



*Newsletter: October 2011* Douglas McFalls

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## **ADEA Boot Camp 2012 Participants**

That's it! That's the problem. They are enjoying the development ride, but never learning to drive! They are enjoying the new scenery and the perks that may come along the way, but they are never bold enough to take the wheel.

Why didn't I see it more clearly? I guess the saying is true, "But for the tree, I did not see the forest."

As you likely know, (that is, if you've kept up to date with my newsletters in all life's business) I returned to Seattle in April after having worked in East Africa (Tanzania and Kenya) for the past eight years. I was tired and uncertain how to move ahead. The weight of my "African family" was now large – easily 200 people looked to me for help, and many more beyond that. Looking back it is as if I were walking up the

hill of development dragging behind me an ever-growing number of artisans, school children, teachers and community leaders. As their numbers grew, so too did the weight, adding to the typical load one totes when serving overseas: a different culture, climate and huge financial needs. The passengers I pulled were enjoying moving up the development hill as long as I was pulling, like children pulled by their puffing parent on a sled up the hill, they went as high as daddy could pull. But if I were to let go, would they slide back to the bottom of the hill (without the merriment of a sleigh ride) or would they, at the very least, be stuck in the snow of progress, better off than before, but far from the summit?

The former is a tragic thought to any developer – but not uncommon, particularly in East Africa. The latter is preferable, seeing that all was not in vain; but hardly inspiring. What parent or grandparent, aunt or uncle isn't excited when a child says, "I want to pull the sled myself now because I want to go higher than you can pull us; there are adventures ahead for me that you cannot know."

For a little background refresher, I have been working in East Africa since 2003. I was introduced to Mtwara, Tanzania 1999, while attending Park Street Church in Boston. I was feeling the philanthropic itch to use my skills as a designer to make a difference in the world. South East Asia or Latin America beckoned me; God sent me to Africa. (Next time I'll say "God, send me anywhere but Paris"). But in His wisdom, East Africa would prove to be the right fit for me, if I truly wanted to serve. In Tanzania, I am not distracted by glorious architecture, rich intellectual community or places of historic interest. I do not serve the poor Monday to Friday 9:00 a.m. to 5:00 p.m. while savoring weekends and evenings for lavish feasts of dialogue and cultural discussion. Instead, the poor became my life, my friends, my family. And the work we have been able to do is truly remarkable. Artisans, who used to peddle their ragtag products to the occasional passing tourist, missionary or aid worker are now producing developed-world quality craft for markets across Tanzania, and into Europe and the U.S. Our MaKuYa Traditional Cultural and Performing Arts Festival has brought together over 500 traditional performing artists from throughout the Mtwara regions for three years, sparking a renaissance in appreciation for traditional culture. The Tanzanian government Department of Culture have rated MaKuYa as the number one traditional cultural event of the country. At the Maasai Boma Schools over 200 Maasai children have enjoyed formal primary education for the first time, school meals provided during the drought crisis and the seeds of beadwork production for non-weather related income have been planted. This does not even count all the people that have been helped just through relationship with me or ADEA.

When 2011 began, I was feeling overwhelmed with the ramifications of the drought in Kenya and an ever growing number of dependents. That's it, dependents! That is what they had become. All my "flock" were following their "shepherd". But why was that the case if my goal had always been their independence? As I reflected and prayed on this, God helped me see that much of the success of ADEA was not merely the product that was produced, the children in schools and the performers on stage; it was the behind the scene activities that I took on myself. These were perhaps common sense or second nature activities for someone from a developed nation, but they are anything but common in Africa. Some of these skills were touched upon in the numerous skills training workshops we offered. However, these normally lasted three to six weeks with the primary focus on product experimentation and production. What ARE those things that gave ADEA its special advantage? They are listed here and they are the goals of ADEA Boot Camp 2012:

### **Goal #1: Money Management**

Participants to be able to manage and account for donor or project money using ADEA's highly effective bookkeeping, account reconciliation and financial reporting system.

### **Goal #2: Computer Use**

Participants to be comfortable with use of the computer (Internet, typing, MS Word and MS Excel) to allow them to better manage their work and communicate effectively with clients and donors.

**Goal #3: Stock Keeping and Analysis**

Participants to be able to analyze their product stock and inventory, product appeal, shipping and handling, production and delivery systems, display, cross-cultural customer service, billing and personnel management.

**Goal #4: Transparency and Trustworthiness**

Participants able to understand the value and challenges in transparent dealings, and the long term benefits of being trustworthy.

**Goal #5: English Language**

Participants to be able to speak sufficient English to engage with tourists and expatriates in a business setting. Those with basic English knowledge will advance to an ability to translate and write reports and proposals in English.

