

*This is our
invitation
for you
to join*

our vision

to empower

*youth and mothers
in rural Kenya*





Yohan had
A VISION.

Yohan is a mobilizer, public speaker, and social entrepreneur; Hyewon is a public health strategist and writer/poet. This couple started and led Mtree for the last 12 years, collaborating with more than 200 artists and designers.

Hyewon had
A MISSION.

They hope to bring artful changes to the communities that Mtree partners with and with community members and artists who are like-minded.



**Our mission
is to create
"artful change,"
a transformation of
marginalized
communities in
developing countries
through arts and design.**



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Mtree's Vision **+ Goals**

Mtree is a non-profit organization based in New York with a regional affiliate, Mtree Africa, as a registered non-profit in Kenya.

We believe that

Art can enrich the way people perceive themselves and the world around them.

With that empowerment, we hope to build a foundation within underserved communities that values and celebrates individual, cultural identities and diversity for the common good.

Why Art?

Mtree chose art education as the most approachable means of achieving our mission, which has since expanded to the level of community and international development

Art enables us to

Exercise our creative muscles and discover something unique about ourselves and the world around us. Through art, we believe that we can transform communities from the inside out.

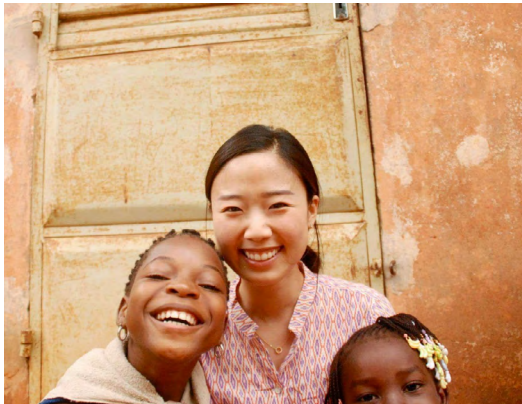
Mtree is rooted in the belief that access to art education is a basic human right.



By engaging in hands-on art experiences with children and youth in underserved communities, we help them take their first steps toward a journey of self-discovery and reflection.

As one develops a stronger sense of self, art becomes a language of hope that allows each child to express themselves and tune into other perspectives. We believe that children who are given an opportunity to celebrate the diversity of thought and expression through art will grow to become well-rounded, creative, respectful, and compassionate members of their community.

Mtree Staff in Kenya + US



Hyewon

DrPH, DMD. Hyewon serves as the Chief Mission Officer of Mtree since 2014. As a public health professional, clinician, and mother, she has a heart for mothers and children in marginalized community. Her goal is to deliver Mtree's vision and mission so that partnering communities live up their full potential. She completed her doctoral programs from Harvard School of Dental Medicine and Johns Hopkins School of Public Health.



Sarah

Sarah serves as the Director of Art and Curriculum Development with Mtree and is the founding Director of Fashion for All program. As a designer, creative, and educator, her biggest motivation in life is sharing knowledge and skills with others, especially those with limited access and exposure. She works in hopes for a better future for children and believes that one good, small change can lead to many, good changes.



Hellen

Hellen serves as Mtree's Program Director in Kenya. She leads, manages, and teaches integrated art and design curriculum and reproductive health education to students in Maya. She is kind yet powerful woman entrepreneur who is a teacher with aspiration in fashion design. She completed her studies in Special Education.



Timeline

2010

MTREE FOUNDED

Mtree was founded with the vision to connect artists around the world to bring learning in art opportunities to marginalized communities in Africa.



2011

- **FIRST ART PROGRAM**
- **FIRST ART SHOW**

Mtree's first art program started in Benin, West Africa, with artists volunteers from US, Europe, and Korea, serving more than 300 children.

First Mtree Art Exhibition in Chelsea, NY.

2012

- **PROGRAMS AT BENIN**
- **SECOND ART SHOW**

Art, fashion design, and music programs were held in Benin and Kenya and featured in the UN news.

The second art exhibition in NYC.



2013

BUILDING HOUSE IN RURAL KENYA

In addition to art and fashion design programs, Mtree started an eco-friendly architecture program, building a residential house in a rural village in coastal Kenya.

