



2019

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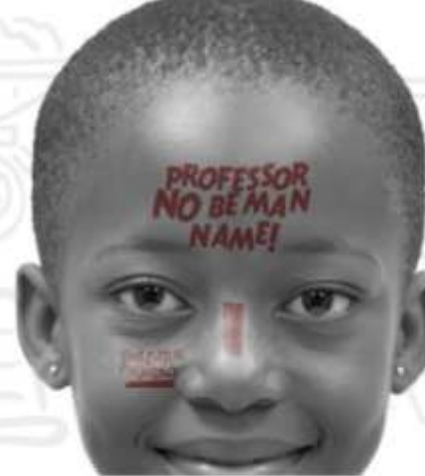
SLUM ART



**EDUCATIONAL
MONUMENT**

CORPORATE SOCIAL RESPONSIBILITY

FCMB



INTRODUCTION

We will be building Educational Monuments in 10 Slums within Lagos states, this schools have two distinct focus group with clear objectives but function as one establishment

Creative Primary Education: this is the regular primary school that runs 8am to 2pm, with the use of visual aid to encourage and support education of children in the slum. This school will be free education for 100 children every year.

School of Art: the After school is focus on training 20 children every stream (3 months) on various creative art skills, this will include painting, recycle art, installation, digital art etc. this is to create a gainful empowerment for young people and generating income for the participants



EDUCATIONAL
MONUMENT



EXECUTIVE SUMMARY

Through interactions with various slums in Lagos, it has been observed that a major percentage of children from the slums are illiterate/lack formal education, have low self-esteem and a subjective mindset. Growing up in such an environment causes a negative effect on the child, consequently, this has a major impact on contributions to economic development and realizing a promising future. Children from this environment are unable to secure employment and/or obtain entrepreneurial skills to remain useful for the government, and his/her community. Often times these issues are attributed to poverty and lack of training to unlock and develop in-built potentials. Often times, the child in question is vulnerable and open to bad influence when idleness is maintained. This is a potential threat to safety, security, mental and economic growth; therefore, a solution must be implemented.



EXECUTIVE SUMMARY

The Slum Art project is a charity organization with the mission to mentor and build up creative art talent of young people from the slums, we have a five year framework to give this young people voices and equip them with the right artistic skill/tools to help reduce poverty over a long term period.

We launched the Slum Art project with Canon on the UN Day of Action on 25th September 2018. This was attended by the United Nations Information Centre (UNIC), and the project goal was discussed in the 73rd UN assemble to create a sustainable change in Africa and the World at large.

Track Records



GUINNESS WORLD RECORDS

CERTIFICATE

Federal Republic of Nigeria was the host nation for the record for the largest painting by numbers which measures 3,130.55 m² (33,696 ft² 138.2 in²). The painting was completed on 10 October 2010 by the Ecole de Dessin in Lagos State as part of the Nigeria at 50 celebration.

GUINNESS WORLD RECORDS LTD

GUINNESS WORLD RECORDS

CERTIFICATE

The record is hereby set with a total of a single letter of 422 letters which is the longest word in the world. It was set by the Nigerian artist, Mr. Oluwole Odejinrin, on the 10th of October 2010 in Lagos, Nigeria.

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GUINNESS WORLD RECORDS LTD

...LEAD FACILITATOR

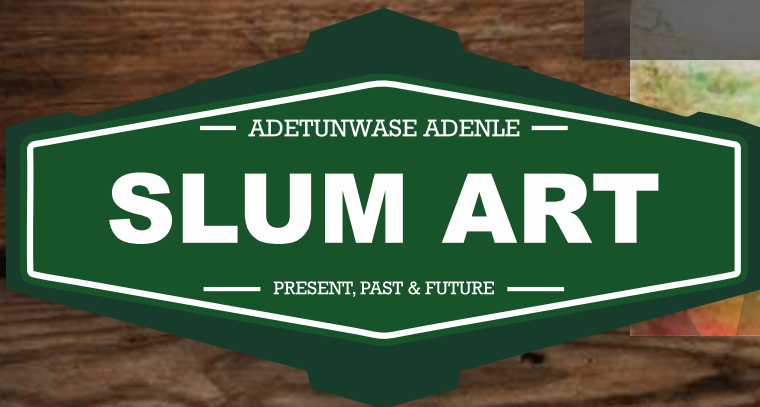


Track Records



OUR RECRDS (October 2010)

Guinness World Records for the largest painting by numbers to celebrate Nigeria at 50 and GWR day. Nigeria certainly had every reason to be proud as it hosted the Largest Painting by Numbers. This feat was achieved by a team of professional painters, school children and volunteers. The painting took five days to complete and was a fitting tribute to celebrate Nigeria at fifty.

