

Impact Report 2021/2022

Empowering African Communities
in Europe & Africa

Prepared by African
Cultural Foundation



AFRICAN CULTURAL FOUNDATION/AFRICULT IS A NON-PARTISAN, NON-PROFIT ORGANIZATION FOUNDED IN 1997. FOUNDED IN 1997, THE AFRICAN CULTURAL FOUNDATION (FORMERLY AFRICAN CULTURAL PROMOTION) IS AN ORGANIZATION THAT WORKS TO CREATE MORE EDUCATIONAL, POLITICAL, AND PARTICIPATORY OPPORTUNITIES FOR AFRICANS* IN THE DIASPORA AND IN AFRICA.

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IMPRESSUM

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© PHOTO PAGE 16,17: MINITTA KANDELBAUER FOR AFRICAN CULTURAL FOUNDATION. DIPLOMA CEREMONY & WELCOME WORKSHOP "YES SHE CAN" 2021/2022
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A year focused on growth & empowering women and girls in Austria & Nigeria

2022 was a year of great change for the African Cultural Organization.

Change within the organization by way of bringing new talent in and by way of our projects that targeted women and girls through mentoring and start up assistance for women in Nigeria.

With the help of our donors and supporters we were able to create the desired impact in both countries and support women and girls in achieving their goals.

A message from our founder

As an organization we are focused on being an organization representing everyone in the Black community in Austria.

This year however through our projects "Yes she Can" and CapXchange has marked a greater focus on women & girls. For 2023 we hope to broaden our scope and create more change and equity across black and african communities in Austria



Dipl. Ing. Remi Ofoedu



EXECUTIVE SUMMARY

The African Cultural Foundation promotes African Cultural Heritage one project at a time, thereby improving access to participation and education for people of African descent in the Diaspora and Africa. To implement sustainable programs and projects that improve access to participation and education for people of African descent in the diaspora and Africa and to promote and preserve African cultural heritage.

Founded in 1997 the African Cultural Foundation (formerly African Cultural Promotion) are a leading advocacy organization working to create more educational, political and participatory opportunities for Africans in the Diaspora and Africa.

In 2012 afriCult and the African Cultural Foundation organized its first Mentoring Programme for BIPOC Youths in Vienna. In 2021 the organization introduced the programme once again for 12-18 BIPOC Women and Girls who received mentoring from one of six Mentors, a unique opportunity to get an inside view of the work Politicians and People in Media do in Austria.

The second flagship program CapXchange encourages young people and women in Eastern Nigeria to start their own enterprise mentored by industry experts in Nigeria, thereby building their capacity.

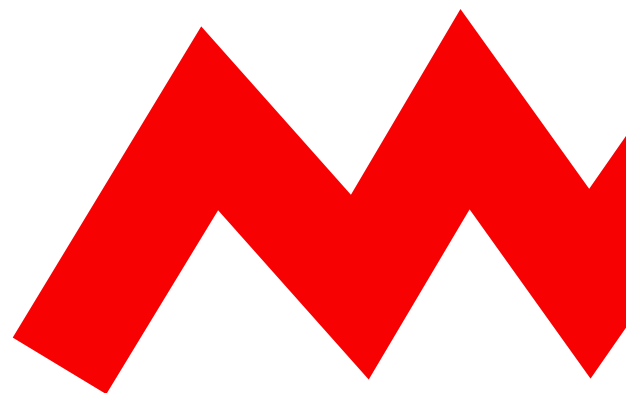


Table of Contents

01	_____	Our Story so far
02	_____	afriCult Highlights 2022
03	_____	"Yes She Can" Highlights 2022
04	_____	CapXchange Highlights 2022
05	_____	Our 2023 Goals
06	_____	Our Team
07	_____	A Festival with History 25 Years of afriCult Interview with Kim Adas & Adjamalef
11	_____	More opportunities for BPOC Women The Way forward Interview with Media Mentor Claudia Unterweger Interview with Political Mentee Marimar Keimel
15	_____	Why support women in Nigeria
16	_____	Our local Partners

Our Story so far

Our Mission

We are passionate about enhancing the lives of Africans in the Diaspora and promoting African Cultural Heritage with a 25 year track record of leading and supporting successful initiatives and campaigns.

