



نابلس - شارع شويطرة 22 - بجانب المستشفى

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Askadar Annual Report 2023

Empowering Urban Youth Through Arts and Education

Message from the Executive Director

Dear Stakeholders,

It is with great pleasure that I present Askadar's Annual Report for the year 2023. Amidst the challenges faced by urban youth in Nablus and its surrounding areas, Askadar remained steadfast in its commitment to providing a nurturing environment where creativity flourishes, talents are nurtured, and opportunities are abundant.

Mission and Values

Askadar's mission revolves around empowering urban youth through arts and education. We firmly believe in the transformative power of the arts and strive to provide a safe haven where children and teenagers can explore their potential, express themselves creatively, and build a brighter future for themselves and their communities. Our values of inclusivity, creativity, and community engagement guide every aspect of our work.

Best Practice Characteristics

Problem Statement: Our primary goal is to address the need for a nurturing environment for children and youth in Nablus, focusing on their artistic talents in music, dance, and the arts. We also aim to empower young artists, particularly women, by providing job opportunities as mentors and teachers in local schools.

Annual Summer School Program: To ensure sustainability, we introduced an annual summer school program that generates consistent income while enriching the lives of participants. This initiative has become a cornerstone of our efforts to promote Palestinian cultural identity through creative approaches and storytelling.

Support for Working Mothers: Our after-school programs contribute to work-life balance for working mothers, offering a supportive environment for their children while they focus on their professional responsibilities. These programs also provide opportunities for professional development, enabling working mothers to pursue higher education and career advancement.

Mission Statement & Value Proposition

Askadar, situated in the heart of Nablus in the Northern West Bank, serves as a beacon of hope and creativity amidst the challenges posed by the occupation. Our journey, which began in March 2017, has been guided by a clear purpose: to provide the children of Nablus with access to the transformative power of the arts.

In a city where access to arts like Music, Dance, and Drama was limited by fear and societal barriers, Askadar emerged as a haven. We've witnessed significant growth since 2017, with over 120 students now engaged in a diverse range of art activities, from Ballet and Dabka to Music and Drawing. Our commitment to accessibility is reflected in our scholarships, allowing students, most of whom are between 3 and 15 years old, to pay only 20% of course fees.

Results and Growth

Our approach to addressing the initial issue of limited access to the arts in Nablus and creating a successful outcome that has established Askadar as a best practice involved a multi-faceted strategy encompassing accessibility, education, and community engagement.

Key Performance Indicators (KPIs) and Results:

- **Enrollment Growth:** We witnessed a 40% increase in the number of students participating in Askadar programs over the past three years.
- **Community Engagement Metrics:** Workshop attendance increased by 50%, indicating a growing interest in the arts within the community.
- **Scholarship Impact:** 75% of scholarship recipients continued their arts education beyond the first year, indicating the program's effectiveness in providing access and sustaining interest.

Strategy for Financial Sustainability

Askadar's business model revolves around a combination of revenue streams and sustainable practices to ensure financial viability over time. These include fee-based arts education, scholarships, annual summer school programs, community engagement workshops, grants and donations, and sponsorships and partnerships.

Impact

Economic Significance: Askadar has contributed significantly to job creation in the community, providing stable employment for 12 full-time employees and engaging 55 freelancers.

Inclusiveness: We empower individuals from diverse backgrounds, challenging gender roles, supporting working mothers, and providing opportunities for marginalized groups, including women and young artists.

Social Impact: Askadar serves as a hub for community development, cultural heritage preservation, reduction of inequality, and promotion of peaceful and inclusive societies in Nablus.

Innovation and Environmental Sustainability

Askadar embraces innovation in teaching methodologies and seeks to minimize its environmental footprint through sustainable practices in its operations.

Challenges and Lessons Learned

We have overcome challenges in recruiting creative instructors, ensuring sustainable income streams, and enhancing public relations and advertisements. Lessons learned include the importance of a community-centric approach, diversification of revenue streams, inclusivity and equity, continuous learning and innovation, and effective communication.

Conclusion

As we reflect on the achievements of 2023, we remain committed to our mission of empowering urban youth through arts and education. Together with our partners, donors, volunteers, and beneficiaries, we will continue to build a brighter future for the children of Nablus and beyond.

Sincerely,

H'ala H. N. Shakhshir

Askadar



 **مركز Askadar للثقافة والفنون**
Askadar For Culture And Arts