

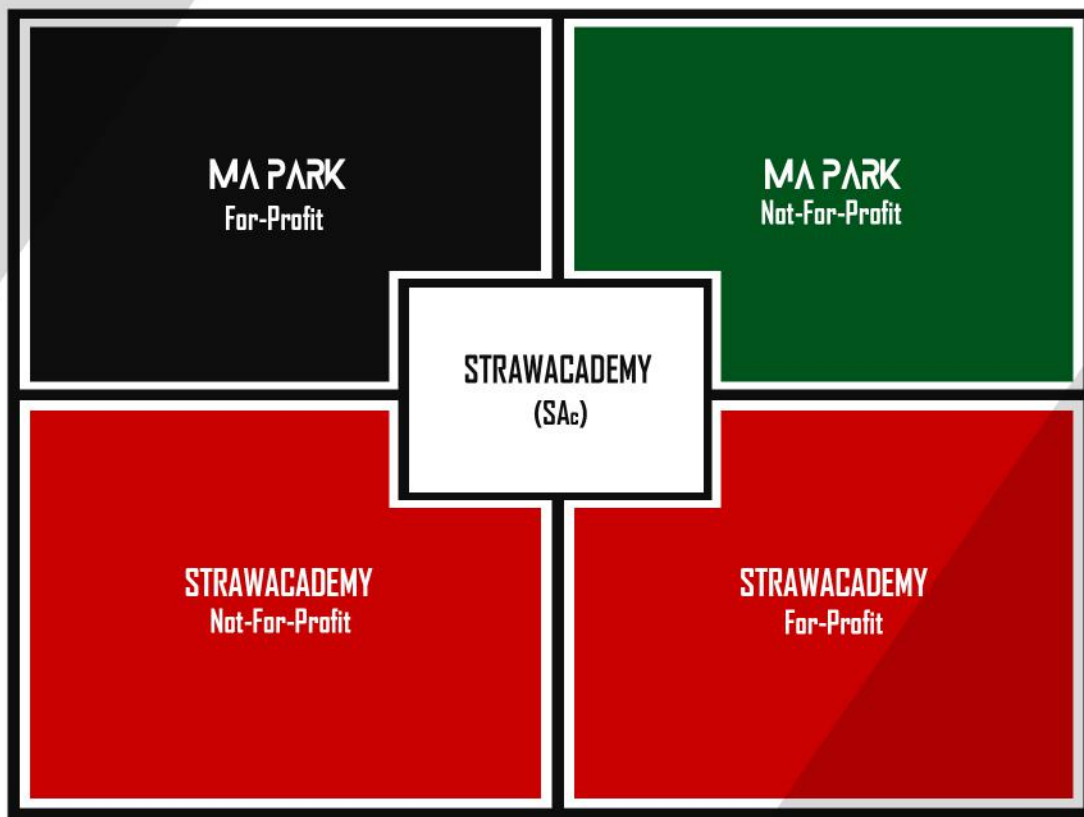
STRAWACADEMY

MA PARK

Not-for-Profit
PROFILE

mapark.strawacademy.org

THE 4 ORGANS OF STRAWACADEMY



This document is just for the **MA Park Not-For-Profit** Organ

There are 3 other profile documents like this for each of the 3 other organs
Please view the other profiles if you wish to learn about the other organs

mapark.macalunge.com
strawacademy.org
strawacademy.net & thestrawacademycompany.com

Designed & Published by Strawacademy

Table of Contents

04

Creative Culture

06

Contact Us

08

Project Types

10

Partners

12

Organizational Capacity /
Legal / Core Values

14

Organizational History /
MA Park For-Profit /
Why Partner with us

05

Who we are

07

Initiatives

09

Strategy

11

Team

13

Past / Current Projects

CREATIVE CULTURE



MA PARK

Individual self-discovery is the brick foundation for personal, organizational and national growth and establishment. For everyone's light to shine brightest in this world, we believe they must know themselves fully. Culture only transcends national and generational boundaries when it is consistently upheld and diligently sold out to the world, so its true value and beauty can be recognized. As Africans, we believe that, it is the foundational role of art to uphold and celebrate our culture. MA Park is a brand that makes use of Spoken Word Art to tell our own story, to reveal our culture, language and values, to speak our truth, share our authentic voice and inspire others to become the best version of themselves. With every piece of writing, with every shred of content, we hope to be the voice of the voiceless, raise the voices of the vulnerable, create awareness on societal ills while reflecting the power and beauty of Africaness; our world, our way, our style and our craft

WHO WE ARE



MA park is a Spoken Word Art brand of the organization Strawacademy, which focuses on the use of Spoken Word Art Content (Audios, Videos, Pictures and Text) and Community Engagement through events and digital followership), to foster initiatives in-line with the SDG's around the world.

