

LADAMA Building better futures through music

Our project aims to address gender inequality and unequal representation of women in all aspects of music education, industry and business. The goal is to provide an alternative to early marriage/motherhood and traditional gender roles and to help adolescent girls and women build self-esteem as they reimagine themselves within their communities. In Venezuela, 20% of births were to young women between the ages of 15-19; Colombia, 90 in 1000 teenagers become pregnant each year: Brazil has one of the highest rates in the world of sexual violence for adolescents girls, ages 12-17.

CATEGORY

[Empowering Women and Girls](#)

LOCATION

[Brazil](#)

[Colombia](#)

[Venezuela](#)

WHAT IS THE CHALLENGE OR NEED YOUR PROJECT WILL ADDRESS AND WHAT INNOVATIVE METHODS WILL YOU EMPLOY?

Describe the specific need or challenge that your team will address with this project

Our project aims to address gender inequality and unequal representation of women in all aspects of music education, industry and business. The goal is to provide an alternative to early marriage/motherhood and traditional gender roles and to help adolescent girls and women build self-esteem as they reimagine themselves within their communities. In Venezuela, 20% of births were to young women between the ages of 15-19; Colombia, 90 in 1000 teenagers become pregnant each year: Brazil has one of the highest rates in the world of sexual violence for adolescents girls, ages 12-17.

Briefly describe the specific solution or approach to address the need or challenge and explain why it is innovative

LADAMA will invite participants to attend workshops, panel discussions and concerts, executed by an all female alumni team of musicians/activists, implemented in the form of three, 2-week tours in each country, with the goal of creating long-term mentorships. Workshops will be designed to give tools in all aspects of musical creation; empowering participants to create original material that will be recorded as audio tracks, videos and interviews. We will build a website that will serve as a creative online media resource where participants will be able to view and listen to original material

How will the project impact your community? What changes (in people, institutions, attitudes, practices) do you think you will see?

It will inspire girls and women to express their humanity and social entrepreneurship by fully engaging in the art and business of making music through collaboration and community-building. LADAMA will foster mentorships between relevant institutions and participants with the effect of providing long-term support for their creative projects. It will demonstrate to all the importance of gender representation and equality as more women will seek positions as creative leaders and educators; thus, encouraging other girls and women to chart a course in life that challenges traditional gender roles. Institutions will find value in investing in young women in music and in providing support for the dismantling of gender biases and violence in the greater cultural climates of Venezuela, Colombia and Brazil. Ultimately, LADAMA will help break down gender barriers in creative industries and contribute to the deterrent of young motherhood by helping girls and women focus on creative projects.

WHO WILL BE INVOLVED?

Beneficiaries: who are your target groups (or communities) and how many people will

<https://www.facebook.com/pages/Ladama/347500935457255>

<https://www.youtube.com/watch?v=EUPwTq3wtAI>

MEET THE TEAM

Project owner

[Maria Gonzalez](#)

[Venezuela](#)

[OneBeat](#)

Project members

[Manage members](#)

[Lara Klaus](#)

[Brazil](#)

[OneBeat](#)

[\[remove from project\]](#)

[Aurora Nealand](#)

[United States](#)

[Cultural Exchanges \(Music\)](#)

[OneBeat](#)

[\[remove from project\]](#)

[Daniela Serna Cuevas](#)

[Colombia](#)

[OneBeat](#)

[\[remove from project\]](#)

[Sara Lucas](#)

[United States](#)

[OneBeat](#)

[\[remove from project\]](#)

directly benefit from your project?

Target groups for the project include adolescent girls ages 12-17 and women in Venezuela, Colombia, and Brazil. More specifically, this project targets girls who are at higher risk for teen pregnancy and women and girls who are the victims of gender violence and domestic abuse. Teachers, families and other members of the community will also benefit as a result of attending free LaDaMa performances, panel discussions and workshops in the hopes of broadening their perspective on gender equality as well. In all, the project hopes to directly affect 300 adolescent girls and women in three countries (for a total of 900) through workshops and outreach with partnering organizations. It also hopes to reach 300 more citizens of diverse backgrounds in each community (a cross-section of the population that attends the LaDaMa concerts, roughly 2700 people) for a total of 3500 people. A strong website presence will target an even broader, public online community.