2014

MTREE AT MAASAI COMMUNITY

Art, fashion design, and architecture programs were implemented in a Maasai tribe community. Kenya artists and designers collaborated with Mtree as art teachers.

Mtree art exhibition in Seoul, Korea, in partnership with the Ministry of Culture and Tourism of South Korea.



2015

MTREE X KOICA

Mtree programs were held in Hebron, West Bank, invited by the Korea International Cooperation Agency (KOICA), and 138 children and youth experienced a sense of self through art, fashion design, and performing arts.

2016

MTREE GCE PROGRAM

Mtree has implemented its first Global Citizenship Education (GCE) program that connects youth from Kenya and other countries.

2017

- **MOU WITH PWANI UNIV.**
- **FIRST MTREE X F21**

An official MOU was signed between Mtree and Pwani University in Kenya to create an art education track within the Department of Education. Mtree also fundraised and built a clean water system in Maya village.

Mtree x Forever21 capsule tote bag collection was launched in stores and online. 100% of the proceeds went to Mtree and Creative Arts Education.



2018

- **UNIV. OF NAIROBI**
- **MTREE X F21 EXHIBITION**

An official partnership with University of Nairobi (UoN) started. The UoN School of Art and Design collaborated with Mtree curriculum implementation. Mtree presented its learning models at multiple international education conferences.

A special art exhibition and a promotional sale launched at Forever21 Times Square store. 100% of the proceeds went to Mtree and Creative Arts Education Development.

2020

- **J&J CARING CROWD**
- **"HOPE, TOGETHER"**

Mtree collaborates with Johnson & Johnson's Caringcrowd to raise funds to deliver art-integrated reproductive health education in Maya village.

Mtree launched an online art exhibition, **"Hope, Together,"** during the peak of pandemics.



2019

- **NAIROBI NATIONAL MUSEUM EXHIBIT**

Mtree Art Exhibition and art workshop, **"Looking Within,"** at the National Nairobi Museum opened in partnership with the UoN.

UoN and Mtree co-presented its art program and workforce models at international conferences, including the World Design Forum.

2021

- **INSEA PAPER PUBLICATION**
- **GCE PROGRAM IN MAYA**

Mtree's peer-reviewed article, **"Fashion Meets Global Citizenship Education in Maya Village, Kenya"** was published in the International Society of Education in Arts journal. In addition, Mtree presented its reproductive health education and other programs at international conferences.

Mtree's Fashion + GCED program workshop was held for local schools in Kilifi to disseminate the curriculum.



2022

- **UNDGC OFFICIAL MEMBER**
- **WINNER OF SDG AWARD**

Mtree officially registered as a formal NGO/Civic Society member for the **UN Department of Global Communication** (Former UNDPI).

Mtree was awarded Pioneers in SDG Award for their valuable work in integrating UN SDG into their programs.

2023

- **UNESCO KNATCOM x MTREE, NAIROBI INFORMAL SETTLEMENT WORKSHOP & PROGRAM**

Mtree officially partnered with KNATCOM (Kenya National Commission UNESCO) to hold Fashion Design & GCED curriculum workshop trainings for informal settlement teachers and implement the program with 160 slum school district students.

United Nations DGC



**As of May, 2022,
Mtree became an
official member of the
United Nation
Department of Global
Communications
(UN DGC) Civil Society
Association.**

Currently, there are only 1,500 organizations worldwide who have this formal partnership with the UN DGC.

This new partnership has opened new opportunities for our organization to engage with the United Nations, but also amplify our outreach and advocacy on issues of global concern and in line with UN priorities.

Mtree will continue our efforts and mission to implement the UN's Sustainable Development Goals and place them at the center of our integrated arts and design curriculum.





UNESCO KNATCOM x MTREE

Mtree's Fashion For All + GCED Teacher Workshop and Program in Nairobi, Mukuru Informal Settlement

Using Fashion and Global Citizenship Education as its central platform, Mtree's collaborative program aims to empower children and youth with skills, values, and attitudes for peaceful relationships at the intrapersonal and interpersonal levels and facilitate collective action.