In Austria we organize cultural exchange festivals to preserve and promote african culture. This work includes organizing workshops and discussions for the community regarding topics that are of interest to the african Diaspora in Austria. Additionally, we work towards increasing the political participation of diaspora youth in Austria through our "Yes She Can" Program.

In Westafrica we work to increase youth and women's labour participation through "CapXchange". In the coming months our goals are the following:

- Being able to review your projects against your mission and goals
- Improving and implementing changes depending on the results of the report
- Building trust with funders, supporters, and beneficiaries
- Cultivating a culture of learning among similar organizations
- Celebrating the achievements of staff and volunteers

Our Purpose

We know that change comes by investing in those most impacted by discrimination and lack of opportunities. That's why we partner with black and african organizations to create innovative programmes that empower communities in Austria and Eastern Nigeria to create opportunities and sustainable livelihoods.

We are making incredible progress towards enhanced participation for women and youth of African decend and hope to do much more in the future.

Of Mentees
feel
empowered

98%

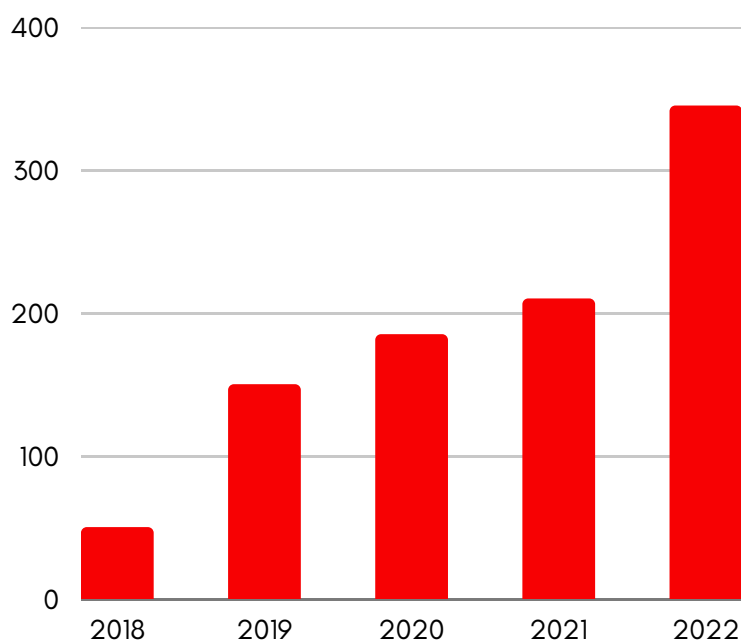
AFRICULT 2022

35%

We were able to reach more partners and organizations in the community for the afriCult festival. The participation of community leaders and organizations is crucial to the success of the festival.

53%

Attendees at the Festival increased strongly despite the Pandemic and the restrictions towards the industry.



In partnership with community leaders, organizations and businesses, the festival was able to continue its operations in 2022. The festival would not have been possible without the support of these entities.

Corona hit the organization hard. Despite being one of a few festivals allowed to operate during the pandemic, the number of attendees declined and operating in a pandemic environment was difficult.

Despite these challenges afriCult 2022 successfully raised funds towards our social projects and once again was a meeting spot for different cultures and dialogue.

**DESPITE THE CHALLENGES
AFRICULT 2022 SUCCESSFULLY
RAISED FUNDS TOWARDS OUR
SOCIAL PROJECTS.**

"YES SHE CAN" 2022

EMPOWERING WOMEN & GIRLS THROUGH MENTORSHIP

Started in 2012, the program was only able to reach 10 Women and Girls in total. 3 Women decided to pursue the Mentoring Program while only 1 completed her Mentoring Program in 2012. In 2022 the completion rate was 100% & 98% of all Mentees reported more confidence.

12

Mentees

100%

*Program Completion
Rate*

AN UPDATE ON OUR MENTEES

Following the Mentoring Program in 2021/2022 the Mentees were able to network with each other and their efforts resulted in 1 internship and 2 Job offers.

