



Pass the Crayon
Annual Report 2017

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Message from the Founders



*Martin Ringenbach and Sevin Özdemir
Photo by Nora Peisger*

The past year was a year of expansion, excitement, and inspiration for Pass the Crayon. In 2017, we've grown our core team from two founding members to a family of 10 committed team members. Their efforts, combined with the involvement and dedication of hundreds of new and old volunteers, and dozens of artists from Berlin and around the world, have allowed us to maintain and grow the previously achieved high yearly number of workshops and round off the year with a total of 139 unique and high-quality art workshops.

In order to ensure consistent delivery of the best possible services for newly arrived refugee youth, we have also assembled an Advisory Board composed of professionals whose work in different fields is connected to our mission and contributes to our overall vision. Under their guidance and advisement, we have developed a strategic plan to expand our outreach and extend our impact. This has, among other, included building strategic partnerships with organizations such as the Outlaw Stiftung, Welcome Camp, and KreativHaus e.V. At the same time, we've continued growing and developing established relationships with local and international artists.

Although since 2015 support for refugees and asylum seekers by the resident German community has diminished, the needs of newcomers are unchanged. The asylum procedure remains complex and lengthy,

and there has been little improvement in access to housing and jobs for beneficiaries with refugee or subsidiary protection status. Therefore, many asylum seekers and refugees still live in reception centers beyond the timespan of 1 year, despite recommendations and commitments to reduce this time to 6 months or less.

Many of the children living in collective housing for asylum seekers face disengagement, isolation, and anxiety due to the uncertainty and instability of their situations. Our work makes a critical difference for these children and youth by engagement in positive and creative activities that foster socio-emotional development and resilience.

We believe art has the power to create spaces for self-expression and positive identity development and to nurture hope for the future.

With this in mind, in 2018, we intend to expand the scope of our workshops to include disadvantaged youth both within and outside reception centers, and in doing so, help build bridges between different communities in Berlin, Germany, and elsewhere. Witnessing the youth in reception centers developing a sense of shared belonging and well-being through our workshops has been an immense joy, and we wish to take this feeling to all youth in need, regardless of their backgrounds.

Pass the Crayon ends 2017 with a sense of great accomplishment and pride. We have achieved the objectives laid out in our strategic plan for 2017 and have remained committed to consistent and sustainable growth.

We would like to extend our heartfelt gratitude to the members of our core team, our Advisory Board, our artistic collaborators, and our amazing team of volunteers who continue to give their time to us. You have all helped us accomplish wonders and have impacted so many lives, child and adult alike.

Sevin Özdemir
Director of Operations

Martin Ringenbach
Executive Director

About Pass the Crayon

Pass the Crayon is a nonprofit organization that fosters self-expression through art workshops for refugee children.

We strive to facilitate the integration of refugee children using art as a way of growing social and emotional skills. Through creative group activities,

Pass the Crayon helps build the self-confidence, self-awareness, and relationship building skills needed for integration into a new society. Pass the Crayon believes in stimulating the creativity innate to all children to help overcome challenges and become full-fledged members of the German society at large.

Why Pass the Crayon?

Out of the 1.4 million asylum seekers in Germany between 2015 and 2017, nearly two-thirds are minors and children. Following German asylum procedures, 809,953 of them live out their days in reception facilities where they spent anywhere between six months to a year, and sometimes more, with little access to the outside world due to the stringent regulations of so-called

Residenzpflicht laws. The children and youth residing in the centers lack access to education, privacy, and psychological support. Ultimately, while some will be granted refugee status, large numbers will be either deported back to their country of origin or will need to undergo a lengthy asylum decision appeal process. This period of uncertainty has direct impact on a child's development and disrupts psychosocial well-being.

We at Pass the Crayon believe that each and every child has the fundamental right to grow, thrive, and feel safe. Changing the aforementioned external circumstances is difficult and complex, and we therefore strive to create and offer spaces where children and youth can disengage from the worries of life during the asylum-seeking process in order to continue their personal development in positive ways.

Three times per week, Pass the Crayon organizes and offers art and creative workshops at refugee reception centers in the Berlin locations of Wilmersdorf, Spandau, and Pankow.

