

IMPACT REPORT 2023/2024



**AFRICAN
CULTURAL
FOUNDATION**
PROMOTING AFRICAN CULTURE AND PEOPLE

Presented by African Cultural Organization

AFRICAN CULTURAL FOUNDATION/AFRICULT IST EINE UNPARTEIISCHE, GEMEINNÜTZIGE ORGANISATION, DIE 1997
GEGRÜNDET WURDE. DIE 1997 GEGRÜNDETE AFRICAN CULTURAL FOUNDATION (VORMALS AFRICAN CULTURAL
PROMOTION) IST EINE ORGANISATION, DIE SICH FÜR DIE SCHAFFUNG VON MEHR BILDUNGS-, POLITIK- UND
PARTIZIPATIONSMÖGLICHKEITEN FÜR AFRIKANER*INNEN IN DER DIASPORA UND IN AFRIKA EINSETZT.

DIE IN DIESER BROSCHÜRE GEÄUSSERTEN ANSICHTEN SIND DIE DER AUTOREN UND V
ON AFRICAN CULTURAL FOUNDATION/AFRICULT.

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A WORD FROM THE CHAIR

As we reflect on the past year, we are proud to share the impact and progress we've made in advancing our mission to empower the African diaspora, promote cultural heritage, and advocate for racial justice. The African Cultural Foundation has remained committed to fostering a sense of community and belonging, creating meaningful spaces for dialogue, learning, and growth.

Throughout the year, we organized a variety of workshops, including Afro Yoga, aromatherapy, diet and African superfoods, and the Afro Sprachencafé language exchange. These initiatives not only supported the well-being of our community but also celebrated and honored African traditions.

We hosted two impactful film screenings that sparked important conversations. Partnering with Stadtkino, we screened OMEN, engaging audiences in a discussion on the "White Gaze" in film. We also had the honor of collaborating with filmmaker Joana Adesuwa Reiterer to showcase Voices Uprising, a documentary that highlighted the global reach of the Black Lives Matter movement.

These events provided powerful platforms for reflection, dialogue, and advocacy on issues of racial equality and representation.

A key highlight of our advocacy work this year was the Black Lives Matter: Was it Worth It? event held at Kulturhaus Brotfabrik. This important podium discussion brought together thought leaders and activists such as Leni Charles (Kids of the Diaspora), Lisa Tackie (Disrupt), and ZARA, contributing to a deeper understanding of the global impact of the Black Lives Matter movement and its relevance to Austria.

We were also thrilled to receive the support of 118 crowdfunding backers, who helped us raise over 6,000 euros to continue our mentoring programs, and to work alongside a diverse range of partners, organizations, and influencers to amplify our message.

As we continue to build on these successes, we remain steadfast in our mission to challenge injustice, celebrate African culture, and create lasting change. We look forward to expanding our reach, growing our community, and providing even more opportunities for empowerment in the coming year. Thank you for your continued support and for being part of this important journey.



REMI OFOEDU
CHAIRMAN

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NEW WAYS OF FUNDRAISING

In 2023, the African Cultural Foundation embarked on two innovative fundraising avenues to support its key initiatives, particularly the “Yes She Can” mentorship program, which empowers young women of African descent in Austria. Recognizing the importance of sustainable and community-driven funding, we chose to launch a crowdfunding campaign via the platform “Im Grätzl” and also started selling products through our online shop.

Our decision to engage with crowdfunding was driven by the need for a more inclusive, grassroots fundraising approach. The “Yes She Can” program has become a cornerstone of our mission to support young women in developing professional skills, networking with mentors, and building confidence to take on leadership roles.

However, to ensure the program’s continued success and expand its reach, we needed additional financial resources. Crowdfunding through “Im Grätzl,” a platform known for supporting local and community-oriented projects, allowed us to directly connect with supporters who resonate with our mission.

It provided an opportunity for people to contribute in a way that makes them feel part of the initiative, empowering donors to be active participants in uplifting marginalized voices.

In tandem with our crowdfunding efforts, we also opened an online shop where we sell products inspired by African culture and creativity. This second fundraising channel was chosen not only to generate revenue but also to provide a platform for African artisans and creators, reinforcing our mission to promote African heritage and craftsmanship. By purchasing from our shop, supporters contribute directly to our programs while simultaneously celebrating the rich cultural diversity of Africa.

This dual approach to fundraising has allowed us to diversify our income streams while building stronger connections within the community and beyond.

The success of these two avenues has been a testament to the power of collective action and creative thinking.

Through the funds raised, we have been able to further our mission of empowering women, strengthening the African diaspora in Austria, and promoting African culture. Both approaches align with our vision of sustainability, cultural pride, and community resilience, ensuring that the African Cultural Foundation can continue to make a tangible impact in the lives of those we serve.

