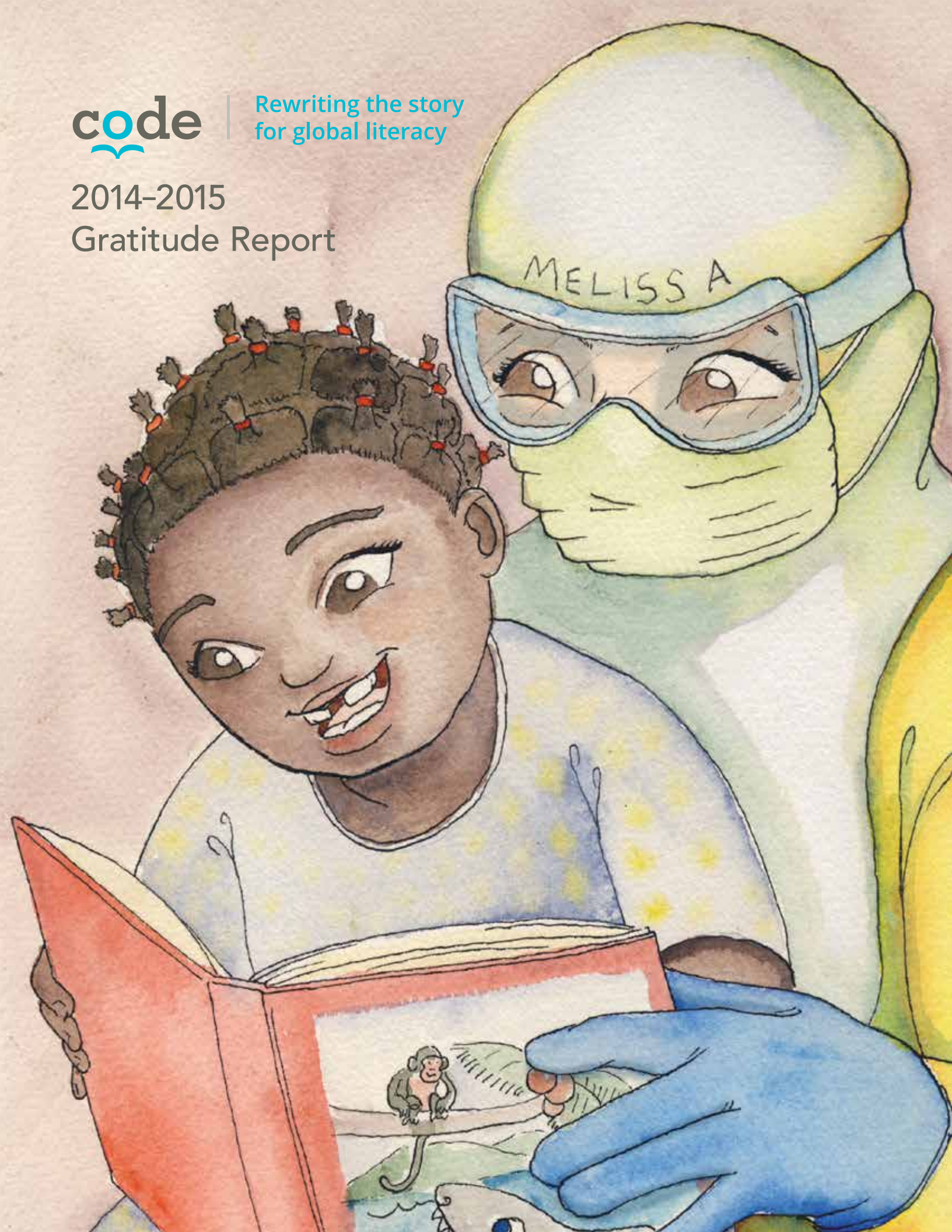




Rewriting the story  
for global literacy

2014-2015

Gratitude Report





## The Reading Doctor

"The little ones are the hardest to take care of here in the Ebola Treatment Centre," the senior doctor shakes his head sadly.

Turning to Dr. Melissa, who just arrived with the Canadian Red Cross, he says, "For your own safety, move in and out of each room quickly and get off the ward within forty-five minutes. It's a one-way street—you'll visit the sickest last."