Through our workshops, we aim to achieve four main objectives:

1. Provide children and youth with spaces that engender a sense of safety and belonging, via

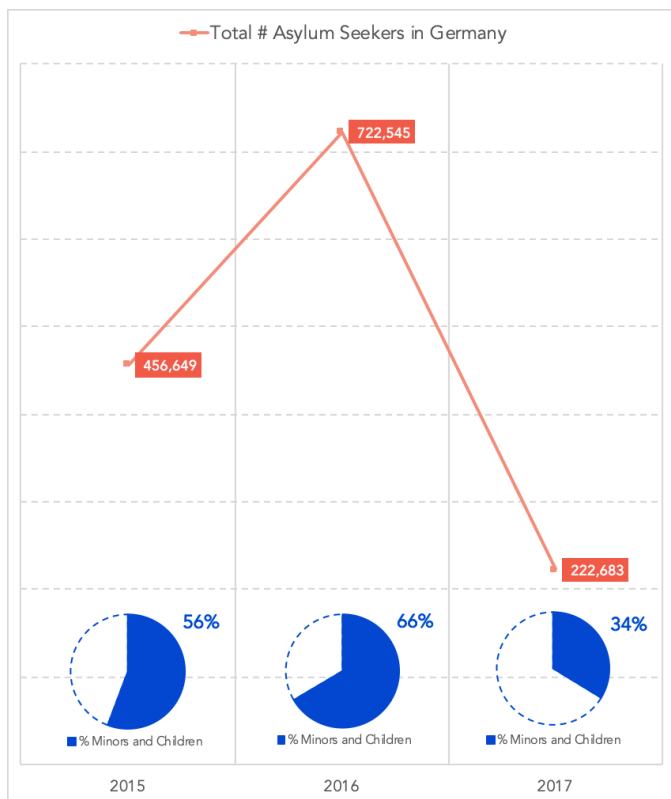


Figure 1. Total number of asylum seekers in Germany.

the organization and practice of structured and engaging activities facilitated by a team of dedicated volunteers and artists.

2. Allow refugee children and youth the space to develop a positive self-image by engagement in age-appropriate art activities and creative play tailored to their emotional and cognitive learning needs.
3. Assist children and youth in developing self-expression through artistic activities that allow them to discover new interests, gain new skills, and become more self-assured and confident.
4. Be a source of joy and fun.

2015-2017 (inclusive)

Total # Asylum Seekers in Germany

1,401,877

Minors and Children

809,953

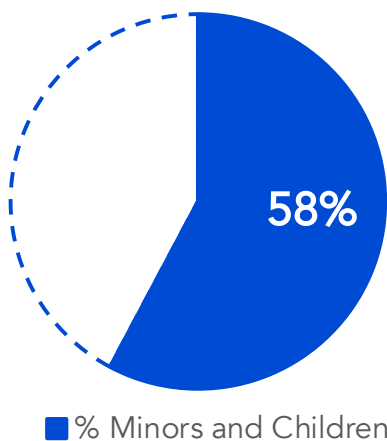


Figure 2. Share of minors and children among asylum seekers in Germany.

A Year of Achievements

Key Figures

People

People	2015	2016	2017	3-Yr Total
# Team Members	2	2	10	10
# Volunteers*	88	421	394	903
# Children Attending*	435	2,070	2,085	4,590
# Artists	1	20	35	56
# Interns	-	-	2	2
# Partners and Friends	5	3	8	16
Total # People	531	2,516	2,534	5,577

* Estimate based on average number per workshop (15).

Figure 3. Total number of people involved in Pass the Crayon's activities.

In 2017, more than 2,500 people were involved in the activities of Pass the Crayon, directly contributing to workshops or events, attending an activity, or partnering on joint projects.

Over a 3-year period, we've meet and worked with 5,577 inspiring individuals, of whom there are 4,590 children living in the reception centers,

903 volunteers, 56 artists, 2 interns, and 16 partners and friends of the organization.

The two founders were joined by 8 new team members forming the 10-member-strong core operational and administrative team of the organization, joined by an active Advisory Board.

Participation Ratios

Participation Ratios	2015	2016	2017	3-Yr Average
Ratio Team-to-Volunteers	1:44	1:211	1:39	1:90
Ratio Volunteers-to-Children	1:5	1:5	1:5	1:5

Figure 4. Participation ratios.

We improved our team-to-volunteer ratio by a factor of 5.4x year-on-year.

We maintained a volunteer-to-child ratio of 1:5.

In 2016, one team member supported the work of 211 volunteers. In 2017, we reduced that number to 1:39, team member to volunteer.

Workshops

In 2017, we maintained the previously achieved high yearly number of workshops and added one more for good measure to a total of 139, the highest number of workshops we've organized within the span of a year.

At the same time, we've increased the number of artist-led workshops by nearly a third, to a total of 45 workshops led by a total of 35 individual contributing artists (see Fig. 2).