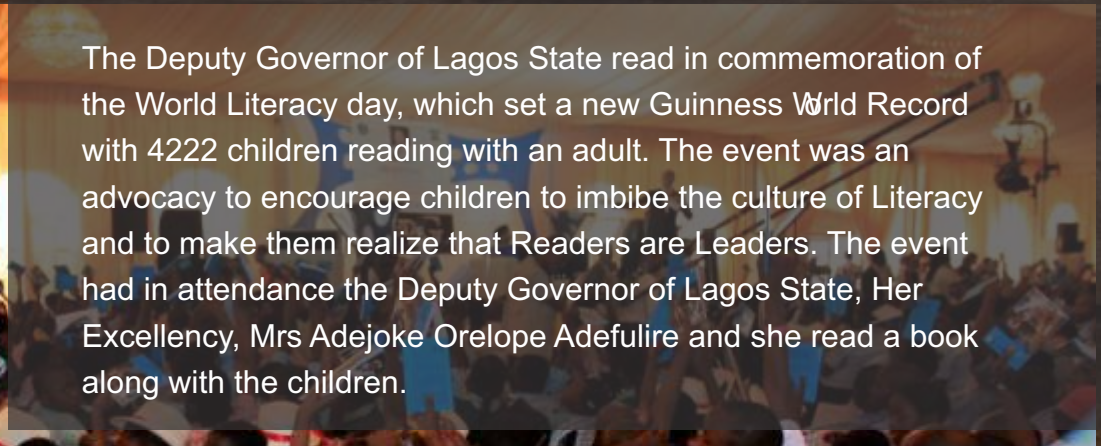




Track Records

THE WORLDS LARGEST NUMBER OF CHILDREN READING WITH AN ADULT - September 2011

The Deputy Governor of Lagos State read in commemoration of the World Literacy day, which set a new Guinness World Record with 4222 children reading with an adult. The event was an advocacy to encourage children to imbibe the culture of Literacy and to make them realize that Readers are Leaders. The event had in attendance the Deputy Governor of Lagos State, Her Excellency, Mrs Adejoke Orelope Adefulire and she read a book along with the children.



— ADETUNWASE ADENLE —

SLUM ART

— PRESENT, PAST & FUTURE —



Track Records

THE WORLDS LARGEST NUMBER OF CHILDREN WASHING HANDS - October 2011

Guinness World Records for the largest number of children washing hands was achieved with UNICEF and Unilever Nigeria with 37,809 children to celebrate the global handwashing day.

The project was sponsored by LIFEBOUY soap in partnership with Lagos State Government.





Track Records

THE WORLDS LARGEST POSTAL STAMP GWR DAY - November 2017

The largest special stamp is 2.448 m² (26 ft² 50 in²) and was achieved by the School of Art Nigeria and Lagos State Government (both Nigeria) which was measured at the Top Laurel School, in Lagos, Nigeria, on 17 November 2016.

The project was to commemorate the Lagos at 50 celebration, and unveiled on Guinness World Records day.





THE PROJECT

SLUM ART

EDUCATIONAL MONUMENT BUILDING

The Educational Monument will encourage Art literacy and give gainful empowerment among slum dwellers

This project has various elements of the 17 SDGs to create a sustainable behavioural change

This will be a core CSR project as we will be having other training and supporting partners run the facility for 5 years





WASTE ART



**BEAT
PLASTIC
POLLUTION**

We create a cleaner Lagos as children have fun converting pet bottles into creative functional decorative art works



