

Art in All of us



Annual Report 2006



Introduction : AiA, the Project

Art in All of Us (AiA), a not-for-profit corporation promoting creativity, artistic activities and exchanges among children throughout the world, has lived in 2006 a very important and successful year in the achievement of its international projects. AiA has indeed reached important milestones in 2006: not only has AiA been constituted as a not-for-profit corporation in Belgium (AiA asbl – association sans but lucratif), but AiA also organized its artistic workshops in about a hundred schools, in approximately 60 countries over the 5 continents!

All the children who have taken part to AiA workshops in 2006 have been given the opportunity to create works and express themselves in various areas (from photography to drawings and poetry). They could also show their interest in other cultures and learn from them, thanks to our photo-conferences. Some of these children were included in our new international "AiA Pen Pal Program", and have communicated directly with other children from other countries and cultures.

The design of our draft book which will present all the countries of the world seen through the eyes and rimes of children is also at a very advanced stage; we have indeed already printed a first sketch involving 30 countries, trying various patterns of designs, and have already processed the information gathered in about 50 countries.

To achieve all these steps, AiA has worked throughout the year with international organizations (UNICEF, SOS Children's Villages, Maison des Enfants du Monde, Fundación America), and some more local-based organizations (see full list in Annex). Such successful cooperation has allowed us to benefit from their know-how in the areas of children protection and education at both international and national levels.

A broad network of volunteers, coming from about 30 different countries, also offered a wide range of competences to AiA: fundraising, communication, poetry translation, organization of our activities in their country/region etc.

Regarding the financial aspects, AiA organized its activities thanks to donations received from firms, individual contributors and some very creative fundraising ideas from other individuals sensitive to our mission. Leaning on an important and diversified stock of 80,000 photographs and 4,000 drawings and poetries, AiA has organized many exhibitions and informed an international public on its projects.

On the technological side, AiA is getting an ever more important visibility on the Internet (and an increased number of visitors) thanks to marketing on highly ranked websites related to art, youth and education (e.g: UNICEF, Taking it Global, deviantArt...).

Her Majesty Princess Matilde of Belgium has honored us with her presence at one of our exhibitions in Brussels

I. THE AIA PROGRAMS AND THEIR IMPACT ON THE CHILDREN :

AiA's activities can be divided into 3 programs:

- AiA Awareness Program, aiming at creating an awareness of the surrounding cultures and countries. This program is about creating curiosity, a will to know more on what happens outside their borders. The three main means of communication used for this are: photography, drawing and poetry.
- AiA Pen Pal Program: we involve students in a pen pal program based on an international and diversified network of schools; these exchanges are supervised by adults, and realized by children. They can use any means of communication as long as they foster creativity (poems, drawings, paintings ...) and respond to a specific theme chosen together.
- AiA World Art Book Program presents the world through the eyes and rimes of children. The objective is to gather the best drawings, poetries and photographs from each of the 192 UN-listed countries in a unique book.

In the frame of these 3 programs, we have worked in 2006 with 64 primary schools and children centers in 55 countries (see full list in annex). Our itinerary covered the following regions: West Africa, the Middle-East, the Indian sub-continent, South-East Asia and the Far East, Oceania, Latin America, and North-Eastern Europe.



What are the effective impacts of AiA programs on the children of these regions?

A. AiA Awareness Program:

In every visited country, the AiA team has worked with at least one primary school. Given that the number of students per class ranged from 15 to 100, and that the number of classes visited in each school differed from a country to another, in 2006 we have initiated approximately 3,615 children (and 915 in 2005) to the activities of AiA. All of them have been introduced to another cultural communication tool: photography, and have attended with a strong interest our photo-conferences."

It is important to stress out that the only criterion used in the selection of the schools was the age range of the children, which had to be between 8 and 12 years old. In a few cases, we had to increase this threshold considering the level of education or the schools available. No other criteria were considered. We have thus visited private schools, as well as public ones, laic schools as well as religious ones, urban schools as well as rural ones, orphanages, art schools, social centers, rich schools as well as more humble ones.