MAKING OUR PROJECTS POSSIBLE WITH CROWDFUNDING

Our supporters helped us reach our crowdfunding goal on the imGrätzl platform! With the backing of 118 people, we raised over 6,000 Euros, enabling us to continue and expand our mentoring program.

With the enthusiastic backing of 118 generous supporters, we raised over 6,000 Euros, ensuring that we can not only continue but also expand our Yes She Can mentoring program. This outpouring of support came from a diverse group of people: community members, dedicated advocates for social change, and even people who didn't know us but believed in our mission. Influencers who are passionate about social justice also championed our

cause, using their platforms to amplify our vision and bring us closer to our goal. Thanks to this success, we're excited to announce that applications for the Yes She Can program are now open until February 14th. We're also hosting an Information Session on February 7th for all interested applicants to learn more about the program and how it can support them.

Through Yes She Can, we aim to empower and uplift young women on their professional paths, offering them the guidance, resources, and community support they need to succeed. We warmly invite anyone interested to join us on this journey and experience the powerful impact of this program firsthand.

Home | Wien

imGrätzl Wien

Für NutzerInnen | Registrieren | Einloggen

- CROWDFUNDING -

"YES SHE CAN" MENTORING FÜR BPOC FRAUEN & MÄDCHEN

"Gemeinsam können wir Schwarzen Frauen und Women of Color dabei helfen, ihre Träume in den Bereichen Technik, Medien und Politik zu verwirklichen. Deine Unterstützung macht den Unterschied!"

Erzähls weiter: [✉](#) [f](#) [t](#) [in](#)

6.065 € (17.3%)

118

Erfolgreich beendet

Unterstützen

Foto: Minitta Kandelbauer - Medienworkshop 2023

SHOP WITH PURPOSE DISCOVER OUR NEW ONLINE SHOP

SUPPORTING BLACK MAKERS AND CULTURAL PROJECTS

We are excited to announce the launch of our new online shop, where customers can purchase unique products created by talented makers from the Black community. Every item in the shop is crafted with care and creativity, showcasing the richness of African culture and craftsmanship.

By purchasing these one-of-a-kind pieces, customers not only support the artists behind the products but also contribute directly to the projects of the African Cultural Foundation.

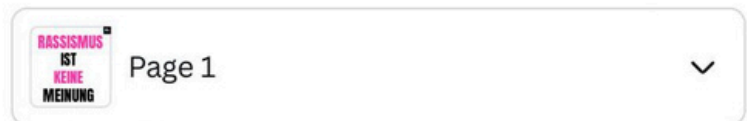
The proceeds from every sale will help fund initiatives aimed at empowering the African diaspora, preserving cultural heritage, and promoting social change. This is a great opportunity to support both the makers and the important work of the Foundation while owning something truly special.

Print your designs on quality tote bags

38 x 42cm • One size



Select your pages to print



Tote Bag color

Subtotal

€24

+ Free delivery

WORKING WITH THE PRIVATE SECTOR

Partnerships with the private sector are key to achieving these goals by facilitating sustainable programs and initiatives in cultural education, the arts, and economic development.

Through strategic partnerships and sponsorship initiatives, the Foundation enables companies to actively engage in diversity, inclusion, and social responsibility efforts. Our collaboration with the private sector provides companies with a meaningful way to align their brand with cultural and social initiatives, reinforcing their commitment to societal impact.

- **Sponsorship of Cultural Events:** Companies can act as primary sponsors of cultural events that showcase African art, music, literature, and traditions. These events provide a platform for companies to connect with a broad audience while enhancing their brand image through visible support of cultural preservation and celebration.
- **Support for Education and Empowerment Programs:** Together with corporate sponsors, the Foundation offers scholarship programs, workshops, and mentorship for young talent within the African diaspora. Corporate partners can contribute expertise and resources to these educational programs, promoting opportunities for underserved youth and nurturing talent.
- **Capacity Building and Job Creation Partnerships:** Collaborating with the Foundation, companies can support initiatives focused on vocational training and job placement for African communities. These partnerships not only promote economic inclusion but also enhance corporate employer branding by highlighting a commitment to diversity and social development.
- **Joint Campaigns for Inclusion and Diversity:** The Foundation works with partners to develop campaigns that promote cultural diversity awareness. These initiatives help companies position themselves as diversity-friendly employers and integrate cultural appreciation into their organizational ethos.

These partnerships enable companies to fulfill their corporate social responsibility goals while gaining meaningful brand visibility and public goodwill. Through collaborations with companies like IKEA, Fairafric, and Ottakringer, the African Cultural Foundation has demonstrated the powerful impact of aligning corporate values with cultural enrichment and social empowerment.

Working together, we strengthen ties to African heritage, foster inclusive brand narratives, and create lasting positive impacts that resonate across corporate, cultural, and community landscapes.