MA Park carries out Capacity Building for Artists and unites them with its network. It is equally a platform raised to echo to the world, the stories of voiceless individuals and communities across Africa, to inspire conversation and corresponding action, steering the wheels of collaborative effort towards positive change.

MA PARK

Spoken Word Art is one of the most expressive forms of art due to its audiovisual nature and the freedom to express ideas with words. Poetry spoken, engages and commands the attention of its audience. Unlike Strawacademy which focuses on the SDG's – 1, 8 and 9, MA Park is designed to implement initiatives in-line with all the 17 SDGs using art.

VISION

Healing the world with words

MISSION

Fostering the implementation of initiatives all over the world in-line with the United Nations SDGs, using creative Spoken Word Art: through art content creation (audios, videos, pictures and text), Capacity Building and Networking of Artists, as well as community engagement (events) for sensitization and advocacy.

CONTACT US



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OFFICIAL WEBSITES

mapark.stawacademy.org
mapark.macalunge.com

HEAD OFFICE ADDRESS

Strawacademy Building, UB Junction, Molyko - Buea

SOCIAL MEDIA

 facebook.com/strawacademy
 Mac Alunge
 @strawacademy
 @strawacademy

7 MA PARK INITIATIVES



Spoken Word Art is not by itself a solution to a particular societal ill, rather it is a catalyst, a tool for advocacy, to improve and foster an already implementing solution. It also address's society's pressing issues, raising awareness of its ills. It increases consciousness and uncovers unaddressed societal wounds so that communities carry on with their healing process. It is a tool to mobilize people for a particular cause. It is designed to attract communities and enhance collaborative efforts towards building a better and more sustainable future. Spoken Word is also simply a means of celebration of our uniqueness, individuality and diversity for peace and unity. It enables horizontal and vertical enculturation and celebrates authentically what it means to be human. It is designed to inspire, to motivate, to educate, to console, to advocate and to persuade for advancement and development.



In a bid to inspire for self-discovery, motivate towards entrepreneurship, educate beyond the classroom and console in times of crisis, Spoken Word Art cuts across all 17 SDG's. It involves advocacy against injustice towards man and nature, awareness of climate change, global warming and the need for wild life preservation, it acts to prevent & remedy gender-based violence, extremism & war, and help individuals deal with feelings of fear, discouragement, rejection, pain, insecurity and other ills. It fosters values of self-respect, respect for nature, honesty, integrity and dignity, as well as a firm relationship with God and self.

MA Park operates with seven initiatives:

INITIATIVE

IMPLEMENTING SDGs

#Art4Peace #ArtToInspire	16 1, 8, 9	- Peace, Justice & Strong Institutions - No Poverty / Decent Work & Economic Growth / Industry, Innovation & Infrastructure
#Art4Earth #Art4Humanity #Art4Health	13, 14, 15 2, 5, 10 3, 6	- Climate Action / Life Below Water / Life on Land - Zero Hunger / Gender Equality / Reduced Inequality - Good Health & Well-being / Clean Water & Sanitation
#Art4Development	4, 7, 11, 12, 17	- Quality Education / Affordable & Clean Energy / Sustainable Cities and Communities / Responsible Consumption and Production / Partnerships for the Goals
#Art4Spirit	3, 16	- Good Health and Well-Being Peace, Justice and Strong Institutions

PROJECT TYPES



For each of the 7 aforementioned initiatives, MA Park carries out the following project activities

- A. Online campaign / Advocacy using art.
- B. Capacity Building for Artists, through Conferences / Trainings
- C. Content Production / Publishing
- D. Community Engagement using Art through Events, Outreach, Concert Tours and Invitations
- E. Artist Community Mobilization and Network Creation for a cause (content, event or online campaign)

Therefore, MA Park is designed to participate in the 35 Project Types listed below

35 Project Types = 7 Initiates x 5 Project Activities

INITIATIVES	ACTIVITY TYPES				
	A	B	C	D	E
1. #Art4Peace <i>Peace Building (16)</i>	A1	B1	C1	D1	E1
2. #ArtToInspire <i>Entrepreneurship (1,8,9)</i>	A2	B2	C2	D2	E2
3. #Art4Earth <i>Environment (13, 4,15)</i>	A3	B3	C3	D3	E3
4. #Art4Humanity <i>Equality / Humanitarian (2,5,10)</i>	A4	B4	C4	D4	E4
5. #Art4Health <i>Well-being (3,6)</i>	A5	B5	C5	D5	E5
6. #Art4Development <i>Development (4,7,11,12,17)</i>	A6	B6	C6	D6	E6
7. #Art4Spirit <i>Spiritual Awakening (3,16)</i>	A7	B7	C7	D7	E7

NOMENCLATURE

For instance..

