

EAST YARD

AMPLIFY

CREATIVE CAPACITY BUILDING PROGRAM

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Background

PROGRAM ETHOS

AMPLIFY: Nonprofit Creative Capacity Building Program was implemented in collaboration with MPCo - The Marlin Payne Company, and made possible with grant funding from the U.S. Embassy Port of Spain. The main goal of this project was to provide training, information and tools to support the capacity building of NPOs and social enterprises in strategic creative campaign development and the inclusion of marketing and brand management best practice across operational and programmatic functions.

About East Yard Enterprises

East Yard Enterprises - "AMPLIFYing Changemakers & CONNECTing Across Borders for Global Impact." East Yard Enterprises, founded by Kevon Gareth Foderingham in Trinidad and Tobago, is a dynamic creative social enterprise dedicated to empowering innovation and social impact. Through its *AMPLIFY: Connect* platform, East Yard integrates capacity building via online training and incubation programs, a rentable pop-up space, curated exhibitions, consultancy services for creative and social entrepreneurs, compelling media storytelling, and international exchange opportunities. These initiatives create pathways for nonprofits and creative entrepreneurs to amplify their innovation, grow sustainably, and establish global connections. Join us to amplify your impact, foster connections, spark creativity, and drive transformation.

About MPCo: The Marlin Payne Company

For more than a decade, U.S. based MPCo has worked across the nonprofit sector to help empower organizations to rethink and retool their short- and long-term strategic plans, fundraising models, and marketing approaches to build capacity and achieve their mission. For MPCo, that means understanding your universe, identifying competitors, and unashamedly focusing on resources ranging from institutional and high net worth individual donors to direct response and microlending opportunities. Some of MPCo's clients include, Communities In Schools of New Jersey; The City of District Heights, Maryland, and the Community Garden Program; and Federal City Council, Washington D.C. MPCo's C.E.O. Marlin Payne Whiteman, is also currently senior manager of the Office Of The Chief Financial Officer, Planned Parenthood Federation of America.

PROGRAM PARTICIPANTS

Eleven (11) organizations/businesses were invited to be part of this first cohort of AMPLIFY: Nonprofit Creative Capacity Building Program.

Organization/Business Participation:

1. All Inclusive TT
2. Art By Creative Design
3. Atelier Tavernelle
4. Bois Academy of Trinidad and Tobago
5. Chosen Hands
6. Joki One
7. Freedom to Rise
8. Fyzabad Theatre Connection
9. Rogue Luxury Hair
10. This is We: A Platform for Culture and the Arts
11. Tobago Writers Guild

Number of Participants

Overall, from the 11 participating organizations/businesses there was a total of **20 active participants**:

- All Inclusive TT - **2 Participants**
- Art By Creative Design - **2 Participants**
- Atelier Tavernelle - **3 Participants**
- Bois Academy of Trinidad and Tobago - **2 Participants**
- Chosen Hands - **2 Participants**
- Joki One - **1 Participant**
- Freedom to Rise - **2 Participants**
- Fyzabad Theatre Connection - **2 Participants**
- Rogue Luxury Hair - **1 Participant**
- This is We: A Platform for Culture and the Arts - **2 Participants**
- Tobago Writers Guild - **1 Participant**

Project Implementation

CULTIVATION PHASE (1)

Phase #1 ran from November 2023 to February 2024 with 11 nonprofits & social enterprises engaged in 30 contact hours of training that took the form of 10 hours of pre-recorded seminars; and 20 hours of scheduled 1-on-1 coaching from Kevon Foderingham. Topics covered included: Awareness, Action and Advocacy Campaigns; Impact of Social Enterprise; Monitoring & Evaluation; Social Marketing Theory and the Marketing Mix.