Impacts on the children visited:

- Access to new means of expression
- Opportunity to express themselves and exert their creativity
- Allow them to speak and think about their culture and what it represents
- Awakening of their curiosity; opening a window on the world through pictures and direct communication

AiA gives the students access to a new means of expression: photography; thanks to which they can not only express ideas, but also their own creativity. Though it is evident that some of the students met won't have any access to photographic creation after our workshops, our aim

is to show them that their opinion is important, and that there are more than one ways of expressing it, using their creativity.



B. AiA Pen Pal Program (PPP):

This year, we have launched artistic exchanges between different schools throughout the world; each of these exchanges following a specific theme/problematic:

- Canada and Nigeria: this exchange has been developed around the idea of tolerance. Students of a Christian/Muslim school in Nigeria have communicated with children of a Jewish summer-camp in Canada. The students have chosen respectively to create a bookmark, and a tapestry/patchwork of individual drawings, all of them illustrating their own idea of tolerance and how to improve it.
- Malaysia and United-States: this exchange was supervised by the art teacher of each school and was developed around the idea of hunger eradication and poverty (one of the 8 UN Millennium Goals for Development); children have chosen to illustrate their views with drawings and paintings.
- Côte d'Ivoire and Marshall Island: this exchange was organized around the idea of friendship. The students have exchanged letters explaining their own vision of friendship, and presenting their daily life in their country. In addition, each one has made a friendship bracelet (symbolizing friendship and peaceful behaviors), and have exchanged them with their pen pals.



Impacts on the children involved:

-We have received excellent feedback for each of these exchanges both from teachers and students: children were happy to learn from their pals and their culture, and were very committed in communicating with them.

“After looking at the artwork (received from Malaysian pals) we had a lot of questions about their schools and life in Malaysia. We are enclosing photos of ourselves and school and things about use next exchange. The kids were so exciting to see the artwork. It was very apparent that these kids had been studying art and drawing more than my students. The arts are very low on the totem pole here in the states and this was the proof.” (Teacher in charge of the PPP in the USA)

“Working with Art in all of us was an incredible opportunity for my students. Many of them have a very limited concept of the world beyond their tiny island. Working with AiA allowed my students to view kids all over the world and engage in a conversation about their similarities and differences. We also had the opportunity to be pen pals with students in Africa. This allowed my students to not only see other children from around the world but also engage with them. My students and I are grateful to have been part of this wonderful program.” (Teacher in charge of the PPP in Marshall Island).

“Since finding Art in All of Us on the internet, it has really changed my teaching experience. I feel I have been able to enhance not only my students art education, but their lives. We’ve made some wonderful connections and have met some amazing people, from teachers, to students, to the founders of AiA. It’s inspiring to be part of a global community who fosters the best not only in students and teachers. . . but humanity in general. I thank (...) Art in All of Us for opening up a whole new world to me and my students!” (Teacher in charge of the PPP in Côte d’Ivoire)

-The reception of the art works from the pals have brought in every participating school happiness, and a feeling of fulfillment, as well as many questions . . . which will introduce new and interesting exchanges for 2007. *“The students absolutely loved the original rap written by one of your students of Marshall Islands . . . our student William was the singer! He took it home and performed it for his mother and father too! There are two snaps of them. They were mailed out today . . . and the students are already anxiously awaiting the reply. We finished them on Wednesday and all day Thursday the students were asking me if I mailed them out yet!” (Teacher in charge of the PPP in Côte d’Ivoire)*

-Since the students don’t communicate directly with their pals, they have to learn to pass a strong and precise message in their art works, ever challenging their creativity and imagination. Indeed, one of the drawings of the Canadian tapestry had the following legend : « *Don’t walk ahead of me, I may not follow ; don’t walk behind me, I may not lead you ; walk beside me, so that we can be friends* »

C. AiA World Art Book:



The aim of this program is the design of a book presenting each country of the World through the eyes of its children

Thanks to all art works collected from children in 2006, and to the fabulous work of the designers of Fundación America, we have been able to start working on the first sketches of this unique book. Since the first launch of our activities in 2005, we have covered 36.5% of our total aim (the 192 countries). We have indeed collected poetries and drawings made from children in about 70 countries since 2005. However, our stock of photographs (which started years before AiA was created) covers 110 countries, representing 57.30% of the total number of countries in the world.



