

Seeing is Believing

2016 - 2017 Report Card

code

Rewriting the story
for global literacy



What do you see when you look at this photo?

Do you see joy? Do you see curiosity? Do you see a glimpse of the future?

That is what I saw when I met Beatrice, a 6 year old girl at the Koninase Nkran Primary School in Ghana's Ashanti Region. She eagerly raised her hand for almost every question that was asked, and carefully completed her assignments. She is a star pupil in a school where every child's enthusiasm shines bright.

Beatrice is just one of many children I met on my recent trip to Ghana. I had the honour of visiting schools and communities that are working with CODE to bring life-changing education to the children of their country.

My role as Board Chair is to ensure CODE is well-governed and moving forward with our vision of a world where every child is literate. I have always believed deeply in the work CODE does, and this was my chance to see it with my own eyes.

And as they say, seeing is believing.

Being able to meet Beatrice, her classmates, and teachers is an experience I will never forget. After six years of serving on CODE's Board of Directors, walking the roads, visiting the classrooms, and meeting the people of Ghana allowed me to witness first-hand the challenges of bringing education to the developing world. It also strengthens my belief and deepens my resolve - in the good that is being done, and in the work that remains.

But I want you to look closer at this photo. There is something you can't immediately see, though I assure you it is there.

You can't see the struggles that children like Beatrice face to make it to school everyday. You can't see the years of dedication by her teachers, who have pushed through their own hardships to do this meaningful work. You can't see cooperation between parents, communities, schools, and other local organizations who believe in the importance of education for their children.

And you can't see the partners, donors, and friends like you who believe in this work and are devoted to children like Beatrice.

This is the first time you have seen Beatrice, and yet you believed in her all along.



At CODE,
we envision a
world where every
child is literate.

Because of this, it
is our mission to
enable & empower
people to learn.

We do this by working
with our partners
to provide resources
for learning, promote
awareness & understanding,
& encourage self-reliance.

And we do this everyday
with your help.



Look closer, and you will see the mission that you
and I both believe in:

The promise of a world where every child has the opportunity to read, write, learn,
and dream. You will see the success of our grassroots partnerships, where we not
only train educators, but inspire children with stories and learning materials that
were created just for them.

Believing is seeing. I know you may not have walked the rural roads of Tanzania,
or watched children play in the schoolyards of Kenya, or witnessed Beatrice's joy in
Ghana as she raised her hand and lifted herself a little closer to her dreams –
but your belief in the power and promise of education made this possible.

What you are reading is more than just an annual report. It is an opportunity
for you to see how far we have come together in our shared belief – that lasting
change is achieved through education, and it is the most important work we can
do for the future of our world.

I invite you to see, and believe in, the impact
you have through your support of CODE in the
following pages.

Yours truly,
Jacques Bérubé
CODE Board Chair



Our Programs

Long lasting change begins with a single spark in a child's mind.

The work we do aims to nurture that spark – through good books, great teachers, and a supportive community.

Our grassroots programming works with local teachers, librarians, writers, and publishers to create educational materials and experiences that inspire children to learn.

Our strong local partnerships allow us to work directly with communities and governments to create sustainable programs with profound impact.

Simply put, the work we are able to do with your support empowers children to become the readers and leaders of tomorrow.

Because the future belongs to children who are inspired to learn and keep learning.

Spotlight on Liberia



Prime Minister Justin Trudeau reads with grade 4 students at Slipway Primary School, part of CODE's program in Liberia.

*"Everyone has their tools:
a painter has brushes,
a cook has pots.
Students have their tools, too.
They need pens, books, notes
and one more thing they need
to help them learn... fun."
- Canadian Prime Minister
Justin Trudeau*

Children need many things to get a good education. More than just tools, all children need great teachers and a safe environment that allows them to explore their creativity and imaginations. Learning should be fun.

But what happens to education when a country is ravaged by war and disease?

Liberia, an English-speaking country in West Africa, has faced two civil wars in the past three decades. During the most recent war, from 1999-2003, the erupting violence made it impossible for many children to attend school. During this time, only 21% of Liberia's children were completing basic primary education.

While peace was restored and strides were made in the quality of education delivered, the Ebola outbreak in 2014 took its toll on education yet again. Schools were closed for many months, and during that time, the children of Liberia simply had no safe place to learn.

CODE has been active in Liberia since 2008, working with its local partner the WE-CARE Foundation to train and support teachers and bring high quality, locally produced books to classrooms and libraries.

The program is designed to instill a love of reading in children so they can grow into independent learners and problem-solving adults. And it begins with giving children the right tools – a safe place to learn, inspiring teachers and librarians, and great stories written about characters just like them.

