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BOARD OF DIRECTORS

Dr Ayo Ajayi, Population Council, Ghana; *Paul Myers*, Mennonite Central Committee Ten Thousand Villages, USA
John & Louise Riber, Media for Development East Africa, Tanzania; *Steve & Sally Smith*, Media for Development International, USA
Mechai Viravaidya, Population & Community Development Association, Thailand; *Batilloi Warritay*, UNICEF, Sao Tome

ANNUAL REPORT – 2004

In 2004, MFDI's main activities were winding up the CDC funded HIV/AIDS radio serial drama, and the completion of the scripts and pre-production work for the *Homeboyz* TV series project.

MFDI had a total income of \$379,807 in 2004. Of this amount \$293,734 came from the Centers for Disease Control for the radio project (#2 below); \$35,484 came for the promotion of the Social Entrepreneurship book (#6 below); \$11,495 from a donation from Steve and Sally Smith, and \$12,189 from MFD/Zimbabwe covering projects supporting themselves. Additionally MFDI grossed \$26,906 from distribution sales (#5 below).

In 2004, MFDI has worked on a number of projects:

1. MFDI Tanzania branch – Late in 2004, it was agreed that MFDI should work with MFD/Zimbabwe towards setting up an office in Tanzania where the Homeboyz Project and other social development media work that MFDI and MFD have been doing the last 15 years can continue. Due to the current situation in Zimbabwe it is not possible to carry out all of the required project work there. Visits and investigations into several neighboring countries have shown that Dar es Salaam in Tanzania is the best place to continue this work.

Therefore, in October 2004 an agreement was signed between MFD/Zimbabwe and MFDI in which MFDI will provide technical assistance which will be financially supported by MFD. In the course of this technical assistance, it was determined that the best organizational set up in Tanzania is to establish a branch office of MFDI in Dar es Salaam called Media for Development East Africa.

In light of this, MFDI decided to engage the reputable firm of Price Waterhouse in Tanzania to register a MFDI branch office there. John Riber will be the director of this office and take any and all decisions and actions required to establish and operate this branch office.

2. HIV/AIDS Radio Serial Drama project – *Mopani Junction*, was completed in May. MFD/Zimbabwe is the main agency with MFDI as a subcontractor, handing personnel, logistics and financial matters. The project was cut off the air due to political issues in Zimbabwe from 1 August 2003, but MFD continued to produce all 104 episodes in English, Shona and Ndebele. Despite lots of issues, this project

ended up well on a financial level, which will help support MFD as it awaits political resolution in Zimbabwe. Efforts to get this broadcast in Kenya, Uganda, the USA, and Zimbabwe are underway now.

3. Homeboyz television series project -- This year *Homeboyz* script development and pre-production project with Ford Foundation support was completed. One of the primary reasons for establishing a branch office of MFDI in Dar es Salaam is to pursue the production phase of the project in Tanzania. Hopefully the series will be shot in Tanzania in 2005 and the completion work undertaken at MFD Harare as originally planned.

4. MFDI's web site at www.mfdi.org, is continuing with the pro-bono services of Outdare in Rotterdam, Netherlands. It is updated regularly from the Colorado office.

5. Video distribution and sales continues to be the main programmatic activity for MFDI. It holds inventory of about 1,000 VHS at any time, valued between \$5-6,000. During the year 2004, MFDI grossed \$26,906 in income from video sales, and broadcast and theatrical royalties received, and had \$9,259 in direct costs, and about \$490 in catalog printing and marketing costs. MFDI sold 290 videos and gifted 50 videos, and paid \$1,543 in royalties to African filmmakers for 2004 sales.

6. Social Entrepreneur Project – MFDI again this year acted as the fiduciary agent for David Bornstein in the promotion of his 2004 book, “How to Change the World – Social Entrepreneurs and the Power of New Ideas.” An additional \$35,484 came into MFDI in 2004. Five percent of the total will be paid to MFDI for overhead and administrative costs.