Our school visits program is already established for the next two years, and this will allow us to organize our workshops in all the remaining countries (mainly in North, East and South Africa, North and Eastern Europe, Central Asia, Central America, and Canada)

With all the drawings collected during a year and a half, and the advice of Fundación America's graphic designers, we have produced a first model of this book, testing various designs on 30 countries. Apart from the design, the elaboration of this model also includes the post processing of

our images and poetry stock, as well as the English translation (when applicable) of the poetries written by children in their local language. Such translations were possible thanks to the volunteer work of amateur as well as professional translators.



Our main milestones in 2007 will be:

- conceiving a new and improved model of the book for 50 countries
- finding corporate sponsors and presenting them the draft book. Indeed, the first sketches of the book not only testify of the good progression of AiA's program, but it also backs us up in our active search of sponsors.

Impacts on the children:

Allow them to speak and think about their culture and what it represents

Being able to learn from other countries through the reading of other kids' poems and drawings. As of today, the model of the book has already been shown to many children, and we could already witness with great pleasure their pronounced interest in the artistic discovery of other children and countries... a real and instructive trip all around the world in a few pages, boarding on the pen and eyes of children.



II. THE ORGANIZATIONS AND VOLUNTEER WORKERS AT THE ORIGIN OF THESE ACHIEVEMENTS:

1- The organizations

- UNICEF, one of our most important partners at the international level has already helped us in the organization of our workshops within schools in 31 countries in 2006 (7 in 2005). They have facilitated the necessary contacts with schools, prepared the students to our artistic workshops, and have provided us with an important logistical support (transport, shipping of the (sometimes huge) drawings and poetry packets...). We have also in some occasions provided some field offices with new thematic pictures for their own photograph stock. We will keep on working with this strong partner for the organization of our next visits.

-SOS Children's Villages is another strong international partner for AiA. This Austrian-based NGO has hosted some of our sessions in their Children's Villages and schools. We are currently working on a plan for visiting some of their Villages of Eastern Europe and Africa in 2007.

- Fundación America is a Chilean foundation created on the initiative of the great photographer Roberto Edwards. The foundation has decided to sponsor AiA in the conception and the layout of our AiA World Art Book. They have offered AiA the expertise of their graphic designers and its high-tech equipment, specialized in the printing of photographic books.

-Hughes Hubbard & Reed LLP, an important law firm based in New-York has been working for a few months on the creation of our not-for-profit corporation in the United States. The obtaining of this status will open AiA to the fundraising and corporate sponsorship in North America, and will allow our generous donors to benefit from fiscal exemption for their donations to AiA.

- Numerous local organizations have supported us in the achievement and success of our workshops in schools. See full list in Annex.

2-The volunteer workers

Thanks to an excellent positioning on the Internet, we could benefit from the subscription of numerous volunteer workers in many diversified areas. We have for example worked with philanthropists coming from any corner of the Web on the translation of the numerous poems written by children in their own language.

More than 50 persons have helped us in 2006 in organizing our workshops in schools, fundraising, and public sensitization on our programs.

Without the precious contribution of these persons, we wouldn't have been able to achieve so much in 2006!