The strides we have made in Liberia would not have been possible without our partner WE-CARE. When WE-CARE determined that there was a key ingredient missing in assessing the quality of its teacher training, it designed and introduced new professional standards for teachers. The comprehensiveness of this assessment process was noticed by the Ministry of Education, which adapted and adopted its own standard for certification. As a testament to the quality of the training which WE-CARE delivers, the Ministry now acknowledges that those teachers who benefit from CODE's program are deemed certified in the eyes of the Ministry. This not only affirms teaching as a profession, but helps support better pay and greater opportunities for career growth.

But empowering teachers is only one of the two important elements of the Reading CODE model. Ensuring high quality, culturally reflective, and literacy level appropriate reading materials are an essential ingredient in the recipe for successfully teaching reading and writing. As a result of Reading Liberia 20/20's programming this year, 8 new manuscripts for early grade readers have been developed through writer, illustrator and editor workshops.

Great teachers help bring great books to life – and this past year, Liberian students received a visit from one of our country's most famous teachers.

On a recent trip to Liberia, Prime Minister Justin Trudeau shared his own love of learning with a classroom of excited children at Slipway Primary school in Monrovia. Prime Minister Trudeau helped lead a lesson on a poem from a Reading Liberia book, "The Singing of the Rice Bird." A former teacher himself, Prime Minister Trudeau shared a special message with the children – we all need tools to learn, but having fun in school is just as important.

Reading Liberia 20/20 aims to establish programs in 60 schools spread across 5 districts. More than 600 teachers and principals will upgrade their training, and over 25,000 Liberian children will be directly impacted - all by 2020 - with the help of supporters like you.



This year

- 210 teachers trained
- 71 teacher-librarians trained
- 13 writers trained
- 48,990 books delivered
- 23 libraries established
- 10 book clubs started
- 8803 children reached

Ethiopia

Reading Ethiopia came to a successful conclusion during the year. The long-standing program of resourcing libraries with much needed books and instructional materials made way for an exciting and innovative initiative, Beyond Access. With the continued collaboration of CODE-Ethiopia, CODE entered into a new partnership with IREX – a US based international development NGO to pilot technology within community libraries in support of literacy. With a select 25 community libraries, CODE and IREX introduced tablets to these environments after having trained librarians in their effective use.



Technology inspires creativity & learning in exciting new ways.

- Through the Beyond Access program
- 25 libraries went online
 - 28 librarians trained with tablets
 - 9 apps developed in local languages
 - 135,215 children reached
 - 278,607 library visits by children and their families
 - 7360 copies of 80 titles in local languages purchased and distributed to 23 libraries
 - 100 tablets provided to 25 libraries for community access

Tanzania

As the most recent Reading Tanzania program came to completion with great success, CODE embarked on working with its long-time in-country partner, the Children's Book Project in developing the next phase of literacy and education programming in the country.

- 75 project locations
- 230 teachers now using new teaching strategies
- 57,750 children reached



Children are more engaged when they are learning content that is relevant and engaging.

Mozambique

CODE, in partnership with Associação Progresso, is affecting systematic change within a country by working to transform teacher education with the support and engagement of the national Ministry of Education and Culture. By working with four teacher colleges in four provinces, in developing revitalized curriculum for pre-service teacher education, BETTER (Better Education through Teacher Training and Empowerment for Results) will educate and empower future teachers with best practices, and teaching resources, including books, to be truly effective in the classroom.

- 100 teachers trained
- 66 titles produced
- 330,000 copies printed in local and national languages
- 17 writers trained
- 10 illustrators trained
- 17 publishers trained
- 100 educators trained on gender issues
- 76,780 children reached



Girls face many challenges so educators are trained to be supportive.

Sierra Leone

Reading Sierra Leone 20/20 in its first full year of program delivery exemplified the value of two impressive partners, TALLE (The Association of Language and Literacy Educators) and PEN-Sierra Leone. The reputation of CODE's presence in Sierra Leone, its partnerships and the quality of its programming also drew the attention of the World Bank and the Ministry of Education, Science and Technology and resulted in an invitation to explore a significant teacher training initiative later in the year.

- 210 teachers trained
- 71 librarians trained
- 13,230 books printed in local languages
- 13 writers trained
- 12 illustrators trained
- 8 publishers trained
- 10 reading clubs established
- 11,632 children reached



Librarians, teachers, writers, and illustrators work together to inspire children with great, relatable books.



Reading Kenya

Removing barriers for children to access high quality education is just the beginning.