7. FilmAid International Project – Steve and Sally Smith visited FilmAid in Kakuma, Kenya in July to see the project and meet with the advisory committee and learn what types of additional videos they want, (land mine, reconciliation and repatriation videos mostly). They also visited their home office in New York in December, and have been officially appointed to the FilmAid Advisory Committee. FilmAid already has one of each of MFDI's titles, but now MFDI will procure and donate additional new videos for use in their work in Kenyan and Tanzanian refugee camps in 2005.

8. Tumbuka Project – MFDI is working to assist this Zimbabwean dance troupe to tour the USA, possibly in 2005.

9. Maasai Education Discovery Project – In July, Steve and Sally Smith visited MED in Narok, Kenya, and in September attended a pre-board meeting in Boston. MFDI donated a few needed office supplies, one of each of the MFDI collection of videos, and were helping market their Maasai beads. Steve was a MED board member and Treasurer, but this involvement was terminated when MED decided not to follow required non-profit agency standards. This was a surprising and unfortunate ending to almost a decade of support for MED.

10. NESsT Project – MFDI supported Steve and Sally Smith to attend board meetings in San Francisco, Budapest and New York. NESsT helps non-profits to become more self-financing and promotes social enterprise. See www.nesst.org. DSR and MFDI were a case study for them in 1995 as a combination of a social

message film business and a computer business, mixing non-profit and for-profit work in the early days before this became a more normal practice.

11. Rhythm Walk Project – MFDI donated \$1,330 to Loren Mach, whose partner walked 1,330 miles raising money for Zimbabwe AIDS orphans, etc and doing mbira music shows along the way raising awareness of Zimbabwe in America. See www.ZimRide.org. Loren injured himself and was unable to complete the walk, but his walking partner completed the walk from Mexico to the Canadian border. They raised over \$22,000, and will be making a video of the process.

12. Yellow Card film project is pretty much done but activities this year included efforts to get the Chinese version production and release back in process, and possibly getting a Shangaan version done. This is a language spoken in parts of Zimbabwe and Mozambique. Production of a DVD of this film as well as some of other MFDI films is still under consideration.

13. Other than the above costs, MFDI spent \$6,244 on phone, postage, copying, office supplies and equipment, repairs, licenses, banking and credit card and miscellaneous costs. This was MFDI's third full year of a payroll for its four previously volunteer staff (John and Louise Riber, Steve and Sally Smith), although MFDI had to suspend the Smith's salaries and lower the Riber's due to shortage of funds. Office space continues to in the Colorado home of the Smiths.

In 2005.... MFDI's main work will be the establishment of a branch in Dar es Salaam, and completing the production of the *Homeboyz* TV series in Tanzania.

MFDI will also provide some consultants and technical assistance to a Johns Hopkins project in Uganda. This is based on the experience learned with Mopani Junction, and we hope will lead to more radio social drama development work.

MFDI will continue to work on the social entrepreneur book support, and hope to be involved with a Tumbuka USA tour. Also MFDI may provide some logistical support to MFD/East Africa for producing a short video on Tingatinga art in Tanzania.

MFDI has added new activities this year working on the board of NESsT and Advisory Committee of FilmAid International. The support of these two agencies will become more of a focus in 2005. MFDI will procure additional video programming for use in FilmAid's refugee camp showings. In May, Steve and Sally Smith will visit several sites on the east coast seeking videos for FilmAid and support for NESsT. Also a NESsT Board meeting will be hosted in Colorado in July.

Four full-time paid staff continue on MFDI's payroll; a fine web site; and a viable distribution business with about 100 titles of top-quality African social message videos. Financially the agency is stable, but the short-paying wages will continue in 2005. MFDI's work in African social message media started almost 20 years ago and \$5,072,150 has been spent over the last 15 years as MFDI, a non-profit film production and distribution agency; plus what was spent as DSR in the 1980s for the first few films.

But now MFDI has evolved from film making into radio and TV projects as well. The most central work has been supporting the development of Media for Development Trust in Harare, but with the political / economic crisis in Zimbabwe that work is moving to Tanzania where it will operate as Media for Development East Africa.