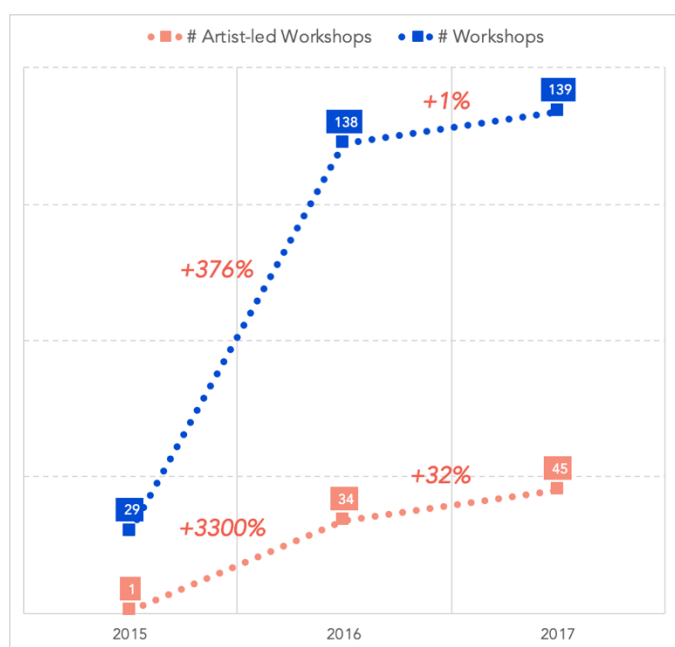
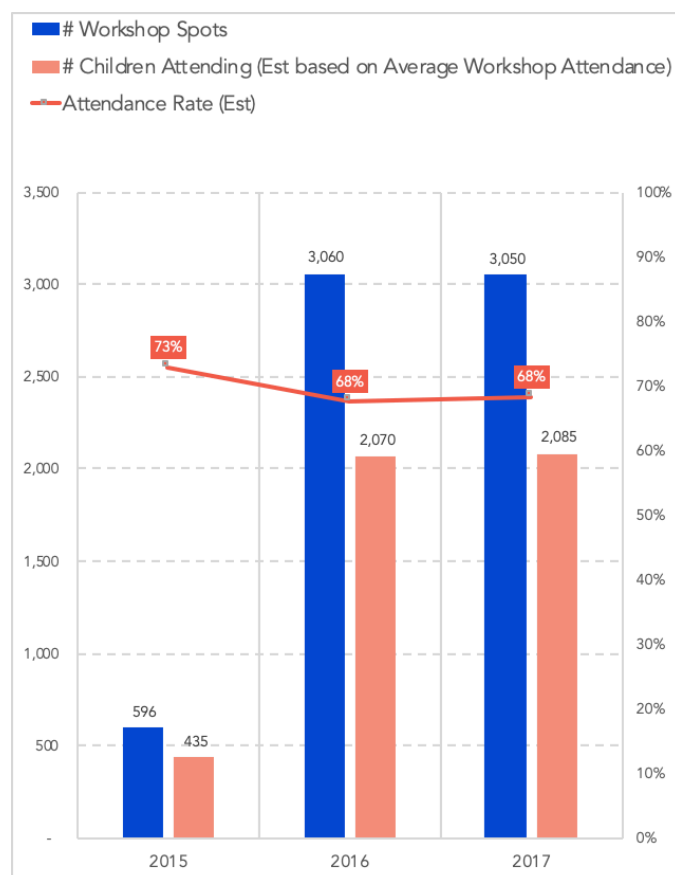


Figure 5. Number of workshops.

The high number of workshops has allowed us to maintain the high availability of workshops spots. We have lost only 10 spots year-on-year mainly due to the changing nature of the workshops themselves. Despite this, we've increased the number of children attending the workshops with an estimated 2,085 children engaging at our workshops in 2017.

At 68%, we have also maintained an attendance rate above two-thirds of capacity.



* Attendance rate estimated based on the average number of children per workshop.

Figure 6. Workshop spots and attendance rate.

Workshops of the Year

Graffiti Workshop

February & March, Pankow



Julien, a graffiti artist, has been working with Pass the Crayon since 2016. As his graffiti workshops were one of our most successful activities, we invited him back in 2017 to organize an extended follow-up workshop. Teenagers attending the workshops got the chance to paint with spray cans on large wooden boards, and Julien's valuable tips helped them take their graffiti skills to the next level.

Science Workshop

February, Pankow

Teresa and Anne-Laure, both not only committed Pass the Crayon volunteers, but also real-life scientists, brought science to youth in Pankow. Together, they created lava lamps, made with water, oil, and vitamin C. The duo also showed the children fun little experiments with everyday objects, which the children loved and wanted to repeat at home. Science is as inspiring as the arts, and we believe that we can mix both to create surprises!

JOHNman Living Doll Performer

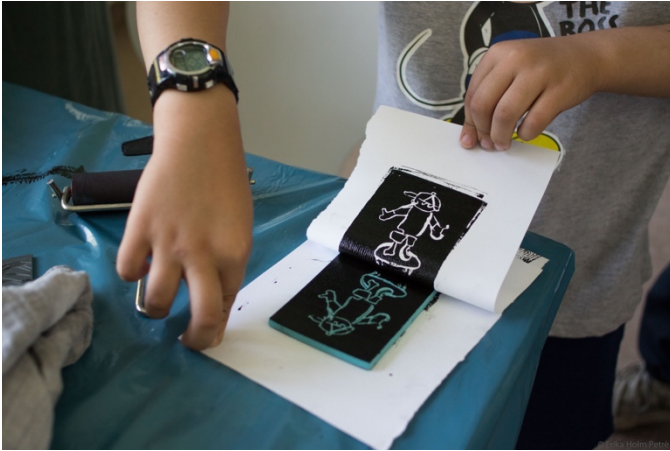
March, Wilmersdorf



In what was one of the most memorable workshops of 2017, the living doll performer and all-around amazing artist JOHNman, joined Pass the Crayon for a second time to give kids the opportunity to paint directly onto a living canvas in a fun and interactive show. JOHNman left the stage covered head to toe in paint, and left behind smiling faces.