When children arrive to school, they need teachers who are well-trained and communities that will support their education.

Our Reading Kenya program is centered on the principles of active learning and active teaching, combining access to relevant, locally created materials with skilled teachers who have the knowledge to use these materials effectively.

In Kajiado County, where Reading Kenya is active, too few teachers are adequately-prepared to teach reading and writing and schools are unable to supply the engaging books needed to motivate students to read and learn for pleasure. Our partnership with the National Book Development Counsel of Kenya is helping to change this.



These efforts have already made a difference.

In 2016, we randomly assessed 329 students from 10 schools, and a year later we did the same. Not only did individual students improve their skills in all three languages over this time, but students who were taught by a Reading Kenya teacher performed better than those who were not.

Since the beginning of the program in 2014, Reading Kenya has provided training to teachers and teacher librarians in 70 primary schools. These schools now have active libraries with trained teacher-librarians.

This year

- 156 teachers trained
- 45 teacher-librarians trained
- 57 writers trained
- 144 educators trained on gender equality

Our work in Kajiado focuses on:

- Providing professional development to teachers;
- Increasing access to culturally-relevant and engaging materials in three languages – English, Kiswahili and Maa;
- Building the capacity of the local education system;
- Integrating gender equality training into workshops for writers and teachers.



Grade 1 Reading Kenya students whose teachers have received training are outperforming their peers in English, Kiswahili and Maa by 80%.

Seeing is Believing in Ghana

Education is the foundation for a better future.

Most of us would not dispute this, but we often take for granted what a commitment education truly is.

CODE is active in countries where access to quality education remains a challenge. And Ghana is no exception. But with your support, CODE is working to change that. And this past year was filled with continued progress, promise, and positive experiences.

Alongside our partner Ghana Book Trust (GBT), CODE's impact expanded its reach by moving from the Amansie Central district to Amansie West. Here, 18 new schools were introduced to Reading Ghana, with a total of 32 schools joining over the next three years. As part of the new program, CODE also welcomed a new partner and funder, Asanko Gold.

One of the most meaningful moments of the program this year was welcoming a small, intimate group of CODE donors to Ghana. These supporters were able to witness and engage with students, teachers, librarians, and educators within Reading Ghana. During this 10-day tour, they were able to experience the impact of their support firsthand as part of Seeing is Believing. Participants visited six rural schools ranging from early grade levels to junior high schools



and libraries. They also spent time with CODE's partner, GBT, and visited its teacher training facility in Kumasi.

On this journey, donors were able to see just how important and dire their support truly is.

Donors walked into schools and libraries which had very few resources. They saw classrooms where teachers didn't even have chalk. They saw bookshelves with only a handful of books. And yet, enthusiasm and appreciation for the program saturated the atmosphere.

Although our donors already believe in the importance of CODE's work, seeing truly is believing, and being on the ground in Ghana to witness their gifts in action only served to reinforce this.

This year

- 30 teachers trained
- 10 librarians trained
- 49 titles purchased in national languages
- 3600 copies purchased in national languages
- 5160 books donated

Building Partnerships: Asanko Gold

"Asanko believes in leveraging its presence to create opportunities for its stakeholders. And because of this, we believe in the promise of education in transforming societies.

Education is at the core of all change. It is more than just teaching a child to read. It is about setting them on a path of lifelong opportunities – the chance to build their own livelihoods, the chance to contribute to their communities, the chance to make a difference.

Asanko believes in helping to provide these opportunities to the people of Ghana. And this is why we support CODE. Before we invested, we looked closely at the difference CODE has already made around the world, and right here in Ghana. Their approach is different, and the outcomes have been remarkable!

You can see how access to basic education inspires children. You can watch as this opens doors to meaningful opportunities. And ultimately, you can see how this results in strong and sustainable communities.

True transformation starts with education.

If you believe in the power of education, you should jump at the chance to support CODE. With your support, you are truly creating opportunities for positive change."

Frederick Attakumah,
Proud CODE Partner
Asanko Gold



Because of your generosity...

496 new teachers & **154** librarians
are inspiring minds in classrooms
around the world.

189 authors, **29** illustrators, & **103** publishers produced
98 new books.

These were just a few of the **195** different titles
delivered to eager readers.

So eager, that **937** new reading clubs were started.

In total, **107,306** books were distributed,
finding their way into the hands of

838,976 children.

Your generosity is felt in

1072 locations across
7 countries,

with gratitude spoken in **17** languages.

The Burt Awards

The love of reading is nurtured
by great stories.