OUR CROWDFUNDING SUCCESS

30%

Throughout the campaign, we saw a 30% increase in engagement across our social platforms, indicating that our crowdfunding efforts not only generated financial support but also successfully raised awareness about the Foundation's work and mission. This spike in engagement has helped us connect with new supporters and potential partners for future projects.

118

We are incredibly grateful to the 118 supporters who made our crowdfunding campaign a success. Each contribution, whether big or small, played a vital role in helping us reach our goal. These supporters, ranging from community members to passionate advocates for social change, showed unwavering belief in our mission. Their generosity and commitment to empowering young women through the Yes She Can program have made a lasting impact, and we are deeply thankful for their support in helping us continue this important work.

38

A total of 38 organizations, initiatives, influencers, bloggers, and other supporters helped amplify our crowdfunding campaign by mentioning and sharing it with their networks. Their widespread support played a crucial role in increasing visibility and encouraging contributions, helping us reach our goal. We are deeply grateful for their efforts in spreading the word and rallying behind our cause, demonstrating the power of collaboration and collective action in driving positive change.

51 EUR

On average, our supporters generously donated 51 euros to our cause, demonstrating both their commitment and belief in the impact of our work. Each contribution, whether larger or smaller, added up to make a significant difference in supporting the Yes She Can program. This collective effort has allowed us to continue empowering young women and providing them with the resources and mentorship they need to succeed. We are deeply appreciative of every donation, as it not only supports our mission but also fosters a sense of community and shared purpose.



ADVOCACY & COMMUNITY ENGAGEMENT

The African Cultural Foundation is dedicated to advocacy and community engagement, striving to create spaces for important conversations around racial justice, equality, and topics concerning the African continent.

One of our recent initiatives was the event "Black Lives Matter: Was it Worth It?" on July 11th at Kulturhaus Brotfabrik. The event featured a powerful lineup of speakers such as Leni Charles (Kids of the Diaspora), Noomi Anyanwu (Black Voices), Lisa Tackie (Disrupt), Topoke, Dunia Khalil (Dokustelle), and ZARA, who shared their personal experiences and visions in the fight against racism. In addition to the thought-provoking discussions, we also screened the film "Voices Uprising", which captured the energy and resilience of the Black Lives Matter movement.

The event included a Bazaar, where attendees could explore products and projects from diverse African and Black organizations in Vienna, including Afrieurotext, Disrupt, and ADOE.

Our collaboration with Radio Africa further amplified the impact of the event. Radio Africa was present at the event and aired the discussion twice on the national radio network, giving even more people the opportunity to hear these important conversations around racial justice and the Black Lives Matter movement. The key takeaways from this event focused on the ongoing need for solidarity in the fight against racism, not only globally but specifically in Austria. The conversation emphasized the importance of creating spaces where Black voices can be heard, as well as the necessity of addressing systemic racism within Austrian society.

WALKING THE PATH WITH PARTNERS FROM THE AFRICAN & BLACK COMMUNITY & BEYOND

Additionally, the evening included a screening of the film "Voices Uprising", which showcased the strength and determination fueling the Black Lives Matter movement. The event also featured a Bazaar, highlighting a range of African and Black organizations from Vienna, including Afrieurotext, Disrupt, and ADOE. These organizations, each with unique missions, presented their products and projects to attendees, demonstrating the diversity and innovation within Vienna's Black community.

As part of our ongoing advocacy efforts, we also hosted a discussion on June 29th at Stadtkino, focusing on the theme of the "White Gaze" in film, using the film OMEN as a case study. This thought-provoking panel featured speakers with rich backgrounds in cultural analysis and advocacy, such as Annagaberscik, a noted film critic and cultural studies expert, and Itstemibaybee, a social media influencer and outspoken advocate for racial justice.

The panelists explored how media portrayals can influence perceptions of race, especially through a Eurocentric or "White Gaze" perspective, providing insights that resonated with a diverse audience interested in the intersections of race, representation, and media.



FOTO: MINITTA KANDELBAUER - FAIKA EL-NAGASHI - "YES SHE CAN" DIPLOMVERLEIHUNG 2022

HOLISTIC WELLNESS AND CULTURAL EMPOWERMENT: HEALTH AND LIFESTYLE WORKSHOPS FOR THE COMMUNITY

This year, our health and wellness initiatives centered on creating a supportive and empowering environment for holistic well-being, grounded in cultural heritage and community connection.

We offered a variety of workshops, each tailored to support physical, mental, and emotional health while celebrating African traditions and knowledge. Our Afro Yoga sessions, for example, combined traditional yoga practices with a community-centered approach, offering participants a space for relaxation, stress relief, and mental clarity.

The aromatherapy workshops introduced participants to the benefits of natural essential oils commonly used across African cultures, educating them on how these oils can promote emotional and physical wellness.

