



FOR COMMON GOOD

YOUTH ARTS ENRICHMENT PROGRAM



ABOUT THE CARIBBEAN FASHION AND ARTS FEATURE FESTIVAL

CFAFF is a Non-Governmental Organisation (NGO) that merges arts education with social impact programming to address social issues. Our mission is to focus on the development and execution of pioneering strategies that are transformational, stimulate creative enterprises and address social issues in communities of East Trinidad. Incorporated in Trinidad and Tobago in 2016, our ethos is to prompt greater regional alliances, generate new opportunities for event tourism, contribute to the Caribbean's roster of festivals and highlight all efforts steered in the fashion and arts industries. Until CFAFF, the Caribbean starved for a fashion, film, and arts festival of its own, and our 2016 debut, saw the immediate recognition of CFAFF's potential by Vogue Italia. Since then we have grown, fully invested in community arts enrichment programs especially those that support efforts to address violence, anti-bullying and psycho-social issues primarily affecting youth. We make our mark in community events and exhibitions. Also, many of our activities are evidenced in educational programs that principally target young people, introducing them to innovative ideas and visual arts tools that address violence across the community. CFAFF remains proud of our flagship, EAST YARD Community Arts Centre in Arima, which has gone on to be a premiere cultural hub in East-Trinidad. With community engagement at our core, we take special pride in our large scale mural projects which have taken place at the Arima Velodrome, Arima Amphitheatre, Dahlia Crescent Park - La Horquetta, Clayton Ince Football Field - Maloney, Maloney Government Primary School, Malabar Community Centre and St Mary's Children's Home. As a living entity, we are constantly growing, and we now provide technical and capacity development support to other regional NGOs committed to advancing social change through the arts and culture.

PROGRAM PURPOSE

Art, social change, and youth have a symbiotic relationship. Engaging youth in the Arts has been proven to promote positive, powerful social change in countless art forms, including dance, music, graffiti art, and more. Young people are thus positioned to change the world in meaningful ways through the Arts.

The FOR COMMON GOOD - Youth Arts Enrichment Program, a project by Arima based non-profit, Caribbean Fashion and Arts Festival (CFAFF) will provide an holistic platform for creative capacity building in youth by using an integrated visual and performing arts education and social impact program geared to improve participants' capacity for leadership, self sustainability, social advocacy and ability to build linkages with the wider world.

PROPOSAL SUMMARY

In September 2019, CFAFF's Executive Director, Kevon Foderingham participated in the U.S. State Department's premiere exchange opportunity, the International Visitor Leadership Program (IVLP) which is designed to increase professional knowledge and develop leadership skills. This

IVLP's focus was "Promoting Social Change Through the Arts" and the valuable impression gleaned was the work of the many US based changemakers he met while there as well as the work of the international cohorts on the program. Specifically, their use of the arts to address social issues at a community level. Consequently, CFAFF believes a similar endeavour is applicable in Trinidad and Tobago but with a youth focus. Thus, CFAFF proposes to implement the "FOR COMMON GOOD - Youth Arts Enrichment Program." Adapted from and inspired by the IVLP experience and the new standards of engagement and interaction arising from the COVID-19 pandemic.

The FOR COMMON GOOD - Youth Arts Enrichment Program will in the first instance offer youth aged 14-18 a precious opportunity to develop their unique identities and build skills that will benefit them for a lifetime. The year long, after school arts enrichment program will focus on arts education at its core and include social impact programming to culminate with the annual community-based FOR COMMON GOOD - Arima Youth Arts Festival, an all-day inter school showcase of the arts education and the social impact sensitization deliverables covered in the program. With plans to record and package the festival into a digital product, our international partners will then host screenings in their respective countries with select youth participants and local practitioners participating in a virtual panel.