In partnership with Kenya National Mission to UNESCO (KNATCOM) and Life Skills Promoters (LISP), Mtree's unique program was held in the Nairobi Mukuru slum community, inviting eight informal district school head teachers, teachers, and volunteers for an intensive curriculum training workshop. It was later successfully implemented in each school district, reaching 160 students over the course of seven weeks.



Our Programs

Mtree provides four primary programs for children and youth in underserved communities in Kenya.



Brush with Hope

Art program for young children

Fashion for All

Fashion program for adolescent girls

Beyond Technology

Tech program for adolescents

Reproductive Health

Health education for adolescents and parents



Brush with Hope



Brush with Hope is our visual arts program with a focus on self-exploration. Art activities, such as drawing, molding, sculpting, and collage, empower children to visually and creatively express their stories.

"Through collaborative activities, they experience first-hand how creating a culture of mutual respect can grow to become beautiful and valuable way of life."



**"The arts teach children
that problems can have
more than one solution
and that questions can
have more than
one answer."**

Elliot Wayne Eisner

American scholar and educator,
advocated that curriculum
that includes music, dance
and art is essential to develop
critical thinking skills in children.



Fashion for All

"Appreciation of beauty and creativity among teenage girls"

Teen girls are provided opportunities to experience the full fashion design process, such as sketching, sewing, and beading, teen girls have a safe space to talk about the roles of women, reproductive health, and the meaning of beauty of mind and body in the language of fashion design.

The program weaves together all the skills, creative exercises, and self-expression into a final runway show, where students present their ideas and creations with the guidance of volunteer fashion designers.



Reproductive Health

**One in five
teenage girls
have begun
childbearing
in Kilifi.**



Mtree's flagship site, Maya village, is located in Kilifi county on the East coast of Kenya, which has the highest teen pregnancy rate in the nation.

Teen pregnancy can put additional pressure on teen girls who already face high unemployment and limited access to healthcare in rural Kenya.

In partnership with local universities, teachers, and public health professionals, Mtree has conducted field research, focusing on women's life and challenges in rural Kenya.

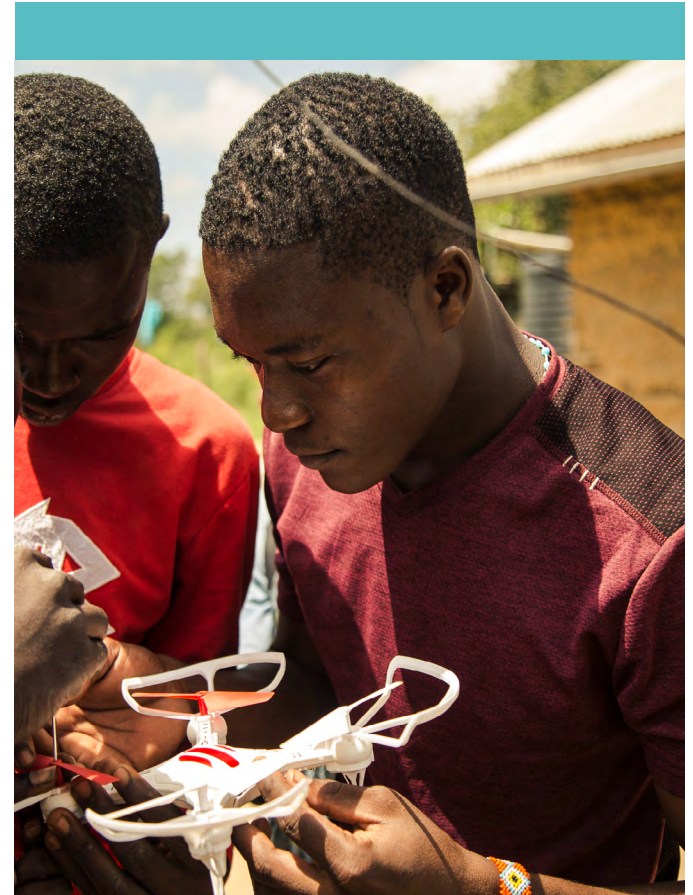
Based on these findings, Mtree created an art-integrated reproductive health education program. Art activities and scenario-based learning are included in this curriculum for teen girls, boys, and their parents, providing a safe environment to discuss menstrual care, teen pregnancy, and women empowerment. In addition, menstrual cups were introduced as an environmentally friendly option for menstrual care.