We believe that children learn best when the stories they read reflect their own lives - with characters who are just like them. That is why we support local authors, illustrators, and publishers in creating relevant, quality books for young people. And we celebrate and encourage these individuals with CODE's Burt Award for Young Adult Literature. Sponsored by CODE and made possible by the generosity of William Burt and the Literary Prizes Foundation, these awards honour great books that promote a love of reading and learning in children.

This year alone...

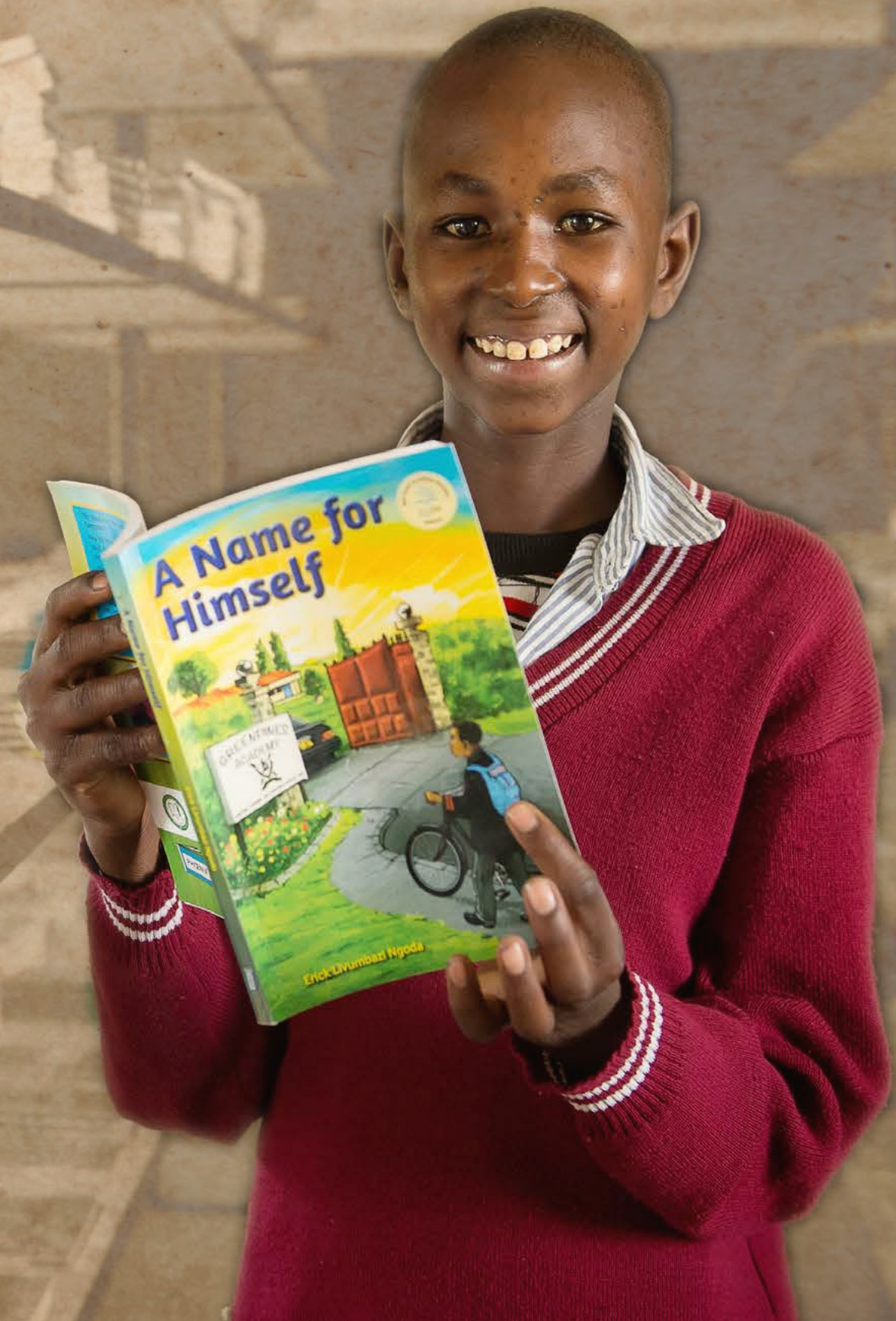
14 books received CODE's Burt Award for
Young Adult Literature.

140 local writers and editors were trained
in **7** workshops in Africa and the Caribbean.

46,609 copies of current and previous
Burt Award winning titles were donated to

1,409 schools, libraries, community centres,
and other charitable organizations.

49,348 copies of CODE's Burt Award winning
titles have been sold independently by publishers.