Linocut Workshop

April & June, Pankow



In 2016, Jess, an inspiring and committed artist, introduced the technique of linocut to a group of teens, who were quickly able to create stunning carvings! They enjoyed this activity so much that Jess came back twice in 2017.

Filmmaking Workshop

October, Pankow

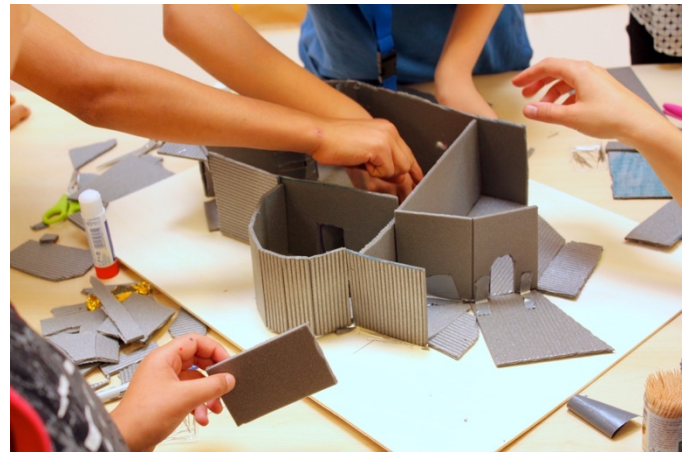


Divina, a filmmaker and film teacher, planned a series of workshops for teenagers, so they could learn how to film stories of their own. She started by a visual introduction to film making, followed by the children jumping straight in to write their stories in groups. They wrote and then picked their actors, director and cameraperson for the

shooting, with the results then edited by Divina herself. The last workshop was a proper movie screening, with a big screen and popcorn, after which everyone had the chance to discuss each other's work and offer constructive critique.

Pass the Maison - An Introduction to Architecture

November, Pankow



A group of young architects introduced their passion to the children. They taught them about shapes, 3D objects, perspective drawing, and much more. During the first two sessions, kids and youth drew the houses of their dreams, and during the third and final session, got to built actual models out of Styrofoam shapes.

Create your Avatar

November, Spandau

Maëlle, a talented graphic designer, illustrator, and one of the organization's best friends and allies, visited in November to lead a special Create Your Avatar workshop. Each child got to create an alter ego with a unique personality. Much like a Lego game, the children could construct an avatar and describe the preferences and tastes of the characters they created in a handy notebook Maëlle gave to them.

Painting with Light

November, Wilmersdorf



As the Wilmersdorf reception facility was about to close after two years of hosting our workshops, we hosted an emotional goodbye workshop teaching kids how to use the medium of light as pencil. We were honored to have had the chance to work at the center and follow the kids' paths for two years. During this workshop, like many times before, we were impressed both at the skill with which the kids wielded light and at how amazed they were by this new technique. We wish them all the best for the future and are so glad to have had the chance to get to know them.

The Flying Seagull Project

December, Pankow & Spandau



Pass the Crayon had the chance to welcome the wonderful and internationally renowned performers of The Flying Seagull Project to Pankow and Spandau. The kids were amazed by the show, and it was a delight to watch them smile and laugh at the clowns' shenanigans!

Shadow Puppet Theater

December, Spandau



During this workshop, Pass the Crayon showed the kids how to build a shadow puppet theater, including constructing their own characters from scratch with shoe boxes, tracing paper, and light. Children both younger and older joined in the activity together and rounded out the workshop with a shadow puppet theater performance of their very own!