As the senior doctor opens the door for Dr. Melissa to enter the Ebola ward, he adds, "And always keep three pairs of gloves on each hand."



Her time almost up, Dr. Melissa enters the last room. Finda stares at the wall next to her cot and does not move.

Dr. Melissa feels uncomfortable, hot and thirsty inside her protective suit and knows she needs to leave in a few minutes. She asks a nurse to hand her one of the CODE books over the high risk fence.

Dr. Melissa sits beside Finda's bed and opens the book to "*Monkey and Shark*." As she reads, Finda's eyes start to focus. At the end of the story, she looks directly into the doctor's eyes and smiles.

Dr. Melissa knows she has to leave right away—but not before she promises, "**We'll read some more tomorrow.**"



"You are spending longer on the ward every day," the senior doctor says to Dr. Melissa in a concerned voice.

"You will be no use to Finda or any child if you get sick too."

"Finda's recovery depends on her will as well as her immune system. Her will to sit up, eat and drink..." Dr. Melissa answers.

"I want to give her hope, a reason to wake up and smile. Listening to a story can be as important therapy as IV fluids."

"I will have to find the right balance."  
Dr. Melissa adds.



On rounds the next morning, Dr. Melissa finds her patient propped up in bed, with her CODE storybook in her hand.

Dr. Melissa sits on the edge of Finda's bed and draws the child gently onto her lap.

Finda peers at the illustrations, touching them with her fingers as Dr. Melissa reads "*Monkey and Shark*" again.

Dr. Melissa feels Finda's body tense as the story nears the part that made her smile the day before.

This time Finda laughs out loud and her eyes dance for a brief moment.



On her next visit, Dr. Melissa finds two more children sharing Finda's room.

Finda clutches the book and frowns—clearly she does NOT want to share story time with Mariama and Ibrahim.

Dr. Melissa pulls up two chairs for the others and, drawing Finda onto her lap again, starts to read a new story called "*Sali and Ami*."

In the story, a man has to prove how strong he is. Dr. Melissa turns to the kids and challenges all three, "**Show me your muscles.**"

Finda, Mariama and Ibrahim flex their arms and then giggle. Their laughter is infectious. Dr. Melissa tries to flex one arm in her bulky suit and the children giggle even more.



A few days later, Dr. Melissa finds Ibrahim and Finda sitting up on the bed dressed in everyday clothes, ready for discharge.

But Mariama lies exhausted on her bed.

Dr. Melissa reads a story to the three of them but Mariama hardly responds.

At the end of the story, Finda quietly asks if she can stay so that Mariama is not alone.

Melissa and her colleagues know the girls have formed a bond and having Finda stay could help Mariama.

They decide an extra day of rest and recovery will help Finda too.



Mariama's condition worsens as the day goes on.

Dr. Melissa looks at the slow IV drip and decides to read "*Monkey and Shark*" while the bag of fluid empties drop by drop. The lifesaving fluid will continue if she leaves, but Dr. Melissa just has to make sure. Dr. Melissa has never read so slowly in her entire life.

Mariama listens to the story with her eyes closed but every so often they flutter open.

At the end of the story, Mariama opens her eyes and looks briefly at Dr. Melissa. Mariama does not smile but there is a look in the child's eyes that gives Dr. Melissa hope. Hope that maybe Mariama understands there will be story time tomorrow...





The next morning, Dr. Melissa is anxious as she walks into the high risk zone, hoping that Mariama made it through the night.

She finds Mariama, sitting up in bed holding out her book!

Dr. Melissa beams beneath her mask as she reaches to take the book from Mariama.

She turns around and sees Finda outside, discharged at last! Dr. Melissa feels a lump in her throat and knows it's not just from the heat inside her suit.

She looks at the CODE book in her gloved hands, and remains convinced that the stories proved a vital therapy in the healing of Finda, Ibrahim and Mariama.

# Storytelling: The Power to Heal

This is a true story.

**Your support made it possible** for CODE to create and share books with 1.6 million children this year.

We know that our books are beloved and cherished by kids around the world. This story, however, also reminds us that books not only have the power to educate, delight and inspire, but also to provide hope and healing.