CODE's Burt Award for African Literature

Ghana

- 1st Place - *Step Monster* by Ruby Yayra Goka
 2nd Place - *Rattling in the Closet* by Elizabeth-Irene Baitie
 3rd Place - *Red Spectacles Knows* by Nii Kpani Addy
- 6,865 books distributed.
 - Books sent to 10 Reading Ghana program schools, and 34 schools, libraries and NGOs outside of the Reading Ghana program.



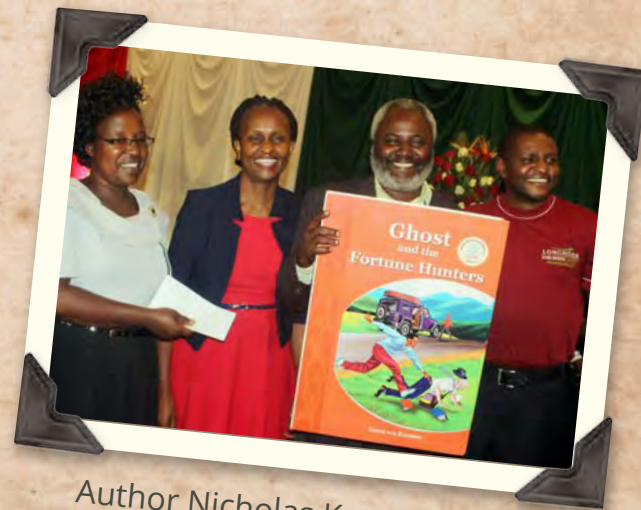
This year's Burt winning titles in Ghana.

Ethiopia

- 1,629 books distributed.
- Books sent to 8 Reading Ethiopia program libraries, and 119 schools outside of the Reading Ethiopia program.

Kenya

- 1st Place - *Ghost and the Fortune Hunters* by Nicholas Kamau
 2nd Place - *The Hidden Package* by Alice Muthoni
 3rd Place - *Run, Cheche Run* by Tony Mochama
- 18,379 books distributed.
 - Books sent to 70 Reading Kenya schools, and 336 schools, libraries, and community organizations outside the Reading Kenya program.



Author Nicholas Kamau with his publishers.

Tanzania

- 1st Place - *Aiming for the Summit* by Nahida Esmail
 2nd Place - *Good Intentions, Evil Deeds* by Mwamgwirani J. Mwakimatu
 3rd Place - *Adventures of Kulwa and Doto: Far From Home* by Hussein Kayera
- 5,444 books distributed.
 - Books sent to 57 Reading Tanzania schools, and 59 schools and community organizations outside the Reading Tanzania program.



CODE's Burt Award for Caribbean Literature



Lynne Dean, Danielle Y.C. McClean, Tamika Gibson, Florenz Webbe Maxwell, and Marina Salandy-Brown.

- 1st Place - *Dreams Beyond the Shore* by Tamika Gibson
 2nd Place - *Girlcott* by Florenz Webbe Maxwell
 3rd Place - *The Protector's Pledge* by Danielle Y.C. McClean
- 7,278 books distributed.
 - Books sent to 20 library service organizations and literacy organizations.



CODE's Burt Award for First Nations, Inuit & Métis Literature



Patti-LaBoucane-Benson, Kelly Mellings, and David Carpenter.

- 1st Place - *The Outside Circle* by Patti Laboucane-Benson and Kelly Mellings
 2nd Place - *The Education of Augie Merasty* by Joseph Auguste Merasty and David Carpenter
- 7014 books distributed.
 - Books sent to 766 locations including schools, friendship centres, libraries, and learning resource centres.

"We are always grateful to receive these prize-winning books for our library. We have the only lending library in a friendship centre in Canada, as far as we know, and it now consists of approximately 5,000 items, 66% of which are by Indigenous authors or have Indigenous content. I have personally been a donor to CODE for decades, and as a former teacher-librarian, I am very grateful to now be on the receiving end for our small library."

—Barbara Strachan, Victoria Friendship Centre Library

Making it all possible...

At the heart of everything we do is the belief that every child deserves an education. This makes our donors the heartbeat. We are so grateful for our donors, partners, supporters, and friends for helping to rewrite the story for global literacy.

Major Individual Donors \$1,000+

Sherlynn R. Akitt C.A.
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Christopher D. Bredt & Jamie Cameron
The Casey Family
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Twelve anonymous donors

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Cooperation
Megaloid Laboratories
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Association
RJL Braydon Charitable Foundation
Taylor Irwin Family Fund at Toronto
Foundation
The Alberta Teachers' Association

One anonymous donor

Legacy Leaders

Jean E. Marsh
Margaret M. Walker
Estate of Katherine M. Card

Two Anonymous Estates

Books have always opened a world of magic for me...

