

My African Family Is.... Campaign

7th May 2023 | YEM Kenya | (#MyAfricanFamilyIs)



Introduction

What does family mean to you? Let us challenge the narrow meaning of family. Embrace diverse families, show care, ❤️ & support. We need to end the discriminative structures towards the diverse forms of families. What is the Real and the African Narrative that we don't always show, share and speak about? Who is Family? Is it capped at father, mother, baby? is your family only capped at this? Aside from the nuclear family, Our/My family has Single mothers, divorced parents, polygamous families, adopted kids, sex workers, child headed households, LGBTQ+, Intersex children, People living with HIV, kids with different dads, surrogate moms, Children born from IVF, gender diverse, queer families, two mom families, two dads families, transgender parent/s families, non-binary and gender non-conforming parents families, asexual parents families, chosen families etc & we love them all. They're family & they belong.

Family means a lot more than we think, see & experience. No one should be deprived from essential benefits because they are in a form of a relationship which people or the community disapprove. Diverse African families have been there. Families are evolving & it's totally ok.

YEM Kenya, a youth led movement based in Kenya and works within the East African region seeks to collect, collate entries from the East African Community's youth and young people to showcase and share to the world what a Family is; what are we proudly associated to/with? Can you show us, tell us, write, paint and depict who is your Family? Let's be bold, speak and share on what and who our families are? What personal and cultural value do you hold on what is a Family? More families are evolving, love them equally – how have you seen yours evolve?

We are calling East African Young people to share through words, sound, video on How is your family? What is it made up of? Who is your Fam? How Diverse is family? Depict different families through brief videos and other forms of art on who is your fam? e.g. Can you breakdown people in your life, life events who you see are shaping, changing the narrative on who family is? For example, Celebrities from Kenya, like Akothee – Are there more examples that you can share as part of your entry? Are you aware or able to depict of any single mother, father headed families, OVC headed families, polygamous families, adopted children in families, child free families, surrogate birthed kids with their families?

Call for Entries

The following are the Submission Guidelines for this entry;

Deadline – Friday, End of Day (11:59pm EAT) 12th May 2023 - No submission submitted past this time will be accepted for this entry

How to submit the Art... the entries allowed are...

1. Painting – upto two paintings per entry per person
2. Drawing – upto 4 two per entry per person – preferably a page
3. Fine, Street, Digital, chalk, modern, graphic, Visual, Pop Art – upto 2 artistic arts per entry per person
4. Music, poems, poetry, spoken word, free style, choral verse, song, Rap, Verse, dance, drama, short film, podcast, performing arts, vlog, videos, story etc – for visual & sound, 1.30 – 2 mins max
5. Photography, motion pictures – upto 2 entries per entry per person
6. Sculpture



Youth Empowerment Movement Kenya



YEMKenya



YEM.Kenya



ymovementkenya@gmail.com

7. Poster, 1 pager comic story lines.. Animation
8. Literature – articles, blogs, opinions, stories
9. Modeling

How to enter/Apply/submit

- Send in your art to our work line WhatsApp number (+254 795552501 or click this link and you will be right in our inbox: Add me as a contact on WhatsApp. <https://wa.me/qr/QBD4FAWLXXGPC1>) with your name, email, where from, number and social media platforms – Facebook, Twitter, Tiktok, & in 2 lines explain your concept/entry – feel free to also send the entry on email via ymovementkenya@gmail.com with the subject – **Who is my Family Entry**
- Countries within the East African Community/Region are ELIGIBLE to apply; Namely; Kenya, Uganda, Tanzania, Burundi, Democratic Republic of Congo, Rwanda, South Sudan, Tanzania only!

Important to note

- Submitting the entry authorizes YEM Kenya to publish for purpose of awareness creation publicly – on our social media platforms. All artist credits will be included
- Upto – to mean a max of only 2 per entry – per person – for instance, you can submit 2 drawings, or 2 photos as an entry, from 1 person.
- A person can only submit a max of one entry in the different listed submissions, to mean, someone can submit a comic pager story and not a poem and a comic at the same time. So give us your ONE best Shot.
- Article, blogs – less than 800 words
- Submissions can be submitted in English, Swahili, sheng/slang, French other local languages (provided a translation – written is provided)
- Artist’s work will be shared only in YEM Kenya’s social media platforms ONLY, to include Tiktok, Youtube, Website, Facebook, Twitter and to be used across for awareness purposes.
- Due to the high number of expected entries we may reach out to selected entries for possible publication and also awarding
- What to Win; For any entry that is sent in time, creative, shows how family is diverse, assessed and voted by the committee as best as per the guidelines defined, you get to win a cash prize (local currency) of an equivalence of 150USD for the 1st best entry, 100USD for the 2nd best entry and 50USD for the 3rd best entry for the different sub sets of the 14 arts listed above. TO note; This will be a cash prize preferably awarded through a secure mobile money transfer platform like Mpesa, Tigo and others within the East African Region.
- Can be individual, a group
- Entries should be new, original and not submitted, shared anywhere
- Open to all EAC young people/youth

Tips and Tricks for this Entry Call.

- Make it fun, Original, Short and sweet
- A Twitter thread to inspire your thoughts, ideas;
<https://twitter.com/Alvinmwangi254/status/1527743370101129217>
- Be creative, make it wild
- Please read submission guidelines and note the deadlines before submitting
- What is the title of your entry – for instance This is my Fam, what is/whose yours?