Dr. Melissa Langevin is a pediatrician at Ottawa's Children's Hospital of Eastern Ontario (CHEO) and was one of the brave doctors who travelled with the Canadian Red Cross to Sierra Leone to provide care during

the Ebola crisis. As a long-time book lover and newfound friend of CODE, Melissa agreed to bring a few of our books on her journey.

The Ebola Treatment Centre is a place of very little hope, and hope is a very powerful thing. It was in this dangerous and desperate situation that our books—**with your support**—gave hope. To echo Melissa, for a child to survive Ebola they must have the will to sit up, drink and eat. They must have the inner strength to want to fight. Our books gave these kids something to look forward to, a reason to fight to see the sun rise another day. Dr. Melissa believes—as do we—that our books helped nurture the will to fight, and that helped keep them alive.

Melissa's choice to bend the rules took tremendous courage. Everywhere she turned she heard "*no touch, no touch!*" There were constant reminders not to hug, shake hands or make any contact. And these kids were alone in the Treatment Centre for 21 days. Imagine spending 21 days in pain and distress, feeling alone, without sharing the warmth of a caring hug or someone

to hold your hand. Melissa challenged us—and we challenge you—to try not to touch or hug your loved ones for 24 hours.

Melissa knew the kids were delighted with the books. But she also shared with us that the books created a sense of community for the local nurses and staff at the Ebola Treatment Centre. Like all CODE books, they were written by local authors and very much reflect their lives—the names, places and activities are familiar and relatable. The local staff would help Melissa, who became known as "The Reading Doctor", translate words or phrases and appreciate the rich history and traditions behind the stories.

There is a heartbreaking twist at the end of this story. We asked Melissa whether the kids were able to take the books back home with them.



Sadly, because of the high risk of transmitting Ebola, the books had to be burned.

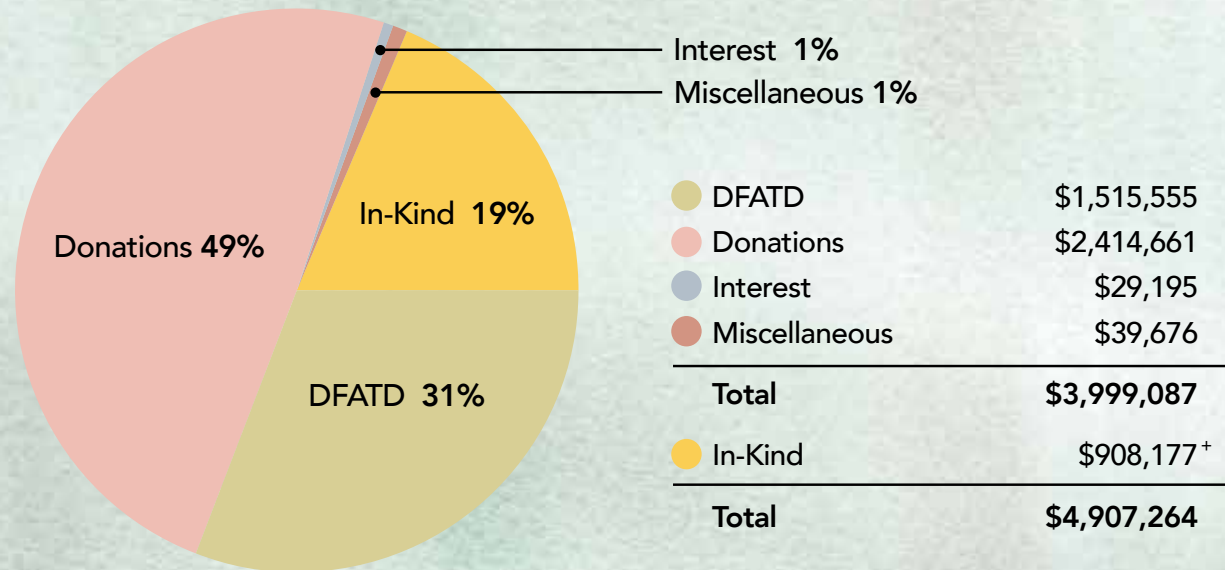
**But, because of your amazing and generous support of CODE, there are many more locally-relevant books being enjoyed in Sierra Leone and cherished all over the world.** And while this story is about Sierra Leone, and those books

had to be destroyed, your gifts mean other books are getting into children's hands every single day. Your donations allow kids to imagine new adventures and discover new ideas, express their creativity, get lost in stories and dream of their brightest possible future.