Local partners

Venezuela:

Universida Pedagogica Experimental Libertador- will assist with questionnaires
 Instituto Municipal De Cultura Y Arte de Barquisimeto- provide space for panels, concerts
 Ateneo de Cabudare- provide space for workshops, concerts
 Noches de Guatecas de Valencia- event and production company
 La Fundacion Polar- community building and development, Ana Torrelles

Colombia:

Universidad Distrial- music workshops
 Secretaria de la Mujer- discussion panels
 Casa 696, Casa Cultural de Villa de Leyva, Amalgama Casa Cultural- concerts
 La Percumtora, Fundacion Mi Cuerpo es mi Historia- guest speakers/artists

Brazil:

Casa da Mulher do Nordeste- partner organization
 Centro da Mulheres do Cabo- partner organization
 Astronave Iniciatives culturais- cultural event producers, Patricia Vita, Gabriel Albuquerque

Additionally, the project will reach out to local public schools and music institutions for participants. We will also reach out to local media and producers for PR for workshops and public performances.

Alumni team

This project is comprised of five female musicians/activists/educators who are alumni of OneBeat, a musical and cultural exchange initiative of the U.S. Department of State's Bureau of Cultural and Educational Affairs that is produced by Bang on a Can's Found Sound Nation. During OneBeat they performed, wrote music, gave workshops and toured schools in USA promoting social transformation and entrepreneurship through cultural diplomacy. They are LADAMA (The Lady), using the first letters of Lara, Daniela and Maria's names. All members will develop curriculum for workshops and reach out to organizations.

Maria Fernanda Gonzalez (Venezuela, bandola llanera player) Project Director, Evaluator

Lara Klaus (Brazil, percussionist, teacher) School Outreach Coordinator

Daniela Serna (Colombia, composer, percussionist) Education Coordinator

Sara Lucas (U.S., songwriter, singer) Website and Social Media Coordinator

Aurora Nealand (U.S., composer, saxophonist, teacher) writer

Proposed Project Dates: August 17, 2015 - August 17, 2016

HOW AND WHEN WILL YOU IMPLEMENT YOUR PROJECT?

Implementing Plan and Timeline

Months 1-2: Establish partnerships with schools and institutions/organizations; begin outreach for participants for LADAMA workshops. Create awareness around LADAMA project through visitations to schools and organizations in Venezuela, Brazil and Colombia (Maria, Lara and Daniela). Develop curriculum for workshops: begin booking LADAMA tour. Create website for campaign and social media presence for LADAMA (Sara).

Months 2-3: Continue participant outreach (Lara, Maria, Daniela) and curriculum development for workshops and music for performances (all team members). Establish tour and workshop schedule for Venezuela, Colombia and Brazil.

Months 3-4: Create mentor relationships between organizations and participants; reach out to guest speakers for panel discussions (Lara, Daniela, Maria). Give questionnaires to participants. Work with local media to promote concerts and workshops. Create a three minute documentary about project to advertise in local media and on LADAMA website. Give out questionnaires to participants that address their goals and dreams in music and how they see themselves in their communities.

Months 5-6: LADAMA tour- project will start in Venezuela. All team members will arrive in Barquisimeto for two weeks to review and practice curriculum for workshops and performances. Tour commences for ten days in Venezuela. Daily workshops will include performances, improvisational exercises with participants, "creation games" and recordings. Each stop on tour will include a panel discussion and a public LADAMA concert; radio and print interviews. All activities will be documented with the assistance of a videographer/photographer. Documentation will be essential to the longevity of the project

Months 6-12: LADAMA continues to Colombia and Brazil. In each country the tour will be executed in similar fashion. Upload all content (onto LADAMA website and Facebook page) made by participants in conjunction with documentation of the tour (Sara). Start evaluations. Project will distribute questionnaires to participants of LADAMA workshops via institutions to determine effectiveness of campaign (Lara, Daniela and Maria) will collect findings in partnership with local organization

Communication Plan

Awareness for LADAMA project will begin in communities with flyers at partner schools and organizations for young girls and women to sign up for activities. Lara, Daniela and Maria will visit organizations and give overview to potential participants. Producers of LADAMA concerts in each town will provide advertising online and in newspapers for shows. Tour documentation will be posted to LADAMA website and Facebook page. Music made in "Creation Workshops" will be posted online so that participants can share and listen to their work at home and in other communities. Additionally, the Found Sound Nation/OneBeat team will feature LADAMA updates and documentation. They will help connect our documentation with artists in their network around the world and with cultural arts partners. The project will be promoted to the general public through free, public performances by the five team members in LADAMA in conjunction with producers of said shows. LADAMA will work in tandem with:

- The United States embassies in Venezuela, Brazil and Colombia.
- Cultural attaches of the American Embassy in Venezuela.-Mary Lou.
- General Director of State CEDNNA Lara- Dra. Nohemy Corrales.
- Protection Council of CEDNNA- Dra. Mayani Rodriguez
- Advisor to La Fundación Polar- Dra. Ana Torrelles.
- Guataca Productions. Event production company in Caracas, Valencia.
- Regional Television -Barquisimeto PROMAR T.V.
- Regional Television Portuguesa TRP
- Diario el Impulso de Estado Lara.
- Universidad Centro Occidental Lisandro Alvarado (UCLA). To help in the research phase, access to auditoriums and other spaces.
- Found Sound Nation- To help with structure and storyboard documentation and web development.

Evaluation

As in the beginning of the LADAMA campaign, we will use questionnaires to gather information from participants. We will ask similar questions about how young girls and women see themselves as artists and leaders in their community- and ask how the LADAMA workshop experience was informative or inspiring. Questions that might be included:

- What is your role in your community? What do you see yourself doing in ten years?
- What are your creative pursuits in life?
- In what ways are you able to pursue them?
- As participants in the LADAMA workshops do you feel closer to realizing your creative pursuits?
- Do you feel active in your community after the LADAMA workshops?
- What roles do women play in your communities? Has this changed since your participation in LADAMA workshops?
- If you could start your own project what would it be?

Interviews will also be conducted with participants by partner organizations before and after workshops and will track their relationships and effectiveness of the project.

Sustainability

The LADAMA project will continue as an organization with the intent of providing workshops, performances and training to communities in South America. We have the hope of using relationships with partner organizations and communities to foster awareness and projects in the future. Connecting workshop participants with relevant institutions will create new and supportive mentorships. An online presence through the LADAMA website will continue to connect other communities interested in working with us as the organization grows and diversifies. We will create our own recordings as LADAMA, the band, that will be disseminated on the internet and through the website, as

a way to reach potential future organizations and participants and fund activities. We hope that, by providing tools to participants that will allow them to create their own personal projects, this experience will inspire them to do the same with other young people in their communities.

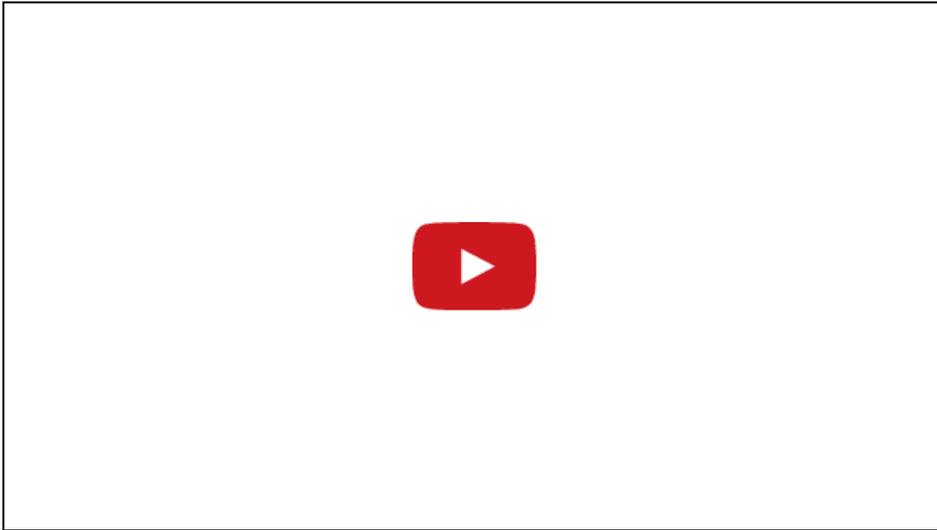
TOTAL FUNDING REQUESTED

\$25,000.00

PROPOSAL DOCUMENT:

[Download budget](#)

Six videos of performances of alumni team followed by workshops/interviews in the US: 1) At OneBeat 2014 2) Maria Gonzalez, bandola llanera 3) Daniela Serna, percussion 4) Lara Klaus, drums 5) Aurora Nealand, clarinet 6) Sara Lucas, vocalist



Team members Sara Lucas, Maria Fernanda Gonzalez, and Daniela Serna workshop an original composition