A1 = Online Campaign and Advocacy using art for Peace Building, fostering SDG 16

D4 = Community Engagement using Art through Events, Outreaches, Concerts, Tours or Invitations for equality / humanitarian reasons to foster SDG's 2,5 and 10

STRATEGY



Our strategy involves 7 critical operational steps when dealing with any community:

1. Work with International Body

We first work with a UN agency or other international Organization operating within our area of focus. We request information on their activities and reports, to understand the initiatives being implemented there, the timeline, the challenges, the context as well as the successes and complexities.

2. Work with Local Body

We equally work with civil society organizations operating on ground to get a clear picture of the day-to-day life realities as well as to get a better understanding of the happenings on ground. This also helps us to understand the community perspective, their needs, their culture, their normal as well as any inter-stakeholder complexities involved especially in crisis zones.

3. Content Creation

Following the intelligence gotten from both the International Agency and the Civil Society, our team then proceeds to content creation and development in line with and to foster the implementing initiatives while being sensitive to the context, culture and complexities of that community or nation.

4. Content Check

The content being developed is showed to both the civil society and the international body, to ensure that it is in line with the overall mission and that it is inoffensive. This process is carried out during production and it is completed prior to content release.

5. Content Release

Content is released and shared to all media and social media platforms with emphasis on the area of focus, to reach as many people as possible.

Content is also shared to influencers, international bodies, civil society as well as political, educational and religious leaders & settings. Depending on the community, MA Park will use different innovative means for the content to reach the highest number of people.

6. Community Engagement

To enhance impact and positive enculturation through the content, MA Park embarks on community mobilization and events for live performances and video screenings.

To make our initiative more inclusive, we collaborate with the artist within that region and embrace their diversity of talent towards the mission. We collaborate with several organizations, institutions, political and religious bodies to enhance community engagement and impact.

7. MER (Monitoring, Evaluation and Reporting)

Based on pre-defined matrices within our Strawacademy (SAc) Project Monitoring & Evaluation Protocol, we assess the effectiveness of the project output delivery at every stage. Our reports are based on two areas of focus:

i. The outcome / impact of our project on the implementation process of the UN SDG initiative.

ii. The overall outcome / impact of our project on the community.

We round off our project with reports, evaluation as well as impressions on our activities and suggestions from the communities, the civil society and the international bodies on how to improve our subsequent actions and operations.

MA PARK PARTNERS

These organizations either hired artists, sponsored events, supported or participated in one or more MA Park Activities. This list is not exhaustive

GOVERNMENT



INTERNATIONAL NGO



BUSINESSES / CORPORATIONS



NATIONAL NGOs



NETWORKS / FESTIVALS



INSTITUTIONS (EDUCATIONAL / RELIGIOUS)



MA PARK TEAM



Mac Alunge
Founder / Director / M & E Officer



Freddy Fosso
Deputy Director / Project Manager



Tantse Tambi
Operations Officer



Tobah Terah
Human Resource / Finance



Toge Ernest
Officer in charge of Content Release



Mukoko Jelissa
Graphics / Online Brand Management



Moumani Arthur
Art Director



Fonepi Leslie
Media / Communications Officer



Charlie Jego
*Officer in charge
of Content Creation*



Nchong Prudence
*Community / Events
Management*



Takor Glen
Data Analyst

MA PARK

ORGANIZATIONAL CAPACITY/ LEGAL / CORE VALUES



CAPACITY

With headquarters in Buea Cameroon, MA Park contributed in the implementation of projects in 14 African countries through partnerships. With 12 staff and close to 40 volunteers, MA Park through Strawacademy has been able to meet its goals and project demands through exceptional corporate leadership and project management. With qualified and experienced staff, as well as workable evidence-based operational systems, MA Park delivers timely project outputs and reliable data through its Strawacademy Monitoring, Evaluation and Reporting Protocol.

MA Park has just one head office in Cameroon but it has established through strategic partnerships in offices in 13 other African countries: Nigeria, South Sudan, South Africa, Togo, Burundi, Kenya, Uganda, Ghana, Zimbabwe, Egypt, Tanzania, Senegal and Morocco

LEGAL

MA Park is the brand name under the NFP Organization Strawacademy with License number **Nº.560/G.37/C84/VOLI/SAAJ**P with headquarters situated at Molyko Buea, UB Junction.

It is important to note that MA Park is just a brand name of Strawacademy and so all legal copyrights belong to Strawacademy. All official documents like contract forms for MA Park will contain Strawacademy name, not the MA Park name.