Facilitators will comprise experienced local artists together with graduates of past CFAFF arts enrichment programs who will build on the existing knowledge and skills of participants, based on their discipline, provide its historical context, and will help develop final works to be exhibited at the Arima Arts Festival in 2021 and international screenings. Specially selected and established international guest facilitators from the the United States, Canada, the Philippines, South Africa, Myanmar and Israel will also be brought onboard to provide master classes in their various fields, support the development of creative entrepreneurship mindsets, while also being themselves a crucial link to building long-term, self-sustaining relationships and linkages between the wider world and Trinidad and Tobago.

With social change being a key component of the overall program, partners from civil society and the non-profit sector will also be brought onboard to deliver modules that focus on civic identity, address community needs, tackle social exclusion, possess educational value, promote social change, and encourage economic development.

PROBLEM STATEMENT

An article from the World Economic Forum Annual Meeting (2017) reports that a 2008 business survey found that 86% of respondents believed that the arts created a more integrated and healthier community, while 88% believed that it had a positive impact on health and well-being. The same article states that a 2015 report from the Arts Council, England posited that each pound of targeted public arts funding returns £5 in taxes. Yet, the arts are underutilised in strategies to impact social change and economic progress. The use of the arts for social change in Trinidad and Tobago is still somewhat limited as there is a gap and a need for integrated, comprehensive, measurable approaches, strategies and activities that use the arts and culture to promote social change, build capacity and nurture and bolster inter-cultural relations.

Trinidad and Tobago is a high income developing country with a GDP per capita of over US\$15,500. It has the largest economy in the CARICOM group but is still plagued with a variety of social ills. When conceptualizing this project and our overall approach we wanted to explore and address specific areas, namely deficiencies in the traditional education sector; community participation and cultural identity and preservation together with targeted UN SDG issues of Gender Equality, Sustainable Cities and Communities, Quality Education, Climate Action and Decent Work and Economic Growth in a holistic way using an ecological model that explores Individual, Community and Societal outcomes.

PROGRAM GOALS AND OBJECTIVES

The main goal of this project is to provide an holistic platform for creative capacity building in youth by using an integrated visual and performing arts education and social impact program geared to improve participants' capacity for leadership, self sustainability, social advocacy and ability to build linkages with the wider world.

CFAFF will contribute to this goal by achieving the following objectives:

CULTIVATION: Increase participants' knowledge and skills in arts and culture. (Individual Level)

By mid-April 2021, increase the knowledge and build the skillsets of one hundred Visual and Performing Arts secondary school students, ages 14-18 from across Trinidad and Tobago, via a 6-month virtual workshop, facilitated by local and international creative practitioners.

CO-CREATION: Increase personal development capacity, leadership competences and social impact proficiencies. (Community Level)

By mid-June 2021, social impact and personal development program facilitators will guide cohorts from the cultivation workshops to focus on how their communities can be made stronger based on the specific themes of Gender Equality, Sustainable Cities and Communities, Quality Education, Climate Action and Decent Work and Economic Growth. This will then be merged with learning from the previous sessions to be integrated into their final work/presentations.

CONNECTION: Increase opportunities for sharing of info, resources, materials and dialogue around the arts and its impact on society. (Societal Level)

By the end of July 2021, in collaboration with the Arima Rebranding Committee, host the first annual FOR COMMON GOOD - Arima Arts Festival, an all-day inter school showcase of the arts education and the social impact sensitization deliverables covered in the program. With global reach and connectivity being paramount, the event will be recorded to be shared with the program's international facilitators who will share with their networks via planned screenings and discourse.

PROGRAM ACTIVITIES

Cultivation: Increase participants' knowledge and skills in arts and culture.

CFAFF applauds the Ministry of Education's belief that the arts are organised expressions of ideas, feeling, and experiences in images, sound, language, gesture and movement and its work thus far to build a solid VAPA educational offering. As such, the FOR COMMON GOOD - Youth Arts Enrichment Program will focus on the four disciplines of visual arts, dance, theatre and music.