**This true story could not have happened without you. Thank you for supporting CODE this year, and for being part of bringing inspiration, hope and health to children in Sierra Leone and all over the world.**

# Investment in CODE's Mission

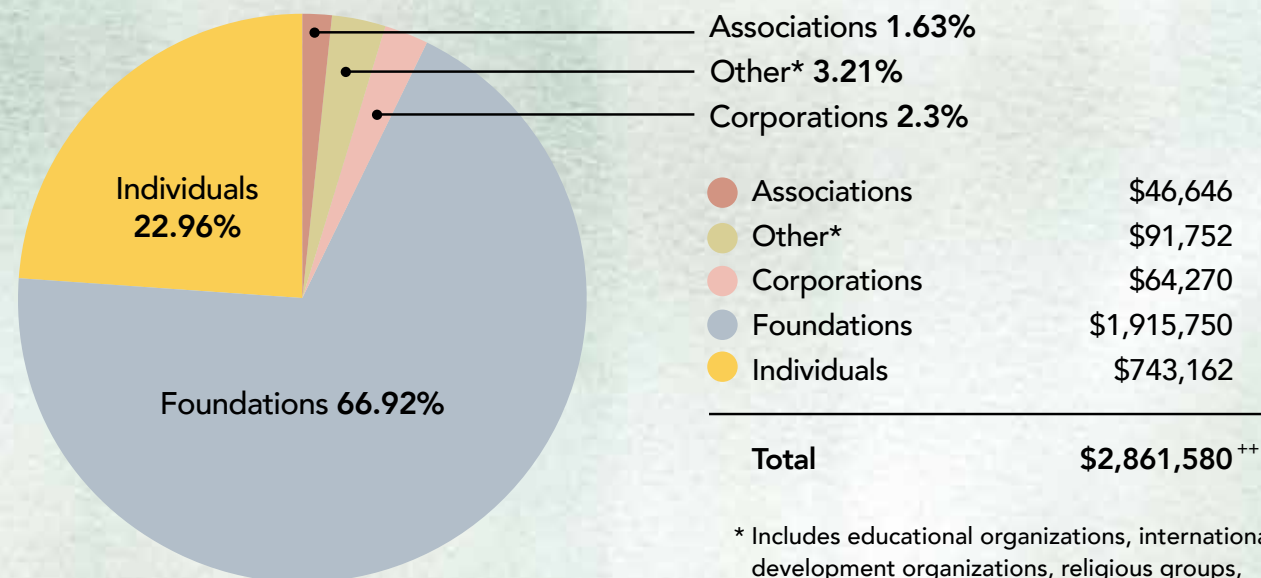
## Total Revenue and Support Recognized in 2014–2015



<sup>+</sup> The value of in-kind donated books (as of March 31, 2015) was \$908,177 (USD\$ 821,277.25) as per information supplied by the International Book Bank.

## A Closer Look at Your Donations!

CODE cherishes each and every gift we receive. Thank you! As you can see, almost 30% of our funds come from caring individuals from a variety of backgrounds. Here's how our sources of giving break down.