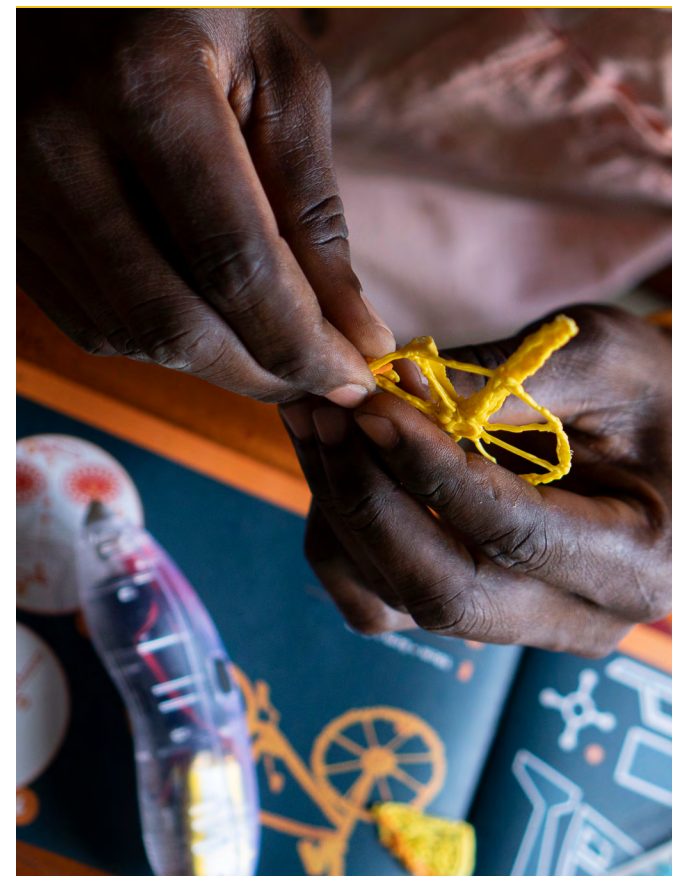
Beyond Technology

Beyond Technology provides youth in rural communities, like Maya, a space to exercise reasoning and logic through the medium of technology.

Participating youth learn how to solve problems with given resources and also experience the latest technology, such as 3D printing and drone mechanism.



“Technology is best when it brings people together.”



Program Outcomes

Mtree's Art and Fashion Design programs cultivate an appreciation of creativity and diversity among children.

Students experience hands-on arts and fashion design processes and learn how to express their feelings, ideas, and opinions in forms of art and design. They also learn the concept of Global Citizenship Education (GCE) through art and fashion design activities to approach global issues with local solutions.



Beyond Technology and math programs provides youth in rural communities a space to exercise reasoning and logic through the medium of technology and mathematics.

Participating youth learn how to solve problems with given resources and also explore green energy solutions.



Program Outcomes

Acknowledging the importance of prevention of teen pregnancy to secure the future of teen girls, Mtree launched an art-integrated health education for teens and their mothers in Maya village.

Outcomes on 69 teens showed promising results. The proportion of teen girls who correctly answered the question "How can a baby be conceived?" increased from 62% to 86%. Teen girls who correctly answered the question "Can a girl who had her first period become pregnant?" increased from 57% to 93% as well.

All program outcomes are highlighted in the International Conference and Publications (please see page 40)

The proportion of teen girls who correctly answered the question "Can a girl who had her first period become pregnant? increased from 57% to 93%.