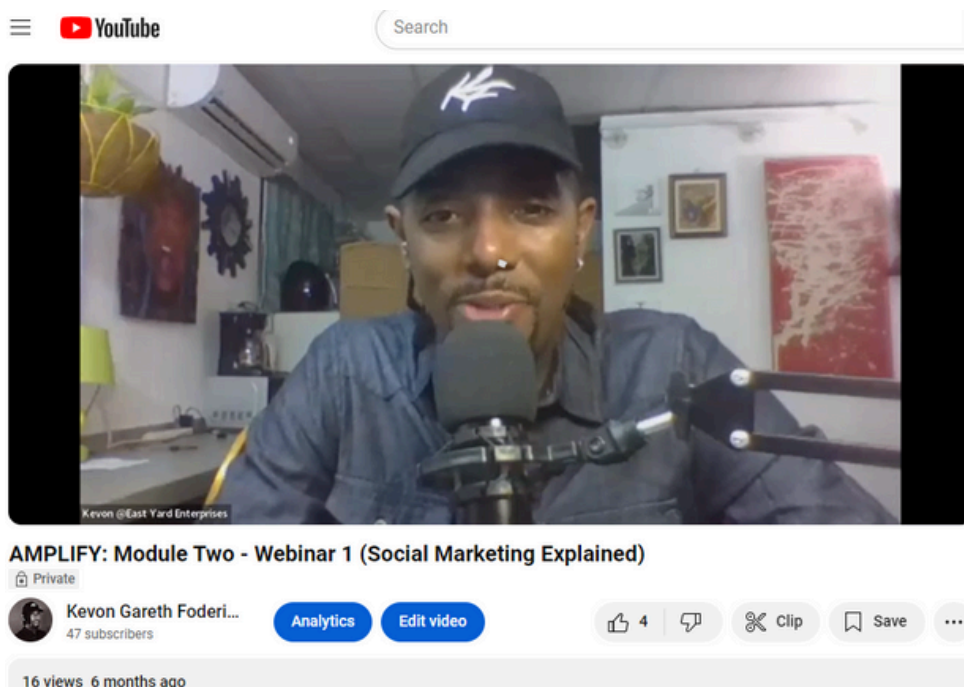
The first phase was delivered in two modules, namely:

1. Social Impact and Evidence
2. Innovation

Representatives from all 11 organizations/businesses completed the **Two-Module Cultivation Training Program** and **Coaching Sessions**.

Participant Rating of the Quality of Online Training:

- Excellent: 8 (73%)
- Good: 3 (27%)
- Average: 0 (0%)
- Poor: 0 (0%)



Some Direct Participant Responses on the Specific Knowledge or Skills Gained from Webinars:

- Types, purposes, and benefits of campaigns, ways to implement.
- Insights into marketing the services of social enterprises, managing an awareness campaign, and sustainable business models.
- The different types of campaigns; social enterprise and hybrid business models; the importance of the value proposition.
- Ability to define and identify framing practices for projects.
- Focused approach to types of campaigns (Advocacy, Action, Awareness).
- Impact of marketing strategy and types of campaigns; framework for spotting potential opportunities; addressing pain points.
- Importance of advocacy; bringing ideas to fruition.
- Understanding nuances in crafting and managing projects as campaigns; importance of innovation, value assessment, pricing, and financial sustainability.

Some Direct Participant Responses on their Changes in Consciousness of Social Good Campaigns, Marketing, Social Enterprise, and Brand Management Best Practices:

- Awareness heightened, better able to discern effective techniques and successful methods.
- More focus on marketing and brand management; professional approach to campaigns; stimulated business model ideas.
- Deeper understanding of social good campaigns, marketing, and brand management from a surface level to an intimate understanding.
- Enhanced capabilities for structural approach and analysis.
- Improved understanding of social good campaigns, marketing, and brand management; importance of peer critique and value proposition development.
- Higher consciousness in addressing service elements; better awareness of priority population and needs.
- More mindful of successful campaign components, brand presence, and audience alignment.

CO-CREATION PHASE (2)

Phase #2 began in March with 24 in-person hours in the form of the AMPLIFY: 3 Day Workshop Series - (March 26-28 facilitated by Kevon Foderingham and Marlin Payne-Whiteman who was flown in from Washington DC) featuring Marketing Plan Development; The Business Model Canvas; Networking Theory; Budgeting 101; Resource Mobilization; "From Start to Scale Panel Discussion (with Sharon Mottley - ILGA NAC, Rachel Renie - Farm and Function, Arnaldo James - Mindwise and Marlin Payne Whiteman - MPCo); and a workshop closing mixer. On World Creativity and Innovation Day - April 21, 2024 (#WCID) 10 of the 11 participating entities launched via social media, individual AMPLIFY x U.S. Embassy co-branded social change campaigns utilizing innovation, arts and culture to address a host of social challenges faced by our country and aimed at their priority populations.

