



HOUSE OF ARTS ASSOCIATION ANNUAL REPORT 2024

Compiled by: Programs Department



**HOUSE OF ARTS
ASSOCIATION**

INTRODUCTION

Throughout 2024, House of Arts Association (HAA) remained steadfast in its mission to empower young people and transform communities through arts and managed to reach over 800 young people and 23 stakeholders at different levels. With a focus on youth development, sustainable urban spaces, and creative advocacy, the organization implemented various projects that addressed pressing societal challenges, including climate change, economic empowerment, mental well-being, and drug abuse.

This report provides a detailed narrative of HAA's work in the past year, highlighting key achievements, challenges, and areas for improvement. It also outlines future plans and recommendations to strengthen the impact of arts in community development. This report serves as both a reflection on our efforts and a roadmap for future growth.

PROJECT BACKGROUND

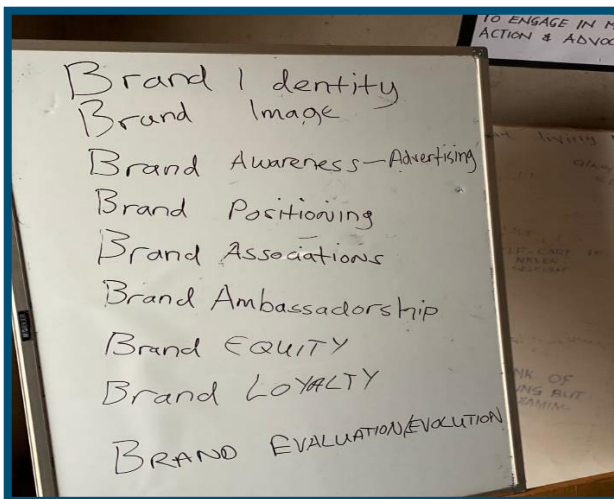
House of Arts Association has long recognized the power of arts in driving social change. In 2024, the organization focused on expanding its reach, ensuring that young people had access to platforms that nurtured their creative talents while addressing social and economic issues. The team is currently implementing a project titled Youth City with a main focus of making cities are inclusive, safe, resilient and sustainable for young people. It remained at the core of our work, providing young people with opportunities to engage in entrepreneurship, advocacy, and creative expression.



Using an inclusive and participatory approach, HAA worked with various stakeholders to implement its programs effectively. Through workshops, interactive performances, ideation sessions, and festivals, the organization created spaces for young people to discuss, innovate, and take action on issues affecting their lives. Data collection, through baseline surveys and feedback sessions, ensured that each initiative was responsive to community needs.



One of the key objectives for 2024 was to strengthen youth participation in climate justice and advocacy, an area that saw significant growth through events such as the Dance for Climate event in Kuwadzana. Similarly, entrepreneurship was a major focus, with HAA playing a pivotal role in supporting young entrepreneurs by facilitating training, mentorship, and access to microgrants.



PROGRESS OVERVIEW



The past year saw remarkable progress in HAA's efforts to promote youth-led development and sustainable communities. One of the standout achievements was the foundation of the Youth City Program, which saw increased participation from young people in Mbare, Hatcliffe, and Epworth. This program not only provided financial and entrepreneurial support but also created safer and more inclusive spaces for creative expression.

In the area of climate justice, young people used dance, poetry, and drama to highlight environmental issues, with the Dance for Climate event attracting significant attention. The event led by Greening Kuwadzana project, brought together six dance groups, all of whom used their performances to communicate powerful messages about

climate action. Similarly, the climate dialogues in the communities targeted allowed young and older generations to exchange knowledge on how climate change is affecting their communities.

A major highlight was the ideation session held in Mbare, where young entrepreneurs discussed challenges and solutions to improve their ventures. Additionally, the introduction of contracts and templates for microgrant applications made it easier for young people to access funding for their projects. Beyond economic development, HAA also made strides in promoting mental well-being and addressing social issues such as drug and substance abuse. The organization also in preparation of an upcoming project titled: 'Shinga' conducted a number art therapy sessions. This project seeks to combine arts, advocacy, and sports to support young people in informal settlements as a way of improving their mental health.



Cultural development remained a pillar of HAA's work, with the successful hosting of the Zim Hip Hop Awards 2024 marking one of the biggest highlights of the year. The event, themed 'Beyond the Beat,' celebrated Zimbabwean hip hop talent while creating a space for young artists to showcase their work. A significant milestone was the introduction of a spoken word category, further broadening opportunities for young creatives.



Under the Public space transformation outcome, the organization also managed to support the rehabilitation of a sports ground in Hatcliffe after the previous space the teams had been using was sold to a private developer who converted it to residential stands. The rehabilitation of this recreational space had young people involved, instilling a long-term sense of responsibility amongst them, strengthening bonds and providing an apt space to nurture talent and promote young people's physical and mental wellbeing.



Despite these successes, the year was not without its challenges. Limited funding constrained the scale of some programs, while logistical hurdles, such as securing venues for community events, occasionally disrupted planned activities. Additionally, sustaining youth engagement remains a challenge, as economic hardships often make it difficult for young people to fully commit to long-term projects as there are other competing immediate needs.

