lights. The following productions were staged:
Show:
(Live) Music Meets Dance & Circus
Date:
13th February 2014
Producer:
Edu Ooro, Issa Adero, John Washika
Venue:
Sarakasi Dome
Target Audience:
Clients, General Audience
Description:
A fusion of dance, acrobatics and live music with a cast of 35 artists. The event was a showcase of new choreography to potential and repeat clients.
Attendance:
800 pax

Show:
World Circus Day
Date:
19th April 2014
Producer:
John Washika
Venue:
Jevanjee Gardens
Target Audience:
General Audience
Description:
A celebration of dance and circus to mark the World Circus Day
Attendance:
1200 pax
**Show:**
African Fusion

**Date:**
26th June 2014

**Producer:**
Edu Ooro, Issa Adero, John Washika

**Venue:**
Sarakasi Dome

**Target Audience:**
Clients, General Audience

**Description:**
A special treat for local audiences to enjoy the about-to-go-on tour production African Fusion which later toured the UK for two months

**Attendance:**
750 pax

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**Show:**
The Noise

**Date:**
30th October 2014

**Producer:**
Edu Ooro, Issa Adero, John Washika

**Venue:**
Sarakasi Dome

**Target Audience:**
Clients, General Audience

**Description:**
Sarakasi Allstars joined up with the Slum Drummers in a production that brought together dance, acrobatics and the unique sounds from recycled percussions

**Attendance:**
1000 pax
Exchange Programs: Fred Korpset – Norway

FK is a Norwegian based organization that fosters cultural exchanges between Kenya (Sarakasi Trust), Norway (Kulturscholen i Fredrikstad) and Mozambique (Mono). 2014 saw the introduction of a new phase of the program; instead of trainers, the three countries sent out students/artists to learn from one another. The following were the beneficiaries:

**January to May:**
Alexandre (Dance Student from Mozambique) to Sarakasi Trust;

**January to May:**
Tamar (Acrobatic Artist from Norway) to Sarakasi Trust;

**January to May:**
Kari (Dance Student from Norway) to Sarakasi Trust

**January to May:**
Evans (Acrobat and Technician from Sarakasi Trust) to Norway;

**January to May:**
Faith (Dancer from Sarakasi Trust) to Mozambique;

**January to May:**
Velma (Dancer from Sarakasi Trust) to Mozambique; September to December: Dieke (Dance Student from Norway) to Sarakasi Trust;

**September to December:**
Arjustel (Dance Student from Mozambique) to Sarakasi Trust;

**September to December:**
Bendick (DJ from Norway) to Sarakasi Trust;

**September to December:**
Steve (Dancer from Sarakasi Trust) to Norway;

**September to December:**
Anne (Acrobat from Sarakasi Trust) to Norway;

**September to December:**
Gladys (Dancer from Sarakasi Trust) to Mozambique.
Umoja Cultural Flying Carpet

Umoja Kenya’s Activities kicked off with a call for auditions on 2nd July 2014 with an impressive turnout of 56 dancers, 24 acrobats and 28 musicians. Music trainer Michael Ongaro went ahead and picked the band of 4 members who he felt could learn fast and gel together well. Dance Choreographer and Acrobatic Coordinator picked groups of 6 each, respectively.

The Umoja ensemble got into training from 7th to 31st July 2014 at The Sarakasi Dome. The choreographers came up with a 1 hour show that brought out the strengths of all artists.
This was followed by a packed month of local touring and performances in the following venues and thereafter with a two week regional camp in Ethiopia:

**Activity:** Public Show  
**Date:** 2 August 2014  
**Where:** Kuona Trust (Nairobi)  
**Occasion:** Kuona Festival  
**Audience:** General Audience approx. 1000 pax

**Activity:** Community Show  
**Date:** 9 August 2014  
**Where:** Naivasha Childrens Home (Naivasha)  
**Occasion:** Umoja Show  
**Audience:** General Audience 150pax

**Activity:** Community Performance  
**Date:** 29 August 2014  
**Where:** Huruma Slums (Nairobi)  
**Occasion:** Amani Lazima  
**Audience:** General Audience approx. 5000 pax
**Activity:** Community Show  
**Date:** 2 August 2014  
**Where:** WEMA Center (Mombasa)  
**Occasion:** Umoja Show  
**Audience:** General Audience approx. 800pax (mainly children)