THE REAL DEAL

After spending 3 months with their Mentors, the Mentees either forged new career paths or felt affirmed in their previous choices of interest and careers. They gained a better understanding of the requirements and networks needed to progress in their chosen careers.

CapXchange

Partnering with nigerian Organizations to increase womens and girls entrepreneurship.

Despite being at the very begining, the project is already proving to be a success.

The program encourages young people and women in Eastern Nigeria to start their own enterprise mentored by industriy experts in Nigeria. Thereby building their capacity and ensuring that they are able to provide their own employment and upon growth employ other young people and women.

As an added component a exhchange programme will not only benefit the enterprises that receive the expertise but give young Diasporas interested in returning to africa to work the unique opportunity to experience african countries and assist enterprises by passing on their expertise.

Our 2023 goals

1

Creating more space and extending our programmes for beneficiaries

Being able to review your projects against your mission and goals creates the possibility of growth. Throughout our projects we plan on creating more opportunities for our beneficiaries to learn, grow and network with each other.

Our beneficiaries should be brought more into the center of our goals and their personal growth.

2

Building trust with funders, supporters, and beneficiaries

Trust is the essence of any cooperation. This trust can only be built by being transparent and showing beneficiaries and funders on a regular basis the progress of our programmes.

Through social media and digital marketing this information will be exported, therein building trust and partnership with funders, donors and beneficiaries.

3

Cultivating a culture of learning among similar organizations

As we mentioned on previous pages, our programmes would not be successful without the organizations and community leaders that share their expertise and knowledge with us.

In 2023 the organizational focus will be on outreach and creating better networks and cooperation with organizations born out of the community.

4

Celebrating the achievements of staff and volunteers

Celebrating our staff is crucial, they are the ones that take the time to work with us and for us.

For this reason 2023 will be marked by appreciating and celebrating the people who have and are working alongside us.

Our Team

Adaora Ofoedu Board Member & Management

The first step to creating an effective project plan is to set a baseline. The baseline is the foundation on which the other project elements will be built on. This must include a scope statement. Start



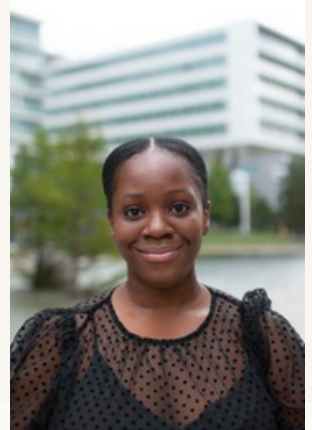
BA. Emily Chychy Joost Project Assistance

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Ifeoma Melissa Ofoedu, MA. Board Member & Management

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A photograph of an outdoor event, likely a festival or market. In the foreground, a man with short dark hair, seen from the back, wears a vibrant blue and brown patterned shirt. He is looking towards a food stall under a large white tent. The stall has a table covered with a patterned cloth, displaying several cans of soda (Coca-Cola, Fanta, Sprite) and a small jar. A handwritten sign on the table reads "100% Inher. Rec E8". Other people are visible in the background, including a woman in a green shirt and a man in a yellow and black patterned shirt. The sky is clear and blue.

africult 2022

Creating a creative Space for People of
African descent

afriCult Festival 2022

A FESTIVAL WITH HISTORY

A foray across the continent from Morocco to Benin were present at afriCult 2022. Originally from Morocco and based in Vienna, Mehdi Chamma composes music with diverse timbres, combining a fretless Moroccan instrument, the guembri, with the refined details of contemporary jazz. Djakali Kone (Zakaria Kone), a regular guest at afriCult was born in Banzon / Bobo-Dioulasso, Burkina Faso, into a family of griots - the ancient profession of artists, musicians, poets and preservers of history(s). With his father, a balafon player from Banzon / Kenedougou, he started practicing the music of the Bwaba griots as a child.