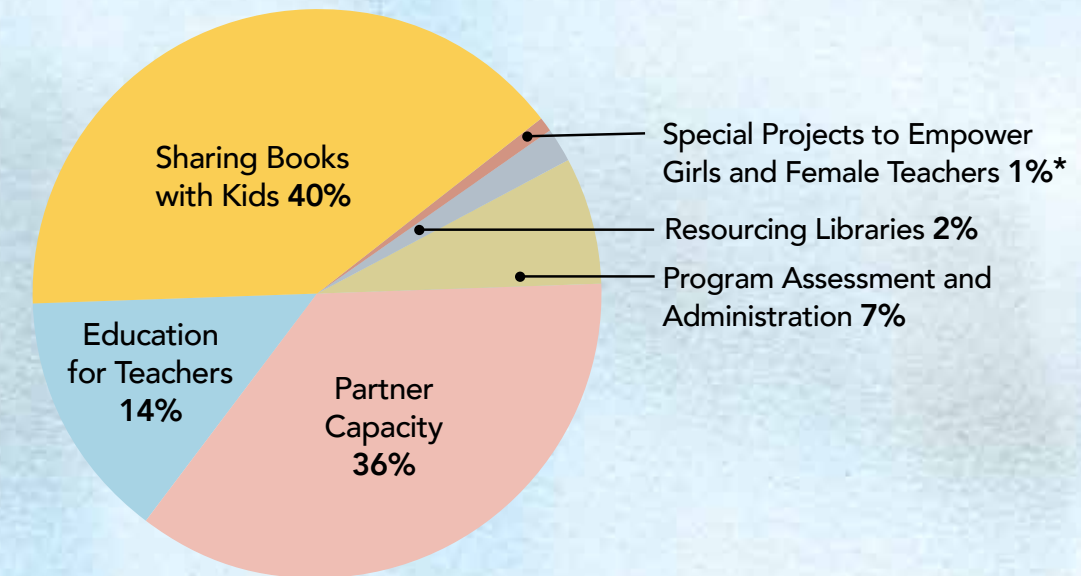


<sup>++</sup> Total charitable contributions which were received and receipted during the fiscal year.

\* Includes educational organizations, international development organizations, religious groups, service clubs and donor advised funds

## How We Spend Our Funds on Program Delivery

Thank you for the confidence you place in CODE by entrusting us with your support. We are accountable to you and are pleased to share how we spend the gifts you share with the world's children. We work to ensure that every dollar we expend works to advance literacy and education around the world.



Represents recognized expense allocation in direct support of program activity.

\* It should be noted that gender sensitivity and empowerment is integrated throughout CODE's program from book development to teacher training. The amount defined in this chart represents very specific programming uniquely focused on this incredibly important issue.

**CODE recognizes, with appreciation, the generous support of the CODE Foundation which covered 100% of CODE's General Administrative costs during the 2014/2015 fiscal year.**

CODE acknowledges the support of the Government of Canada's Department of Foreign Affairs, Trade and Development. Our complete 2014–2015 financial statements, audited by PricewaterhouseCoopers, are available on our website.

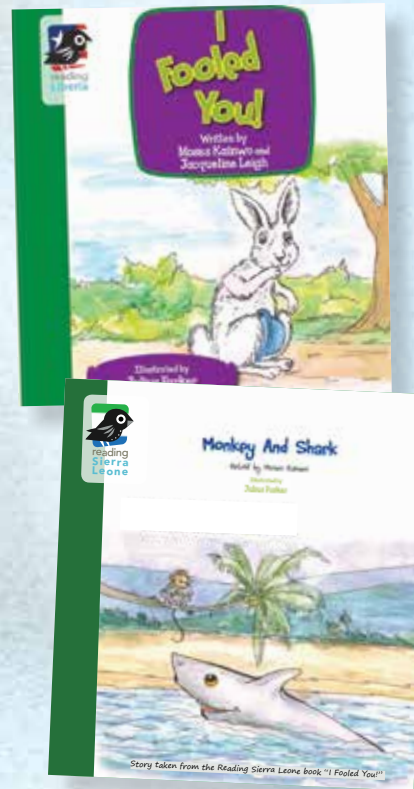
# Because of you

Here is a snapshot of your gifts in action this year.

## You...

- Supported the national publishing of **276,000 copies of 60 different locally-authored titles, 58,000 of which were in 11 local languages**
- Helped purchase **104,000 copies of 425 titles** from local book sellers in partner countries
- Helped distribute **144,000 new donated** North American books
- Helped provide reading materials for **730 school and community libraries** and reading corners
- Made it possible for **3,400 teachers, librarians, education officials, writers, illustrators, editors, and publishers** to gain the professional skills they need to become more effective at workshops provided by a corps of 15 international experts
- Inspired young people in 8 countries in Africa, the Caribbean and Canada, because **over 1.6 million children and youth were impacted directly** by CODE's programs

**Thank you!** Your support inspires teachers and ignites the minds and hearts of the world's children by engaging them in learning how to read and write. **Together, we are rewriting the story of global literacy.**