III. PROMOTIONAL ACTIVITIES AND REVENUES IN 2006

However, 2006 has not only been a year organized around school visits or the preparation of the World Art Book. It has also been a successful promotional year. AiA's revenues easily testify it:

Photo sales (via internet stocks, AiA website, exhibitions): we have sold many photographs in 2006 (summing a total of EUR 2,052)

Exhibitions: we have organized 6 exhibitions in 2006, thanks to which we could sensitize our broad public to AiA's activities, and sell some pictures:

«8 Obbiettivi del Millennio per lo Sviluppo », Mediateca di Milano, Italy

«The 8 UN Millennium Goals viewed by the Children», Art Gallery 100, Antwerp, Belgium

«Smiles of the World», Netway, Belgium

«Sortez-moi de là», Unicef, Belgium

« Los 8 Objetivos del Milenio para el Desarrollo », Biblioteca de Santiago, Chile

« Les 8 Objectifs du Millénaire de Développement vus par les enfants », Galerie Futurart, Belgium

Her Majesty Princess Mathilde of Belgium has inaugurated the exhibition illustrating the new campaign against exclusion of the UNICEF Belgium "Sortez-moi de là", giving a tribute to the whole staff of AiA and to all the children who have taken part to AiA workshops in 2006 for their work.

Corporate partnerships: Netway, a firm active in website ergonomics, has chosen to associate AiA to their year-end event in a very creative way: organizing an exhibition of photographs ("Smiles of the world") for their clients... and offering these photographs to their clients at the end of the event. The whole event has contributed to AiA revenues for an amount of EUR 2,307)

Fundraising: AiA has received many donations, through the wedding of two very creative friends, who had called for donations to AiA on their wedding invitations (Sandrine Wanet and Bruno Hellemans). Through this initiative, AiA has registered 53 donations, totaling an amount of EUR 2,833.

We have received many other independent and spontaneous donations, for a total of EUR 2,080.

Photographic competitions: AiA submitted pictures throughout the year to many photographic competitions; which has proven successful at the end of the year, as AiA won a competition initiated by a creative internaut of the artistic website deviantArt (<http://duvallgear.deviantart.com/journal/11281112/>). The first prize given to AiA was of EUR82. During the month of July 2006, AiA was awarded the Deviousness Award, which allowed us an excellent exposure on the internet for one whole month. As a direct consequence, AiA has registered many new volunteer workers.

Christmas Market in Brussels: AiA has participated to the NGO's and not-for-profit corporations' Christmas Market organized by Care for the Children. Thanks to our presence at this event, we presented our activities to the public and sold some pictures (for a total of EUR100).

Corporate sponsorships: We have received some traveling bags from Lowepro, to better protect and care for AiA's technological material during travels (for a total value of EUR410).

Weinberg Travel Agency: has been of great advice in the establishment of AiA's itinerary in 2006 ; they have also chosen to support AiA in a financial way, as they sold us all tickets for 2006 at cost price, and have made a donation of EUR200.

Applica, a consultancy group working in the area of Labor market studies has also supported part of AiA's programs in 2006, with a donation of EUR200.

Despite a very good state of its revenues for 2006, AiA is still mainly self-financed; however, a strong low-cost policy has allowed our on-the-field team to reduce costs to the minimum possible. Indeed, they were hosted by locals as much as possible (212 nights hosted in 55 families in 2006), and took collective transportation means as much as possible (much longer means of travel, but way cheaper than flights! 45,231 km overland were made with public transportation in 2006).

IV. FINANCIAL REPORT 2006

1. Income statement in euros:

| Charges | | Revenues | |
|--------------------------|-----------------|------------------------|---------------|
| Goods and services | (28.073) | Memberships | |
| Remunerations | | Donations and bequests | 13.113 |
| Other goods and services | | Subsidies | |
| Other charges | | Other revenues | 2.730 |
| Total Charges | (28.073) | Total Revenues | 15.843 |

AiA closes 2006 with a deficit of EUR12,230 and a positive balance on its bank account (EUR240).