Kim Azas and Adjamafe performing for the first time at afriCult enchanted the audience. Music has accompanied Kim Azas, who was born and raised in Benin in West Africa, since his childhood. He founded the first music group together with Stan Tohon, who today is one of the most famous representatives of Beninese music, known far beyond the borders of Africa. A fresh, rousing, danceable reggae sound influenced by the traditional rhythms of West Africa. artists performed and from where, which businesses where there and from where, where did the festival take places, notes on the DJs that took part.



afriCult Festival 2022

25 YEARS OF AFRICULT

The 1990s in Austria were a very different environment. Recalling human rights violations and police brutality like in the Case of Markus Omufuma led to the creation of a number of black led organizations and highlighted the importance of organizations like the African Cultural Foundation and spaces such as afriCult. Omofuma's death sparked a series of protests and played a role in uniting anti-racism movements in Austria. These issues among human rights and racism in particular affecting people of african descent lead to a series of dialog programmes that addressed issues such as, rights for asylum seekers, womens rights, violence against women, police brutality and many more.

The Festival also represented a platform for african led businesses and artists who at the time had difficulties finding spaces that accepted them as artist. The platform has been the starting point for black owned or african Businesses and artists for decades. Barbara Alli for example, Talking Drum, Isinghizi a extraordinary trio from Bulawayo, Zimbabwe offering uplifting performances filled with harmonious a cappella singing, traditional chants, hand percussion, and superb choreography. To Ibou Ba, the african theater and many more.

Barbara Alli today know as a succesfull designers in Fashion in Austria, first performed in afriCult in 2004 with her dancing group at the time. The Band Talking Drum named after the african drums they use is a band with charismatic balafon and percussion virtuoso from Burkina Faso. As a multi-instrumentalist, composer and singer, the band around the talents Adama, Aliou, Ibou, Sidi and Mambiran master all styles of West African music culture.

The Festival hopes to invite and support local artists and business owners for the next 25 years.



"Yes She Can" 2021/2022

Kim Azas & Adjamaalef

Artists afriCult 2022

"MY MUSIC IS SHAPED BY THE POST-INDEPENDENCE GENRES THAT WERE POPULAR AND SHAPED THE MUSIC OF BENIN. "

Who is are Kim Azas & Adjamaalef

We are two musicians who have come together to make music that reminds us of our roots. The first group was founded together with Stan Tohon, who today is one of the most famous representatives of Beninese music, known far beyond the borders of Africa. We are a professional band that consists of the artists: Kim Azas, Soulbass, Don Métok, Vincent Ahéhéhinou.

What influences your Music?

Born and raised in Benin, West Africa, since childhood, my music is shaped by the post-independence genres that were popular and shaped the music of Benin. Post-independence, Benin was home to a vibrant and innovative music scene, where native folk music combined with Ghanaian highlife, French cabaret, American rock, funk and soul, and Congolese rumba. Benin also has a rich variety of ethnomusicological traditions that are just as influential in my music.



Photo Credit: Musician Adjamaalef by Mohamed Abdo, Ankerbrotfabrik for afriCult

What instruments do you use to create that kind of sound?

We use an interesting mix of Guitar and Guitar Bass, which is used by Soulemane chief of the Band. There is also something we call Guitar Ridim and Kajon that create the kind of music we want to show our fans. Djembe is just as much a part of our band and of course the vocals by Kim Azas and traditional Drums.

When did you start doing music?

I'm a seasoned artist in my country and made music long before I settled in Munich/ Germany where I was blessed to quickly insert myself in the concert scene. I have also been blessed to play with great artists like Manu Dibango, Herbie Hancock, The Wailers, Mory Kante, Zap Mama, Oumou Sangaré.

"Yes She Can"



Supporting BPOC Women & Girls in
Austria

"Yes She Can" 2021/2022

MORE OPPORTUNITIES FOR BPOC WOMEN

There is a limit of opportunities for growth for young people in general, that are not academic courses. The entorging programm "Yes She Can" is a opportunity for women and girls to access educational services beyond the conventional university and academic education. Started in 2012, the program (formerly afriYouth) combines practical educational elements with workshops and networking opportunities.

Participants chose a mentor in the area of politics, media and tech and decide togehter how they want to create a sustainable mentorship period for 3 months. From attending parliamentary meetings, to hosting a radio show, the opportunities are endless.