Representatives from all 11 participating organizations/businesses attended the In-Person Creative Campaign Development Workshop and Panel Discussion sessions over the period.
Attendance

Participant Rating of Usefulness of the Workshop and Panel Discussion:

Extremely Useful: 7 (64%)

Very Useful: 4 (36%)

Moderately Useful: 0 (0%)

Slightly Useful: 0 (0%)

Not Useful at All: 0 (0%)



Some Direct Participant Responses on Specific Skills or Knowledge Gained from the Workshop and Panel Discussion

- Pinpointing and activating a project plan.
 - Financial planning for projects, comprehensive budgeting, marketing campaign development, and business model canvas utilization.
 - Appropriate budgeting for projects.
 - Knowledge of budgeting and marketing tools.
 - Networking and collaboration with like-minded advocates.
 - Marketing channels and priority population selection.
 - Financial literacy and budgeting; soft skills and relationship building.
- Practical application of business plans, funding management, value proposition development, and situational analysis

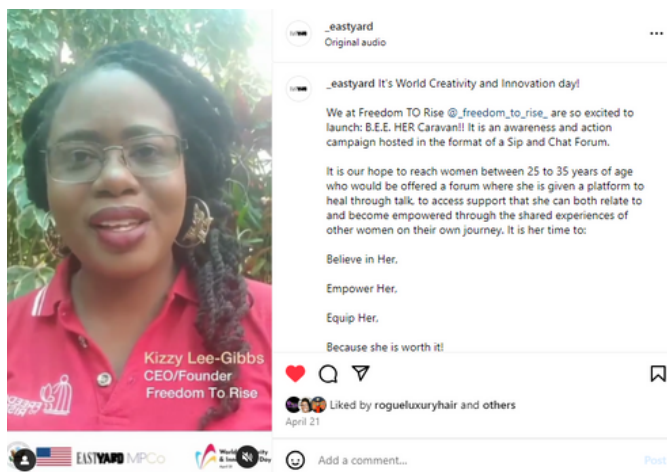
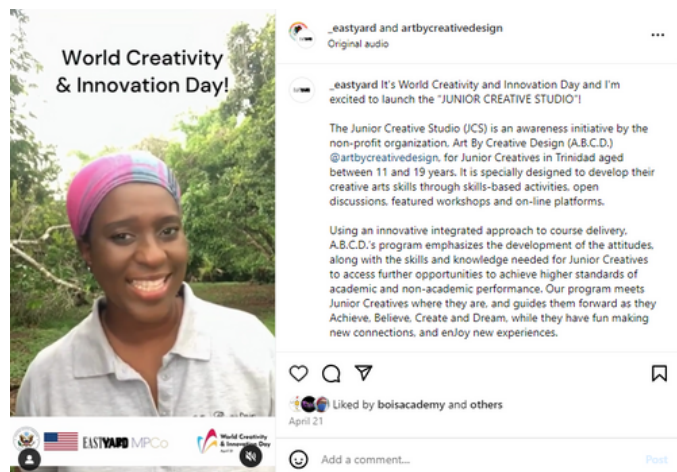
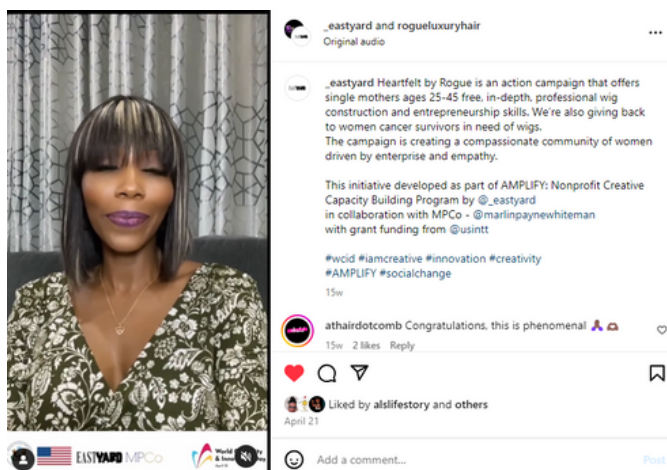
It should be noted that coming out of this phase, 10 of the 11 participating organizations/businesses were able to successfully conceptualize, develop and launch their campaigns on World Creativity and Innovation Day - April 21, 2024.

