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VISSION- 2020

Dear Friends, colleagues, donors and supporters of our school,

It is a great honour for our school and for me to be associated with you all for the benefit of my people here in Kenya and the East African region as a whole. It has been a great year full of great things and we are grateful. As we look back, even with the challenges we have faced in the last 5 years, some of which almost coursed us to close down, some of which coursed our students drop off from the course, due to many logistical personal challenges from the school and the students themselves, I am glad to say that those few, who persevered and embodied the energy and optimisms we offered, to make and have change in their lives for the better, and have made it to the end, their lives will never be the same again. If not their lives will even be better and all thanks to you and for your support.

I write this letter to you as a very proud Kenyan, as a your messenger and representative, and works as a bridge and a voice for my people. I write to you as a person who has given up everything and lost himself to make sure that this project works and as I lose and offer myself to the service of my people. (Like what Ghandhi said and I quote,) " The best way to find yourself is to lose yourself in the service of the others" End of Quote, I also write to you as a friend and a colleague who has been transformed and shaped because of your belief in me and of all the support that you have rendered to me personally and to the school, since the journey to come back home started back in2005 at a party in the studios of Video Associates in Hilversum. You have made The Multimedia Academy what it is now. You have made us the great school we are now. And I am who I am today because of you and I am very proud of you and also proud to be associated with you, no matter the drop.

It is hard to believe that this dream that started almost 25 years ago as a mirage, remains the same until when I moved to Europe that it started getting form. Today however, for me, it is a dream come true and a reality that has grown. It is and it feels good to see that we have trained a good number of young people of whom some are also starting to train others. These are the fruits that (you and I), or shall we say, we have started to harvest. But this is just drop in the sea. We can do more. Much more. As we grow better and better, as a caretaker, I would like to make sure that this dream and institution that you have helped to make this a reality does not varnish, now even when I am long-gone. As what Dr. King Said, and I quote, "If you can't, fly, Then run, If you can't run, then Walk, If you can't walk, then Crawl, but whatever you do, keep on moving. Also another inspiring and encouraging statement is what Gandhi said and I quote, "The shape of the future depends on what and how we shape the present", In my opinion this institution must remain firm and in good hands. Even with all the challenges and struggle in the past, present and future, with our professionalism and with our income and financial growth we must keep on moving and we must keep on shaping this school over and over again, for the shaping of this school we would like to see in the future, is and will be determined by the shaping we are doing at present-today.



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As our motto say (teach them How to Fish), our co-business is and will remain that of training and empowering the youth to give them a future, a career and a choice in the community to both the boy and girl child as we create equal opportunities for both sexes.

As we struggle to get out humanity and freedom of speech, these are full of corruptions that is use and untold and its apparent that our government system tend to oppress and bring the voiceless people down.

Thus the importance of us to train as many young people in the media as possible so that they may in turn become the leaders and voices of the voiceless for a better future of not only my beautiful country and people but for East and Africa as a whole.

As our financial status grows and as we get self-determination, I take this opportunity to rejoice with you for achieving something of the same. As we train these young men and women, we humanly empower them by giving them the basic human needs, which is bread on the table. This way we restore their dignity and equality and they become respectful men and women and citizens of the society.

In the last five years we have trained many young people, but when you compare those that we rejected, then what we trained is just a drop in the ocean, and yet the journey has just began. Honestly for sure we can do more. Much much more. As we look at our progress, I confirm and appreciate that we are still struggling but we are on a better path to better development and still on the right tracks. We would like you to acknowledge our extra ordinary achievement, that includes,

No.1:- We are still here and getting stronger by the day. To make this school survive and still be here today is by its self a big achievement. No.2:- Recently we cleared our good from the port without asking our donors and or for financial help from our good friends, the way we usually do. This is also in a way is development. This is our ice break to financial independence. In the near future, we are planning to start a school TV show that will see/set the school on another level. That too is another step we are embarking on for further development financially, that we need to recognize and support.