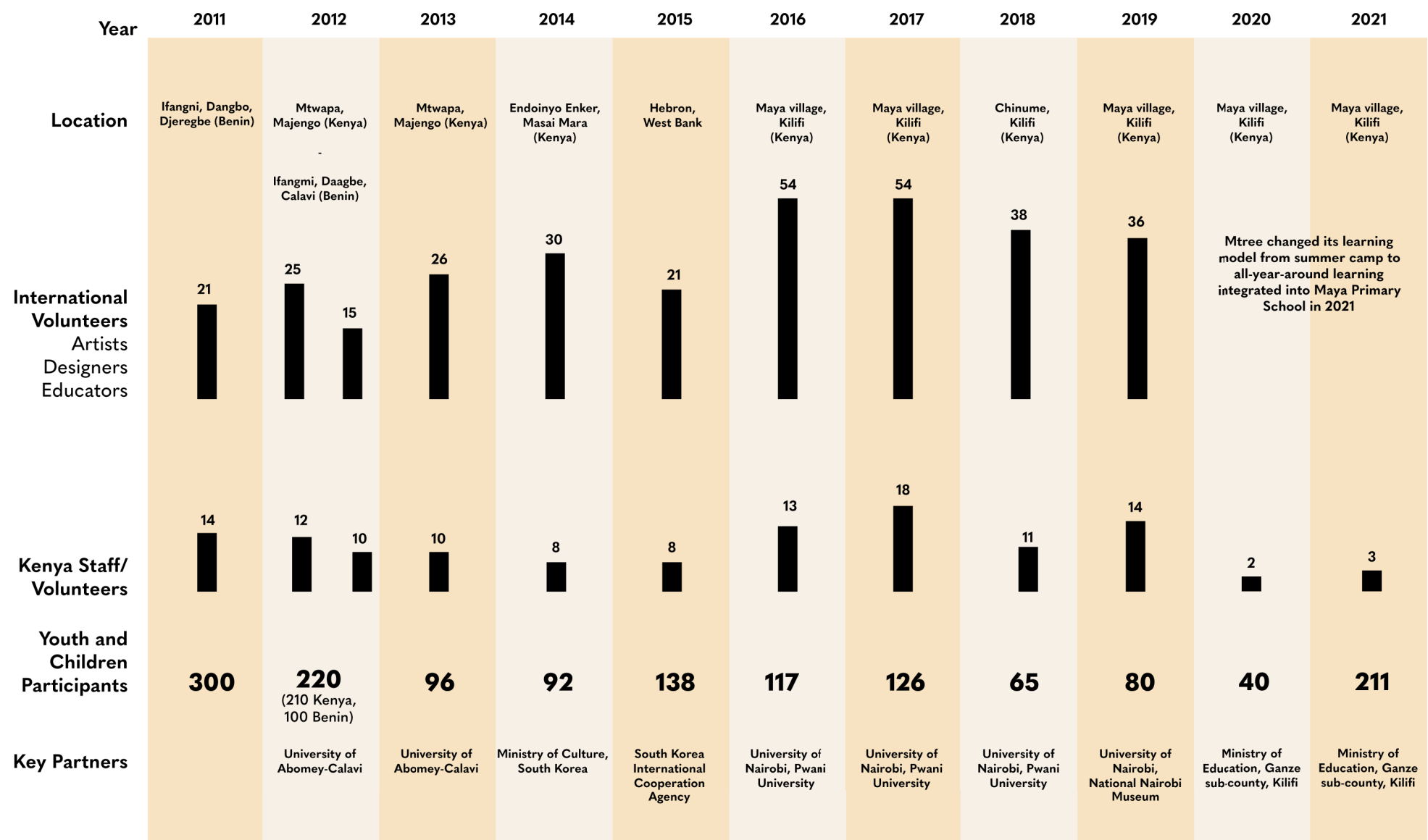






Volunteer Infographic

2011-2021





Future Projects

Vocational School

**MTREE PLANS TO CREATE AN
ART AND DESIGN-CENTERED
VOCATIONAL SCHOOL
IN MAYA VILLAGE AS A MODEL
TO EMPOWER YOUTH IN
RURAL KENYA.**

Mtree's strategy is to mobilize its existing and future network of Kenyan and international designers to create a teaching-workforce pool for this art and design specialized vocational school.



Project curriculum will be developed starting 2023, recruiting youth and mothers by 2025, with annual budget of \$100,000.

In 2022, the Ministry of Education in Kilifi County assessed the need for vocational training in Maya village and agreed to partner with Mtree to build an art and design centered vocational school. Mtree will lead in designing and implementing various art and design-centered curricula, which will run for 12 months, meeting the Ministry of Education's required core elements.