# Thank you

## Major Individual Donors

**\$1,000+**

Sherlynn R. Akitt C.A.  
Jacques Bérubé  
Robert Bracey  
Christopher D. Bredt and  
Jamie Cameron  
(The Late) John R. Burrell  
Sheila Burvill  
The Casey Family  
Dean and Cherry Colling  
Talal Ali Daair  
Abdallah S. Daar  
David and Arlene Dougall  
Gwynneth Evans  
Mark Galler  
Kevin and Dorothy Harraher  
Judy Hauserman  
Mark K. Heule  
Winifred G. Hoyer  
John Hucker  
Adele and David Imrie  
Suzanne Johnson  
Alison M. Keene  
Thomas W. Lane  
Robert G. Lapper  
Réal Lavergne  
Allen LeBlanc and  
Jessica Marshall  
Michael P. O'Keeffe  
Barbara V. Ritchie  
Cedric E. Ritchie  
Andre Sauvageau

James A. Scarfone  
Jon Shapiro  
Paul D. Stewart  
Harvey and  
Cathy Strosberg  
Allan Treasure  
Maurice and Gloria Walsh  
Eric and Farah Webber  
Stephen Williamson and  
Margot Hallman  
*33 donors wish to remain  
anonymous*

## Major Institutional Donors

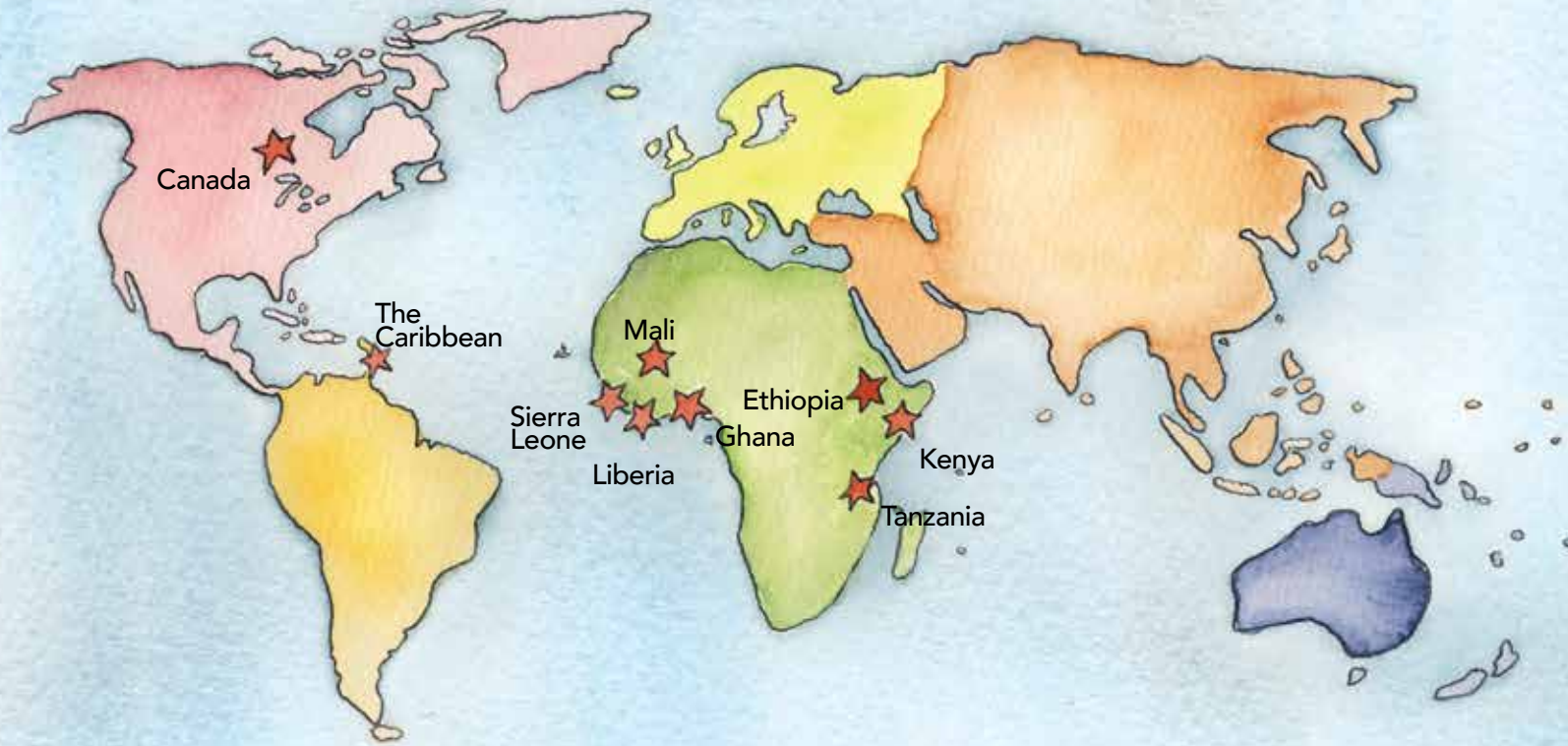
**\$5,000+**

Blackheath Fund  
Management Inc.  
Canadian National  
CODE Foundation  
Elementary Teachers'  
Federation of Ontario –  
Humanity Fund  
Fondation Edward Assh  
Hope Church  
International Charity Fund  
of ICAO Staff  
Association  
Literary Prizes Foundation  
Manitoba Council for  
International Cooperation  
Manitoba Teachers' Society  
Megaloid Laboratories

Pirie Foundation  
RJL Braydon Charitable  
Foundation  
Saskatchewan Council for  
International  
Cooperation  
Taylor Irwin Family Fund  
c/o Toronto Community  
Foundation  
The Alberta Teachers'  
Association  
The BLG Foundation  
The British International  
School of Abu Dhabi  
(The Tanzania Crew)  
*3 Anonymous*

**Legacy Leaders**  
Estate of Howard and  
Jean Mann  
Jean E. Marsh  
Margaret M. Walker

# Your support in action



**Canada** – The Burt Award continues to receive overwhelmingly positive feedback. Now in our third round, we've learned that author tours, creative writing workshops and speaking engagements by our winners are a very effective way to connect with First Nations, Métis and Inuit youth and inspire them to read for pleasure. In 14/15 CODE successfully donated 7,359 copies of the winning titles to 840 locations across Canada.  
