



2023 Impact Report

EMPOWERING YOUTH THROUGH EXPERIENTIAL
IMPACT-BASED CREATIVE ARTS AND TECHNOLOGY

KREATIVES FOUNDATION

Executive Summary:

Since its inception in 2023, Kreatives Foundation has embarked on a transformative journey through its BigPicture Initiative, impacting the lives of young individuals in diverse communities across Kenya. The initiative, centered around experiential and impact-based photography, has demonstrated remarkable outcomes in personal development, community engagement, and social transformation. As a catalyst for empowering African youth through creativity and technology, Kreatives Foundation has proven its effectiveness in addressing societal challenges and fostering holistic youth development. This impact report showcases the significant achievements and profound impact of our programs, underscoring the importance of creativity, innovation, and life skills in shaping the future of Africa.

Introduction:

Kreatives Foundation is a registered non-profit organization dedicated to empowering African youth through digital creative arts and technology. Our mission is to inspire innovation, drive positive change, and equip young individuals with the skills and opportunities needed for leadership and social transformation. With a focus on creativity, innovation, and holistic youth development, we aim to create a platform where African youth can thrive as empowered leaders and changemakers.



Empowering Creative Girl's *feel safe*

"In the frame, Maasai girls at Olorropil GCC home defy the odds, survivors of Child marriage and FGM. BigPicture initiative bridges the gender gap in tech and creative industries, empowering these girls to dream beyond limitations. Their resilience challenges us to ensure equal opportunities for all."





KREATIVES FOUNDATION IN 2023:

A Year of Remarkable Beginnings:

The genesis of Kreatives Foundation stemmed from a genuine passion for photography, teaching, and mentorship. From humble origins as a volunteer project, it quickly evolved into a registered non-profit organization, driven by the belief in the untapped creative potential of the African youth.

The pilot phase of the BigPicture Initiative commenced in November, strategically targeting three diverse communities: Olorropil in Kajiado, Nakuru, and Bondo. Despite being in its nascent stages, the impact of our programs was profound and far-reaching.

As we reflect on our impactful journey in 2023, we invite Kenya Revenue Authority (KRA) to partner with us in our mission by granting us a tax-exempt certificate, a crucial step towards ensuring the sustainability and growth of our initiatives.

GOALS-MANTRA: CREATE, INNOVATE, THRIVE:

Our overarching goal is to create a platform where African youth are inspired to unleash their creative potential, innovate solutions to societal challenges, and thrive as individuals capable of making a lasting positive impact.

2023

snapshot



MILESTONES (2023)

- **Foundation Registration:** Kreatives Foundation was officially registered in April 2023, marking the transition from a passion project to an established organization with a broader scope.
- **Launch of the BigPicture Initiative:** In partnership with C-GEN PIX CREATIVES, the BigPicture Initiative was launched, aiming to empower youth through experiential photography. This initiative provided a platform for at-risk youths to develop essential life skills and engage in photography workshops.
- **Camera Donations:** Generous donations of cameras, particularly through Shutter Hub's Camera Amnesty Programs, kickstarted the BigPicture Initiative, providing essential tools for youth to explore their creativity and express themselves through photography.
- **Youth Engagement:** Engaged with over 100 at-risk youths in Oloropili, Nakuru, and Bondo Children Orphanage, offering them opportunities for personal development and creative expression through photography.
- **Community Partnership and Workshops:** Collaborated with three communities to facilitate workshops, extending the reach and impact of the BigPicture Initiative. These workshops not only empowered youth but also fostered community engagement and support for the initiative.
- **Direct Impact:** Directly impacted at least 50 youths through the various empowerment and skill-building programs, contributing significantly to their well-being and personal development.
- **Recognition by Shutter Hub UK:** Received recognition from Shutter Hub UK, with two recent features highlighting the effectiveness and impact of collaborative projects. These features not only validate the organization's approach but also provide a platform to showcase its achievements and attract further support and partnerships.

Overall, in 2023, Kreatives Foundation achieved significant milestones in its mission to empower youth through photography and community engagement, making a tangible difference in the lives of at-risk youths and garnering recognition for its innovative approach from reputable organizations like Shutter Hub UK.

