

APPEAL FOR SUPPORT

1. Our Appeal

Our friends and supporters, we are appealing once again for your support. This time we are asking you to contribute to bringing our CASSI initiative into being. CASSI stands for Creative Africa Storytelling and Screen Incubator. CASSI is a comprehensive strategy to create a critical mass of international standard skilled film practitioners in sub-Saharan Africa, with a focus on empowering African women. Any amount that you are able to donate would be gratefully appreciated and would mean much to us, as well as to scores of young Africans who lack positive role-modelling. All gifts will be acknowledged with a personal email of thanks.

Alternatively, if you would like to interact with ICAPA Trust Founding Director, Ms Tsitsi Dangaremba to learn more about CASSI, we would be pleased to schedule a Zoom appointment for you with Ms Dangaremba.

2. Bringing CASSI to Life

2023 saw many milestones in bringing CASSI into being. In May, the Institute of Creative Arts for Progress in Africa ([ICAPA Trust](#)), CASSI's parent body successfully launched the proof of concept pilot project for one of the CASSI programmes, ProjectZ.Africa at Cannes film Festival, at the Pavillons Afriques. This [project](#) brings international skills to Zimbabwean and other African filmmakers through mentoring with international industry insiders. Z refers to the end, signifying that Africa is about to start a new chapter in its democratic and creative progress. It refers to the young people who have grown up with film content and are eager to use the medium to tell stories that restore and engage, while being commercially competitive; films that work to transform attitudes in Zimbabwe and on the African continent in positive ways. Mentees paired with international practitioners are contracted to work on ProjectZ.Africa productions after their mentorship.

Zimbabwean popular music producer Tatenda Jenami, who was mentored by American composer [Osei Essed](#), is producing the music for one of CASSI's proof of concept productions, Q-ING. Q-ING is in the final stages of script development with international script analysts Donat Keusch and Gabriele Sindler of [DFK FILMS | dfk*script*service](#). CASSI is thus already an employment opportunity for youth in Africa's creative economy and will expand its offers to this demographic. I also brought together a high-powered team to lead the projection in east, west, and in the Horn of Africa. The team also includes a highly experienced film administrator; Mariette Rissenbeek, the outgoing director of the Berlin International Film Festival

3. CASSI Global Objective

CASSI'S programmatic global objective is to contribute to positive transformation in Africa through role-modelling positive ideas, behaviours and outcomes in film narrative, especially the films of African women. While not monetary, CASSI measures ROI according to numbers of women trained, how the women assess their skills improvement as per responses to post-training questionnaires, numbers of films made during the CASSI programme, impact of these CASSI films through festival selections and box office, commercial cinema box office, and audiences responses at festival screenings and at screenings held in ICAPA Trust – CASSI's parent organisations outreach programmes. Such reactions provide an indication of the efficacy of these films in promoting the transformation they are made to effect, numbers of CASSI graduates who work on projects after their training and the impact of graduates' post-CASSI productions. CASSI'S objective aligns with ICAPA Trust, CASSI's parent NGO's motto: "**When we change Africa, we Change the World.**"

4. Why CASSI

CASSI is a unique project that expands the market place of ideas on the African continent. Women led, CASSI creates a safe platform for African women creatives to skill themselves to tell their stories at international standard. These are stories of African women fighting for their desires to lead better lives in better communities and nations and achieving some success as well as many positive learnings about what it means to be human in community with other diverse human beings as a result of their efforts.

CASSI stories are curated to be positively transformational, exhibiting personal and democratic values, courages and tolerances of diversity. In this way, these values, courages and tolerances are seeded into society. CASSI provokes African creativity and enables African IP to be produced at international standard while ownership remains on the continent.

CASSI has impact. [Oxford University research](#) on the [The Queen of Katwe](#) about a girl from Kampala's ghettos who becomes a child chess prodigy showed that when Ugandan children watched this film before a maths exam, they performed better than children who watched a control film called *Miss Peregrine's Home for Peculiar Children*. This is one of the few studies that show that role modelling positive images in film affects children's performance in life tasks positively, that was until the study largely a question of intuition. This is because the brain perceives the image as real, before the cortex kicks in to provide analysis and that potent impression of the image as real remains.

Currently many films about and from Africa are about problems that have no solutions. Yet the solutions are there and many people are practising them in their communities. CASSI brings these stories and their power – especially the stories of African women to the continent and the world so that African women may uplift themselves and contribute to human stories of struggle and triumph in the global community. CASSI harnesses the innate creativity to improve their lives of African individuals and communities in story form.

CASSI produces African IP at international standard while ownership remains on the continent. Dutch trend forecaster [Lidewij Edelkoort](#) in her recent book “[Proud South](#)” forecasts that the next aesthetic revolution will come from the global south over ten to fifteen year's time. CASSI positions African creatives to lead in and benefit from this imminently forthcoming aesthetic trend.

In short, CASSI changes lives in the way that has most impact and is most sustainable: from the inside out. And your gift will help us to accelerate this transformation.

5. Fundraising Goals

The fundraising goal for the Creative Africa Storytelling for the Screen Incubator (CASSI) is to raise \$16 million over 6 years. Annual requirements range between \$2.2 and \$3.3 million. More details are available on request.

6. How to Help

For our US friends, tax deductible 503(c) compliant gifts may be made through our fundraisers Chapel and York, or CAF America.

1. Gifts via Chapel and York may be made by following [this link](#), citing the following details - Account Name: Institute of Creative Arts for Progress in Africa (ICAPA) Trust, Account No: CHAPEL906, Service: US Foundation Affiliate.

2. To give via CAF America please download and complete the form [here](#). When completed mail it, with your gift, to the address on the form, citing The Institute of Creative Arts for Progress in Africa (ICAPA) Trust as the organisation you suggest your gift should support.

Alternatively, gifts may be made directly to our ICAPA Trust account with the purpose “CASSI” as below:

Bank account name: Institute of Creative Arts for Progress In Africa (ICAPA Trust)

Account number: 9060003198907

Bank: Stanbic Bank

Country: Botswana

Bank sort code: 064067

Swift code: SBICBWGX

Correspondent Bank name: Standard Chartered Bank

Correspondent Bank address: 1095 Avenue Of The Americas, New York

Swift code: SCBLUS33

Thank you again for your support now and over the years. You have helped ICAPA Trust to become one of the fastest growing women-led arts capacity building bands on the African continent.

With kindest regards,

A handwritten signature in black ink, appearing to read "Tsitsi Dangarembga". The signature is written in a cursive, flowing style.

Tsitsi Dangarembga, ICAPA Trust Founding Director
with, for and on behalf of The ICAPA Trust Team
Harare, 17 October, 2023