**Activity:** Public Show  
**Date:** 22 - 23 August 2014  
**Where:** Voyager & Baobab Resorts (Mombasa)  
**Occasion:** Umoja Show  
**Audience:** General Audience approx. 800pax

**Activity:** Public Performance  
**Date:** 30 August 2014  
**Where:** Fisherman’s Camp (Naivasha)  
**Occasion:** Rift Valley Festival  
**Audience:** General Audience approx. 1,500 pax

**Activity:** Community Show  
**Date:** 6 September 2014  
**Where:** SCANN Home (Nakuru)  
**Occasion:** Umoja Show  
**Audience:** General Audience approx. 500 pax
The Dome continues to be a vibrant space as we implemented a more aggressive campaign to commercialize the space. In 2014 we hosted over 140 events in the Dome which included Umoja auditions and shows. Taarab nights, Reggae activations, our very own Furahidays and creative/artistic shows, concerts, church bookings, workshops, hip hop activations, Safaricom Live rehearsals, amongst others. The Choir Masters were in the house shooting the ultimate choir challenge by The Kenya Broadcasting Corporation (KBC) and our Saturday mornings were full of children’s activities. Not to be left out were the Special Needs youth from SEP (Special Education Programs) who held their very own regular fun Disco at the Dome.
In 2014, we continued having a busy calendar for the Dome with Hip Hop events, The Kenya Broadcasting Corporation 2014 edition of comedy, Just For Laughs TV edition, Theatre shows being staged for Kenyan high school students, Sarakasi own productions etc.

With the above events Sarakasi is developing an appeal to people as the ideal place for entertainment. The Dome is now professionally equipped as a training and performance centre. As reported last year we have a better floor, good sound and additional stage light have also been installed.

As a result, we have witnessed increased Dome bookings by diverse clients, i.e. music bands, theatre groups and private institutions who hired it for events. The Dome is becoming a very popular venue and at the close of 2014, we had bookings for theatre performances that would attract Secondary school students from Nairobi and its neighbouring counties for a period of over two months. We do recognize that these students are the same people who will visit the Dome even after graduation from high School thus adding to increased sustainability for Sarakasi.

The rooftop bar has not been established yet as a lot of capital expenditure would be required, including mounting a lift from the ground floor. This will require structural adjustment to the building. Instead we have set up the Foyer bar which is normally open whenever we stage our events/productions.

However, the biggest room in a house is the room for improvement. Sarakasi still desires to improve on the acoustics at the Dome and with more expert advice and funding we shall embark on this project in due course.
The Sarakasi Trust Hospital Project was initiated in 2006 as a special project under Sarakasi’s wings. A tailor made edutainment program, bringing art and laughter to vulnerable children living in difficult circumstances. Our team comprising of 2 administrative staffs and 9 artists visit various locations within Nairobi, Kiambu as well as the Rift Valley. We reach out to children and youths who are hospitalized or undergoing rehabilitation as well as children with special needs.
We love what we do, bring laughter to children who are admitted in hospital for a long period of time and are often far away from their parents, relatives and friends. This result can be achieved by simply blowing a bubble for a child that is crying, creating awareness on hygiene through puppetry, sitting at the bedside and reading a story to a very sick child, dancing with the mums of hospitalized children at ward or letting a doctor play guitar.

In addition, we also create platforms for youth in correctional facilities and remand homes to openly discuss issues affecting them e.g. drugs and crime. Tap into their hidden talents like acrobatics, music or even craft making e.g. beading and card making. It is all about a positive change!

Since its inception in 2006 to date, the edutainment program is running in 11 locations:

<table>
<thead>
<tr>
<th>Location</th>
<th>Visits</th>
<th>Total reached per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kenyatta National Hospital</td>
<td>total 9 wards per week</td>
<td>700</td>
</tr>
<tr>
<td>Kiambu District Hospital</td>
<td>Once a week</td>
<td>70</td>
</tr>
<tr>
<td>Mbagathi District Hospital</td>
<td>Once a week</td>
<td>44</td>
</tr>
<tr>
<td>Comprehensive Care Clinic</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aids Healthcare Foundation</td>
<td>Twice a month</td>
<td>25</td>
</tr>
<tr>
<td>Blue House HIV Clinic</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nairobi Children’s Remand Home</td>
<td>Twice a month</td>
<td>80</td>
</tr>
<tr>
<td>Nairobi Children’s Rescue Center</td>
<td>Twice a month</td>
<td>35</td>
</tr>
<tr>
<td>Kirigiti Girls Rehabilitation School</td>
<td>Once a month</td>
<td>70</td>
</tr>
<tr>
<td>Dagoretti Girls Rehabilitation School</td>
<td>Once a month</td>
<td>90</td>
</tr>
<tr>
<td>Kamiti Youth Correctional Training Center</td>
<td>Twice a month</td>
<td>40</td>
</tr>
<tr>
<td>Nairobi Probation Hostel</td>
<td>Twice a month</td>
<td>15</td>
</tr>
<tr>
<td>Kamiti Maximum Prison</td>
<td>Twice a month</td>
<td>14</td>
</tr>
</tbody>
</table>
In addition to the location visits the following were other notable activities 2014:

