



## STRATEGIC PLAN

Humanitarian Association of Artist Advocacy Network Domain Africa (HA.A.A.N.D. Africa).

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## **1. INTRODUCTION:**

### **1.0 Project Title: SHE FILMS 4 SOCIAL CHANGE**

#### **1.1 WHO ARE WE**

Humanitarian Association of Artist Advocacy Network Domain Africa (H.A.A.A.N.D Africa) is a new social advocacy, campaign and fund raising non-profit organization comprises of groups of musicians, filmmakers, paint artists, dancers, models and comedians etc, registered with the Ministry of Social Welfare and Children's Affairs, National Revenue Authority with TIN number 1101030-1, National Social Security and Insurance Trust with NASSIT number N01J2018017, Affiliated with the Human Right Commission and Corporate Affairs Commission Sierra Leone with company number SL240518HUMAN03107, established to advocate and campaign for the less privilege especially women, girls and children to be free from regular abuses evoked by society's negative occurrences within the African continent and the globe. We use music and performing art to foster development in the lives of these people and society.

#### **1.2 VISION:**

H.A.A.A.N.D Africa vision is to see a world where every woman, girl and child has equal opportunity to health, education, food, skills etc. And the right to protection and free will.

#### **1.3 MISSION:**

H.A.A.A.N.D Africa uses all types of performing art and music to advocate for the less privilege (and through that, happiness also) to women, girls and children in a very materially, physically and mentally deprived part of Africa and the globe. And the organization would address at least three different themes or project every calendar year.

#### **1.4 GOAL:**

H.A.A.A.N.D Africa, through our campaign strategies and activities, wants to see a world filled with emancipated women, girls, children and humanity.



## **2. EXECUTIVE SUMMARY:**

One of the sectors that could have been a tool for change in Sierra Leone, has ironically emerges to be a huge problem. The ignorance of the use and effect of media has led to many catastrophes in Sierra Leone. This includes passing the wrong information that triggers hatred in tribes and sections, which escalates the past civil war in Sierra Leone and almost got it to a tribal war, the spread of Ebola and the cause to tribalism and regionalism during election periods etc.

The naivety of most Sierra Leoneans when it comes to giving and receiving information has led to an extent, which people fall for anything they say or hear without considering the credibility of it source and it impact on society. For example; there was a current social media trend where the naked videos of the speaker of parliament Dr. Abass Bundu in Sierra Leone goes viral, captioning him to have abused his wife and young women he dates. But what is in the video is different from what's been captioned. The speaker was only using the rest room and a female whose face wasn't shown speculated to be his wife or girlfriend recorded him with a phone. He tells her to stop - the lady laughs; this could be fun between the husband and wife or whosoever. The person who is responsible to publish that video did it as a result of political vendetta to defame the speaker. And people who shared it are followers of the opposition claiming the speaker abuses women (- why should he be a leader?), without actually understanding what's in the video.

Social media, television and radios etc have an impact in Sierra Leone. But most percentage of the population in the country cannot afford to get smart phones or television. However; one person in an area or community can have a television set and access to electrical power thus making tens of people who cannot afford for these, but can access viewage. A loud musical set can play music for thousands of people who cannot afford for home theatre musical sets to access this music. So our point is; music and movies are easily access in Sierra Leone than any other means of passing information. And music and films have got the highest impact in the lives of young people in Sierra Leone. It even influences the manner of dress and general habits.

But the person(s) who practices these types of media - musicians and filmmakers does not aware of how important they could be as change agents in Sierra Leone. That is why we are organizing these workshops across the six regions of Sierra Leone on the use and effect of media.



## **2.0 PROJECT GOAL:**

Our project goals are to:

1. To ensure young creative and performing artists equipped with the tools and resources on how to use their medium to address social issues.
2. To bring forth media contents (- music and movies) produced by the participants, especially young girls after getting the skills to tackle social vices.
3. To enable inclusiveness and participation so that artists can take direct action to solve social problems.
4. To create the awareness about the importance, role, pros and cons of media.
5. To understand the role of creative and performing arts to achieve the Sustainable Development Goals.

**2.1 OUTCOME:** - To train 50 practicing and aspiring creative and performing artists, mostly vulnerable young girls to acquire skills on filmmaking for 12 months. And to provide basic filmmaking equipment, this would enable them to tell their own stories. Fortunately a few members from our organization were trainers and trainees on a project by WELTFILME.org on filmmaking and media for peace in Ghana every year. Thus we intend to use the knowledge and resources acquired from that project and from our experience and including our potential partners to train others in our society.

**2.2 OUTPUT:** - Following the workshop, the organization will collaborate with outstanding participants to produce films, including short fictions and documentaries etc. geared towards addressing mediocrity and violence in elections and right to land, food and climate change etc, which will be distributed to film festivals, cable, online, cinemas and DVDs etc.