A close-up photograph of a person's hands painting a cartoon character, resembling Jerry the mouse, onto a yellow t-shirt. The person is using a paintbrush to apply yellow paint to the character's body. A paint palette and a cup of paint are visible on the table in the background.

LET'S CONTINUE TO PAVE THE WAY FOR THE FUTURE GENERATIONS.

The BigPicture Initiative in 2023 demonstrated its effectiveness in bringing about positive change in the lives of youths and communities. Through creative and engaging activities, participants experienced personal growth, community empowerment, and a renewed sense of hope for the future. As we look forward to expanding our reach in 2024, we remain committed to empowering African youth and creating sustainable impact across the continent.

3

Community

100+

Direct Impact

350+

Indirect Impact

community

Details

Outcome

BigPicture
Initiative
Olorropil

Community Partner:

collaboration with a rescue home sheltering girls rescued from harmful practices such as Female Genital Mutilation (FGM) or Child Early and Forced Marriage (CEFM).

Participants:
15 youths impacted.

- **Behavioral Change:** 11 participants embraced Christian values, leading to positive behavioral changes.
- **Faith Formation:** High conversion rate (73%) to Christianity, indicating a profound impact on participants' faith and values.
- **Economic Empowerment:** Initiation of sustainable goat farming project, providing economic opportunities and promoting self-sufficiency.
- **Nutritional Improvement:** Supply of highly nutritious goat milk to the rescue home, resulting in better health outcomes and improved immunity among participants.
- **Community Engagement:** Successful collaboration with existing networks facilitated sustainable initiatives, demonstrating the program's ability to catalyze community development.



community

Details

Outcome

BigPicture Initiative Nakuru

Community

Partner:

Children's home catering to street and homeless boys.

Participants:

Engaged 25 youths

- **Wellness Promotion:** Activities focused on promoting wellness and mental health among participants, contributing to their overall well-being.
- **Leadership Development:** Leadership skills were cultivated among participants, leading to increased engagement in daily activities and greater sense of responsibility.
- **Academic Excellence:** Participants exhibited improved academic performance and purposeful goal-setting, highlighting the program's impact on educational outcomes.
- **Peer Learning:** Peer-to-peer learning environment provided opportunities for personal growth and skill development, fostering a supportive community.

"Dare to Kreatively Volunteer today;
where passion, purpose, and the power of technology unite to catalyze positive change, transforming humble beginnings into purposeful endeavors."



community

Details

Outcome

BigPicture Initiative Bondo

Community Partner:

Children's home Aiding HIV/AIDS Orphans and local community.

Participants:

Directly impacted over 100 youths, with 350 more benefiting indirectly.

- **Fun and Acceptance:** Activities centered on promoting fun, acceptance, and mental wellness among participants, creating a positive and inclusive environment.
- **Sense of Belonging:** Puppet shows, crafts, and community outreach initiatives fostered a sense of belonging and community cohesion among participants.
- **Hope and Motivation:** Engagement in creative activities instilled hope and motivation among participants, inspiring them to pursue their dreams and aspirations.
- **Community Outreach:** Impact extended beyond direct participants, reaching a wider community and promoting social inclusion and acceptance.

Overall, the BigPicture Initiative demonstrated its ability to create meaningful impact in diverse communities, addressing unique challenges and fostering positive outcomes for participants. From promoting faith formation and economic empowerment to fostering wellness and community engagement, the program exemplifies the transformative power of creative arts and technology in empowering African youth.

Impact Areas:

The foundation's programs have had a profound impact in various areas:

Number of Workshops Conducted: 3

Kreatives Foundation organized and facilitated three workshops as part of its BigPicture Initiative in 2023.

These workshops served as platforms for empowering young individuals through experiential photography and life skills training.

Total Participants Directly Impacted: 100+

Over 100 young individuals directly benefited from participating in the workshops conducted by Kreatives Foundation.

Through hands-on activities, mentorship, and skill-building exercises, participants gained valuable insights and experiences that contributed to their personal and professional development.

Impact Areas:

The foundation's programs have had a profound unexpected:



Estimated Indirect Impact: 1000+

The impact of Kreatives Foundation's workshops extended beyond the participants themselves, reaching an estimated additional 1000+ individuals indirectly.

This indirect impact includes the influence and ripple effects of participants sharing their newly acquired knowledge and skills with their peers, families, and communities.