Networking opportunities arise during Workshops, such as the Welcome Workshop or thematic workshops. Forging these connections dosent only empower participants to pursue their chosen careers, it also opens up career chances, like internships. The program "Yes she can" is a opportunityy for BPOC Women & Girls to network with women who look like them and have achieved great success in their respective careers.



"Yes She Can" 2021/2022

THE WAY FORWARD

When looking at the industries in which BPOC women have a hard time breaking into, the tech sector and finance sector are at the top of the list. Which is the reason why the team of "Yes She Can" decided to add a sector of mentorship to the already existing two Politics and Media sectors. Gender equality remains a major issue in the corporate world, and women remain significantly underrepresented in corporate settings.

Despite an abundance of research confirming that companies are more profitable when they have more women in teams, there is still a gender gap in most companies. Information technology is one of the fastest-growing industries world wide, and technical innovation will play a crucial role in almost every sector of the economy.

From 2023 two BPOC tech experts will be providing Mentorship to 2-4 BPOC Women and Girls. The importance of women taking up tech jobs is clear. Women and girls usually chose low paying care work, part-time jobs and volatile jobs as a career path, hence making them subject to poverty, especially in older age. Increasing their earning potential early by encouraging entering tech jobs reduces the risk of BPOC women and girls in particular entering poverty.

Additionally to extending the program by one sector, the team has decided to put even more emphasis on networking by creating spaces in which participants and beneficiaries can meet industry experts and forge sustainable relationships with each other.



"Yes She Can" 2021/2022

Claudia Unterweger

Medien Mentorin "Yes She Can" 2021/2022

ICH VERSUCHE MEINEN MENTEEES DAS WEITERZUGEBEN, WAS ICH MIR DAMALS SELBST GEWÜNSCHT HÄTTE.

Kannst du dich kurz vorstellen?

Mein Name ist Claudia Unterweger und ich bin Journalistin beim ORF und meistens stimmlich im Radio FM4 wahrzunehmen.

Was bedeutet Mentoring für dich ?

Mentoring ist für mich ein breit gedachter Prozess, wo es eher darum geht eine Person in ihrer Persönlichkeit und in ihrem Tun zu stärken.

Was ist in der österreichischen Medienlandschaft wichtig?

Es ist wichtig die österreichische Gesellschaft in den Medien so abzubilden wie sie tatsächlich auch ist. Wir leben in einer Einwanderungsgesellschaft, in einer diversen Gesellschaft und es gibt Menschen die ganz viele unterschiedliche Hintergründe haben. Und an der österreichischen Medienlandschaft mangelt es noch an Diversität und es ist mir ein Anliegen Menschen zu unterstützen in die Medienwelt hineinzufinden und auch jenen denen es schwerer fallen könnte.



FOTO: MINITTA KANDELBAUER - CLAUDIA UNTERWEGER - DIPLOMVERGABE "YES SHE CAN"

Hättest du gerne eine Mentorin gehabt?

Ich hätte mir als junge Journalistin oder Person, die ins Berufsleben einsteigt auf jedenfall eine Mentorin oder Mentor gewünscht. Immer wieder mal gab es den einen oder anderen Professor im Gymnasium [...], der mich unterstützt hat, aber es gab kein offizielles Mentoring.

Was versuchst du an deine Mentees weiterzugeben?

Ich versuche das an meine Mentees weiterzugeben, was ich mir gerne damals gewünscht hätte. Mein Wissen und meine Erfahrung im Job, und darüber hinaus ihnen auch zu vermitteln das sie sich etwas mitnehmen für ihren Lebensweg. Ich finde das der Erfahrungsaustausch besonders wichtig ist für Mentoring und gleichzeitig ist es auch für die Mentorin extrem bereichernd und toll Wissen von den Mentees zu bekommen. Wir können voneinander lernen.

Was ist dir als Mentorin wichtig?