This 6 month module, to be delivered one day per week will focus on the making of art – studying, practicing, performing, creating, deconstructing, obliterating and recreating art as a skill. Two hour masterclass sessions with our cadre of professional, local and international artists will focus on giving participants the tools to take their ideas from concept to execution, while improving their workflow to take their creations to the next level. This 48 contact hour module will take them through all the steps from 100% start to finish on how to become an efficient artist and create powerful conceptual artworks.

With a mentorship approach, facilitators will guide participants through a thought modelling process that uses circumstances, thoughts, feelings, and action as an intuitive learning approach for conceptualizing artworks. Highly engaging sessions are aimed to not only keep participants motivated, but also gives them an actual in depth insight on how creative professionals work.

At the end of this module, participants will choose what medium their final artwork will be presented in.

Co-creation: Increase personal development capacity, leadership competences and social impact proficiencies.

Upon completion of the virtual cultivation program, facilitators taken from civil society and other non-profit sector partners will be brought on board to do a deep dive with participants into themes of Gender Equality, Sustainable Cities and Communities, Quality Education, Climate Action and Decent Work and Economic Growth and how they impact Trinidad and Tobago communities. Participants will be guided to 'get active' by seeing themselves as agents for change and focus on the theme they wish to represent in their final pieces.

PROGRAM ACTIVITIES (CONTINUED)

With collaboration, as a key aspect of this 2 month, 16 hour module, participants will work together with their social impact facilitators to crystalize the ideas and meanings behind their final presentations, ensuring that the messages they want their pieces to depict are clear, accurate and inline with their chosen theme. We believe this intergenerational collaborative approach allows young people and adults to work across age barriers and divisions to create unity, community and empowerment for everyone involved. Youth/adult partnerships can empower everyone to make and share what's in their hearts and on their minds, especially when they're focused on the Arts. Participants will then have a period to work on their pieces with consultation from arts facilitators from the Cultivation sessions. When young people interact with art in sustained ways that acknowledge its social impact and meaning, they are critically engaging with art.

Connection: Increase opportunities for sharing of info, resources, materials and dialogue around the arts and its impact on society.

In collaboration with the Arima Rebranding Team, host the first annual FOR COMMON GOOD - Arima Youth Arts Festival, which will open up attendance to the general public, not only allowing participants to showcase their work and compete for prizes but also allowing an opportunity to engage public, private and civic sector partners to participate by setting up informational booths and demonstrations with the aim of increasing access to information, resources, materials, tools, people, and agencies who use the arts and culture to affect social change.

With cultural diplomacy through the arts and promotion of "brand T&T" through culture, the one day festival will be recorded and packaged into a digestible video-formatted product that will be then screened at specially hosted events in United States, Canada, the Philippines, South Africa, Myanmar and Israel by our international program partners. To be done in mini-summit format, panelists will comprise selected participants, facilitators and program partners from the public, private and civic sectors, creating a platform dedicated to sharing information, resources, materials, tools, people, and organisations who use the arts and culture to affect social change.

This sharing of talent, discussion, stories of cultural identity, work and overall interaction between Trinidad and Tobago program stakeholders is geared toward strengthening relationships and institutional linkages between Trinidad and Tobago and the wider world to collaborate through arts and culture FOR COMMON GOOD at all levels.

TIMELINE

Sept 4th to Oct 11th 2020

- Finalise agreements with partners ≈∞
- Finalize curricula ≈∞
- Develop and launch marketing plan ≈
- Review applicants & select program participants ≈
- Prepare student packages and materials ≈

Conduct cultivation training programs ∞

Oct 12th 2020 to Apr 10th 2021

Apr 12th to Jun 12th 2021

Conduct co-creation training programs ∞

Participants develop final works and consult with cultivation facilitators ∞

Jun 14th to Jul 14th 2021

Jul 18 th 2021

FOR COMMON GOOD -
Arima Youth Arts Festival ≈

International Screenings

- United States
- Canada
- The Philippines
- South Africa
- Myanmar
- Israel

Jul 19th to 31st 2021

Aug 1st to 31st 2021

Final programmatic and financial reports ≈

PARTNER WITH US

We are seeking to partner with forward thinking organisations that recognise the critical importance of strengthening and building resilient communities.