ACHIEVEMENTS

YOUTH CITY PROGRAM		
AREA OF FOCUS	ACHIEVEMENTS	IMPACT
Entrepreneurship	Conducted baseline survey in Mbare during the HAA festival	Identified youth needs in entrepreneurship, advocacy and public space transformation.
	Supported 23 young artists through trainings on how to market their brands	Empowered artists and entrepreneurs on managing and growing their brands.
	Supported 6 young people from Mbare, Epworth and Hatcliffe in business to start and grow existing businesses.	Increased income and strengthened resilience through business growth.
Public Space Transformation	Supported the rehabilitation of a recreational space in Hatcliffe.	Enhanced access to safe and inclusive public spaces especially for children and young people.
	Conducted community mapping exercise with young people where they shared their priority areas and public space designs.	Improved programming to align the project to the need of the targeted audience.
	Participated in Shoko Festival and Shebeen Festival, providing a platform for budding artists to network and perform.	Enriched platforms for young artists to showcase talents, network and engage with the public.
	Hosted a talent show in partnership with a growing youth group at HAA space to promote art among young people	Inclusive space for young people for personal growth, promoting healthy competition and nurturing talent.



ADVOCACY	Climate Change and Resilience	Partnered with Greening Kuwadzana Project on the 2 nd Edition of Dance for Climate Action which had over 40 participants.	Raised awareness of climate justice and resilience in vulnerable communities.
		Participated at Families and Climate Change dialogue where HAA also shared the advocacy work they are doing around Climate adaption and mitigation.	Increased awareness of about the impact of climate change on families and youth involvement in solutions.
		Sports for Climate: raised awareness of Climate Change impact in Zimbabwe and amplify Youth City outcomes.	Improved awareness amongst young people about Climate Change and its impact.
	Mental Health	Preparatory sessions on “Shinga” Be Brave upcoming project focusing on using art to promote the mental wellbeing of young people living in marginalized communities.	Improved awareness on the role of art in improving the mental wellbeing of young people living in marginalized communities.
		Participated in the Community Health Expo and supported 2 youth groups to conduct community dialogues.	Improved awareness and knowledge on art as a tool for mental health action and advocacy.
	Children and Youth Development	Supported a soccer boot camp for young players as part of recreational development efforts.	Promoted teamwork, physical health and community cohesion among young people.
	Sexual Reproductive Health and Rights	Conducted movie screenings and stakeholder engagement with National AIDS Council, Local authorities and Community leaders.	Improved SRHR knowledge, awareness and action amongst young people and stakeholders.



AREAS FOR IMPROVEMENT

As House of Arts Association continues to grow, there is a need to strengthen internal systems to ensure smoother implementation of projects. One of the key areas for improvement is data collection and monitoring as well as resource mobilization and management. By integrating better tracking mechanisms, the organization will be able to measure impact more effectively and make informed decisions for future programs.

Training and development also require greater investment. While significant progress has been made in empowering young people, there is a need for more structured capacity-building workshops in areas such as entrepreneurship, advocacy, and climate action. Additionally, training more facilitators will allow the organization to expand its reach and provide more young people with the skills they need to thrive.

STAKEHOLDER ENGAGEMENT

Collaboration has been at the heart of HAA's success in 2024. Strong partnerships with government institutions, community groups, and private entities have played a critical role in ensuring the effectiveness of programs. The National Arts Council of Zimbabwe has provided essential guidance and support, while the Ministry of Youth Empowerment, Development, and Vocational Training and the Ministry of Sports, Recreation, Arts and Culture has been instrumental in promoting initiatives under this project.



The National AIDS Council has remained a key partner, particularly in the area of Sexual Reproductive Health and Rights awareness. Through movie screenings and discussions, young people have been educated on prevention and reducing stigma and discrimination (HIV/AIDS) as well as other key health related issues which include period poverty, safe sex and body autonomy. Additionally, collaborations with DreamTown and Operation Days Work have allowed HAA to strengthen its mental health advocacy, particularly through the upcoming 'Shinga' Be Brave Project.



NEW PARTNERS & COLLABORATIONS

The past year also saw the development of new partnerships that expanded HAA's impact. One of the key collaborations was with Greening Kuwadzana Project, which organized the Dance for Climate Action event. Additionally, new partnerships with youth-led organizations working on climate justice and public space transformation helped to amplify advocacy efforts.

The private sector also played an increasingly important role, with several businesses expressing interest in supporting arts-based entrepreneurship programs. These collaborations will be further explored in 2025 to create more sustainable funding opportunities.

RECOMMENDATIONS

To build on the progress made in 2024, several key recommendations have been identified. First, there is a need to increase funding opportunities through grant applications and corporate sponsorships. Expanding financial support will allow HAA to implement more programs and reach a larger audience.

Advocacy efforts should also be strengthened, particularly in securing more public spaces for youth arts activities. Access to safe and inclusive spaces remains a challenge in many communities, and HAA can play a leading role in lobbying for better infrastructure.

Expanding mentorship programs is another priority. By connecting young artists and entrepreneurs with experienced professionals, HAA can help bridge knowledge gaps and provide more structured support for young people's creative and business endeavors.

APPRECIATION TO PARTNERS

House of Arts Association extends its heartfelt gratitude to all partners and stakeholders who contributed to the success of our programs in 2024. Special thanks goes to:

- Ministry of Sports, Recreation, Arts and Culture.
- National Arts Council of Zimbabwe for ongoing guidance and support.
- Dreamtown and Operation Dayswork.
- Ministry of Youth Empowerment, Development and Vocational Training.
- City of Harare for support and guidance.
- National Aids Council
- All young people, artists and community leaders who actively participated and contributed to our initiatives.

PLANS FOR 2025

Looking ahead, House of Arts Association plans to build up on the Youth City Program in targeted communities, continue promoting the creative industry and strengthen policy advocacy efforts by young people living in marginalized communities. There are also plans to organize more community festivals and exhibitions, ensuring that young people have grander platforms to showcase their talents.

CONCLUSION

As 2024 comes to a close, House of Arts Association reflects on a year of growth, challenges, and achievements. The organization remains committed to using arts as a tool for empowerment and social change. With continued collaboration and strategic planning, 2025 promises to be a year of even greater impact.



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