With the new digital era and ever expanding TV production and demand in Kenya and in the region, there is great potential to train even more people. TV stations are demanding more local content than ever before.. Propelled by the need for content from the stations The media and TV industry is on the move and you can partner with us to achieve the same.

But even with the above progress , we need to build a strong institution not only in the equipment but in our staff and our premises. We are looking for a training institution that can bring basis dignity to many young men and women of this region.

At this juncture I take the opportunity to inform you that, we are starting a campaign Called:- VISSION-2020, in which we would like to build our studio that will encompasses many other art and media discipline. For this to work, we are not only looking for sponsorship, but rather for partners who can help us build our own capacity to grow. We don't indignity failure and steps of our struggle to financial dependence but we will work hard to train and produce school programs to increase our finances in future, so that we can determine our future as we choose our own destiny. And as the Project Leader I am working hard to transform our relationship to a higher level with all our partners so that we listen to each other contribution as equal partners so as to achieve this vision 2020 development goal.



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So far I am proud of the progress that we have made together in the last five years, from having an analogue studio and equipment to having digital training and mobile production equipment and thanks to all of you who have donated and dedicated their finances, time and services to our school. We owe you big time. We have made progress from not having rent for our office (our office being locked with nails), to paying rent in advance for a year to date by ourselves, This is also a big achievement. However as what Mandela said and I quote, " Do not judge us by our success because we are still here, but rather from the times we have fallen and went almost bankrupt, not knowing what to do and yet, we have gotten back on our feet over and over again" Don't judge us from the things we have not done right because of not knowing, or because we do not know, but judge us from the small good and right steps that we have taken to learn what we didn't know and made it right. In General, it has been a big challenge, a big struggle and it was never a straight line, and that at times the challenges made us move a few steps backwards in order to jump over a challenge.

But as for now we are still on a good path of development and of shaping the future. But we can only have a future if we can start working for it now. As what a wise Mr. Ghandi said, Shaping the future depends on what we do and how we are shaping the Present". End of quote. This is a new thinking strategy of building a future that can train even more young people, that will unleash new opportunities that will promote them out of poverty, so that they can also support not only the media development and democracy, but in turn, they will give back the citizens their rights, their say and freedom of speech. These will also be the young men and women who will/ can also work in various media and art sectors to promote peace, security and most importantly have that basic human need of putting food on the table to have a little bit of dignity of a person. This is the kind of development that we want our school to achieve and this is the duty and work that we would like to do with you as equal partners.

This project will be done in Phases namely; purchasing of the Land, Making the Foundations, the studios and the classes and then the other things will follow. We shall name the blocks and or buildings and street and foot paths after those who will contribute to make this happen in recognition for their contributions. Our grace period is just 5 year to make it complete, starting with this month of December 2015. Some of the media and art related departments include here are, TV-Studios, Photo studio, Audio recording studio, Film hall, Drama theatre, print media, editing, Graphic design, to name but a few.

In November and or December 2020, we shall do our official opening of the same. By then we hope to have a fully fledged and functional multimedia school and hopefully most of you will be attending this opening ceremony.



I am hopeful that with the spirit that we have had in the last past five years of honest and loving to help and assist the young people here, that made this school advancing from a begging school to one that can now pay its bills, can be the same spirit we can use to realize our vision 2020 of building our own school. Let us live in the future today and be part of this dream. Let us build a long lasting school that will have a TV-studio, better classrooms, A Photo studio, Audio recording studio and an art studio to name but a few. As what Madiba said and I quote, "Education is the most powerful weapon which we can use to change the world". End of quote. Let us start shaping the future now, let us build a future so that we can educate our people and change our country, region and the world the better.

I have a Dream.

Thank you all so much for all your kindness and for the support in everything you have given to me and to the school.

Long live all of you and long live The Multimedia Academy and God Bless you all.

Best Regards,

Mabwa Otinga
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