Events

January	February	March	April
	<p>Berlinale Off Festival, Refugee Film Café February 16</p> <p>As part of the Berlinale Off Festival, Pass the Crayon was invited to the Refugee Film Café where we had the opportunity, along with other social projects and non-profit organizations, to present our creative program.</p>		
May	June	July	August
	<p>Emotional Photography Exhibition by GuruShots, Berlin Blue Art Gallery June 2-11</p> <p>Pass the Crayon was invited to this inspiring photo exhibition focusing on expressing portraits and presenting the work of 400 photographers from over 50 countries. The revenue raised during the event through the sales of the photos was donated to our organization.</p>	<p>Welcome Camp July 15</p> <p>During this day-long event, Pass the Crayon hosted a kids' corner with different kinds of art activities such as face painting, woodblock printing, and mural-making. PTC also had its own small exhibition inside, showing some of the creations made by kids from the centers where we visit and work.</p>	

September	October	November	December
<p>Innovation Knows No Borders September 21</p> <p>Pass the Crayon hosted an info booth during the Innovation Knows No Borders event organized by the Migration Hub Network. The organization had the chance to hear inspiring talks given by a diverse group of international speakers, social innovators and refugee entrepreneurs.</p>	<p><i>Mit Sicherheit gut ankommen</i> September 29-October 1</p> <p>Pass the Crayon hosted creative workshops for kids during the three-day <i>Mit Sicherheit gut ankommen</i> event, a social and cultural project seeking to raise awareness about the dangerous migration paths taken by refugees fleeing to Europe. On the last day of the event, Pass the Crayon organized a small exhibition of all the paintings and lino-carvings made by the kids.</p>	<p>Pass the Crayon 2-Year Anniversary & First Main Exhibition November 23</p> <p>After two years of work, Pass the Crayon hosted an anniversary party with an inspiring exhibition of the artwork made by the children and youth in our workshops. The event was held at CRCLR House, a sprawling, beautiful space whose team works based on so-called circular economy. Around 100 people in total – partners, volunteers, supporters, and Berliners – attended the event, enjoyed a delicious Syrian buffet made by Jasmin Catering, and moved to the beats of good friends of PTC, DJs Le Feu & Neana. The event was one of the highlights of 2017 for the team!</p>	<p>Delphi Theater Reopening Fundraiser December 3</p> <p>Pass the Crayon provided its full support to the team of the Delphi Theater for its re-opening, helping them raise money to replace stolen equipment. We hosted a workshop stand where kids and adults could try out a few festive crafts.</p> <p>Christmas Market at OMAs Café December 15</p> <p>Pass the Crayon attended WelcomeBazaar, a Christmas market hosted by the local initiatives, WelcomeCamp, Media Residents, and Refugees Welcome. PTC hosted a booth and brought art supplies for children visiting the market to use. The bazaar itself was hosted at OMAs Café, a grassroots community space open to all and donation-based, where people with flight experience can meet up, socialize and receive free language courses, advice and jobs counselling.</p>

Quick Snapshot of 2017

January	February	March	April
<ul style="list-style-type: none"> Welcomed Flora as Content Manager and a new member of our core team 	<ul style="list-style-type: none"> Welcomed Caroline as Social Worker and Volunteer Trainer Presented PTC and our work at the Berlinale Off Festival's Refugee Film Café First meeting with PTC's mentor Sailesh Naidu 	<ul style="list-style-type: none"> Officially became partners with the Migration Hub Network Organized PTC's first Monthly Meetup and training for new volunteers 	<ul style="list-style-type: none"> Welcomed Manon as Pass the Crayon's Program Officer Welcomed Shadi as Administrative Assistant for a limited 2-month term
May	June	July	August
<ul style="list-style-type: none"> Published online first press kit made in partnership with Studio Satël Formed Pass the Crayon's Advisory Board 	<ul style="list-style-type: none"> Published the German website version Welcomed Maëlle from Paris as Pass the Crayon's first intern, working on graphic design, illustration and workshop management Took part in an art auction whose proceeds went to Pass the Crayon, organized by the Berlin Blue Art Gallery Art Received a state grant from Der Paritätische Berlin 	<ul style="list-style-type: none"> Received a private grant from the Postcode Lotterrie Patricia, PTC's advisor and a social worker, returned to the United States after a year spent helping the organization A group of U.S.-American volunteers organized 2 weeks of workshops for Pass the Crayon. Welcomed Angel from Oxford as our second intern Partnered with the barcamp event Welcome Camp and hosted a kids' corner with a day's worth of creative activities The artist and musician Zebra Katz supported Pass the Crayon with royalties from the release of his new song <i>Blk & Wht</i> 	<ul style="list-style-type: none"> Flora launched the Pass the Crayon Blog

September	October	November	December
<ul style="list-style-type: none"> Partnered with the Outlaw Stiftung for the event <i>Mit Sicherheit gut ankommen</i> event where we hosted a kids' corner Welcomed Nicolas on board as Data Manager in charge of the strategy for Pass the Crayon's impact assessment and its concrete implementation 		<ul style="list-style-type: none"> Found a new shared studio space in Wedding Bought furniture and equipment for workshops in the new neighborhood in 2018 <i>Celebrated Pass the Crayon's 2-year anniversary</i> 	<ul style="list-style-type: none"> Partnered with the Delphi Theater for their re-opening fundraising event where we hosted a kids' corner. Hosted a final workshop before the closing of the Wilmersdorf reception center where we hosted a weekly workshop for the previous two years Partnered with Oma's Café for the Christmas market where we hosted a kids' corner Ended the year with a contribution of 35 articles to the Pass the Crayon Blog

Social Action Framework and Code of Ethics

Pass the Crayon's work with vulnerable children and youth means that it is essential that our staff, volunteers, and partners are trained, informed, and aware of how to ensure the safety and protection of our beneficiaries.