Mir ist wichtig als Mentorin, meinen Mentees zu bestärken in dem was sie tun, in dem was sie gut können und dem was sie Lieben und gut können und ihnen meinen Support auf den Weg zu geben. Ich zitiere Tijen Onaran hier gerne die sagt einem sehr schönen Satz [...] "Hab den Mut die Erste zu sein, ihr wist gar nicht für wieviel ihr ein Vorbild seid".

"Yes She Can" 2021/2022

Marimar Keimel

Political Mentee 2021/2022 for Mireille Ngosso

**THE MENTORING PROGRAM
HAS DEFINITELY
EMPOWERED ME.
I LEARNED TO BELIEVE IN
MYSELF MORE AND TO GO
MY OWN WAY....**

Please introduce yourself briefly Marimar?

My name is Marimar, I study Tourism Management and I am from Vienna.

What convinced you to participate in mentoring?

I was motivated to meet representatives from politics [...] and to get to know their way and especially other young women from the BIPOC community.

What does mentoring mean to you?

For me, mentoring means getting insights into the realities, works of successful women. Looking at how these individuals got to where they are currently and learning strategies to be able to go down that path myself one day.

How did you envision the mentoring program at the beginning?

As a way to learn more about the background of politics [...] and figure out if it's something I want to do or not.



Photo Credit: Minitta Kandelbauer for African Cultural Foundation - "Yes She Can" Welcome Workshop

Did the mentoring program meet your expectations?

Yes, the mentoring program met my expectations. I learned a lot from my mentees and that was also the best thing for me, to be able to network with the other mentees and to see how they are doing.

Do you feel empowered now and how ?

The mentoring program has definitely empowered me. I have learned to believe in myself more and to go my own way and try things. If I want to do something I can try it and maybe it will be something.

How has the mentoring program influenced your next career steps?

I have gained self-confidence and dared to be enthusiastic about other things. In August I will go to Morocco and do an internship there.



"CapXchange"

Entrepreneurship & Business Support for
Women in Nigeria

"CapXchange" 2021/2022

WHY SUPPORT WOMEN IN NIGERIA?

One of the issues a large number of West African based social enterprises face is a lack of capacity, expertise and human capital. Solopreneures in West Africa are faced with a lack of capacity and ressources thereby reducing their overall livelihoods.

The statistics prove that there is an exponential demand for employment on the continent which can be alleviated through entrepreneurship.

The program encourages young people and women in Eastern Nigeria to start their own enterprise mentored by industry experts in Nigeria. Thereby building their capacity and ensuring that they are able to provide their own employment and upon growth employ other young people and women.

As an added component a exhcange programme will not only benefit the enterprises that receive the expertise but give young Diasporas interested in returning to africa to work the unique opportunity to experience african countries and assist enterprises by passing on their expertise.



"Yes She Can" 2021/2022

OUR LOCAL PARTNER

Our partner is based in Nigeria with offices in the US and Nairobi. ImpactHER is an award-winning not-for-profit organization that empowers African female entrepreneurs by bridging the gender business financing gap.

The organizations ultimate goal is to utilize institutional investing experience to prepare African female market leaders at every stage of their business.

ImpactHer does this by training African female entrepreneurs on how to build scalable businesses and access institutional investors and empowering African female entrepreneurs who are critical to building the African economy and spurring economic growth.

Our partner is focused on supporting a diverse group of African female entrepreneurs and managers that are interested in:

- scaling their businesses and expanding their market share
- raising capital from high net worth individuals or institutional investors such as Venture Funds, Private Equity Funds, Development Finance Institutions
- being investor-ready



**WE NEED YOUR
SUPPORT!**

DONATE TODAY!

No Amount is to small to give



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Herausgeber

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We thank you for your ongoing support of our programs

Acknowledgements

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We thank all Community Leaders, organizations and our team, especially **Mohamed Ali, Miachela Staggl** and **Emily Joost** for their support in 2022 beyond their job description.

Those responsible for concept and coordination.

The authors and copywriters of the impact report.

Our colleagues and photographers **Minitta Kandelbauer, Harald Staudach, Salman Abdo** and the local and Austrian partner organizations.

Our mentors and mentees for their contribution to a successful program, as well as artists, exhibitors and media partners.

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