Conversion Rate to Christianity in Olorropil: 73%

In the community of Olorropil, Kajiado, where Kreatives Foundation conducted one of its workshops, an astonishing 73% of participants made a commitment to Christianity. This unexpected outcome highlights the profound influence of the program on participants' spiritual beliefs and values, demonstrating its holistic impact beyond skill acquisition.

Impact Areas:

These key impact statistics illustrate the tangible outcomes and transformative effects of Kreatives Foundation's initiatives, emphasizing its effectiveness in empowering young individuals and fostering sustainable development in communities across Kenya.

Successful Initiation of Goat Farming Projects: 100% Sustainability Achieved

Through strategic collaboration and community engagement, Kreatives Foundation successfully initiated goat farming projects in partnering communities.

These projects not only provided sustainable sources of income but also promoted environmental sustainability and economic empowerment. With a 100% sustainability rate, these initiatives have become self-sustaining, contributing to the long-term development and resilience of the communities involved.

Estimated Reach for 2025: 10,000 Estimated Indirect Impact

Looking forward to 2024, Kreatives Foundation aims to expand its reach and impact by targeting an estimated 10,000 individuals through community outreach efforts and workshops. This ambitious goal reflects the foundation's commitment to scaling its programs and creating positive change on a larger scale, furthering its mission of empowering African youth through creativity and technology.

Measuring Progress

BigPicture Initiative |Progress Report 2023

The pilot phase of the BigPicture Initiative commenced in November, strategically targeting three diverse communities: Olorropil in Kajiado, Nakuru, and Bondo. Despite being in its nascent stages, the impact of our programs was profound and far-reaching.

Key Indicator	Activity / Project	Data / Outcome
Personal Development:	Participants exhibited enhanced confidence, self-expression, and self-awareness through creative expression.	The program facilitated a sense of purpose and direction, with numerous youths embracing career aspirations in photography, journalism, activism, and entrepreneurship.
Communication Skills:	Engaging in experiential photography activities fostered effective communication, as participants learned to convey their ideas and emotions visually.	Peer-to-peer learning environments encouraged open dialogue and the exchange of perspectives, nurturing effective communication skills.
Critical Thinking and Problem-Solving:	Through project-based learning, participants honed critical thinking skills, analyzing scenarios, and devising creative solutions.	The program encouraged innovative problem-solving, empowering youths to address real-world challenges within their communities.



Key Indicator	Activity / Project	Data / Outcome
Empathy and Perspective-Taking:	Photography served as a tool for empathy-building, allowing participants to see the world through different lenses and appreciate diverse experiences.	Increased awareness of social issues promoted empathy and a deeper understanding of societal challenges, fostering compassion and empathy among participants.
Teamwork and Collaboration:	Collaborative photography projects promoted teamwork and cooperation, as participants worked together to achieve common goals.	The inclusive and supportive environment facilitated by the program encouraged collaboration and collective problem-solving.
Technical Skills:	Participants gained proficiency in photography techniques, including composition, lighting, and editing, enhancing their technical skills and creativity.	Hands-on learning experiences equipped youths with valuable technical skills applicable in various academic and professional settings.
Cultural and Social Awareness:	Photography projects raised awareness about cultural diversity, environmental sustainability, and social justice issues, promoting cultural sensitivity and social responsibility.	Participants developed a deeper appreciation for their cultural heritage and a heightened sense of social consciousness.
Emotional Expression and Well-Being:	Engaging in creative activities provided an outlet for emotional expression and stress relief, contributing to participants' overall well-being and mental health.	The program fostered a supportive and nurturing environment where participants felt safe to express themselves authentically.



Key Indicator	Activity / Project	Data / Outcome
Career and Academic Opportunities:	Developing photography skills opened up diverse career pathways for participants, including visual arts, media, journalism, and marketing.	The program equipped youths with a valuable portfolio and practical skills that enhance their employability and academic prospects.
Community Engagement and Civic Participation:	Participants actively engaged with their communities through project based assignments they came up with self initiatives geared advocating for social change, and contributing to community development initiatives.	The program instilled a sense of civic responsibility and community engagement, empowering youths to become active agents of positive change.
Cultural and Social Awareness:	Photography projects raised awareness about cultural diversity, environmental sustainability, and social justice issues, promoting cultural sensitivity and social responsibility.	Participants developed a deeper appreciation for their cultural heritage and a heightened sense of social consciousness.