To this end, Pass the Crayon has developed strong child protection and safeguarding standards in the form of two guidance documents.

In 2017, the organization published two principle documents:

- Pass the Crayon's Ethics Charter, and
- Pass the Crayon's Social Action Framework.

These two guidance documents outline how Pass the Crayon works with vulnerable children and youth, outlines our safeguarding standards and our child protection policies. They also serve as a basis for training all staff and volunteers who will work with Pass the Crayon beneficiaries.

Pass the Crayon's Ethics Charter is a code of conduct, listing the organization's core values and founding principles, and child protection standards. Pass the Crayon commits to work under these set of values, influencing all aspects of our social action framework.

Pass the Crayon's Social Action Framework is a reference document clearly defining the work of our organization and how we will ensure our work will provide a safe and nurturing environment for our beneficiaries. It also provides details on how PTC's arts-based programs contribute to their resilience and well-being.

Behind Pass the Crayon: A Hundred Faces & Smiles

Core Team



Martin

Executive Director &
Founder

"As the Executive Director of Pass the Crayon, my main duty is to lead and manage the day-to-day operations of the organization, making sure that we are implementing our program, following our mission and our vision. Being the father of PTC has brought me an immense pleasure over the years. It is quite challenging and very humbling to raise an organization like PTC. I do my very best every day, with the resources available in order to create a better impact by tailoring our programs that the youngster needs."



Sevin

Director of Operations &
Founder

"With my role as Director of Operations, I work very closely with Martin in order to have the best overview of what and how things are done at Pass the Crayon on a daily basis. One can get lost when looking for a purpose in life, especially when they have been on the wrong track for too long. Until PTC happened, I was the lost one, having too many dreams and passions but no real outlet to connect them with my actual work. To this day, I know that I found my true calling in my role at this organization and my personal goal is to support it for as long as I can."



Manon

Program Officer

"I joined Pass the Crayon at the beginning of 2017. Sevin and Martin directly convinced me with the humanity and sincerity of their words. I knew Pass the Crayon was exactly what I was looking for: an innovative and genuine project, effectively supporting children through a concrete and effective field action. That's why I am trying to provide, as much as I can, strong support to Sevin and Martin's work, as well as to the other members of the team."



Flora

Content Editor & Editor-in-
Chief of PTC's Blog

"Being part of Pass the Crayon has really enriched my life over the past year. Not only do the art workshops themselves bring so much enjoyment to us and to the kids, but the additional work I do for PTC has allowed me to develop a plethora of skills and a level of professional confidence I never had before."



Nicolas

Data Manager

"At Pass the Crayon I have the task to manage the Social Reporting Standards, which is basically an assessment of the impact of our program helping us to point out what could be improved. It's a challenging and really interesting task. Working with Pass the Crayon opened my mind on art field and help me to think out of the box. It's also rewarding to work for children's well-being. This experience is bringing me a lot on a professional and human level."

Advisory Board

With the support of leading professionals from different fields, Pass the Crayon succeeded in forming an Advisory Board in 2017. The objective of this consultative body is to provide advice and guidance to the organization with regard to defining the most suitable strategy to ensure continuous improvement in the quality and innovation of our programs. Pass the Crayon has already been able to substantially increase its impact due to the commitment of the Advisory Board to our organization.



Silessh

"What stood out about PTC is they were fulfilling an actual service need that they saw in the reception center. Refugee children were left with no resources or space to feel safe, have fun, be children and emotionally grow. PTC saw that need and created a direct program approach to it. PTC represents how the diversity of Berlin can encourage thoughtful solutions for the challenges brought on by a rapidly changing world."



Mirza

"I think the work of Pass the Crayon is incredibly important in the world in which we live. War, conflict and violence has changed countless lives and displaced so many people, and forever affected millions of children, robbing them of a carefree childhood. I was a refugee kid once, and I know the importance of community and spaces where a kid is allowed to express creativity and also to just be a carefree kid sometimes. I am thrilled to have the chance to support their work."

Interns

In 2017, Pass the Crayon welcomed its first interns.

Maëlle

In June we welcomed Maëlle, a talented graphic-designer and illustrator from Paris. She provided the organization with incredible support and PTC considerably benefited from her creative spirit. Maëlle coordinated artistic workshops and helped Pass the Crayon build its brand by designing an amazing bespoke logo and infographics. She still comes regularly to Berlin in order to lead special workshops for the children.

Angel

After Maëlle, Pass the Crayon welcomed Angel, a bright young student from Oxford University. She provided daily support to the organization through a wide range of tasks, from administration to research and report drafting, including the preparation and monitoring of some of the workshops.