CORE VALUES

As a United Nations Vendor Organization, we adopt the United Nations Principles of Neutrality, Impartiality, Equality as well as Indiscrimination, Social Inclusion and Civic Responsibility towards Community and Nature

We are committed to complete transparency and integrity, as well respect of the law of every country we operate from. We remain sensitive to each venue's culture, core values and perspectives



PAST / CURRENT PROJECTS (P_x)

for details on our projects, initiatives and activities, please check our website mapark.strawacademy.org

2021

- P₁ The Spoken Word Event with Mac Alunge III**
Project Types: D2, D6, D7, E2, E6, E7...
Estimated Reach: 5,000 people on ground, 50 Million People through Media / Social Media
- P₂ The Human Rights Online Advocacy Project**
- P₃ The Peace Online Adocacy Project**
P₂ & P₃ Project Types: D2, D6, D7, E2, E6, E7...
Estimated Reach: 100 Million Central African People through Media / Social Media
- P₄ Capacity Building of Spoken Word Artists on Writing / Performing for Peace Building**
(Project Type: B1), Training of 100 Spoken Word Artists Online / Offline
- P₅ The Spoken Word Short Film for Peace in Cameroon / Africa**
P₆ Project Type: C1,
Project Scope = Central Africa
Intended Reach = 100 Million Africans
- P₇ Project CASWA / AASWA**
P₇ Project Type: E1

2019

- P₁ The Spoken Word Event with Mac Alunge II**
- P₂ SpreadLove Campaign / Anti Hate Speech Tour**
P₁ & P₂ Project Types: D2, D6, D7, E2, E6, E7...
Estimated Reach: 10,000 people on ground, 200,000 People through Media / Social Media
- P₃ Capacity Building on HateSpeech by UNESCO**
(Project Type B1)

2017

- P₁ Project Green Video**
P₁ Project Type: C3
- P₂ Inspire Me Video Book**
- P₃ Tour Inspire Me**
P₂, P₃ Project Type: C3
P₁, P₂, P₃ Project Scope = Central Africa
Estimated Impact Reach = 10 Million People

2020

- P₁ Project Art4Peace** (Project Type: C1)
A1.1-1.3 One Africa 1,2,3, Official Spoken Word Videos
A1.4-1.6 The Soldier 1,2,3, Official Spoken Word Videos
- P₂ Project 19** (Project Type: C4)
A2.1-2.4 19, Pain Gain, Fear Fear Official Spoken Word Videos
- P₃ Project Inspire Me** (Project Type: C2)
A3.1 - 3.3 Time, The Message, A Letter from Zion, Official Spoken Word Videos
P₁, P₂, P₃ Project Scope = Central Africa
Estimated Impact Reach = 100 Million People

2018

- P₁ The Spoken Word Event with Mac Alunge**
- P₂ Tour Alcohol**
P₁ & P₂ Project Types: D2, D6, D7, E2, E6, E7...
Estimated Reach: 10,000 people on ground, 5 Million People through Media / Social Media
- P₃ Capacity Building on Hate Speech Local Youth Corner** (Project Type: B1)

2016

- P₁ Inspire Me Photo Album**
- P₂ Inspire Me Audio Book**
- P₃ Destiny Official Spoken Word Video**
P₁, P₂, P₃ Project Type: C2
P₁, P₂, P₃ Project Scope = Central Africa
Estimated Impact Reach = 10 Million People

ORGANIZATION'S HISTORY

MA Park is the brand name for the Not-For-Profit Organization Strawacademy, founded by Mac Alunge in 2016. Strawacademy is however, currently hybrid, as it has a For-Profit part (a company) which specializes in:

- Web / Mobile Application Design / Development
- Audiovisual Production
- 2D Animation
- Digital printing
- Graphic design / Branding / Serigraphy
- Digital Marketing
- Supply of Electronic / Technical Equipment
- Marketing

Unlike MA Park, Strawacademy Not-For-Profit mission is in the implementation of the SDG's 1, 8 and 9. Its mission statement is:

Fostering economic and sustainable development by inspiring and directing the creation and development of feasible, sustainable, fundable and scalable for profit ventures

The founder of Strawacademy is a Spoken Word Artist; he created the MA Park brand to establish community relevance for his artistry, different from the organization.

MA Park will always use the registration and license name of Strawacademy on important documents such as contract forms. MA Park does not exist on its own, it only exists as a brand of Strawacademy.

MA PARK FOR PROFIT

MA Park has a for-profit arm where art is served mainly to make profit

Depending on the MOU with our funding partners or when our activities are self-funded, we may have for-profit models within not-for-profit activities, as long as the model does not impede the goal of the activity; for instance; the sponsorship of our community engagement events by a company.

WHY PARTNER WITH US

We are efficient

We provide the best quality service

Our foundation and origin is the African context and culture, so, MA Park is well informed about the culture, history, conflict and the context of all the countries in which it operates. Therefore, our activities (content creation / publishing and events / trainings) will be contextually relevant in our regions of operation.

We have a large following especially in Africa and so, working with us will get any initiative, product or brand, significant and continuous exposure and presence



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