**Activities 2014:**

**Marketing and Branding:**
- **Media:** Two articles on the hospital project were published in the UP Magazine.
- **Car branding:** spot our colorful car driving around town!

**Skiza Project “Enhancing Integration of the Hearing Impaired”** To promote awareness on integration of individuals with special needs in society, one of our team members introduced basic sign language to all beneficiaries and staffs of the institutions we reach out to.

**Prison Program:** partnership with Crime Si Poa*; Expansion to Kamiti Maximum Prison, where we teach art to a group of 14 clients twice a month.

*Partly a Swahili colloquial expression which means “Crime is not cool”. This is a lobby and advocacy arm of the Youth Safety Initiative that seeks to engage youth in Kenya against crime and delinquent behavior.

**Child Protection Training:** The STHP team underwent an intensive training on the Child Protection Policy and Sexual & Gender Based Violence.
Trainings / Workshops for Children / Youth:
This was mainly conducted for those under custodial care.

Networking:
Clowns without borders South Africa and Sweden tour around Kenya visiting young mothers in the communities Hospital project partnered with Clowns without Borders Sweden to aid Hand in Hand in its community economic empowerment program. To date there have been 5 tours and the final one was held in November 2014. The project is exploring the possibility of enhancing its partnership with Hand-in-Hand in similar community awareness programs.

CEFA and Arts Against Poverty Program, Tanzania: Joel, our field assistant, spent 4 weeks with 150 artists to be trained the skills of hospital clowning. Our project was introduced to this training by CEFA Kenya. The training was facilitated by Clown Doctor Italy

- As a result of the training he was awarded a diploma with a distinction for topping his class and is now an internationally certified / licensed hospital clown. The clown doctors have expressed interest in coming to Kenya and we are exploring the possibility of having the hospital project team undergo the same course. This will help to give the project international recognition and enhance its level of professionalism.

Kenyatta National Hospital: It is the biggest referral hospital in East band Central Africa and the hospital project took part in two major events organized by its administration:

- The International Nursing Week Conference that was held in Nairobi, Kenya where the project prepared a presentation for the participants from different nations. The team staged a drama, showcasing the appreciation and importance of the nursing profession.

- World Hand Hygiene Day where the project collaborated with the Kenyatta National Hospital Hygiene department on infection control and community awareness. Visitors of Kenyatta National Hospital were sensitized on the importance of hand hygiene.

Partnership with Teater Sagerhaust. A preliminary meeting was held in Sweden in August 2014. The forum comprised of representatives from Kenya, Ethiopia and Sweden. The hospital project sent one representative and the agenda was to set the structures and framework for a projects that work (or are willing to work) towards the integration of individuals with special needs in society. A follow up meeting is scheduled for June 2015.
Special Events/Occasions:

- **Craft Bazaars:** Sharon’s coffee morning/Peponi school/Spring valley Xmas bazaar selling our merchandise

- **Toyota Day at CTC:** Toyota Kenya, one of our sponsors, visited Malaika kids, CTC International in Mai Mahiu. A great day full of fun and games with the Toyota Kenya team.

- **Circus at the Hospital:** The hospital project was able to organize Sarakasi All Star Troupe i.e. Dancers and acrobatics did the first ever performance for hospitalized children at the Kenyatta National Hospital. There was also a magic show by Mr. Juja Mambo.

- **Sawa Sawa Festival 2014:** This project was in charge of kid’s entertainment during the festival.

Special Mention:

- **Miles for Smiles:** Through a campaign dubbed “miles for smiles” there is a continued partnership with Toyota Kenya for another year, where Toyota Kenya will match the sale of the project’s smiley key ring to a maximum of Kes 1.2 million (approx $ 13,500). The project intends to approach various corporations to increase sales of merchandize through bulk buying.