**BEAT
PLASTIC
POLLUTION**

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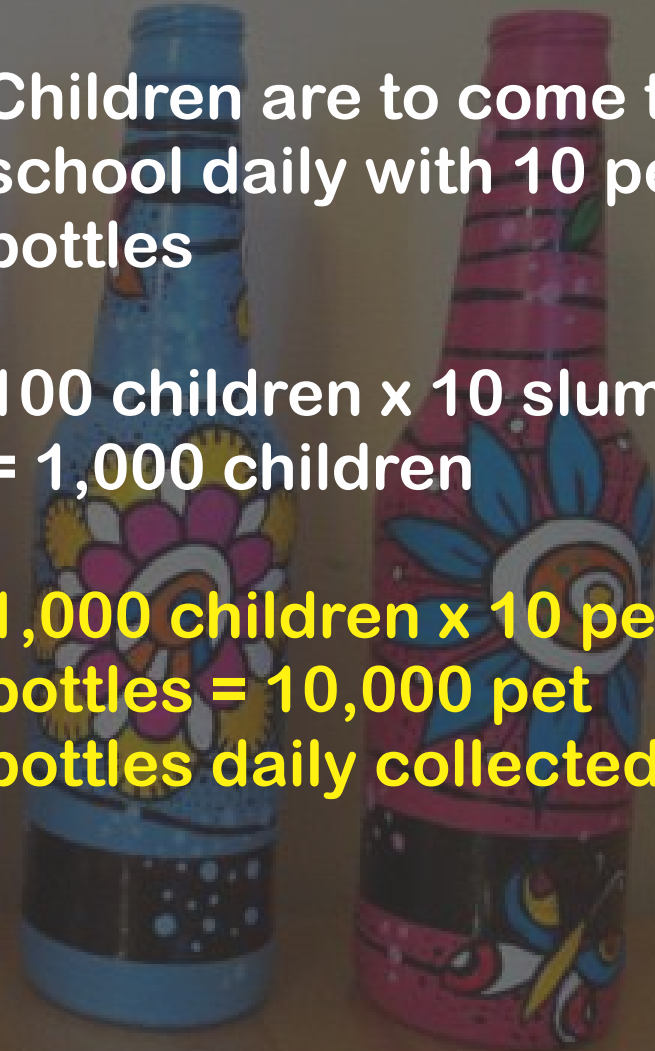
LARGEST
FISH
MADE
OUT
OF
300,000
PLASTIC
BOTTLES



Children are to come to school daily with 10 pet bottles

100 children x 10 slums
= 1,000 children

1,000 children x 10 pet
bottles = 10,000 pet
bottles daily collected



EXPECTED DELIVERABLES



·Put 200 children from 10 slums in Lagos State through creative art tutorship and mentoring. Creative arts teachers will work with the children to help develop their skills and generate income for themselves and their respective community. Target groups are children aged 10 – 17 years old, training sessions will be organized every weekend, making twelve trainings in a month and will be completed over three months (this would be referred to as a stream).

·Every month, these children will create 400 creative artworks, which include painting, mosaic, drawings, watercolor painting, charcoal drawing, digital art, woodwork, building art, photography and sculptures. All artwork will be framed and exhibited. In total 1,200 artworks will be created at the end of each stream.

·The training school facility will be a multi-purpose iconic building in each slum; School of Art has received pre-approved sites to build the facility by the head of the community.

EXPECTED DELIVERABLES



·In collaboration with sponsors, the artworks will be showcased and sold at an arts exhibition to be organized by School of Arts at the end of the year.

After the artwork sales, a business model will be used to ensure money generated is shared in the following ratio; 50% to community development, 30% to the child artist to sustain his education and mental health and 20% goes to the sustainability of the project.

In the course of the annual training, each child has the benefit of mentorship from his trainer as well as one to one consultation. This gives the child a chance to develop a better mindset and orientation as well as gain a sense of fulfillment for contributions made to personal and community development.

As part of Slum Art, a need assessment will be carried out to grow art education within ten slums in Lagos Nigeria and build educational monuments to encourage skills learning.

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**PROBLEM
STATEMENT**

It has been observed that a major percentage of children from the slum are less-educated, have low self-esteem and a distorted mindset. Growing up in such an environment, there has been a negative impact on the child which in turn has a major effect in the economy system, future of the child and the generation to come. The inability for them to secure employment and obtain entrepreneurial skills to stay useful for the government, community and their families is due to poverty and lack of proper training to unlock and develop in-built potentials which makes the child vulnerable and open to bad influence when idleness is maintained. This is a threat to the future and a solution must be implemented



**NEEDS
ASSESSMENT**


- Prevent drug abuse through Slum Art
- Gainful empowerment
- Improving mental wellbeing and child development through Slum Art
- Provision of community developmental needs through funds generated by Slum Art
- Providing a sustainable water and wash hygiene through funds generated



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PROPOSED METHODOLOGY



Community need assessment - From the situation analysis of slums in Lagos, 10 slums have been selected to participate in the project due to the level of poverty; perpetual hunger, living in poor housing conditions without water, feeding and sanitary facilities, insufficient income, malnutrition, lack of access to social services, illiteracy/no formal education, unemployment, crime rates, prostitution and flooding.