Working with CFAFF means positioning your organisation as one that possesses a dynamic sense of corporate social responsibility, a supporter of the arts and a champion of youth development.

With Cultivation, Co-creation and Connection and at the heart of this initiative, we take this opportunity to invite you as a sponsor, contributor, collaborator, facilitator or in any way to support our efforts to provide an holistic platform for creative capacity building in youth to promote social change through the arts and build linkages with the wider world, FOR COMMON GOOD.

SPONSORSHIP

The COVID-19 pandemic has created the largest disruption of education systems in history, affecting nearly 1.6 billion learners in more than 190 countries and all continents. Closures of schools and other learning spaces have impacted 94 percent of the world's student population, up to 99 percent in low and lower-middle income countries.

As fiscal pressures increase, and development assistance comes under strain, the financing of education could also face major challenges. As such, the program can only be a success if young people are able to participate fully and delivery of an effective program will require financial support.

We understand the new economic realities that face us all at the personal level and across the public and private sector. With this at the top of our mind while developing this program, we have strived to employ cost saving measures at every level, keeping overheads to a minimum but not sacrificing quality.

LEAD PARTNER
CASH CONTRIBUTION:
TTD \$20,000
(20 Scholarships)

OFFICIAL PARTNER
CASH CONTRIBUTION:
TTD \$10,000
(10 Scholarships)

SUPPORTING PARTNER
CASH CONTRIBUTION:
TTD \$5000
(5 Scholarships)

CONTRIBUTING PARTNER
CASH CONTRIBUTION or IN-KIND:
TTD \$1000 - \$4000
(1-4 Scholarships)

KEVON FODERINGHAM - BIO

Born and bred in Arima, Kevon Foderingham is an Arts for Social Change Advocate; Founder of Caribbean Fashion and Arts Feature Festival and EAST YARD; Designer of the Green Violet line of men's accessories and a Personal Brand Visioning Coach.

A former restaurant manager and publicist while in the UK, Mr Foderingham became immersed in development work upon his return to Trinidad in 2005 and has since functioned as a youth career enhancement facilitator at the Youth Training and Employment Partnership Programme, Program Administrator at the Trinidad and Tobago Insurance Institute and served for over six years as Regional Marketing and Communications Manager at PSI-Caribbean, the regional headquarters of global public health non-profit PSI where he oversaw marketing of the organization's HIV, Non-communicable Disease and Gender-based violence prevention programming in 11 Caribbean countries.

An avid supporter of local culture and all things youth, Mr Foderingham has been involved with and led several projects in Trinidad that have provided a platform for young local talent such as R.A.S.H. Magazine (2008-2011), the talent showcase, Euphorum (2009-2010) and sat on the board of the Trinidad chapter of the YMCA (2005). He recently sat for three years on the board of the Indigenous Creative Arts Network (ICAN), part of the IDAKEDA Group which is responsible for the Kambule Reenactment during Trinidad's Carnival and currently sits on the board of the Trinidad and Tobago Bridge Initiative, the entity responsible for the Caribbean's premier transformational festival, NEW FIRE Festival.

In 2016 Foderingham founded and currently serves as Executive Director of Caribbean Fashion & Arts Feature Festival (CFAFF), a non-profit arts education and promotion organization, incorporated with the mission to utilize the arts to directly address social issues affecting young people and retirees primarily, in Arima and East Trinidad. Thus far, CFAFF has successfully engaged over 100 youth with its Art Enrichment program that focuses on visual arts education and gender-based violence prevention training.