- **Lego Foundation - Re-Imagine Learning Challenge:** The project entered into an online competition sponsored by the Lego Foundation on “Re-imagine Learning Agenda”. This competition aimed to showcase initiatives which use creative play and techniques in education children. Though the hospital project progressed in the quarter and semi final rounds, but was eliminated in the final round. The project was however awarded as certificate and acknowledged as a “Re-imagine Learning Challenge Pacesetter”.

Funding:

Terre des Hommes Netherlands, one of Hospital Projects major donor continued its partnership with the project for the 8th straight year. There was also an extended partnership with Stichting Een Aarde, Tejcheve Foundation and UFO Supplies BV; all Netherlands based organizations. Finally the project would like to recognize and thank all the Ambassadors and Friends of the Hospital Project who continue to donate cash, in-kind, time and expertise. We look forward to your continued partnership in 2015.
The Umoja Cultural Flying Carpet – A program working for peace and societal development through international cultural collaboration that aims to develop a worldwide network of programs, institutions and individuals. Participating countries include South Africa, Zimbabwe, Mozambique and Norway in the Southern Flying Carpet and Tanzania, Ethiopia, Kenya, Uganda and Norway in the Eastern Flying Carpet. In 2014 fifteen Sarakasi artistes benefited from the Umoja cultural exchange tour in Ethiopia. They had a chance of interacting with over 100 artistes from Tanzania and Uganda.

The United Cultures for Development Network (UCDN) developed in 2007 from organisations working with Mundial Productions Netherlands, and promotes worldwide advocacy for the power of culture and its important contribution to entrepreneurial development. In 2012, UCDN gained independent legal status and during 2013 move its secretariat from the Sarakasi Dome to South Africa. Sarakasi is one of 13 partners drawn from Africa, Asia, Latin America and Europe and involved in activities such as capacity building, fostering cultural entrepreneurship, exchanges, lobbying and advocacy. In 2014 two Sarakasi dancers participated in a UCDN funded exchange in South Africa.
Jeunesses Musicales International - was founded in 1945 in Brussels, Belgium with the mission to “enable young people to develop through music across all boundaries”; it is now the largest non-governmental organisation concentrating on youth and music in the world. Sarakasi helps it to lobby for artists rights, to hold training workshops and give performance opportunities.

Sarakasi is also a partner of Fredkorps (FK), the Norwegian Peace Corps that assists cultural institutions of various countries, in Sarakasi’s case Mozambique, Kenya and Norway to exchange knowledge about performance. In 2014 we had six Sarakasi artistes travel to Norway and Mozambique while Sarakasi received four Norwegian artistes and two Mozambicans respectively under the FK Youth program.
Financial management is critical to the success of any organization in the world. This responsibility is vested on the finance department which plays a very significant role at Sarakasi.

The robustness of any organization is in tandem with its financial well-being which in turn is a function of a well-functioning financial department constituted of qualified financial professionals.
The finance team at Sarakasi comprises of James Munga who is the Finance and Operations Manager, Eric Gitau who is the company accountant and Kevin Omondi, the Hospital Project accountant.

We are privileged to have had another successful year at Sarakasi. The organization’s financial health is evidenced by a break even position at the end of every year. This simply signifies the ability of the Trust to generate enough income to meet the financial demands of the planned activities which as a whole make up the programs of the trust.

The organization has several income streams which comprise of:

- Grants from donors;
- Dome commercialization;
- Cultural entrepreneurship/artists agency;
- Partner contributions;
- Other donations.

The global funding pool for arts and culture has been reducing over the years following the global economic melt-down that has left many big economies of the world battling huge trade imbalances and debt crisis.

In order to forestall financial crisis within Sarakasi, we have been pursuing a strategy of achieving predictable and sustainable financial resources.

This calls for:

- increase in dome commercialization;
- greater focus on cultural entrepreneurship (artist agency) which includes better quality productions, improved marketing of the products ultimately leading to more income been realized through increased local and international shows;
- Scouting for more partners in arts and culture with whom to build synergies and seek joint funding for projects.

With this in mind, Sarakasi is proud to present the following positive financial statement which details the various income sources for 2014 and the corresponding expenditures.

We wish to immensely thank the listed donors, partners and the friends of Sarakasi for their generous contributions towards the worthy cause that Sarakasi undertakes to better the lives of the youth through arts and culture.