Volunteers

Pass the Crayon's accomplishments would have never been possible without the support and commitment of hundreds of volunteers. We at the organization have always been amazed by the motivation, reliability, and goodwill of each individual who chooses to offer their help. Over the years, the Pass the Crayon team has seen the formation of a solid and dynamic group of volunteers, on whom we can always rely when needed.

In 2017 Pass the Crayon developed and formalized a recruitment process and engagement methodology for its volunteers.

The organization designed its own volunteer integration pathway in order to properly supervise and support everyone who contributes their time.

Through the Vostel platform or one of our social media channels, volunteers can easily find Pass the Crayon and contact the organization. Following on from the first contact, we extend a personal invitation to each volunteer to attend our Monthly Meetup.

In 2017, PTC implemented a Monthly Meetup for new volunteers. It was held at the Migration Hub Network for everyone wishing to start volunteering. During this casual meeting, the core members of Pass the Crayon's team, with the help of Caroline, PTC's social worker, present the work of the organization, its values, and its internal operation. Through roleplay inserting volunteers in workshop situations, the organization gives the new volunteers guidance on how to work with vulnerable children and youth.

We have also designed a Volunteer Pack detailing all the practical information needed before the start of volunteering. Each volunteer gets one during their first Monthly Meetup.

Pass the Crayon also created a Facebook group dedicated to all its volunteers. Here volunteers can easily register to the workshops, find updated information regarding the activities, and get easy access to the organization's latest news.

A Word from Our Volunteers



Emilie

"Every session opens time and space for critical and genuine questions, and I often repeat and confirm it to myself: children have much to teach us in terms of fantasy and art!"



JB

"My experience with Pass the Crayon was socially very enriching. The relationships that develop between the children and the volunteers can be sometimes strong and very touching."

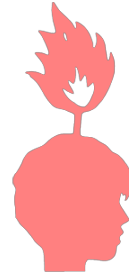
Friends of Pass the Crayon

The panorama of faces behind Pass the Crayon would be incomplete without mentioning the people, organizations, and companies that have provided their help in various forms, such as design, promotion, and sponsorship. We would like to extend our heartfelt gratitude for the ongoing support and trust afforded us from all our friends and partners.

Studio Brique

Studio Brique - Léa Clissadou & Margot Sarret

Since the beginning of PTC's adventure, the two creative graphic designers Léa and Margot have provided their continuous support to help the organization build and develop its very own original visual and graphic identity.



Rebel Unlit Printing

For Pass the Crayon's first exhibition and anniversary party, Rebel Unlit printed tote bags free of charge. They also regularly offer marketing material and services at no cost.

studio satël

Studio Satël - Laure Berthet & Axel Mert

Back in 2016, Laure & Axel from Studio Satël ran one workshop per week at Pass the Crayon for a few months. The duo moved back to France a while ago, but they continue to be an important partner, as they regularly design documents for Pass the Crayon, such as the Press Kit or PTC Ethics Charter.

Sharon Tan

The graphic designer and official member of Pass the Crayon created our official website from scratch. She always helps when we need edits or updates.



Migration Hub Network

The Migration Hub Network opened its doors to Pass the Crayon at the beginning of 2017. Our partnership has offered PTC great opportunities to connect with actors from the social sector.



Spoonflower

Spoonflower printed the Pass the Crayon logo on fabric and offered it to the organization so that we could sew our own marketing material. The company also regularly gives unused pieces of fabric that we use at workshops with the children.

**Vostel - Stephanie Frost & Hanna Lutz**

Since the very beginning of our activities, Stephanie and Hanna have supported Pass the Crayon's program through their volunteering platform. In their own words, "Pass the Crayon is a great initiative with a big impact and we hope that many more children could profit from this experience. The volunteers that we put in contact with PTC always have the feeling of contributing to something great!"

**Berliner Stadtmission**

Pass the Crayon and the Berliner Stadtmission have worked side by side to provide quality workshops to the kids of the Spandau refugee shelter before its closure at the end of 2017. As Anya Dodge of the Stadmission said, "Pass the Crayon have been giving arts and crafts workshops for the children of the Mertensstraße Refugee Center Spandau for nearly 3 years. It is always a pleasure to have Pass the Crayon in our refugee center as they are dedicated, friendly and most importantly: passionate about their work."

Highlight

Alice Salomon Hochschule - Emmanuel Cruz & Kaban Mohammadi

Two students, Emmanuel Cruz und Kaban Mohammadi, from Alice Salomon Hochschule spent a few months with Pass the Crayon in order to conduct research on the obstacles faced by new organizations, such as PTC, which prevent them from fulfilling their mission. Both students went to all three of the refugee shelters where the workshops were being held. They also took part in one of Pass the Crayon's Monthly Meetups for new volunteers and spent some time with the team at the headquarters of the Migration Hub Network.