**Goal #6: Project Proposal Development & Implantation**

Participants to be able to develop projects effectively, considering budgets, activities, timelines and potential challenges. In addition, to be able to format the proposal in compliance with donor organization standards.

**Goal #7: Marketing**

Participants to be able to understand and implement a variety of marketing strategies in order to attract new clients and keep existing clients.

This is a sizable list, and I knew from experience that a month-long crash course on these activities would soon leave their heads as concerns for money for food and schooling refilled their thoughts (I hardly remember what I learned at my web-management class four weeks ago). No, it will require intense training, daily workouts with repetition and more repetition for it to stick. To reach a proficiency that would make these skills truly useful will require regular drills. And thus was born the vision: ADEA Boot Camp 2012. Twelve months of intensive training.

In order to make it manageable and able to be monitored, ADEA will bring together twelve leaders with whom we have worked over the years, and lead them through the rigors of a development boot camp. At the end, Lord willing, we will have:

- Six artisans leaders able to manage and market their own Artisans Makonde Arts & Crafts Society.
- Three Maasai able to develop programs, seek funding, and maintain relationships with donors and international friends to seek solutions to the educational and sustenance crisis they face.
- My ADEA co-director better able to take advantage of his brilliant understanding of the complexities of his culture and work cross-culturally in project development.
- One young man able to realize his dream of a program to help the abandoned elderly and street youth in Dar es Salaam (something he once was).
- One young man who hungers to share the Good News and develop a Bible study center, to wisely confront the growing number of churches getting lost in the Prosperity Gospel.

In short, twelve East Africans, now driving the car of development, and for me to begin to enjoy the back seat, as these new drivers take me places I never knew existed.

[To learn more about the participants, please visit the ADEA Website](http://adeafrica.org/Individual_Leaders.html)  
[http://adeafrica.org/Individual\\_Leaders.html](http://adeafrica.org/Individual_Leaders.html)

## Alternative Christmas Gift

### Second Maasai Boma School Emergency Food Program

Do you remember 2009, and the woeful drought that killed 85 – 100% of the cattle in Rombo? Drought again has returned to Rombo (as it has in other parts of Kenya, Ethiopia and Somalia). In 2009 ADEA led an emergency food program for the undernourished students to assure no stunting of brain development. The need has returned. Our previous program was successful in boosting the children's health and educating parents on the nutritional value of various foods. Please consider if you can support this urgent program. Why not "kill two birds with one gift" by giving the support on behalf of someone else as an alternative Christmas or holiday gift.



Either print out this coupon and use it, or send a note to ADEA with your contribution and we'll send it where you request. [Note: These should be received before my December 10 departure if ADEA is to send out the gift card.]

(Budget details can be seen in the September 2012 newsletter – available on [www.ADEAAfrica.org](http://www.ADEAAfrica.org))  
*ADEA November & December 2009 Newsletter give details on our last Emergency Food Program.*

## MAASAI BOMA SCHOOLS

### Alternative Christmas Gift

*This gift will supply three months of school meals for a child during the on-going drought in Kenya. This meal will be the only full meal many children will have in a day & is essential to avoid the risk of brain-underdevelopment due to malnutrition.*

**School Meal Program \$25 On  
behalf of: \_\_\_\_\_**



*The Maasai children & families of Rombo, Kenya, & ADEA thank you.*

*Learn more about our ADEA [www.ADEAAfrica.org](http://www.ADEAAfrica.org)*

### **My October – December travel plans:**

October 13 – 24 [Family trip to Southeastern USA for family wedding and reunion]

#### **Train Trip**

October 29 – 31 **San Francisco** [at Treasure Island Flee market – Oct 29]

Nov. 1-3 **L.A.** - Nov. 5-6 **Sacramento** - Nov. 9-10 **Denver** - Nov. 12 – 15 **Chicago**