As a young child, my heart was drawn to the spark of curiosity and wonder that stories have to offer. I read everything I could get my little hands on – Anne of Green Gables, The Chronicles of Narnia, Nancy Drew, and others. But my favourite was always Winnie the Pooh.

I could not have imagined a childhood without the gift of reading. And because of this gift, I have always been an avid reader, and I am a devoted life-long learner.

This is why I believe in CODE – because I believe in the life-changing power of reading and education.

Reading is not just an escape to a fantastic realm of magic. It shows us a reflection of our world and of ourselves. It unlocks the potential in every child and empowers them to lift themselves into a brighter future.

As a CODE donor, I have had the opportunity to visit the schools that my gifts help sustain. I have seen the enthusiasm and excitement of the children as they are inspired by their teachers and schoolwork. And I recognize that same spark of curiosity in their eyes that I had as a child – reading being truly magical, and the adventure that is education.

I believe each of those children I met will go on to make a difference, and be a positive force in their communities, families, and for themselves.

That gives me incredible hope. And it also makes me grateful – not only for every opportunity I had as a child, but for this opportunity I have now to offer the same kind of experience to children everywhere.

I have seen and felt the difference my gifts to CODE have made. It's why I keep giving – because I know every dollar I give is doing the good work that I deeply believe in.

And I know that together, we can continue to open minds and spark a love of reading – and lifelong learning – in children all over the world.

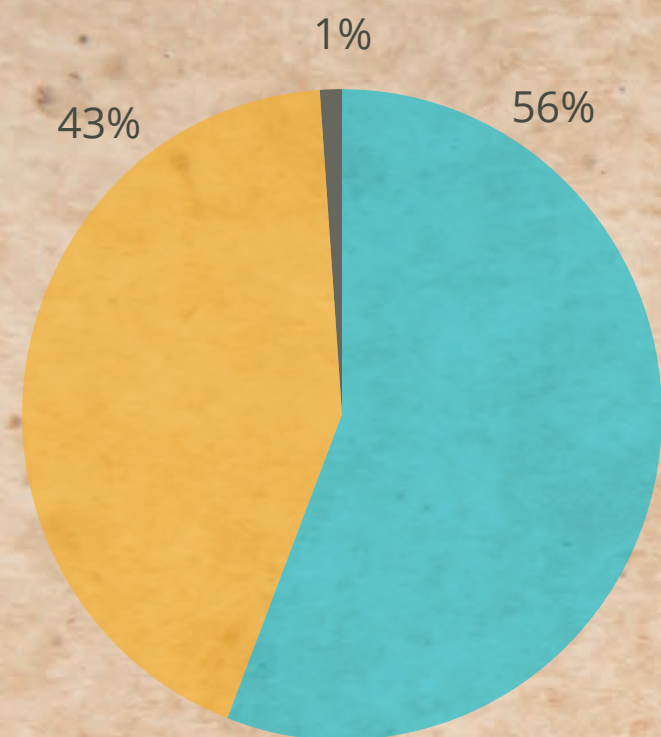
For the love of reading,
Adele Imrie
CODE Foundation Board Chair
Long-time Donor & Forever Friend of CODE



“Piglet noticed that even though he had a very small heart, it could hold a rather large amount of gratitude.” - AA Milne

Investment in Our Mission

Your gifts make our mission possible. CODE is committed to sharing the work enabled by your support. We are also committed to being transparent about our numbers. Here is a snapshot of our finances from the past year. For more information, you can view our audited financial statements on our website.



Our Revenue

Total revenue and support recognized in 2016/2017.

56%	Donations	\$3,278,370
43%	Global Affairs Canada	\$2,509,687
1%	Miscellaneous	\$45,247

The value of in-kind contributions including both books and volunteer hours by CODE's international literacy experts amounts to \$542,733 for the 2016-2017 fiscal year.