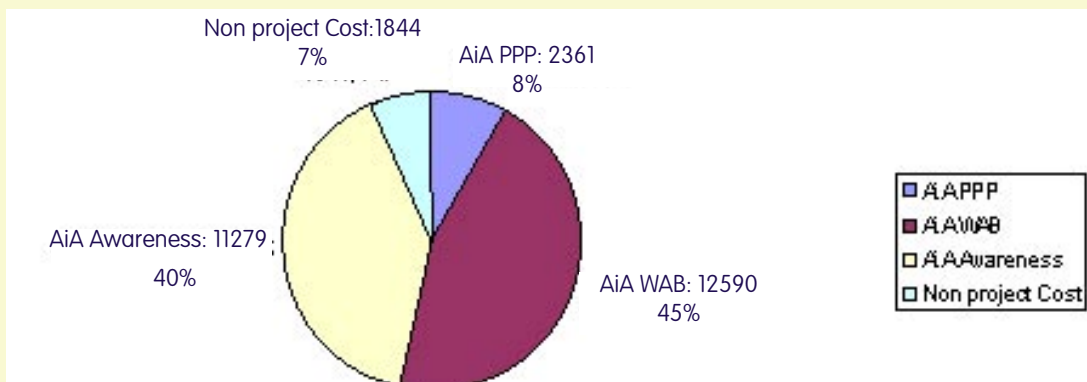
The two last quarters show a positive position thanks to very good photo sales.

A. Costs per program (in euros):

AiA PPP (Pen Pal Program)

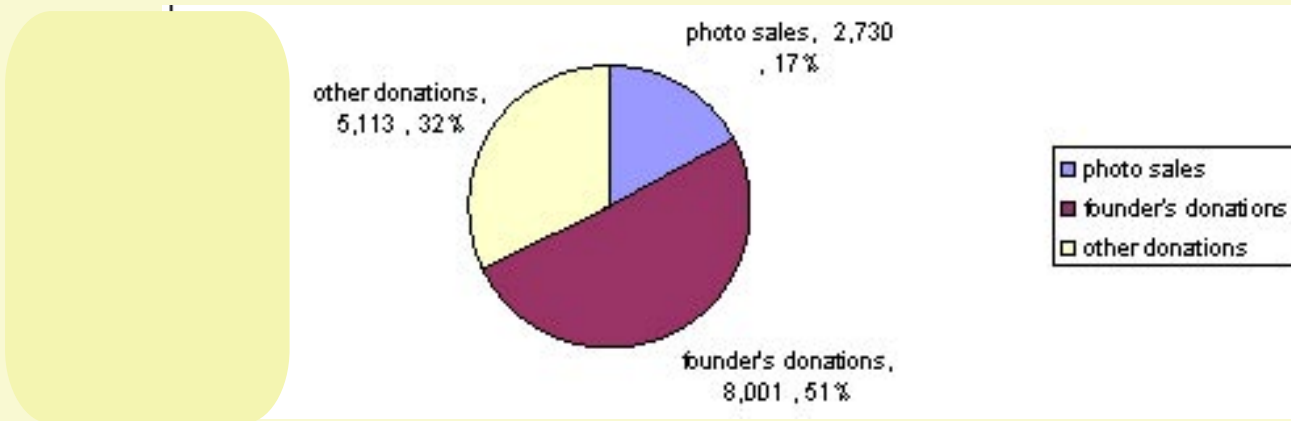
AiA WAB (World Art Book)

AiA Awareness



Note : « non project costs » represents all the costs that couldn't be directly linked to a program.

B. Revenues (in euros)



V. CONCLUSION AND SCHEDULE FOR 2007:

Our 2007 activities have already taken a very good start: the itinerary of our on-the-field team has been shaped: <http://www.artinallofus.org/itineraryDetail.htm>.

This year, schools are waiting for us in Central Africa, Eastern Europe, Central Asia and Central America. In February, AiA has already received many good news, foretelling an even more thriving year in 2007.

-The opening of AiA in the United-States as a not-for-profit corporation. We are now in the (long) process of filing for the tax exemption status

-PricewaterhouseCoopers: having participated to a new charity program launched by PwC Belgium, we have received a donation of EUR1,000 and 160 man-hour of consultancy services in the organization of a fundraising high-standing dinner in 2007.

