



SARAKASI TRUST

...

ANNUAL REPORT 2024

Executive Summary

Dear Reader,

Greetings from Sarakasi.

This is a digital report highlighting Sarakasi's activities and successes throughout 2024. We have listed some client events, most of which have made it possible for the Sarakasi artists to earn a sustainable income. In fact, these income streams have not only allowed the Trust to stabilize its annual operational budget, they also made it possible to employ a pool of artists, giving them a stable monthly income and structured training. At the same time, it allowed us to continue to train freelance artists whenever possible or needed. The client events listed in this report include some of our international engagements as well as our 2024 hallmark event: Circus254.

After the listing of the client events, the report continues with the outreach programs followed by special activities like the one in partnership with SEP and the Sarakasi Smile for Change project. We will then highlight our outreach school programs and artist engagement sessions, before we focus on our multifunctional Dome Space and some of the events that have taken place at the facility. We will end the report with our Sarakasi Kids program.

It is our hope you will enjoy browsing through the slides and click on the links for the back stories.

Marion Op het Veld

Managing Director

Introduction

- Sarakasi Trust is a performing arts development organization working towards building capacity in the arts sector in Kenya.
- We aim to catalyze positive developments among vulnerable talented members of society by exposing them to hard and soft skill training with the aim of job creation leading to social and economic independence and responsible citizenship.
- Vision: Empowered artists, resilient communities
- Mission: To be a leading social enterprise in Kenya's creative economy, empowering artists and building resilience within communities through cultural development
- Identity: Sarakasi Trust is a Kenyan social enterprise dedicated to empowering artists and transforming perceptions of Africa, through creativity and resilience. With a focus on marginalized communities, we drive social impact through cultural development and sustainable growth, helping artists create lasting change in their communities.
- Revenue earned through Sarakasi's social enterprise activities, flows back into the organization as a self funding mechanism towards its core annual and charity budget..

Activities

The Sarakasi intervention model includes life skill workshops, performance based training, outreach training into underserved areas, children homes, hospitals and prisons; it facilitates international cultural exchange programs and commercial contracts; all of which immediately and structurally impact the artist's ability to access a sustainable income.

At Sarakasi we believe that we are all equal nor do we have any prejudice based on tribal, economic, political, gender, religious or cultural beliefs. We believe in inclusion and equality therefore we create opportunities and artistic pathways for underprivileged children and youth.

Training at the Sarakasi Dome is free. Once the participants have reached a certain professional level is when we look for contractual work and this is when they start earning and Sarakasi gets a management fee. The professional artists can also become trainers while many of them give back by teaching the performing art in their communities wherever applicable.

Sarakasi's management is creative and flexible within its mandate: always building its programs on the needs of the young artists; even if we have to reinvent ourselves. This is how we used to bring the biggest festivals Kenya has ever seen (for free !); this is how we have managed to buy the Sarakasi Dome (an old and run down cinema at the time) and this is how the trust is still in existence even though all its core funding stopped since 2015.

The acquisition of the Sarakasi Dome in 2007 was a turning point for Sarakasi as it 'forced' the Trust to become more business minded as now we were also managing a facility. It is our home, our offices and training and performance space. sarakasi also rents out some of these spaces commercially for self sustainability.

Client Events

- February 10th, GTC Mall Chinese year celebrations:
https://www.instagram.com/reel/C3KTnhUoU_G/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
- March 6th, USIU Cultural week:
https://www.instagram.com/p/C4K7MWWt4s1/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
- March 9th, Tatu City Land sale event:
https://www.instagram.com/reel/C4SnfOCIADs/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
- April 15th, Safaricom Chapa Dimba National Finals in Kisumu:
https://www.instagram.com/reel/C5xcV3tIdH4/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
- April 26th, Parklands Sports Club performance themed James Bond:
https://www.instagram.com/p/C6OQjPQI6yH/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==

Client Events Continued...