Campaign Names and Value Propositions

1. **Joki One - Anchored Ambitions:** Affords youths the opportunity to discover talents in the creative and cultural sectors, preserving Trinidad-style carnival.
2. **Atelier Tavernelle - Art At Work Awareness Campaign:** Tackles mental health issues among employees through art therapy, enhancing well-being and work performance.
3. **This is We - A Platform for Culture and the Arts - Fathers Need A Village Too:** Supports fathers in the Tunapuna to Arima region, providing tools for positive communication and expression through art.
4. **Bois Academy of Trinidad and Tobago - Kalinda Konversations:** Empowers intergenerational communities through culturally relevant education led by Kalinda tradition experts.
5. **All Inclusive TT - ABI (AntiBullying Initiative):** Provides a triangulated approach to bullying, educating teachers, supporting schools, and monitoring success.
6. **Art By Creative Design - The Junior Creative Studio:** Develops creative arts skills for junior creatives through skills-based activities, workshops, and online platforms.
7. **Chosen Hands - EmpowerHER Art Kit:** Offers transformative experiences for vulnerable teenage girls through creativity, personalized support, and resilience building.
8. **Fyzabad Connection Theatre Company - Back-to-Books:** Uses non-traditional strategies to foster reading culture, school spirit, and lifelong learning for youth aged 13-17.
9. **Rogue Luxury Hair - Heartfelt by Rogue:** An action campaign that offers single mothers ages 25-45 free, in-depth, professional wig construction and entrepreneurship skills. We're also giving back to women cancer survivors in need of wigs.
10. **Freedom to Rise - B.E.E. Her Caravan:** an awareness and action campaign hosted in the format of a Sip and Chat Forum to reach women between 25 to 35 years of age who would be offered a forum where she is given a platform to heal through talk, to access support that she can both relate to and become empowered through the shared experiences of other women on their own journey.

PHOTOS OF CAMPAIGN LAUNCHES

PHOTOS OF CAMPAIGN LAUNCHES



All campaign launch videos can be viewed on <https://www.instagram.com/eastyardenterprises>

CONNECTION PHASE (3)

Phase #3 began at the end of May with AMPLIFY educational content being disseminated via East Yard's blog; and the 10 organizations, namely All Inclusive TT, Art By Creative Design, Atelier Tavernelle, Bois Academy of Trinidad and Tobago, Chosen Hands, Freedom to Rise, Fyzabad Connection Theatre Company, Joki One, Rogue Luxury Hair and This is We - A Platform for Culture and the Arts executing, monitoring and evaluating their campaigns over a two month period, which culminated with the AMPLIFY Social Impact Summit on July 31 at the American Center, sharing the successes from their individual creativity and innovation driven social change campaigns.

Dissemination of the project's materials and outcomes will be ongoing for the remainder of 2024, to include media appearances, blog posts and the release of the AMPLIFY Connect podcast, featuring U.S. Embassy POS exchange program alumni and AMPLIFY participant projects.

Audience Engagement (Online)

Following the online launch of each campaign and their online engagement with priority populations over the two month period, content from the 10 organizations/businesses were able to reach **over 36,000** people.

Audience Engagement (In-Person)

During this phase, the 10 organizations/business were able to actively and directly (face-to-face) engage a combined total of **181 members** of their priority populations.

Some Direct Participant Responses on the Observed Changes in their Ability to Create Content and Reach Audiences

- Intent to expand and utilize network connections.
- More confident and directed content creation and promotion.
- Increased productivity and initiative planning.
- Growth in social media presence and audience participation.
- Enhanced social consciousness and management orientation.
- Better resource utilization and team member engagement.
- Improved workshop management and networking opportunities.
- Increased confidence and process orientation.

Some Direct Participant Responses on their Improvement in Skills (Campaign Development, Marketing, Brand Management, Budgeting, Networking)

