

**PORTR [AID]**

*Annual Report 2016*



*Who we are:*

PortrAid is an art aided charity project initiated by Thomas Rusch/Photographer and Andrea Bury/ABURY Foundation.

*What we do:*

PortrAid provides a platform with a straightforward concept: use photography to illustrate problems artistically, the result, a piece of art-work is then sold, with its revenue helping the cause directly. Making art for charity allows us to help people in need by the simple use of their artistic expression. We connect the cause, photographers and people with one click.





### *Our vision:*

PortrAid envisions to contribute to an inclusive world where everyone has access to education and health. We pledge to contribute and support the Social Development Goals the United Nations, with our focus on:

Goal 3 Ensure healthy lives and promote well-being for all at all ages

Goal 4 Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

Goal 5 Achieve gender equality and empower all women and girls

Goal 10 Reduce inequality within and among countries





*Our mission:*

Our mission is to use the power and beauty of photography to help others.

## *Projects*

### *I see you see*

In 2015, together with Dr. Abderrahmane Raiss, “Artisan sans Cataracte” and “Dar Bellarj” we wanted to address the problem of cataract among artisans in a very direct and personal way. Thomas Rusch took 82 portraits of artisans suffering from cataract. The return from the sales of these PortrAid was then directly used to help pay for the operation costs of the person in it.

Get a piece of art, give a bit of sight. I see you see.



*I see you learn*

Education is the basis for a self-determined future, a way out of poverty. In 2016, Thomas Rusch took 60 portraits of children and their teachers from the small villages Douar Anzal, Takaterte and Adouar in Morocco. The return from the sales of these PortrAids is then directly used to help pay for the pre-school education costs of the kid in the photograph. Get art, give education. I see you learn.

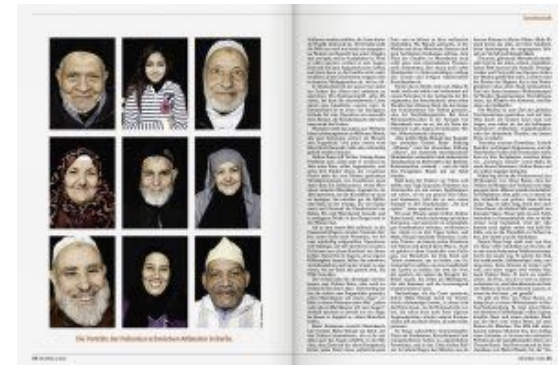


# Projectwork 2016

## *I see you see*

After selling 64 portraits in 2015 and enabling the operation of 59 artisans, 2016 was a further step towards bringing the PortrAid idea closer to the people.

An article in “DER SPIEGEL”, which has a weekly reach of 6,44 million readers ([www.spiegelgruppe.de](http://www.spiegelgruppe.de)) allowed us to widen our audience and tell our story to many more.







10 “I see you see” portraits were sold in 2016, and the second cycle of operations was completed giving 14 artisans their eyesight back.



# *Projectwork 2016*



## *Awards:*

After the honour of being nominated and given recognitions in four different awards in 2015, 2016 brought a fifth recognition:

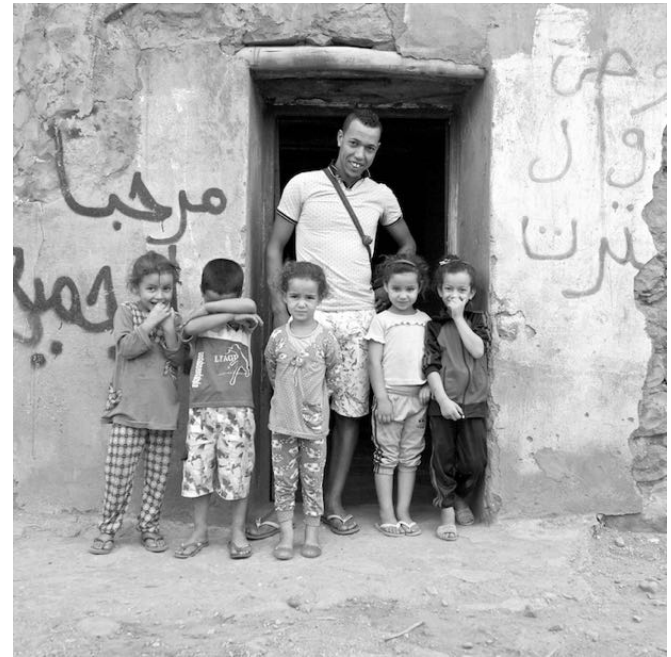
*Deutscher Digital Award 2016. Bronze.*  
Category: Digital Advertising  
Campaigns – Cross-Media Campaign