The goal is to see twenty children from the slum each year become empowered, generating income for the child and for community development, saving each child from idleness and bad influence. Thus, regeneration of the mind of the child through mentorship and creative art training. This reduces idleness, unemployment and over-dependence on the government. New job opportunities are also created.



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PROPOSED METHODOLOGY



All children from the slum within the target group are qualified to register. There will be a verification process to confirm their ages, place of origin and potentials to ensure they qualify. After the registration and verification process is complete, accreditation of each individual takes place.


Focus group discussions will be organized to understand the child's needs to aid the transition into adulthood with guidance and support. Also the children will be taken through a guided mental tour of the project's long-term goal.



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IMPLEMENTATION STAGE



School of Art will work with media partners to promote the project and engage with various social media platforms to raise awareness on the initiative. In addition, celebrities will be invited to interact with the children in the slums.

To sustain the children's learning span, a fun environment will be created to provide them with essential internal supplements that aids learning such as fun facilities, music and refreshments.



Media Advocacy

Using the media to help promote the objectives and goals of the project, which come from the project's vision and mission.



Volunteer

Volunteers are needed to handle different sections of the training. They are seen as partners that will help in the implementation of the project as well as contribute effectively to its success. The Volunteers also help in the project awareness through social media and blogs, capturing every moment at the slum. A special online mentor-ship program is attached to volunteer's benefits.



Social Media Intervention

Social media is an important tool needed for this project. Part of the aim of the project is to create an awareness of the struggles of the slum child and since social media is a universal tool that covers a wide geographic range within a short time, it is therefore needed in the course of this project. Articles and content will be created by volunteers and posted online as a means of intervention for the project. Pictures will be uploaded online too to show happenings.

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**MEDIA INTERVENTION
AND ADVOCACY**



Celebrities

Every week, a celebrity will be invited to join the children in painting and give a form of encouragement and motivation to the children and also use their handles as an advocacy to make these children voices heard all over the world. The aim of the celebrity intervention program is to encourage and motivate the children during painting and their presence at the venue gives the children a feeling of being valued.



Direct Intervention Process

Children learn in a fun environment, we have to sustain their learning span by providing them with essential internal supplements that aids learning like “feed a child”, a fun atmosphere where there is music and other fun facilities

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Project Outcome

-At the end of each stream, a total of 400 children will have undergone life transformation with guidance and support into adulthood via art and mentorship

-400 creative artworks which include painting, mosaic, drawings, watercolor painting, charcoal drawing, will be created by these children in a month and all artwork will be framed and exhibited. and 50% of the funds generated will be used for direct intervention in the community.



Sustainability

Artwork made by the children will be auctioned. The fund generated will be use to create intervention projects in the community. 40% of the money generated goes to community development, 30% goes to the child artist, 20% goes to the sustainability of the project and 10% goes to the marketing agency for the artworks.



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SUSTAINABILITY AND EVALUATION

All the artwork made by the children will be auctioned. The aim is to use funds generated to create other intervention projects in the community and as a result address some of the gaps identified in the area of infrastructure, improving water, sanitation and hygiene as well as education. Slum Art merchandise/royalty such as t-shirts, face caps will be produced.

Anticipated Results

- **200 children gain life skills via creative art and mentorship**
- **Improving mental wellbeing and child development**
- **Contributing to community development**
- **Reducing idleness, unemployment and over-dependence on the government and others**
- **Creating employment opportunities**



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BENEFITS TO FCMB

These historic building will give national and international recognition to FCMB for her contribution to educational and social development in Nigeria

The Slum Art project has a Guinness World Records targeted breaking event, this shall be aired on CNN and various international electronic, social and print media. The Educational Monument buildings will be showcased across these medium

The Educational Monument Buildings will be wholly branded with the four iconic pillars along the sparkling white painting will make the educational building stand out and well branded for FCMB. Artwork/paintings can be used for your promotional materials (i.e. Annual Calendar and Christmas Greeting card)

This will further Increase your organisation positive appraisal in the heart and mind of millions of Nigerian, Africa and the rest of the World.

The Grand Lunch of the Educational Monument Building will be graced by International embassies, Government officials and people from various walks of life. this event will be branded for your organisation as our major sponsor.

www.slumart.org

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LAGOS SCHOOL OF ART