-Childhood Fair « Little & Junior » It's so good, the organizer of this event has generously chosen to donate AiA a part of the benefits from entrance tickets; AiA will also be present during the fair, with a presentation stand and a joint exhibition of photographs and children artworks. (fair dates: 23-25 march 2007; more info on www.littlejunior.be and www.artinallofus.org/exhibitions.htm)

-Many new volunteer workers have added up to the Belgian team; their creativity and their expertise in management and marketing will help us meet our objectives for 2007.

-The launch of a new fundraising campaign oriented towards corporate sponsorship.

-The consolidation of our PPP structure, linking even more schools in 2007.

-Organize new exhibitions (2 are already confirmed in Brussels –March 2007– and Toronto –May 2007–)

-Memberships. As an a.s.b.l. (Belgian equivalent for not-for-profit corporation), and to ensure some regular revenues for the organization of its daily activities, AiA gives the possibility to the individuals to become official members and to support it either financially or with working hours.

-To those who have time and wish to contribute to AiA programs (from 2 to 4 hours a month) AiA offers an "active membership" in areas from the organization and management to fundraising activities.

-To those who lack time, but still wish to support and closely follow the activities of AiA, we offer a new membership program.

Throughout this year and thanks to the help of our active volunteer workers, we will lead many activities, to ensure AiA's financial sustainability: membership management, fundraising campaigns, corporate sponsorship submission, develop our accessibility and visibility on the Internet.

... What about AiA's evaluation from the kids?

When asked "What have Art in All of Us' workshops brought you today?" the kids answered us the following:

"I have learnt to take photographs and how to be a good photographer"

"I have learnt about new countries on the world map" (Cambodia June 2006)

"We have learnt to dream about other countries"

"You showed us a big map of the world and you allow us to have fun learning geography"

"We did a lot of games and learned about culture of other countries" (Bhutan April 2006)

"We love these activities as it has given us an opportunity to express ourselves. I hope they chose my painting for their book." (Sehrish, 10 years, Pakistan April 2006)

"We have learnt to work socially together"

"You allow all the children from every country to express their opinions"

"You allow us (children throughout the world) to know each other better and become friends"

"You showed the adults that a child can even have more thoughts than the adults"

"You let everyone discover the talents of the children"

"We could each one of us take photographs and express our creativity"

"You have taught us about the culture and traditions of other countries" (Syria March 2006)

"Today is the most beautiful day of my school life. I would like to thank Art in All of Us for coming here in Brazil." (Joanna, Brazil October 2006)" (Joanna, Brazil October 2006)

"I really like 'Kak Anthony' and 'Kak Stephanie'. (Because of them) I get to see where children from other countries live and it makes me want to go there and play with them like 'Kak Anthony' and 'Kak Stephanie' do." (Salsa, Indonesia, August 2006)

"There is no difference between us and other children from other countries" (Nour 10 years, Syria March 2006)

"There are some children in the villages that have talents but don't have the opportunity to develop it" (Rehab, 10 years Egypt, March 2006)