#### **Back in Seattle**

November 15 – December 10 **Seattle**

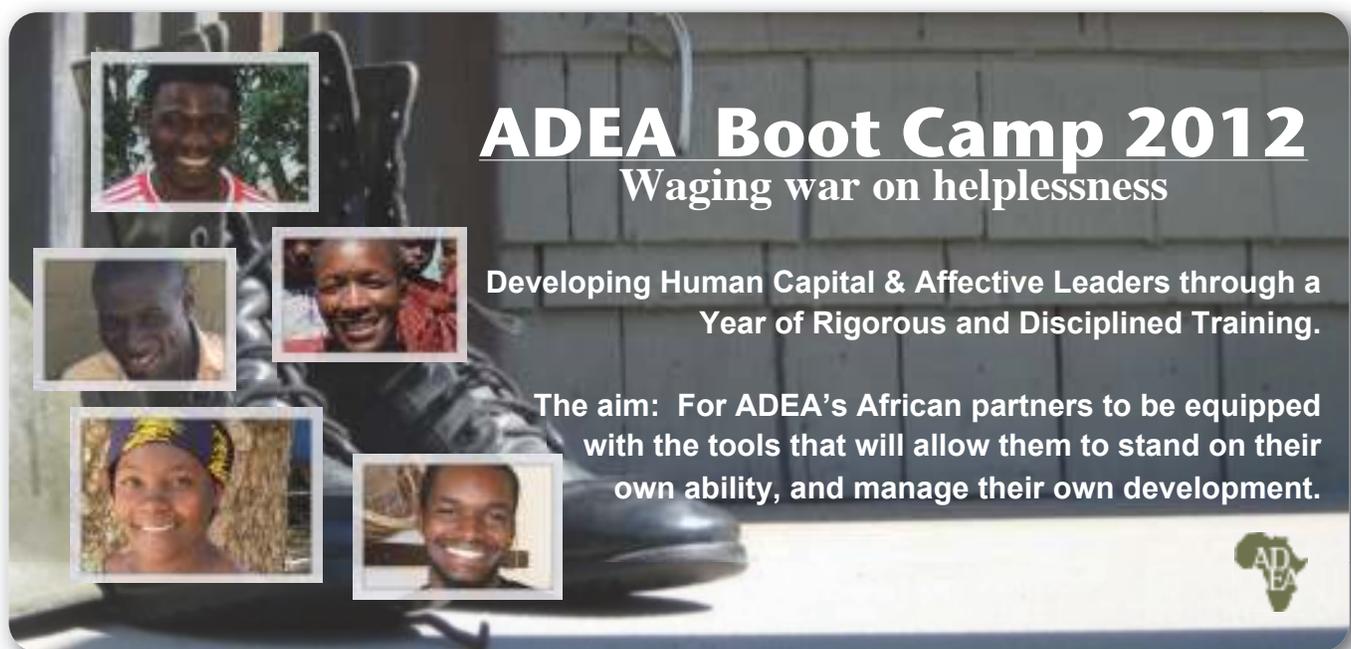
December 4 – World Markets – University Presbyterian Church Xmas Market

December 5 – 2<sup>nd</sup> Glance Fundraising Christmas Concert -7:00–8:30 p.m. University Pres. Church - Seattle

October 10 – Farewell dinner/party somewhere - 11:30 p.m. Departure from USA

## **Investing in Africa, even when the numbers don't work out.**

Development in East Africa is difficult. With poor infrastructure, low levels of education, rampant corruption and health issues most business developers have steered away from Africa. People who do come focus on health, water and orphan care – but where will the money come to feed and clothe all these, now healthy, people? Investors avoid East Africa because the numbers don't work out. The returns don't adequately merit the investment. And yet, if charitable investors won't invest in these marginalized poor, who will? I believe it is the role of the Church and individuals who have a bigger view than monetary returns to fill the investment gap. It is we who must measure our returns as kingdom returns by lifting up those who cannot lift themselves up – even if we receive no thanks. **Please consider if ADEA Boot Camp is something you would like to support for 2012. It will be an expensive program, as we will be paying all the participants throughout the year so that they can remain focused on the task.**

A promotional graphic for ADEA Boot Camp 2012. The background is a dark, slightly blurred image of a person in a wheelchair. Overlaid on this are five small, square portrait photos of diverse African individuals. The text is white and centered on the right side of the graphic. At the bottom right, there is a small green logo of the African continent with 'ADEA' written inside it.

# **ADEA Boot Camp 2012**

## **Waging war on helplessness**

**Developing Human Capital & Affective Leaders through a Year of Rigorous and Disciplined Training.**

**The aim: For ADEA's African partners to be equipped with the tools that will allow them to stand on their own ability, and manage their own development.**

Sincerely, *Douglas. Kupikita. Oloikurrukurr*

**Spiritual Note:** *Next week I turn 47, it is amazing the teaching I continue to discover that keeps this journey of growing up wonderful.*

**“But how much happier you would be if you only knew that these people cared nothing about you! How much larger your life would be if your self could become smaller in it; if you could really look at other men with common curiosity and pleasure; if you could see them walking as they are in the sunny selfishness and their virile indifference! You could begin to be interested in them, because they were not interested in you. You would break out of this tiny and tawdry theatre in which your own little plot is always being played, and you would find yourself under a freer sky, in a street full of splendid strangers.”**

G.K Chesterton - Orthodoxy

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