We also want to say a big thank you to the staff in the creative department headed by Edwin Ooro the choreographer and the Sarakasi Dancers and Acrobats for their relentless efforts and resilience needed to make cultural entrepreneurship a success. The revenue generated in this department contributed greatly to the economic empowerment of our youth who would otherwise be left suffering from the scourge of unemployment in Kenya.
Please find below the Financial Statement for 2014.

### INCOME IN 2014

<table>
<thead>
<tr>
<th>Description</th>
<th>KSHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balance Brought Forward from 2013</td>
<td>15,346,199</td>
</tr>
<tr>
<td><strong>Income for the year 2014</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Grants from Donors</strong></td>
<td></td>
</tr>
<tr>
<td>Netherlands Embassy</td>
<td>12,455,740</td>
</tr>
<tr>
<td>Stichting Doen Netherlands</td>
<td>4,869,160</td>
</tr>
<tr>
<td>Hivos East Africa</td>
<td>12,615,900</td>
</tr>
<tr>
<td>Terre des Hommes</td>
<td>5,399,396</td>
</tr>
<tr>
<td>CSUDP</td>
<td>5,314,200</td>
</tr>
<tr>
<td>Friends of the Hospital Project</td>
<td>1,332,093</td>
</tr>
<tr>
<td><strong>Sub - total</strong></td>
<td>41,986,489</td>
</tr>
<tr>
<td><strong>Dome Commercialization</strong></td>
<td></td>
</tr>
<tr>
<td>Rent/Dome Income</td>
<td>6,102,675</td>
</tr>
<tr>
<td><strong>Sub - total</strong></td>
<td>6,102,675</td>
</tr>
<tr>
<td><strong>Cultural Entrepreneurship/Artists Agency</strong></td>
<td></td>
</tr>
<tr>
<td>Local Shows</td>
<td>10,246,949</td>
</tr>
<tr>
<td>International Shows</td>
<td>10,439,826</td>
</tr>
<tr>
<td>Sawa Sawa Festival Revenue</td>
<td>460,500</td>
</tr>
<tr>
<td><strong>Sub - total</strong></td>
<td>21,147,275</td>
</tr>
<tr>
<td><strong>Partner Contribution</strong></td>
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<tr>
<td>FK Norway</td>
<td>3,480,155</td>
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<tr>
<td>Umoja CFC - Norway</td>
<td>2,430,856</td>
</tr>
<tr>
<td>AMFN</td>
<td>227,250</td>
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<tr>
<td>HOPE Artistes</td>
<td>90,390</td>
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<tr>
<td>UCDN South Africa</td>
<td>53,015</td>
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<tr>
<td><strong>Sub - total</strong></td>
<td>6,281,666</td>
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<tr>
<td><strong>Others</strong></td>
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<tr>
<td>Interest Income</td>
<td>166,966</td>
</tr>
<tr>
<td>Friends of Sarakasi</td>
<td>2,865,190</td>
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<tr>
<td>Hennessy</td>
<td>50,000</td>
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<tr>
<td><strong>Sub - total</strong></td>
<td>3,082,156</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td>93,946,460</td>
</tr>
</tbody>
</table>

### Expenditure in 2014

<table>
<thead>
<tr>
<th>Description</th>
<th>KSHS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exchange Loss</strong></td>
<td>1,177,027</td>
</tr>
<tr>
<td><strong>Personnel Component</strong></td>
<td>22,262,244</td>
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<tr>
<td>Cultural Exchanges/Shows/Special Project</td>
<td>38,737,998</td>
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<tr>
<td>Premises and Equipment</td>
<td>5,522,801</td>
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<tr>
<td>Communication and Promotion</td>
<td>925,126</td>
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<tr>
<td>Miscellaneous Component</td>
<td>1,669,881</td>
</tr>
<tr>
<td><strong>Total Expenditure</strong></td>
<td>70,295,077</td>
</tr>
</tbody>
</table>

**Fund Balance as at 31 December 2014**                             **23,651,383**
THE FUTURE

In 2015 we will embark on developing a new Strategic Plan which will focus on internal capacity building and strategies towards further financial self sustainability of the Trust. This objective is important in light of the end of the Dutch core funding as well as the DOEN funding at the end of 2014. HIVOS will fund Sarakasi until end 2015 and part of this funding will assist us with the development of the new strategic plan as well as a fundraising plan and marketing and communication plan. Therefore in 2015 we will focus more on income generating activities, i.e. artist management, and marketing of our creative products and productions as well as the Dome as a multi functional creative space. Of course we will continue to implement our other projects and activities too.