Appendix: schools and organizations

| Country | School/Children Center | Coordinating Organization |
|----------------------------------|---|--|
| Argentina | Escuela 66 : E.E.G.B., Resistencia | |
| Australia | Manly Primary School, Brisbane | |
| Bangladesh | Baliadanga Government Model Primary School, Jessore | Unicef |
| Benin | 1.Ecole Primaire Publique de Kode, Adjohoun 2.Ecole Urbaine Centre/A, Porto Novo | Unicef Regard de la Jeunesse |
| Bhutan | 1. Sunshine School, Thimphu 2. VAST, Thimphu | Unicef VAST |
| Brazil | Escola Estadual Castro Alves, Dourados | |
| Brunei Darussalam | Bakti Dewa School, BSB | |
| Cambodia | SOS Children Villages, Siem Reap | SoS Children's villages |
| Cameroon | Ecole Primaire Publique, Gayak Ecole annexe de Harde, Maroua | Unicef |
| Canada | Geisher Camp, Toronto | |
| Central African Republic | Ecole Mixte Ngaragbs, Bangui | |
| China | Da Xing Chang Primary School, Chongqing | UK Cultural Consulate of Chongqing |
| Côte d'Ivoire | Circonscription scolaire Anyama, Abidjan | Club des Amis de la Culture Universelle |
| Egypt | Tahseen Alseha School, Gena | Unicef |
| Estonia | Tallinn Laagna Kindergarten-Basic School | |
| Fiji | Nadi Airport School, Nadi | Unicef |
| Finland | Pääkaupunkiseudun Omaishoitajat ja Läheiset ry, Helsinki | Pääkaupunkiseudun Omaishoitajat ja Läheiset ry |
| Ghana | Jacob Wilson Sey Primary School, Cape Coast | |
| India | Girls'rural education center, Pehchan project, Bhimpura | Unicef, DIGANTAR |
| Indonesia | Wulandaru School, Jakarta | |
| Israel | Democratic school, Herziliah | |
| Italy | Scuola Elementare di Caselle Landi, Lombardi Scuola Elementare di Corati, Milano ADDH Negri Scuola Giulio Romano , Milano Istituto Omero, Monza | Unicef |
| Japan | Kamishimada Primary School, Tsushima | Alliance Francaise de Nagoya |
| Jordan | Al-Bayan School, Amman | Unicef |
| Kiribati | War Memorial Primary School | Unicef |
| Lao People's Democratic Republic | Children Education Development Center (CEC), Vientiane | Children Education Development Center (CEC) |
| Lebanon | College Protestant Francais de Beyrouth | Unicef |
| Malaysia | Sekolah Rendah Stella Maris, Ampang - Selangor | |
| Mali | Ecole Primaire de Banankoro Ecole Primaire de N'Goa | Unicef |
| Marshall Islands | Majuro Cooperative school | |
| Micronesia (Federated States of) | Calvary Christian Academy Primary school | |
| Myanmar | Myanmar Buddhist Orphanage Association, Mandalay | |
| Nauru | Nauru College | |
| Nepal | CWIN Center for children at risk, Kathmandu Valley | Unicef |
| New Zealand | One People One Planet | One People One Planet |
| Niger | Ecole Primaire la Poudriere III, Niamey | |
| Nigeria | Rantya Jos School, Jos | |
| Pakistan | Government girls elementary child friendly school, Sheikhpura | Unicef |
| Palau | Koror Primary School | |
| Papua New Guinea | Wardstrip Primary School | Unicef |
| Paraguay | Vy'a Renda Center, Asuncion | Fe y Alegria |
| Philippines | Culiat Elementary School, Quezon City | |
| Republic of Korea | SOS Children Villages Seoul | SoS Children's villages |
| Russian Federation | St Petersburg Primary School | |
| Samoa | Vaimoso Primary School, Apia | Unicef |
| Singapore | Stamford Primary School (govt school) | |
| Solomon Islands | 1.St Nicolas School 2.St John School | Unicef |
| Syrian Arab Republic | Tatbikat Maslakya School, Damascus | Unicef |
| Thailand | Municipality School (Ban-ta-ta-pao), Chumphon | |
| Timor-Leste | Refugee camp, Dili | Unicef |
| Tonga | Tonga Side School, Nuku'Alofa | Unicef |
| Tuvalu | Nauti Primary School, Funafuti | |
| United States of America | Ribet Academy, Los Angeles | |
| Uruguay | 1.Escuela 163, Montevideo 2.Escuela 70, Montevideo | |
| Vanuatu | Melapoa College | Unicef |
| Vietnam | SOS Children Villages, Ben Tre Phan Tay Ho Primary School, Ho Chi Minh City | SoS Children's villages |