## **2.3 PROJECT MISSION:**

Our mission is to bring together young people, mostly vulnerable girls to acquire skills on how to make films for social change; through the support of our partners and donors in kind or in cash to achieve the goals above.

Our core targets are those vulnerable girls who desire to work in the music, TV and movie industry having difficulties to expand in their art to be change agents.

## 2.4 PORTFOLIO:

As part of our commitment to ensure our project begins, last and impacts, we have already begin to train young girls in the rural districts of Sierra Leone. This also includes some old people to understand the role and effect of media in society since 2018.

See photos below:

**Film Training Workshop on Media for Change at Kagbere village, Bombali District, North Sierra Leone.**



**A Director teaching how to make a film**



**A Cinematographer teaching types of media**



**A Camera man teaching camera functions**



**Participants mostly girls enjoying the training session**



**A filmmaker teaching effect of media**



**Girls being taught how to shoot (Hands on Camera)**



Furthermore, we intend to support strong, vibrant and independent media coverage on developing countries that empowers citizens, promotes justice and creates social impact. Seeking out and champion aspiring filmmakers with integrity and creativity and desires a world where all creative young people have knowledge, capacities and skills to share their views. Thus we intend to enhance this through media and shape what and how society communicates. Through this sharing and communication of trust, we intend to facilitate effective partnerships with youth, youth-led organizations and youth movements to further strengthen inclusive youth participation in the decision-making processes using media. Furthermore, to provide more tools, educational resources, opportunities, and a global network to the next generation of filmmakers.

### **3. PROCESS:**

Sierra Leone has six (6) regions: **(1)** East with its head quarter in Kenema town, Kenema District, **(2)** Western Urban with its head quarter in Freetown, Western Urban District, **(3)** Western Rural with its head quarter in Waterloo town, Western Rural District, **(4)** North with its head quarter in Makeni town, Bombali District, **(5)** Northwest with it head quarter in Portloko town, Portloko District and **(6)** South with its head quarter in Bo town, Bo District.

We will organize a 5 weeks workshop on SHE FILMS 4 SOCIAL CHANGE in each of the head quarter towns in the various regions and their sub sets, targeting 50 participants ranging from the music, film and television industry etc, during the entire project annually. This will cater for facilitators: experts in journalism, from the creative and performing art industry, from the public sector, from our organization and from the civil society sector.

Following the workshop, the organization will collaborate with participants to produce short films and music content to address some social issues affecting our communities within the remaining 17/18 weeks of our 12 months cause.

The application is free and there would be no specific criteria. Aspiring and practicing artists, filmmakers, television personalities, models, poet, comedians and social entrepreneurs etc, will be encourage to participate especially vulnerable young girls. And we will only cater for food and per diem. Following that, the organization wishes to provide professional certificates and basic filmmaking equipments for each region after the end of the workshop.



#### 4. TIMELINE:

WORKSHOP		
Duration:	34 Weeks	Month/Year:
	From	To

FILM AND MUSIC PRODUCTION		
Duration:	18 Weeks	Month:
Activity		Date
Script Development		
Planning		
Shooting/Production		
Editing/Post Production		
Conclusion and Submission		



## 5. BUDGET SUMMARY

WORKSHOP				
DESCRIPTION	UNIT	UNIT COST	DURATION	TOTAL
Workshop Venue:	6	\$ 250	34 Weeks	\$ 1500
Trainees per diem	50	\$ 30	34 Weeks	\$ 1500
Facilitators per diem	6	\$ 300	34 Weeks	\$ 1800
Meal - Trainees/Facilitators	56	\$ 20	34 Weeks	\$ 1120
Transportation		\$ 600	34 Weeks	\$ 600
Facilitators lodging	6	\$ 30	34 Weeks	\$6120
Certificates	56	\$ 5	34 Weeks	\$ 280
Film/Music Production	6	\$ 1500	17 Weeks	\$ 9000
Misc		\$ 500	34 Weeks	\$ 500
<b>Grand Total</b>				<b>\$ 22,420</b>
FILMMAKING EQUIPMENT				
HD/4K Camera	6	\$ 2000		\$ 12000
Light	6	\$ 250		\$ 1500
Sound	6	\$ 250		\$ 1500
Computer	6	\$ 1500		\$ 9000
Generator	6	\$ 200		\$ 1200
<b>Grand Total</b>				<b>\$ 25,200</b>

## 6. APPENDIX

Finally, the project is not only meant to train media practitioners in creative and performing arts on the use and effect of media in our society and its role towards achieving the Sustainable Development Goal, but also to produce contents that can be used to tackle social vices.

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