

# MASK'S IMPACT 2007-2025

MASK places creativity at the core of mainstream education to drive systemic change, empowering young people as forward-thinkers and change-makers. It also embeds creativity at the heart of society, fostering an ecosystem where creativity education becomes a societal standard—fueling social mobility, economic growth, and setting a new benchmark for an equitable future.

## FUTURE-ORIENTED

MASK addresses two critical issues in education:

Transforming education through creativity education (CE)

Advancing access & equity through CE & collaboration

## EDUCATION INNOVATIONS

Groundbreaking

Disruption

New approaches

Shaping society

MASK CE model:

- Policy, curriculum, pedagogy
- Training frameworks & programmes

- Creativity as primary component
- Integrating art
- Practical creativity

- Creativity for deeper learning
- Facilitators locally sourced
- Creativity in the community
- CE as equitable education benchmark

- Skills (problem-solving, leadership, entrepreneurship, artistic)
- Self-awareness (ethics, citizenship, self-efficacy)
- Knowledge (MASK CE model, creative work outputs)

## TRANSFORMATION

Transforming education

1. Developing CE practice
2. Informing policy
3. Training young people
4. Engaging schools
5. Engaging community

1. Designed a MASK CE model & curriculum materials.
2. Contributed to education policy reform in Kenya that integrated creativity in curriculum. Collaborating with the Kenyan government to develop materials for 38,500 schools, train 150 tutors & 50 TSC staff, that can impact 12,000 graduates annually. Collected 23,500 creative works (18,500 of MASK Awards & 5,000 of Creativity Clubs) to inform youth, cultural & access policies.
3. Upskilled 20,000 young people directly and impacted 120,000 indirectly (x6) through Creativity Clubs. Supported 300+ with cash prizes, fostered networks of 100+ artists & innovators.
4. Delivered 500 Creativity Clubs workshops in 30 Kenyan schools; trained 60+ facilitators; reached 300 schools & established a network of 60 best creative schools through MASK Awards.
5. Collaborated with 60+ organisations across countries & sectors; engaged over 650,000 people through 50 local, national & international exhibitions and 200 press publications.

Building cross sector collaboration

1. Intergov organisations
2. Top-level gov institutions
3. Universities & thinktanks
4. Trusts & foundations
5. Galleries & museums
6. Business
7. Media & press
8. Awards & recognition

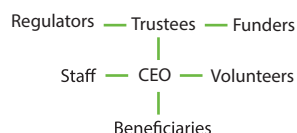
1. UNESCO's IIEP, Paris (exhibitions & conference, 2009 & 2012); UNESCO KNC, Seoul, 2014 (conference), UNICEF (MASK Awards). To influence policymakers.
2. 15: Kenya: Ministries of Education, Youth, Foreign Affairs, and Culture; Parliament; Embassies; KICD; TSC; Office of the Deputy President; district education directors. USA: the White House. UK: the British High Commission. To inform policy.
3. Seven incl. SOAS of UOL & Institute of Education of UCL (2011); Woodrow Wilson Center (2011); George Washington University; Nairobi University; University for the Creative Arts; University of the Arts London. To engage with academic research and shape CE practices.
4. Nine, incl. Linbury Trust & Rivers Foundation. To support the charity's initiatives.
5. 11, incl. Saatchi Gallery, Turner Contemporary, Nairobi National Museum, US Library of Congress. To influence art integration in education & engage communities.
6. Nine, incl. Unilever & Mabati Rolling Mills. To link CE to workforce development.
7. Seven, incl. The Star (Kenya), Citizen TV (Kenya), Google Ads. To foster wider ecosystem.
8. Awards: Youth Development NPO of the Year 2024/25 Corporate LiveWire Global Awards (UK); Most Visionary Learning Organisation: Innovation in Education Excellence Award 2024 Acquisition International Awards (UK); Most Innovative Learning Organisation 2020 SME News Awards (UK); Top Website 2022 THEGOODESTATE Awards (USA). InSEA Affiliate. Listed on Harvard GELL, CEI of R4D, HundrED.

## SUSTAINABILITY

Grown across borders & regions

Founded in Kenya in 2007, MASK expanded to 16 countries in Africa by 2023 before reaching 56 worldwide in 2024, bringing the total to 63.

Governance model



Business model & financial stability

Charity with a business model focused on fundraising & value-driven collaborations.

Monitoring legal & regulatory risks

- No current legal or regulatory risks
- Annual risk register update
- Strategic Plan to diversify activity
- Internal risks control
- Compliance in all operating regions
- Adherence to standards in policy.