- May 3rd, Aga Khan Daughter welcoming ceremony:
https://www.instagram.com/reel/C6gZvxgodSW/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
- May 13th, African Union – Maaden:
https://www.instagram.com/p/C65iFktokDl/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
- May 29th, the African Development Bank held its 60th Anniversary celebrations at the K.I.C.C, Nairobi where we had the privilege of being in charge of the opening performance. Our group comprised of the Sarakasi All Stars, Burundi Drummers, Maasai Dancers, the iconic Suzanna Owiyo and Eric a spoken word artist. This particular production brought 124 artists to the stage and was successfully curated (from auditions, to choreography, music to costumes) by team Sarakasi. A great learning experience !! Check out the link below as we made a mini documentary of this journey:
https://youtu.be/3uM1Ws4I_M4

Pictures African Development Bank Event



Biz Baz Events April, July and December

Biz Baz is a recurring Bazaar, where Sarakasi artists and trainers have been engaged for performances and workshop for children. We also had the opportunity to network, share our flyers and make new friends.

July 27th & 28th:

- https://www.instagram.com/reel/C99bzEQIZ17/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
- https://www.instagram.com/reel/C-FvplXIr4j/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
- https://www.instagram.com/reel/C-HtK75Id_u/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
- https://www.instagram.com/reel/C-CYahco6Dt/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==

Sarit Your City Event

Sarakasi Partnered with Sarit centre to provide entertainment in various sections of the Mall during their shopping festival, mainly at the food court and Java Cafe where people like to hang out.

In August:

- 3rd 'Camouflage': https://www.instagram.com/reel/C-PnZ4SIzzD/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
- 10th 'Acrobats': https://www.instagram.com/reel/C-fr4BMoBQH/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
- 17th 'Traditional dancers': https://www.instagram.com/reel/C-xpBc1IhLP/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
- 24th 'Living statues': https://www.instagram.com/reel/C_DYJ5lIDem/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==

Client Events Continued....

- August 23rd, KCB Group ESG & Sustainability Report event:
https://www.instagram.com/p/C_A0gUpIgnP/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
- August 30th, Birthday celebrations at Thika:
https://www.instagram.com/reel/C_SVzimIgj1/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
- September 13th, Living statues event:
https://www.instagram.com/reel/C_uiM7hoM0J/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
- September 16th, Berlin performance. A group of dancers accompanied Dj Space to Germany to perform during his set representing Kenya:
https://www.instagram.com/reel/C_-wa0II_3k/?utm_source=ig_web_copy_link

Client Events Continued...

- EABL – Champion on inclusivity and diversity, breaking barriers across minority groups:
https://www.instagram.com/p/DA0lRoTle49/?utm_source=ig_web_copy_link
- November 13th, Carnivore grounds dinner party performance by our acrobats and traditional dancers:
https://www.instagram.com/reel/DCgxo_HocAH/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA=
=
- November 14th, Serena hotel for CFAO where dancers combined a routine with acrobats which they showcased together on stage:
https://www.instagram.com/reel/DCgV86Go85l/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==

International Client Shows

During 2024 our international engagements were facilitated by Circo e dintorni Italy. They have created a Black Blues Brothers show with Sarakasi acrobats and it has been touring the world for over 15 years now. We also have a group of acrobats in 2 amusement parks in Italy namely Caribe Bay Waterpark (the Warriors Group) and Leolandia (a Boy/ Girl Acrobat Duo). Here are some links:

- <https://www.facebook.com/circo.dintorni>
- <https://www.facebook.com/blackbluesbrothers>
- <https://www.facebook.com/share/v/17tzfWoVbX/>
- Black blues brothers: performance at the circus festival in France November. This is one of our long standing international contracts: https://www.instagram.com/reel/DClfdY-OxJb/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWF1ZA==
- Black Blues Brothers performing in the <oulin Rouge, Paris France https://www.instagram.com/p/DAS_IVOxNik/

International Shows Pictures



November Events

These 2 events have been curated in partnership.

