

Fact-sheet

Who we are:

PortrAid is an art aided charity project initiated by the ABURY Foundation and Thomas Rusch.

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 countries like Morocco, eye cataract is quite a common disease among craftsmen. Due to this eye condition the artisans are unable to do their craft and earn a living. Moreover passing down the knowledge of their craft becomes ever so difficult as the condition of the cataract worsens, posing an invisible threat to the culture and heritage of the region. There is a simple surgery that promises to give them back their eyesight and livelihood. The surgery is neither complicated nor expensive but for these families even a simple surgery is not affordable at all. Together with [“Artisan sans Cataracte”](#) and [“Dar Bellarj”](#) we wanted to address this problem and help these artisans in a very direct and personal way, this desire gave birth to the art aided charity project: “PortrAid” - iseeyousee. The way PortrAid works is pretty simple: A well known artist takes a

portrait of the artisan suffering from cataract. The photographs, which are also buyable on this website, get exhibited at galleries. The return from the sales of these PortrAid's is then directly used to help pay for the operation costs of the person in it.

I see you learn

While six years of compulsory education are provided everywhere in Morocco, it is also a fact that when children from the small mountain villages enroll in school, most of them have never seen a book. This educational alienation often means that children finish their education career at the end of their compulsory schooling, that is, before it has really begun. In consequence the general level of education does not change, even though the mothers express a strong desire to improve their children's professional prospects through a better education. Education is the basis for a self-determined future, a way out of poverty. Following the PortrAid idea, we support children's education in a very direct and personal way. The way this works is pretty simple: A well known artist takes a portrait of children from one of the small villages, in this case Douar Anzal, Morocco. The portraits which are also buyable on this website get ideally exhibited at galleries. 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.

Our story

A photographer takes a portrait. This portrait helps the person.

PortrAid was born some years ago in Berlin-Kreuzberg, over pasta and red wine. Andrea Bury, who founded the ABURY Foundation in 2011 with the aim of supporting traditional crafts and education projects in Morocco, was sitting at the table together with photographer Thomas Rusch. They were talking about arts, crafts, Morocco and social projects. Andrea spoke about Maha ElMadi, whom she had met shortly before in Marrakech, and whose Dar Bellarj Foundation, together with the eye surgeon Dr. Raiss, offers operations free-of-charge to craftsmen suffering from cataract.

Both, Andrea and Thomas, thought: Wouldn't it be nice to start a project establishing a direct connection between the donor and the recipient, for example, through a piece of art. One word led to another and that night the idea of taking photographs of people in need in order to exhibit and sell their pictures was born. In each case solely the person depicted in the photo should benefit from the proceeds. The sale of a craftsman-portrait could, for example, cover the costs of their eye surgery. The idea took definite shape and soon the two of them went to Morocco where Thomas took photos of the first craftsmen suffering from cataract. In April 2015, the first portraits were exhibited in the Moroccan Embassy in Berlin under the title "I see you see". 79 portraits have been sold so far (as of December 2016) – the operations of all the artisans could be financed.

Now, after this successful start, the initiative goes into the second round with the project "I see you learn": 58 children from 3 pre-schools in the Atlas Mountains, one of them founded by the ABURY Foundation, had their photograph taken. Each sale of a picture will cover one year of pre-school education for a child.

And the idea is to be developed even further: "I see you walk," "I see you read," "I see you're safe," "I see you're doing business" ...

Awards

Eurobest 2015 - Festival of European Creativity. Short list. Category: healthcare: Fundraising & Advocacy

CLIO Healthcare Awards 2015. Bronze. Category: Digital/Social

Red Dot Award: Communication Design 2015. Category: Social Responsibility

LIA 2015 - London International Awards. Double Bronze. Category: Design

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

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