Their methods relied on qualitative data gathered through interviews, informal talks, observations, and field notes.

They handed their essay to us in order to help Pass the Crayon evolve and reflect on its shortcomings and impact. Their findings clearly highlighted weak social and economic resources, impacting the ability of the organization to fully fulfill its general mission. The report underlined as one of the main problems the huge volunteering dependency, leading to a lack of consistency.

Despite these disadvantages, both researchers remarked on the progress of Pass the Crayon, noticing steady growth from the start of their research to the end:

"PTC has also made active efforts to grow their network. In fact, throughout our research they connected with several artists, web designers and grant providers. [...] During our last couple of weeks with PTC we were made aware that they had received two grants from the German government. These funds will allow them to fix some of the issues associated with low funds, plan to make their vision of owning their own space a reality, hire new staff and include local children from the neighborhood."

Funding and Expenditure

Pass the Crayon is committed to maximizing the impact of every cent spent on improving our program and finding the best possible ways to support children and youth from different backgrounds.

Funding

Our activities have resulted in increased interest of the public, followed by a sixfold increase in total funding and a diversification of funding sources

with the addition of public institutions (Der Paritätische Berlin) and private grant-giving organizations (Postcode Lotterie).

All figures in EUR

Funding	2015	2016	2017	2-Yr CAGR
Private Donations	16	2,524	6,593	62%
Public Grants	-	-	3,800	-
Private Grants	-	-	6,360	-
Total Funding	16	2,524	16,753	158%

Figure 7. Funding overview.

Expenditure

The newly available funding was used to maintain the high number of workshops achieved in 2016, when we grew the workshop count by +376%. We added one new workshop in 2017.

All figures in EUR

Expenditure	2015	2016	2017	2-Yr CAGR
Administrative Expenses	-	379	155	-36%
Technical Support Fees*	-	-	2,109	-
Food & Drink	-	167	1,347	184%
Furniture	-	-	1,601	-
Marketing	-	-	1,120	-
Office Supplies	-	285	660	52%
Rental Space	-	-	1,032	-
Technical Equipment	-	79	2,261	435%
Transportation	-	18	140	179%
Website Domain & Hosting	-	177	207	8%
Workshop Supplies**	16	1,418	6,306	111%
Total Expenditure	16	2,524	16,938	159%

* Grant writers, tax advisor

** In 2017, includes bulk workshop supplies purchase for next year.

Figure 8. Expenditure overview.

The overall increase in the number of workshops from 29 to 139 over 3 years, the improvements in the quality of workshops and introduction of new tools, materials, and techniques, as well as a nearly twofold rise in the number of artists leading workshops, have jointly contributed to increased cost, particularly on fees for grant writers, food and drink, office and workshop supplies, technical equipment, and transportation. The cost of a

workshop has increased to EUR 45 per workshop, but so has their quality, and the number of children attending.

The team has grown from 2 to 10 members, but administrative expenses have been cut by 145%, on top of an in-kind contribution in lieu of salary from all team members.

All figures in EUR

Workshop Cost	2015	2016	2017	2-Yr CAGR
Cost of Workshop Supplies**	16	1,418	6,306	111%
# Workshops	29	138	139	0.4%
Cost per Workshop	1	10	45	110%

Figure 9. Cost per workshop.

The Future of Pass the Crayon

We've spent the past year working on improving the quality of our art workshops, so we can continue to offer activities to children and youth through which they can discover and explore new skills and enhance existing creative skills. Pass the Crayon's strategy is rooted in this central purpose.

As we believe progress is not possible without proper documentation and analysis of our work and approach, we have likewise started developing a data collection and reporting process in order to be able to objectively assess our impact and develop longterm and adaptive strategies tailored to the needs and expectations of the children and youth whom we serve.

Some of the other directions and projects we hope to continue in the coming years:

Workshop Series

In 2017, recognizing the importance of the workshops we have thus far organized, we started to implement monthly series around a specific theme or artistic technique, providing children and youth the time and space necessary to upgrade skills and engender trust with the artists and volunteers involved.

We have also started to implement workshop follow-ups through the format of cultural and immersive excursions, with initial rave reviews from the workshop participants.

Studio Space

The amazing opportunity to work in reception centers has made us realize we need to be able to offer a studio space outside the centers, so we can invite participants from the centers to engage with the broader community.

More Workshop Spots

Pass the Crayon is deeply convinced of the value and benefit of our social action as regards children's social-emotional growth and resilience. PTC seeks to open new workshop spots and to build strategic partnerships with educational and creative projects for kids. The expansion of our program will allow more disadvantaged children and youth free access to art, and also help to address wider issues surrounding social cohesion and inclusion.

The organization is fully aware of the variety of possibilities available to develop our program on a national and international level. This is the path the organization aims to follow and the goal we at Pass the Crayon wish to achieve in the coming years.

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Bank name: GLS Bank

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