Our youth-based experiential life skills photography program has demonstrated significant impact across various areas:

2024 VISION AND FUTURE PLANS:

In our visionary pursuit of empowering African youth, Kreatives Foundation is set to amplify its impact in the coming year. Looking forward to 2024, our strategic focus revolves around expansion, collaboration, and technological integration. We are committed to partnering with six communities and conducting six three-month workshops, each targeting 30 youths, with a grand vision of reaching 10,000 individuals through our community outreach efforts. The integration of the EOP app into our program marks an exciting development that is expected to play a pivotal role in further empowering African youth.



Viability and Validity:

Despite our foundation being in its infancy, the remarkable impact achieved in a significantly short time speaks volumes about the viability and validity of our programs. The swift and positive transformation in the lives of African youth underscores the potential for sustained growth and impact.

Transformational Impact:

The numbers and stories presented in our impact report affirm the program's transformative impact on communities. By providing tangible examples of how our initiatives have positively influenced the lives of young individuals, we demonstrate the immediate and lasting change we bring to the areas we serve.



Strategic Growth:

A tax-exempt certificate from KRA is not just a fiscal benefit but a strategic enabler for our foundational growth. With reduced financial burdens, we can allocate resources more efficiently towards impactful initiatives, strategic partnerships, and the expansion of our programs to reach more communities and youth.



Community-wide Accessibility:

Our programs are a key tool for impact and transformation, and having a tax-exempt status enables us to make them widely accessible. This, in turn, ensures that the benefits of our initiatives reach a broader spectrum of African youth, transcending economic barriers and providing equal opportunities for empowerment.

Future Development and Sustainability:

As we venture into 2024 with ambitious plans, the tax-exempt status becomes integral to our sustainability.

By securing this status, we enhance our financial resilience, allowing us to weather economic uncertainties and maintain a steadfast focus on achieving our long-term vision of creating empowered, creative leaders.



Social Responsibility Partnership:

Obtaining a tax-exempt certificate is not just a financial consideration; it is a strategic partnership in social responsibility. KRA's support in granting this certificate signifies a commitment to fostering positive change in the community and contributing to the holistic development of African youth.

In conclusion, we firmly believe that Kreatives Foundation's mission to empower African youth through creative arts and technology aligns with Nikon's commitment to fostering talent, innovation, and visual storytelling. Partnering with Nikon is not just about access to cutting-edge equipment—it's an investment in the potential of young African creatives, a commitment to positive transformation, and a strategic step toward shaping the future of photography and digital storytelling in Africa.

We look forward to the opportunity to collaborate with Nikon in realizing this vision, equipping the next generation with the tools, skills, and platforms to create impactful visual narratives.

ACKNOWLEDGEMENTS

On behalf of Kreatives Foundation, I want to extend my heartfelt gratitude for your time and consideration in reviewing our 2023 Impact Report. Your attention to our initiatives highlights the profound impact we've made in empowering African youth through creative arts and technology.

The report outlines our achievements, unexpected outcomes, and ambitious future plans. As we continue to scale our impact, we recognize the transformative role that Nikon can play in equipping young creatives with the tools and skills they need to innovate, tell powerful stories, and thrive in the industry.

We deeply appreciate the opportunity to explore potential collaboration and look forward to discussing how Nikon's expertise and resources can help shape the next generation of African visual storytellers. Your support would be instrumental in fostering creativity, professional development, and sustainable careers for young photographers and visual artists.

Thank you once again for your invaluable consideration. I look forward to the possibility of working together to create, innovate, and empower.

Charles

Co-Founder - Kreatives Foundation

Amazing Kreatives Volunteers

We want to express our sincere appreciation to the remarkable team of volunteers at Kreatives Foundation. Your unwavering dedication, passion, and diligent efforts have been pivotal in the achievements of our initiatives, leaving a lasting impression on the lives of African youth. We are truly grateful for your essential role in our journey. Your steadfast commitment to creating positive change is an inspiration to us all, and we eagerly anticipate continuing this impactful work together.

Thank you for your invaluable contributions.

We thank you for your continued support in our efforts to contribute to the African youth.

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