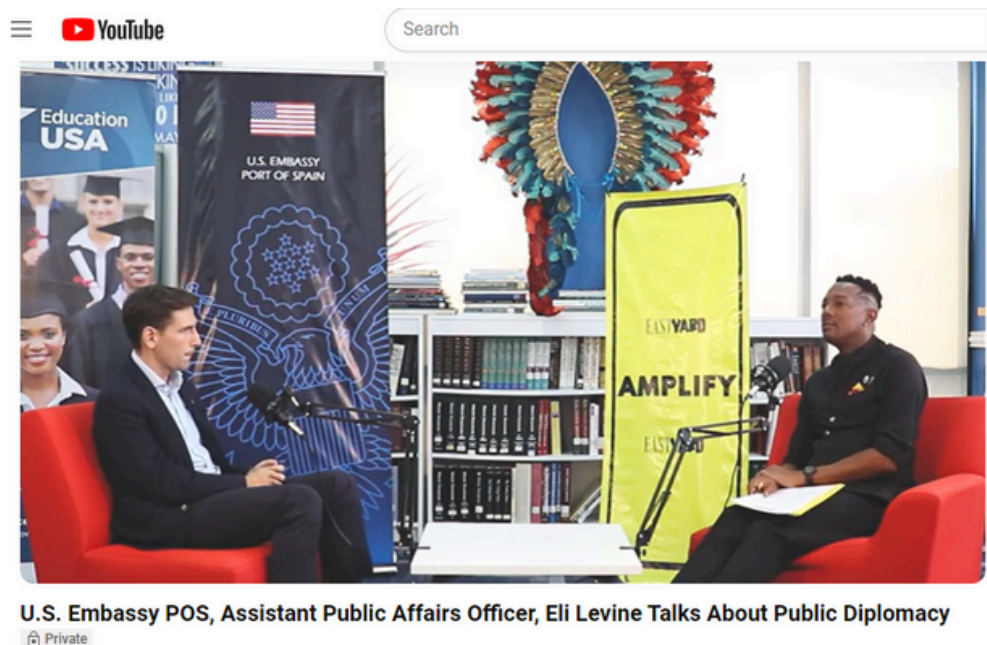
- Improved brand management through better monitoring.
- Significant improvement in campaign development and marketing; insights into budgeting and brand management.
- Pilot project experience; need for more hands-on engagement.
- Capacity building for other projects; organizational practices improvement.
- Growth in campaign development and networking skills; accountability and conversation with similar organizations.
- Cohesive participant engagement; better resource awareness and team member utilization.
- Innovative capacity building with stakeholders.
- Increased confidence and detail-oriented processes; ability to pivot and maintain stakeholder relationships.

Some Direct Participant Responses on the Overall Program Impact Personally and Professionally

- Positive Impact
- Valuable platform for collaboration and initiative launch; potential for expansion.
- Motivation and proactive structuring for new NPOs.
- Inspiration and confidence in innovative programming.
- Knowledge and funding for new NPOs; understanding of successful intervention initiatives.
- Deeper insight into campaign planning, value proposition, and priority population connection.
- Improved understanding of campaign execution, stakeholder engagement, and funding opportunities.

Way Forward

As mentioned before the dissemination of the project’s materials and outcomes will be ongoing, to include media appearances, blog posts and the release of the AMPLIFY Connect podcast, featuring U.S. Embassy POS exchange program alumni and AMPLIFY project participants.



Episode One of the monthly **AMPLIFY Connect: The Podcast** is set to be released on YouTube and Spotify on August 19, World Humanitarian Day to emphasize the importance of Humanitarianism as an ideology centered on valuing human life, where benevolent treatment and assistance are provided to reduce suffering and improve conditions for others.



AMPLIFY Connect: The Blog was launched on www.eastyard.org/blog and will continue to share educational material from the project.

In closing, here are some direct recommendations from the participating organizations/businesses for the program's improvement

- No recommendations; well-organized and executed program.
- Suggestion for physical workshops after each module for better engagement.
- Ample resources and funding for facilitators and projects.
- Spread out in-person sessions for better accessibility.
- Conduct program twice a year for wider access.
- Additional coaching for initiative sustainability.
- Part II of the program for skillset upgrades.

On behalf of East Yard Enterprises and MPCo, we extend our heartfelt gratitude to the U.S. Embassy Port of Spain for your invaluable support of the AMPLIFY Nonprofit Creative Capacity Building Program. Your commitment and partnership have been instrumental in empowering our creative community and enhancing the impact of our nonprofit and social enterprise initiatives. Through your support, we have been able to provide vital resources, training, and opportunities for growth to numerous talented individuals and organizations, fostering a vibrant, innovative and sustainable social sector. We deeply appreciate your dedication to fostering positive change and look forward to continuing our collaborative efforts to uplift and inspire our community.

Sincerely,

Kevon Gareth Foderingham

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