Maya youth, including girls and teen mothers, will learn carpentry, fashion design skills, and other life skills from artists and designers from Kenya and other countries.

This model will demonstrate that rural youth can study locally through this learning opportunity to become self-sufficient, self-independent, and make meaningful contributions to their communities.





Join us!

Mtree Donation Tier + Platinum Seal

We invite you to participate in the Mtree Design Vocational Technical School project to help youth and mothers in Kenya become more independent.

1st Tier:

\$100,000

With this donation, we can build school classroom spaces and workshops where fashion design, wood working, and computer programming classes can be conducted. This school will be a place where teenagers learn self-reliance skills, mothers learn literacy, and villagers dream of coexistence through art and design. The school will be constructed on land provided by the community.

2nd Tier:

\$30,000

With this donation, Mtree will recruit a design school management team and teachers for vocational technical schools, develop learning curriculums, and purchase necessary equipments.

Platinum
Transparency
2022

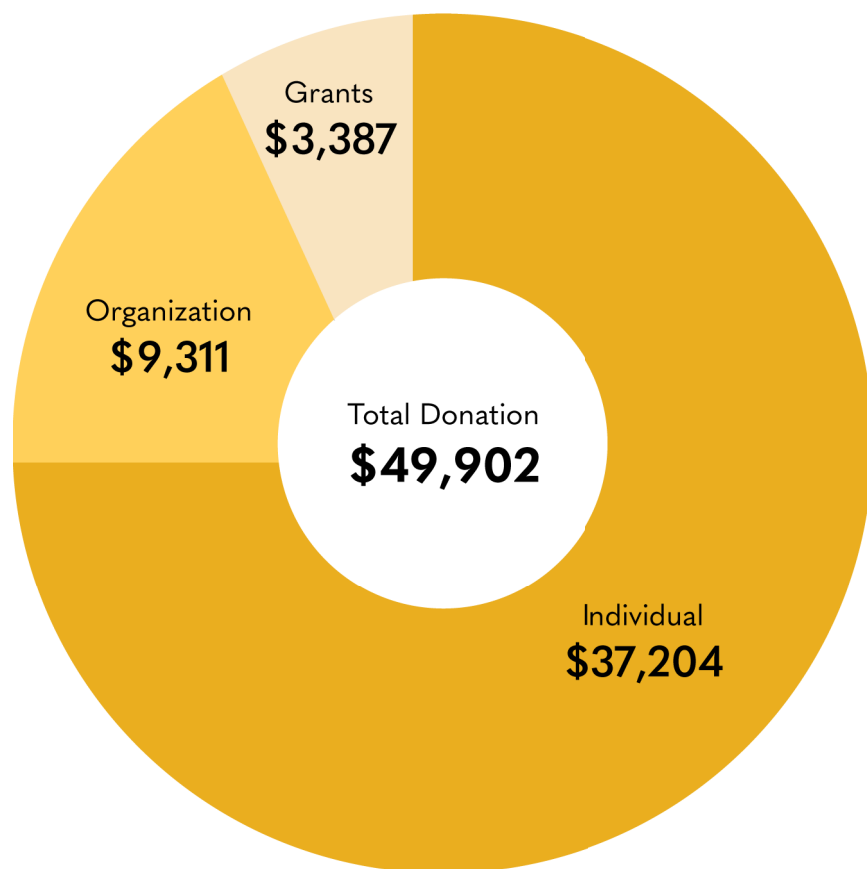
Candid.

We recently received the Platinum Seal of Transparency from GuideStar, indicating that Mtree shares clear and important information with the public about our goals, strategies, capabilities, achievements and progress indicators that highlight the difference Mtree makes in the world.

Mtree provides a 501c3-compliant donation statement to donors for tax purposes.

Contribution + Stewardship

Before considering your donation amount, we would like to make sure that you have a thorough understanding of our financial plan, program overview, and past achievement.