- 21st- 23rd Slum Dance:
<https://www.instagram.com/p/DCxE65aiFmp/> ==
- 30th Mak Adem concert @20;
https://www.instagram.com/p/DCyQR_Fo5nm/ ==

INUKA CULTURAL CENTER PRESENTS

SLUM DANCE AFRICA FESTIVAL 2024

Th. 21st - Sat. 23rd November

INFO & TIX: INUKACENTER.ORG/SLUMDANCE

CONTACT: 0759.145.642

COST: 500KSH / DAY



| | |
|--------------------|--|
| Thursday 21st Nov. | Dance & Capoeira Workshops St. George Orthodox Church, Kibera |
| Friday 22nd Nov. | Breaking & All Styles Pre Selection Sarakasi Dome, Ngara |
| Saturday 23rd Nov. | Breaking & All Styles Finals Sarakasi Dome, Ngara |






MAKADEM @20

The Safari Concert

THE SAFARI CONCERT IS A 20 YEAR JOURNEY OF ALL MUSIC STYLES & FASHION MAKADEM HAS PRODUCED ON ONE STAGE IN ONE NIGHT.

MR. LOKOLOVA The Dancehall Reggae Artist | OMBANGLAMAM The Benga Beat Star | MGANGA MKUU a House Electronic Music Master to His Majesty The Nyabingi

Featuring SARAKASI ALL STARS | Hosted by PAPPY ODEQ

| | | |
|--------------------------------------|--|--------------------------------|
| EARLY BIRD TICKETS Ksh 800 | SUPPORTERS OF MAKADEM Ksh 1,200 (For Two/couples) | GATE LOVERS Ksh 1000 |
|--------------------------------------|--|--------------------------------|

30 NOV SARA KASI DOME 8.00PM TO 12.00AM
7PM | NAIROBI KENYA

Get your ticket via makadem.hustlesasa.shop



A Special Recognition

End November Sarakasi hosted the Hoymans HIV Champions Day Event where we received an award for being the 'Safest Hall of a Lifetime with No Stigma and Discrimination' to the Sarakasi Dome 'In recognition of your Unwavering Commitment to Creating Safe and Inclusive Space'.



Circus254

- Circus254 is Sarakasi's Hallmark experience organised in partnership with DeeJay Kace. It is a travelling circus (like circuses do) staged on different platforms. It is our wish to expand this activity into the communities.
- Circus 9th edition:
 - Was dedicated to the World circus day celebrations on April 20th, aimed at promoting the cultural, artistic, and social significance of the circus arts worldwide.
 - During Circus we mix various DeeJay Performances with interactive circus acts; all over the venue.

<https://youtu.be/HbYMh-3WoGQ>



Circus254

- Theme: Jungle; 10th edition
- Took place on July 27th. A reminder to cherish and uphold our wildlife, culture and a major source of tourist attraction in our country.
- A percentage of proceeds obtained were given out to a conservancy in Samburu.