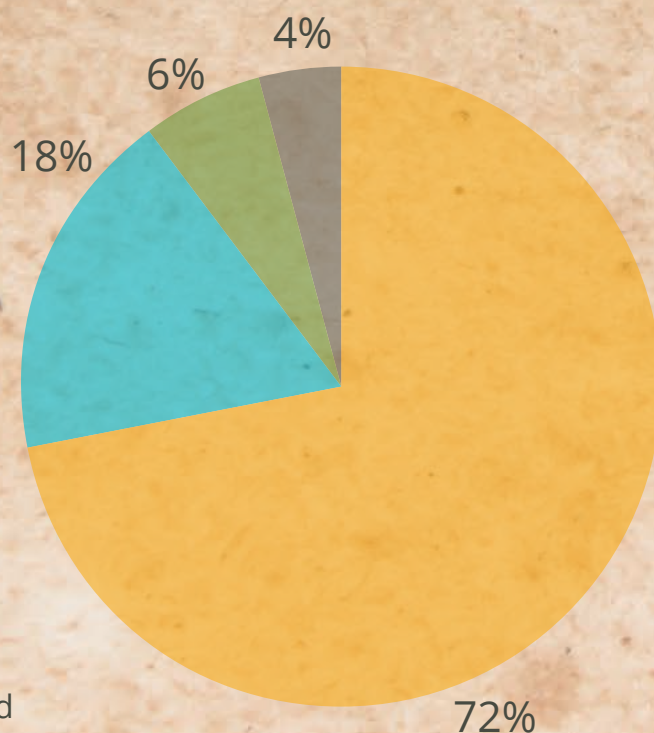
Who Supports CODE

None of our work would be possible without devoted donors like you. We cherish every gift we receive, and are so grateful for your support!

Here is a breakdown of those donations.

72%	Foundations	\$2,047,175
18%	Individuals	\$514,111
6%	Associations	\$176,999
4%	Corporations	\$125,018

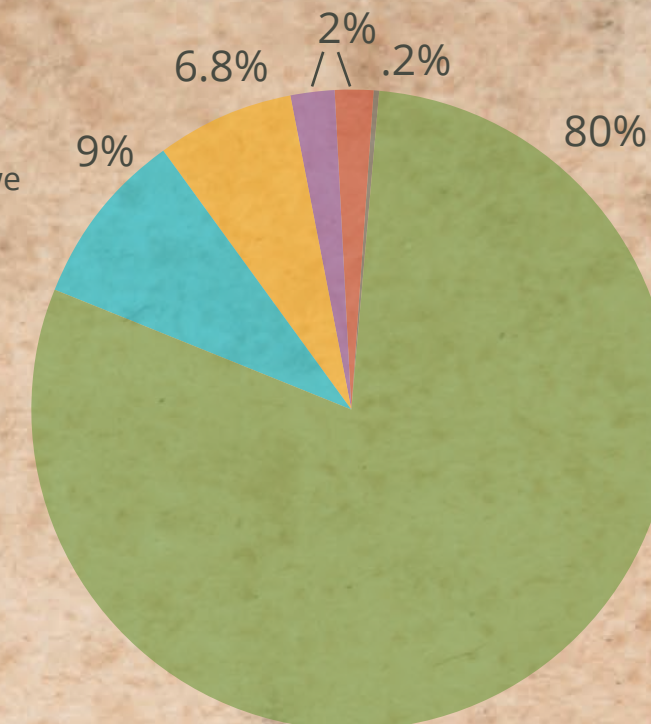
Total charitable contributions which were received and receipted during the fiscal year.



How We Invest

We are grateful for your gifts, and in the confidence you place in CODE. We take care to ensure that every dollar we spend advances literacy for the world's children in need.

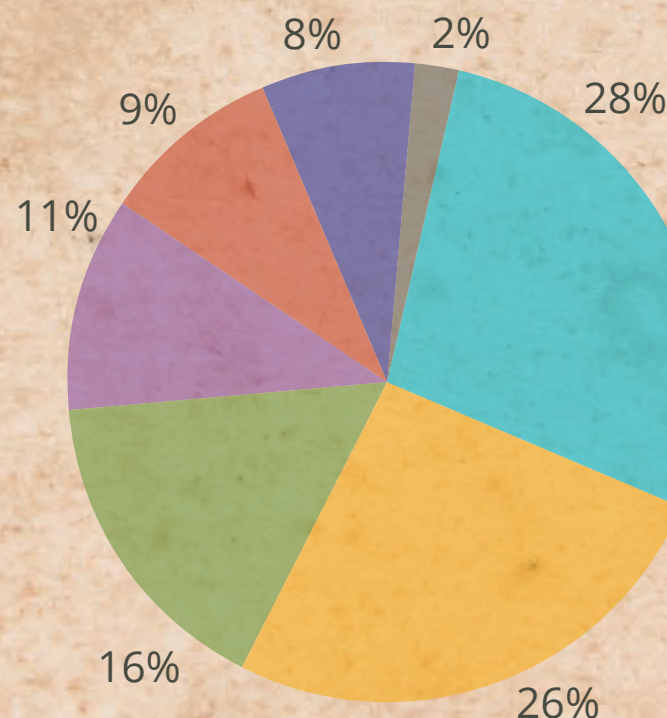
80%	Program Delivery	\$4,747,050
9%	General Administration	\$509,541
6.8%	Fundraising	\$381,788
2%	Communications	\$143,878
2%	Researching New Programs	\$117,893
.2%	Amortization	\$10,708



Represents recognized expense allocation in direct support of program activity.