Our diet and African superfoods workshops highlighted the nutritional power of indigenous ingredients like baobab, moringa, and fonio, providing insights into how these foods can boost energy, immunity, and overall health.

Additionally, our Afro Sprachencafé language workshop was a unique space for participants to connect with African languages, including Swahili, Yoruba, and Amharic, among others.

This language exchange not only provided practical language skills but also fostered cultural pride and connection to African roots.

Together, these programs underscored our commitment to wellness that goes beyond the physical, creating spaces where community members can connect, learn, and celebrate their cultural identity while prioritizing their health.



WHAT WE ACHIEVED SO FAR

6

This year, we organized two enriching yoga workshops, one aromatherapy workshop, and three diet workshops, all designed to educate and provide a wholesome, inclusive space for the community. These workshops focused on physical well-being, mental clarity, and nutrition, offering participants valuable tools for leading a healthy and balanced life. By incorporating African wellness practices and natural remedies, we created an environment where people could learn, relax, and reconnect with their bodies in meaningful ways.

5

Our Afro Sprachencafé language workshops provided a unique opportunity for participants to connect and practice five different African languages. This space allowed people to exchange language skills, deepen cultural understanding, and celebrate African heritage. By offering a friendly and inclusive environment, the Afro Sprachencafé became a valuable resource for language learners and a celebration of linguistic diversity within the African diaspora.

2

We also hosted two powerful film screenings to engage our community in thought-provoking discussions. In collaboration with Stadtkino, we screened the movie OMEN, followed by a panel discussion on the "White Gaze" in film. This screening sparked important conversations about race, representation, and the power of storytelling. Additionally, we had the honor of screening Voices Uprising with filmmaker Joana Adesuwa Reiterer, a powerful documentary that explored the global impact of the Black Lives Matter movement and its relevance in Austria. Both events offered a platform for critical reflection and meaningful dialogue around social justice and racial equality.

2

This year, we had the opportunity to attend the Südwind Fest and the One Love Festival, where we showcased our products and raised awareness about our cause. These vibrant events allowed us to connect with a diverse audience, share our mission, and highlight the importance of cultural empowerment and social justice. By participating in these festivals, we not only promoted our initiatives but also fostered meaningful conversations about the value of supporting Black communities and African heritage. It was a great way to engage with like-minded individuals and expand our network of supporters.

UPCOMING EVENTS



07 FEBRUARY 2025

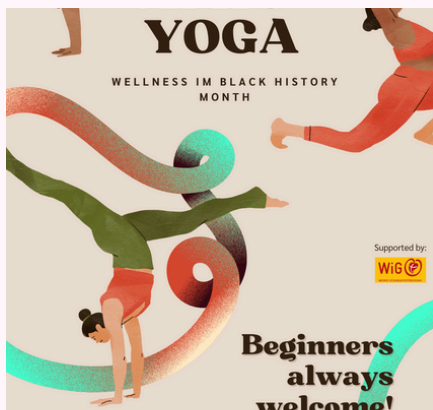
Is AI Racist

Unsere Informationsveranstaltung für "Yes She Can" unser Mentoringprogramm. Expert*innen besprechen KI und wie gleichberechtigt diese Programme sind.

08 MARCH 2025

EmpowerHer: African Diaspora Meet-Up

Sei am 8. März 2025 dabei, wenn wir den Internationalen Frauentag in Wien feiern! Diese inspirierende Veranstaltung wird von der African Cultural Foundation, Seti Women und Diaspora Creatives organisiert



14 FEBRUARY 2025

Afro Yoga

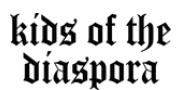
Feiere den Black History Month mit uns und finde deine innere Balance! Unsere AfroYoga-Reihe ist speziell auf die Bedürfnisse von BIPOCs abgestimmt und lädt dich ein, Körper und Geist zu stärken. Die Sessions finden an ausgewählten Freitagen im Februar statt – wir freuen uns auf dich!

11 JULY 2025

afriCult Festival

Dive into the Heartbeat of Africa: Join Us at afriCult Festival. Experience the Sound of Africa: Groove to electrifying afrobeats from artists across Europe and mesmerizing acts straight from Africa.

OUR PARTNERS & SPONSORS



ACKNOWLEDGEMENTS

Wir danken allen Community Leaders, Organisationen und unserem Team, insbesondere Sefa Adzua, Marie Noel Ntwa und Shakila Joyner für ihre Unterstützung im Jahr 2024 über ihre Stellenbeschreibung hinaus.

Die Verantwortlichen für Konzept und Koordination.
Die Autoren und Texter der Broschüre.

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WIR DANKEN EUCH
FÜR EURE UNTERSTÜTZUNG
UNSERER PROGRAMME