Donor Profile 2020

Individuals

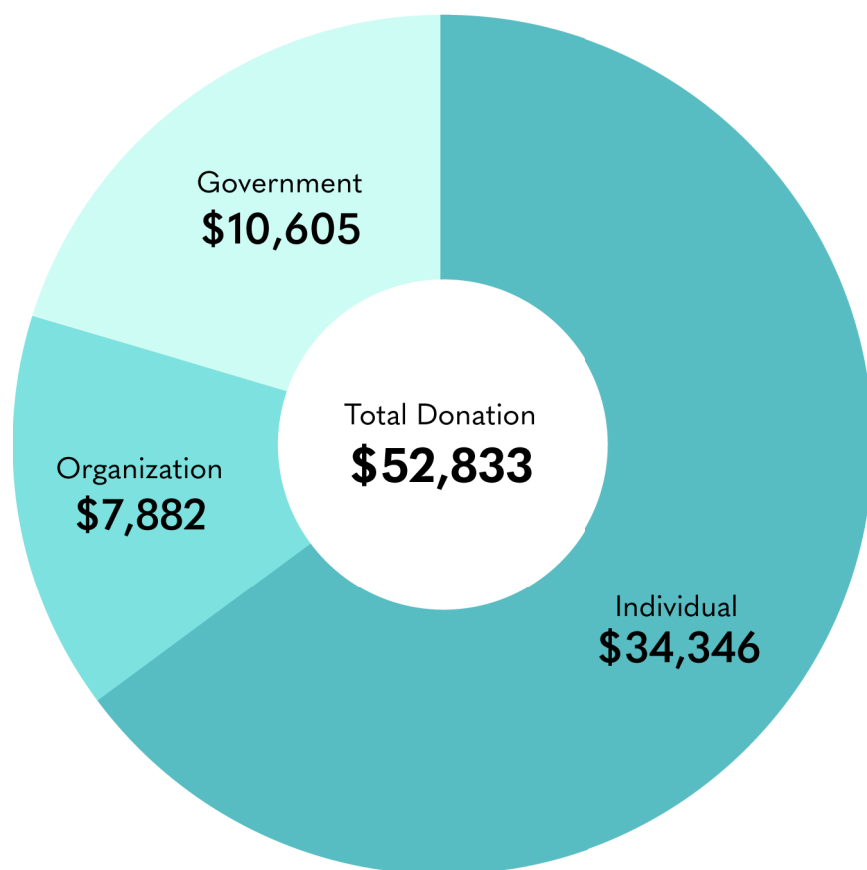
- Multi-year pledge donors from U.S. and South Korea
- Various individuals and foundations

Organizations

- Johnson & Johnson
- Google (employee donation matching)

Government

- Federal and state grants



Donor Profile 2021

Individuals

- Multi-year pledge donors from U.S. and South Korea
- Various individuals and foundations

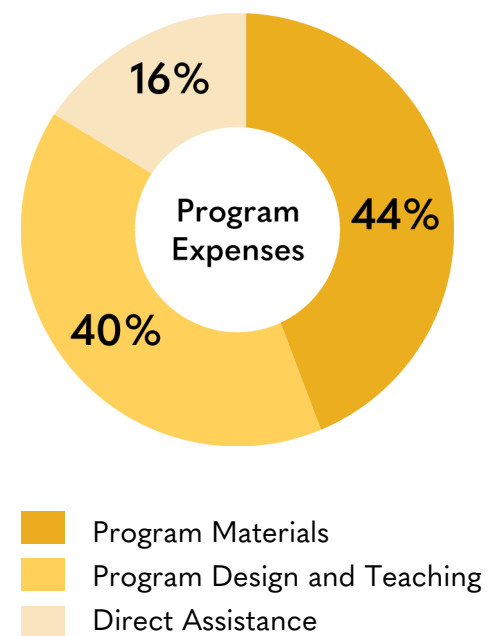
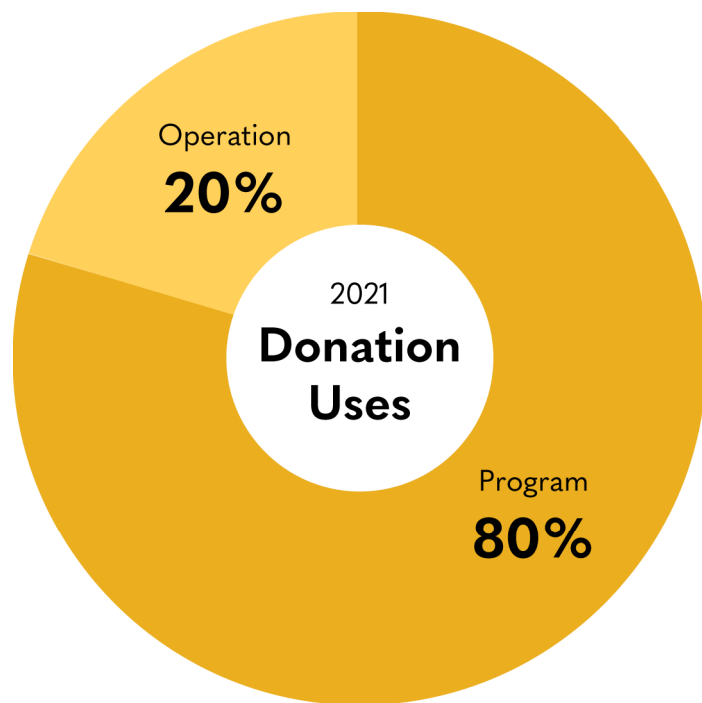
Organizations