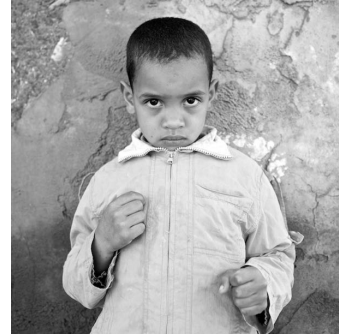
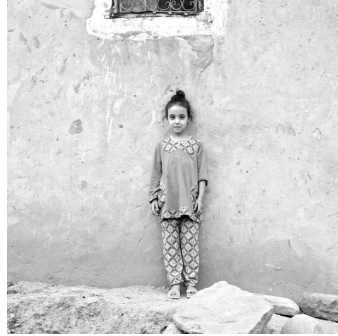
# *Projectwork 2016*

## *I see you learn*

The second PortrAid series “I see you learn” was realized in 2016. 30 children from the ABURY Foundation pre-school in Douar Anzal, and their teacher, Lahcen, were photographed by Thomas Rusch in January 2016.

In August 2016 the ABURY Foundation included two neighbouring schools from the villages Takaterte and Adour into its pre-school program. Therefore we decided to make a second trip and also integrate these 29 children and their teacher Mohamed into our project.





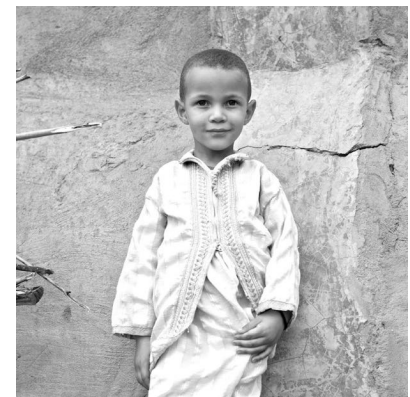
# *Projectwork 2016*



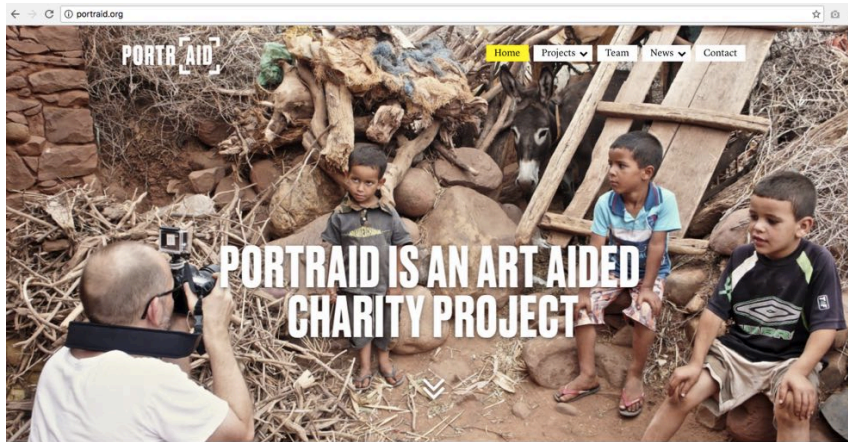
The “I see you learn” vernissage took place on the 28<sup>th</sup> of October 2016 in the Galerie Hiltawsky in Berlin Mitte.

# *Projectwork 2016*

20 “I see you learn” portraits were already sold in 2016 – that means, one year of pre-school education has been secured for 20 children from Douar Anzal, Takaterte and Adour.



# Projectwork 2016



This year we were thrilled to welcome new supporters to our PortrAid family: Jan, Oliver and Sabine from zmyk – Büro für Grafik- und Editorialdesign.

With their help we launched a new logo, website and an incredibly beautiful PortrAid newspaper – a presentation of our organisation, projects and accomplishments.

**zmyk**

## *Perspectives 2017*

A second series of “I see you see” is in planning. A new photographer is being searched for.

The portraits of the kids from the Atlas Mountains are conquering Austria. A second “I see you learn” exhibition will take place in Vienna within the Sotheby’s charity. Further locations in Germany are also in planning.

And we are on the search for new Projects, as the PortrAid idea is to be developed even further: "I see you walk," "I see you read," "I see you're safe," "I see you sleep" ...





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