<https://youtu.be/ppqhqYS3lTM>

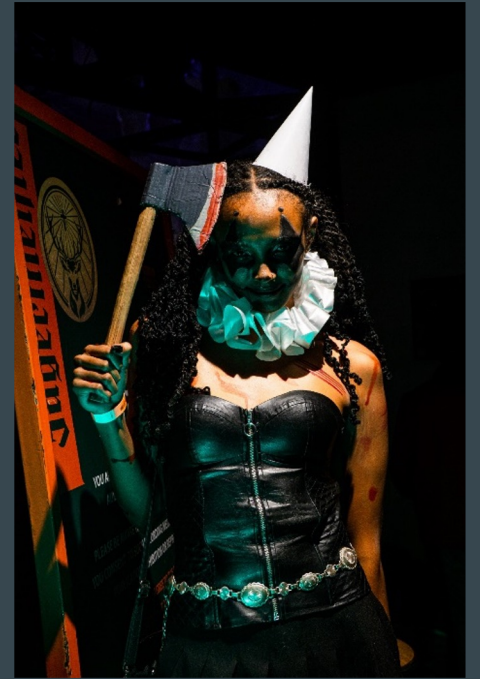


Circus254

- Theme: Halloween; 11th edition
- Took place November 2nd. We had a costume contest where best dressed Male and female would win, life time entry to future circus events.
- Artists and acrobats had costumes supporting the theme and curated a Michael Jackson thriller production a few minutes to midnight.
- For the first time we had 2 different stages: main stage and neon stage with a total of 12 deejays for the line up.
- This edition had the biggest turn out and caught the attention of various influential personalities in the entertainment and events scene, who attended the event.

<https://youtu.be/XrrWF5ZwwHM?si=o7tPiB2TlETyxQap>





Circus254



Outreach Programs

Tatu City Program

- Tatu City Limited has sponsored an outreach training program project, carried out by our artist trainers in 3 schools: *Tatu city primary, Oaklands Primary* and *Ruera Primary*. The Program has run all through 2024; concurrent with the school year.
- The project was necessitated by the need to have female students participate in co- curricular activities. Dance, gymnastics and acrobatics are taught by our artists/trainers as part of the co-curricular activities twice every week as per their school dates and terms. Sarakasi also engaged a drama and poetry trainer to complement the other disciplines.
- April and August had inter school competitions happened (some at the Dome) where students, teachers and the sponsor were present and where the winners were awarded. As always the Sarakasi All Stars were present to spice up the event.
- In total over 400 students were trained in dance, drama and gymnastics with a 65% girl child representation.

Tatu City Outreach Program and Inter School Competitions



Special Education Professionals

Special Education Professionals Program.

Special Education Professionals (SEP) is a group of qualified Kenyan and international therapists and special needs educators, who volunteer their time and expertise, to improve the quality of life of children with special needs in Kenya.

- In partnership with SEP Kenya, we have been providing fun, interactive, regular sessions for children with special needs.
- They visit Sarakasi Dome and get to watch performances curated for them, dance and interact with our artists.
- February; https://www.instagram.com/reel/C3zh_Ivo_Re/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
- October 5th: https://www.instagram.com/reel/DBLNdZPIDy1/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==



Smiles for Change

Smiles for Change Program.

- Is a Sarakasi project whose aim is to foster healing through art and laughter for hospitalized / institutionalized and/or differently abled children.
- It runs every week at Kenyatta national Hospital with performances by clowns and Sarakasi artists.
- The team also implements educative appearances for children in the underserved communities.
- This year the team also participated in the Sunshine Rally- which is a day of sunshine for differently abled children sponsored by Rotary International District 9212
- https://www.instagram.com/p/C9RdK6Po9ec/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
- <https://www.facebook.com/share/p/EAlajsXkYtTb5gd3/>
- <https://www.facebook.com/share/p/NiJsRc3wTrb7zdTh/>
- <https://www.facebook.com/share/p/Z8ilxwE57yiahrQv/>



School Programs

Woodland Star Elementary School @Brackenhurst

- Sarakasi implements an afterschool acrobatics and dance club, where we offer weekly training as per the school terms.
- Fresh intake happens every beginning of school terms while training occurs every week.



Artist Engagement Sessions

- February, International Youth fellowship workshop:
https://www.instagram.com/p/C4FtNjSo5qN/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWF1ZA==
- May 17th, Hosted Minnesota University Students for an engagement session with our acrobats:
https://www.instagram.com/reel/C7EcGBuIFAX/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWF1ZA==
- October 2nd, US Embassy visit:
https://www.instagram.com/p/DA5NhOGIKWp/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWF1ZA==
https://www.instagram.com/reel/DBdPRpAo6tD/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWF1ZA==
https://www.instagram.com/reel/DBd_lveIebP/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWF1ZA==



Engagement Sessions Continued..