Our Programs

A lot goes into the programs we deliver to children to strengthen their literacy everyday. Here's a peek at what that looks like:



28%	Program Implementation	\$1,337,287
26%	Books	\$1,230,872
16%	Teachers	\$734,982
11%	Program Management	\$535,603
9%	Strengthening Education and Gender Capacity	\$432,624
8%	Program Monitoring and Assessment	\$376,855
2%	Libraries	\$98,827

CODE gratefully acknowledges the support of the Government of Canada through Global Affairs Canada.

Our 2016/2017 audited financial statements by PriceWaterhouseCoopers are available on our website.

Reflections from our Executive Director



As you've read, quality education is the golden key that can open the wonders of the world to all. In my job I'm constantly reminded of this potential, but never more so than when I have the chance to visit schools in person and see what CODE is accomplishing. It's both exhilarating to speak directly with teachers and students and witness first hand the progress being made, and sobering to be reminded of just how much more still needs to be done.

When children and youth have sustained access to inclusive, equitable, quality education, the benefits are real and specific, impacting the entire community: girls marry later and have fewer children; infant mortality rates and maternal deaths decrease; rates of HIV/AIDS infection are lowered; family health improves; and the chance that the next generation will be educated increases significantly. Literate women and men are more likely to participate in political processes and contribute to economic and social

development at local, regional and national levels.

The knowledge that we can affect this kind of positive, long-term social change is hugely motivating, but we know the success of our programs hinges on our ability to work effectively with a wide range of partners and stakeholders including of course, donors like you.

I hope you have enjoyed reading CODE's 2016/17 Annual Report highlighting the events and results from the past year including: our largest program "BETTER", which is working to transform teacher competencies across Mozambique; the implementation of an ambitious teacher training initiative nationwide in Sierra Leone; the development of a progressive gender education program empowering girls in Tanzania; or the innovative "Beyond Access", which introduced tablet technology and learning apps along with local mother tongue reading materials to community libraries in Ethiopia .

"Reading Kenya" is another we're particularly proud of - evaluated recently by a team of external assessors, they concluded that it's "highly successful and much appreciated."

Achieving results is what it's all about and to do that CODE must be both innovative and relevant. Digital publishing for example offers huge opportunities for expanded access to learning materials so we are working closely with publishers to increase their online presence. Strengthening local authorship and editing capacity also helps ensure production of materials which speak to the reader, reflecting their environment and increasing their engagement with the text. This approach is central to yet another initiative, that of CODE's Burt Awards for Young Adult Literature, as you've read.

Together, we really are changing the world.

As a thought leader, CODE is also investing in research. Too often the evidence base that informs literacy in general and reading in particular is based on research that has been carried out in high-income countries and generalized for use in low-income countries. Our "Context Matters" research initiative aims to help address this problematic knowledge flow by supporting meaningful literacy research in countries where CODE works - designed to work collaboratively and in consort with African scholars and researchers, as well as CODE's long-standing partners.

It makes me proud to see our country continue to step up, and step out onto the global stage as leaders and change makers. It was an incredible honour to have Prime Minister Trudeau visit our Reading Liberia program first-hand and

share his own passion for education with children and teachers. His dedication is echoed by countless other Canadians serving in countries all over the world who also believe in the power and promise of literacy, such as the members of the Canadian Navy who recently paid a visit to CODE's program in Sierra Leone.

But again, none of this would be possible without your continued generosity.

Because of you, well over 800,000 children are able to access the quality education they deserve every year. Your gifts offer inspiration to children who will become the next generation of global citizens. Your donations mean children will learn to read using books that were written just for them, with relevant and powerful stories created by local authors and illustrators, and shared by passionate educators. Without you, this momentum would be unsustainable.

I hope that while you read this report, you feel the impact of your support – a world where every child can believe in a brighter future for themselves, for their families, and for their communities.

Thank you for sharing my belief in the power and promise of education. Together, we are rewriting the story for global literacy. One story at a time. One child at a time. One teacher at a time.

Scott Walter,
Executive Director
CODE





Rewriting the story
for global literacy

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code.ngo

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