

BUDGET

LIVELIHOOD OPPORTUNITIES THROUGH ARTISTIC EXPRESSION

Proposal & Budget

PROPOSAL

EARN
LEARN
HEAL
CREATE
CONNECT

PROPOSAL OVERVIEW

Unlocking Opportunities In Dzaleka and Beyond

the Impact Campaign

We are launching a multi-year initiative in Dzaleka Refugee Camp to equip local artists with the tools, training, and platforms they need to build sustainable livelihoods through artistic expression.

This initial Phase will integrate a two-week Artolution-led training focused on building and capacitating a group of local creative professionals, ensuring they gain the capacity to lead future programs.

The program will officially kick off during the 2025 Tumaini Festival. At the same time, a Digital Content Creation Lab will be set up on site, equipped and ready for immediate use by local artists, laying the groundwork for a supporting the creative ecosystem.





THE BIGGER PICTURE

WHY NOW?

DZALEKA?

Their voices need to be heard!

Originally built for just over 10,000 people, Dzaleka now hosts over 53,000 refugees and asylum seekers, primarily from the DRC, Rwanda, and Burundi.

Overcrowded and under-resourced, its residents endure restrictive laws, social isolation and scarce education and livelihood opportunities, while public misconceptions fuel host-refugee tensions and deepen dependence on aid amid health and protection risks.

Yet many young people in Dzaleka have embraced art as a crucial way to survive, heal, and sustain hope. Through poetry, music, painting, and digital media, they create spaces of expression and solidarity that cut through isolation and despair.

21,530 refugees

30,910 asylum seekers

45% female

48% children

A Way to Tell Their Own Stories, Their Own Way

What Artists Need:

- Guidance from experienced artists who can train them to lead future workshops.
- Opportunities to learn hands-on skills in both traditional and digital artforms.
- Access to professional tools and spaces for creation.
- Mentorship to turn creative skills into sustainable income.
- A chance to collaborate on high-visibility projects that strengthen community identity.

Artists in Dzaleka shouldn't have to rely on others to carry their stories into the world. When their creative work becomes a means of sustaining themselves, they can focus on reclaiming their narrative. By controlling how their stories are told and shared, they transform artistic expression into powerful advocacy.

Championing Artistic Livelihoods in Dzaleka

What We Will Do:

- Install a Digital Content Creation Lab with professional-grade tools.
- Deliver digital design skills training, tablets and software.
- Work with Artolution's lead artists to provide intensive mentorship focused on training local trainers.
- Guide a cohort of local artists through participatory artistic project facilitation, and community engagement.
- Host public showcase events during and after the Tumaini Festival.
- Collect baseline data and feedback for long-term monitoring.

We will provide artists in Dzaleka with the tools, training, and support to build sustainable livelihoods through digital storytelling and creative expression. The long-term objective is a thriving creative ecosystem with income-generating pathways, mentorship models, and institutional support.

Collaborative Approach

This initiative is implemented in partnership with Salama Africa, Tumaini Letu and Artolution. Together, we bring deep local knowledge, creative leadership, and global reach to ensure the program is community-rooted, artist-led and sustainable.



Salama Africa

Leading on-the-ground coordination managing the equipment and operation ensuring the Content Creation Lab remains functional and accessible.

Tumaini Letu

Builds visibility and leverages its network of artists. Strengthens social cohesion by engaging host communities and creating opportunities for public engagement.

HOME Storytellers

Ensures global visibility aligning this intervention within the larger impact campaign and amplifying the artists' work to international audiences.

Artolution

Brings expert trainers and tools for participatory arts, conducting workshops, mentor local artists, and focus on long-term capacity building.

Key Performance Indicators

Kick-Off

FOUNDATION

- 1 fully equipped and operational digital content creation lab
- 20 tablets with graphic design software delivered
- 20 local youth trained in digital content production
- 10 local creative professionals equiped with tools to train local talent
- 1 public mural completed and celebrated with the community
- 15 minute Video documenting the project
- Baseline data and artist feedback collected

Yearly

GROWTH
MONETIZATION &
INDEPENDENCE

- 30–50 artists supported annually to produce monetized content
- 30% of supported artists generate income from creative work
- 3 + national-level placements for creative content (TV or digital)
- 4 showcase events held annually with cumulative 1,000+ attendees
- 5 + submissions to national/international competitions/festivals
- Mentorship program expanded with guest professionals
- 30+ artists consistently earning income by Year 3
- 10 refugee artists become paid trainers/mentors
- 6+ institutional partnerships sustained
- Leadership and coordination transitioned to a locally-led team

Budget

Basic Equipment Setup	<u>\$13.615</u>
Content Creation Lab	\$11.127
Mobile Journalism Kit	\$2.488
Capacity Building (Train the Trainer)	<u>\$26.607</u>
Operational	\$3.507
Personnel	\$11.310
Travel	\$5.505
Materials	\$6.281
Global Reach	<u>\$7.820</u>
Communications & Visibility	\$6.500
Promotional Materials	\$1.320
Project Coordination	<u>\$17.227</u>
Project Management	\$14.227
Monitoring and Evaluation	\$2.000
Grand Total Kick-Off	<u>\$56.572</u>
Expected Annual Budget after Kick-Off	<u>\$40.000</u>