Each year CFAFF also hosts its multifaceted fashion-film and arts festival in Arima, which has screened and honoured the best fashion related films from the region and beyond and has been featured in Vogue Italia (Italian Vogue). Through CFAFF Foderingham has been able to spearhead East Trinidad based community rejuvenation initiatives through large scale mural projects at the Arima Velodrome, Clayton Ince Football Field in Maloney, Dahlia Crescent Park in Maloney, the Arima Amphitheatre, St Mary's Children's Home and most recently Maloney Government Primary School, bringing together artists such as Sarah Burrows, AJ Rogers, Kevin Vincent, Nadya Shah, Danielle Boodoo Fortune, Sheldon Warner, Ken Reyes and Turunesh Raymond to name a few. In 2018, CFAFF partnered with the Ministry of Community Development Culture and the Arts on its Technical Camp initiative successfully hosting a 6 week visual arts technical camp for East based adults, which went on to be the largest camp that year and culminated in an art exhibition covered in the local press.

Foderingham is also founder of EAST YARD, East Trinidad's premiere arts space, founded in 2017 and located on Prince Street Arima. Conceptualized to serve as a physical creative hub to connect and engage the local community through the arts on a regular and ongoing basis, the space serves as the home for several CFAFF arts education programs as well as exhibitions and various creative events. Through EAST YARD, Foderingham has been able to bring traditionally Port-of-Spain based cultural events to audiences in Arima for the first time, namely Anima Caribe, Bocas Lit Fest's National Poetry Slam's East Auditions and Gillian Moore's long standing Songshine Open Mic series. The venue has been graced with performances from such local stalwarts as Earl Lovelace, Ozy Merrique, Rubadiri Victor, Lisa Allen-Agostini, Marge Blackman and Nickolai Salcedo to name a few.

Visual art remains centre stage at EAST YARD and the space has attracted international creatives to Arima. Among international visitors were, three American artists, namely Christopher Paul Jordan the recipient of Neddy Artist Award in painting, the James W Ray Venture Project Award, the Jon Imber Fellowship and the GTCF Foundation of Art Award; Allana Morris-Van Tassel, a Juilliard trained choreographer, educator, and producer, named in 2018 as one of Dance Magazine's "25 to Watch!"; and Fulbright alumnus Tammy Kremmer. Other visitors have included British artist Jacob V Joyce, currently working as an illustrator for Global Justice Now, and creates the artwork for international human rights campaigns; British based performance artist Jamal Gerald, who was commissioned by Leeds based Transform and Theatre in the Mill, to make a new show called 'Idol', which premiered at Transform 19 in Leeds; and most recently Italian cultural anthropologist, Maica Gugolati. All of these cultural practitioners have either been resident on-site at EAST YARD, or have facilitated public learning sessions for Arimians.

KEVON FODERINGHAM - BIO (CONTINUED)

In 2019, Foderingham was an Associate Producer and the Production Designer for local feature film, Queen of Soca, for which he lobbied scenes to be shot at the Arima Townhall and EAST YARD. The film went on to open the Trinidad and Tobago Film Festival 2019.

Also in 2019 he served as curator of 'Lived In,' Trinidad and Tobago's host country contemporary art exhibition for CARIFESTA XIV, which was showcased throughout the festival in NAPA's downstairs foyer.

In September 2019, Foderingham participated in the sought after International Visitor Leadership Program (IVLP), which is the U.S. Department of State's premier professional exchange program that allows current and emerging foreign leaders in a variety of fields to experience the US firsthand and cultivate lasting relationships with their American counterparts. The theme of the program was "Promoting Social Change through the Arts."

Most recently, Foderingham was elected to the Executive of the Arima Community Council and was a speaker on The Thread | Conversations Beyond The Return, Presented by Tastemakers Africa, which is a monthly-ish series of conversations unpacking the potential for Pan-Africanism in a post-"Year of Return" moment for the culture. Since its inception as an in-person event in Washington, DC The Thread has gone virtual reaching nearly 7,000 people from 50+ countries.