**Partners:** Assembly of First Nations, Métis National Council, Inuit Tapiriit Kanatami, National Association of Friendship Centres, Association of Canadian Publishers, Canada Council for the Arts, GoodMinds and Frontier College.

**The Caribbean** – The Burt Award for Caribbean Literature entered its second year with three winners awarded at the NGC Bocas Lit Fest in April 2014. We donated 7,461 copies of the inaugural winning books to 800 locations including 33 junior secondary schools and secondary schools, 734 libraries, and 33 colleges, universities and community-based literacy organizations in 14 countries.  
**Partner:** Bocas Lit Fest, CaribLit



**Ethiopia** – We distributed over 21,000 books and magazines to 19 community libraries. By the end of 2015, we will have distributed over 337,000 books to Ethiopian community libraries.  
**Partner:** CODE-Ethiopia



**Ghana** – 216 educators (Head Teachers, Lead Trainers, District Director & Representatives, and Teachers) received gender sensitivity training and began to set up gender clubs to support and empower young girls to succeed in their respective schools.

**Partner:** Ghana Book Trust



**Kenya** – 25 Reading Kenya schools were the primary beneficiaries in 2014-15. Together these schools received 59,017 books. Previous to the project, none of the 25 schools had libraries available to their students and teachers.

**Partner:** National Book Development Council of Kenya



**Liberia** – CODE responded quickly to the Ebola crisis by distributing 15,702 Home School Kits of Hope to children and their families in Liberia; helping to improve morale and provide housebound children with something to do. Each kit contained storybooks, notebooks, pencils and information about protecting oneself from Ebola.

**Partner:** WE-CARE Foundation



**Mali** – 128 teachers were successfully trained in library/reading corner management and reading promotion to encourage reading for learning, information and for leisure.