- November 9th, a Family hangout with the dancers and acrobats: <https://youtu.be/F9OkkmLwnvI>





The Sarakasi Dome & Events

- The Sarakasi Dome is an iconic space built in 1952, (previously known as Shan Cinema) and was acquired by the Trust in 2006.
- The Dome is a multifunctional space and is equipped with good lighting and sound systems with a capacity of 800 people. Our biggest advantage is close proximity to Nairobi CBD and the presence of Geco Central Cafe in our foyer.
- During 2024 we have upgraded the facility with better lighting, paintworks and have done quite some repairs.
- The Dome is a multifunctional facility that houses the Sarakasi offices, it is where our daily performance training takes place and it is also a performance / work space for our artists and for hire.
- The rooftop section is available for hire for events with a capacity of 100 people; it has an amazing view over the city.
- During 2024 Sarakasi has hosted many types of events such as; fashion shows, documentary screenings, workshops, dance competitions and auditions, school plays, just to mention a few. They include:
 - April 5th, Ubuntu film screening;
https://www.instagram.com/p/C5fbCFMtYaT/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
 - May, Mzushi Africa Break ma-county initiative:
https://www.instagram.com/p/C6x9iRcCiuv/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==

Dome Events Continued..

- June 8th, Whispers of Power
- July 19th, Kubu and Babu mental health documentary screening
- June 21st, Make Music Kenya:
https://www.instagram.com/p/C8wwFX1osZq/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA
- June 22nd, Bboy drift dance competitions:
https://www.instagram.com/reel/C_uiM7hoM0J/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
- August 17th, Kibanda theatre:
https://www.instagram.com/reel/C_QOCRmoIqQ/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA



Sarakasi Kids Program

- A program, designed for kids between 4 and 16 years of age, which runs on Saturdays from 9am to 12 noon with training sessions in dance, gymnastics and acrobatics.
- It is aimed at equipping talented kids with performance and soft skills. Some have become professionals (still with Sarakasi) who now perform, on both local and international platforms.
- At the end of every training level they are certified to progress to the next. This year, the certification showcases happened 27th April, 16th August and 9th November.
- They performed alongside Sarakasi All stars, Mathare dance kids (trained by one of our dancers) and Kayole girls for an enthusiastic audience of parents, friends and peers. We always open up the event to community based dance training groups who would like to attend or perform.

https://www.instagram.com/reel/DCO8wwroPvc/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA

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https://www.instagram.com/reel/DCJVbIOID8V/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA

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Sarakasi Kids Continued..



Looking Ahead

In 2025 the Trust will embark on a new strategic direction that has significantly identified specific objectives for revenue diversification, expanded networks, and operational efficiency. This plan lays a path for Sarakasi to build financial stability without losing sight of its community-driven values. These strategic priorities are intended to reinforce Sarakasi's standing as a key player in Kenya's creative economy, helping the organization remain resilient and adaptable in the face of shifting sector dynamics.

For this 2025-2027 strategy we have developed a balanced approach that aligns our commercial goals with our core mission of supporting artists and promoting positive social impact through the arts, at grassroots level.

In other words, this strategic direction will provide Sarakasi with a clear set of actions that focus on securing financial independence while sustaining its community-centered work and role as a leader in Kenya's creative economy.

The plan is built around the following priorities. 1. Financial Sustainability and Growth; 2. Identity, Marketing and Communication; 3. Talent, Creative & Social Impact; 4. Organizational Structure and Leadership; 5. Operational and Technical Efficiency.

Needless to say, we are excited and are looking forward to 2025 and beyond !

Thank You

That's it! We have not been able to highlight EVERYTHING, but you are welcome to visit us in Ngara or, in case you are far away, have a look at our website or social media pages for more insights and information:

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We hope to welcome you soon and we thank you for being a valued friend and supporter of the Trust.