- Google (employee donation matching)
- JuneCup

Government

- SBA PPP Loan for 2021 and 2020 Forgiven

Donation Uses 2021



- Program Materials
- Program Design and Teaching
- Direct Assistance

Your Generous
Donation

In 2021, **80% of your donation was used for programs** that directly benefit children, families, and communities.

We strive to stay lean **so that your donation can touch more lives in Kenya.**



We invite you to join us
on this journey of
artful changes
for years to come!



Contact us!

Email: admin@mtree.org

Website: www.mtree.org

Instagram: [@mtreeorg](https://www.instagram.com/mtreeorg)

Youtube: "Mtree: Artful Change"

International Conferences **+ Publications**

2023 International Conference on Educational Research

The Evaluation of Mtree and Kenya National Commission UNESCO Fashion for All and Global Citizenship Education Program in Mukuru Slum Area, Kenya

Authors: Selah Kang, Young Eun Sarah Sin, Hellen Okoth, Chung Min Yoon, Hyewon Lee

Keywords: UNESCO, Fashion Education, Global Citizenship Education, Sustainability, Community Building

2019 World Design Organization Assembly Presentation "Humanizing Design"

Art education program with sustainable teaching artist workforce development and art-integrated community design in rural communities in Kenya

Authors: Young Eun Sarah Sin, Linda Kemoli, Yohan Choi, Hyewon Lee

Presenter: Young Eun Sarah Sin

2021 International Society of Education in Art Journal

Fashion Meets Global Citizenship Education in Maya Village, Kenya

Authors: Young Eun Sarah Sin, Selah Kang, Hellen Okoth, Chung Min Yoon, Hyewon Lee

Keywords: Maker-centered Learning, Fashion Education, Global Citizenship Education, Sustainability, Community Building

2019 International Society for Education through Art (InSEA) Annual Conference "Making"

Building sense of self and sense of community through arts and design in rural communities in Kenya

Author: Young Eun Sarah Sin

Establishing a sustainable and culturally-sensitive Learning-in-Arts programs for Indigenous children in rural communities in Kenya through partnerships with local Kenyan artists, educators and community leaders

Author: Jiwon Song

2021 International Conference of Public Health

Community-Centered Reproductive Health Education for Mothers in Rural Kenya

Authors: Linet Lumumba, Esther Sin, Hellen Okoth, Osman Abdullahi, Hyewon Lee

Keywords: Teen pregnancy; reproductive health education; maternal health; family planning

2019 Comparative & International Education Society "Education For Sustainability" Sustainable Development And Knowledge Production

Sustainable Teacher Workforce Development for Art Education in Kenya

Special Interest Group: Africa

Authors: Elsardt Kigen, University of Nairobi, Linda Kemoli, Ji Won Song, Hyewon Lee

Thank you!

mtree

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