**Partner:** Association pour la lecture, l'éducation et le développement



**Sierra Leone** – A series of six new books for primary school children was produced and 60,000 copies printed in Sierra Leone in response to the Ebola crisis. The series was written and illustrated by Sierra Leonean talents and feature stories, poetry and informational text.

**Partner:** PEN Sierra Leone



**Tanzania** – 75 teachers participated in training that covered topics of reading promotion and instructional strategies. Teachers report having more confidence and are using the techniques they learned in their classrooms.

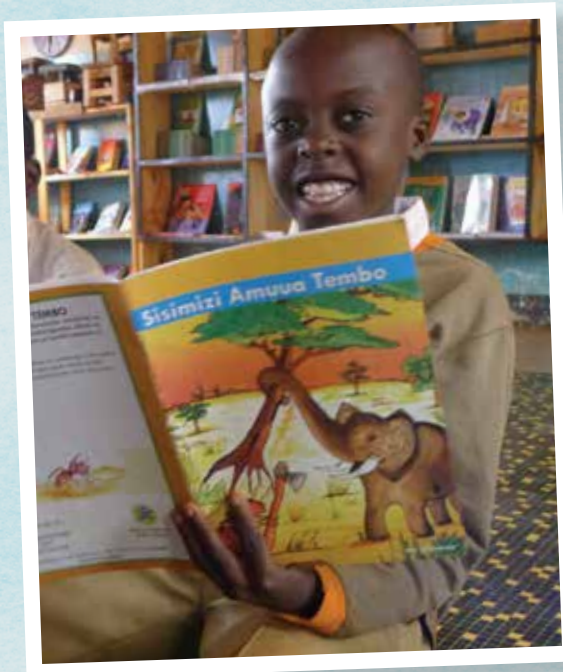
**Partner:** Children's Book Project for Tanzania



# A special message

**I hope this story touched your heart.**

And I hope that, like all unforgettable stories, you fall in love with the characters, get swept up in the suspense and race to the last word only to experience delight in the happy ending!



**We do this work— together with your amazing support—**to ensure that the basic human right of access to education and learning to read and write is afforded to all children, especially those in greatest need. Because of you we can help one child, with one book and one teacher, explore how the story of their own future can be brighter.

And while this story captures only a brief moment in this past year at CODE, we wanted to share it with you because it reinforces just how important it is to share stories with the world's children.

CODE works in fragile states all over the world. We operate where politics, health and education are stretched or broken. Together, we establish rich learning environments by creating, and sharing culturally-relevant children's books, nurturing local writers, illustrators and publishers, and empowering teachers and teacher-librarians.

Every single day, you are supporting exciting and essential learning and education programs that are helping to build a foundation for the progressive future of nations.

**Thank you for helping to rewrite the story for global literacy.**

With sincere gratitude and appreciation,

**Scott Walter,  
Executive Director**



# Meanwhile, in Liberia...

With your support, CODE was also able to respond to the Ebola crisis in Liberia.

Our partner organization on the ground in Liberia, the WE-CARE Foundation, contacted us in the early days of the crisis. Our contact, Michael, didn't ask for medical supplies or volunteers.

**He simply asked for books.**

Schools were shut. Kids were confined to their homes. Michael had a vision to "bring school to the kids".

And, with your support and CODE's books, he did just that. In fact, both *Monkey and Shark* and *Sali and Ami*, which you read about in this story, were adapted to Liberia and published locally. We shared over 15,000 "Home School Kits of Hope", containing our books, 2 pencils, notebooks and information about preventing the spread of Ebola.



Just like in Sierra Leone, our books brought a unique and joyful kind of healing through hope.

We know great stories know no borders, and with your help, we were able to inspire and encourage collaboration between authors and illustrators as well as publishing houses, schools and libraries. And these books will continue to be a vital part of the next 5 years of programming in Sierra Leone and Liberia.

Education systems have been severely affected by Ebola and we are needed now more than ever to make up for the lost time. Our programs will continue to work with partners, like the WE-CARE Foundation, who have the passion and knowledge to bring Reading CODE to Liberia and Sierra Leone.

Together, with the support of amazing donors like you, we were able to both respond to an urgent and immediate crisis but also bring sustainable and engaging education programs to these fragile states as they rebuild.

**Thank you!**



**code**

Rewriting the story  
for global literacy