



TO BE WORLDWIDE

ANNUAL REPORT 2013



LETTER FROM THE FOUNDER

Letter by the Founder and Manager

“It is not in the stars to hold our destiny, but in ourselves”

We will remember 2013 as yet another exciting year that brought us many opportunities, a challenge or two and many great achievements. We truly feel we can say that you, our contributors, and To Be Worldwide, have helped to rewrite part of the future, for the better, for many children in our community.

In line with our Strategic Actions, we took steps in 2013 to strengthen the Ghana-based organisation. This was achieved in part by bringing a highly qualified education expert as a volunteer to Ghana. With her help, we were able to set up several new educational programs, such as the independent language activities, which are designed to develop both language and independent working skills. And so another seemingly small effort yielded great success. Our Reading Club program, launched to help children from public schools in our community improve their reading skills in a fast lane program of 6 weeks, is so effective that children from beyond our community spontaneously come to the Centre for help.

While the “I Want To Be” program achieved great success in its pilot year – the need to show children all the things they can be and become in their communities is great - we were not able to start up a fully staffed run of the “I Want To Be” program as we had planned. The main reason was because we could not find the appropriate staffing. We will review our strategies for this program and re-launch in 2014 - 15. We will be looking to find a format to make the program available to all children at the Centre as a tool to explore and as a program that will be run by its dedicated team a minimum of twice a year.

Other activities planned for 2013 were on track. Increased access to the Internet and higher smartphone penetration among students have allowed us to get in touch with many of our former students. Using social media we are setting up a platform and program for our Alumni. The first draft of a GAP year program has been realised by using valuable input from two volunteers who spent 3 months in Ghana helping us test run aspects of the program.

Thanks to the remarkable generosity and growing ranks of supporters who recognize the importance of investing in education of children, we were once again allowed to make great strides. Please stay with us and let's take another leap together in 2014.

On behalf of everyone at To Be Worldwide ...Thank you!

Nellie Ekua Kirschner-Timmer





ABOUT TO BE WORLDWIDE

TO BE WORLDWIDE helps children in Ghana realize their full potential, allowing them to help build their communities in the future. We build educational facilities that complement the existing school structures. Each facility offers a library, a computer classroom and an activities program to stimulate the development of children's creative and technological skills, ultimately leading to their empowerment!

Our facilities operate in partnership with the local schools for basic education (primary- and junior secondary schools). During school hours, children visit the facility with their class where they follow a basic computer skills or reading development course. After school, children use the library or sign up for after-school activities such as computer training, creative reading or arts & crafts. The facilities aim to become self-supporting and are accessible after hours to the local community.

Our Centre in Takoradi, Ghana that opened in 2004 has become a fixture in the community reaching more than 4000 children in the community. We have seen over 800 children graduate with a Basic Computer Skills diploma. Library visits are becoming a regular part of children's life.

We are working towards increasing the enrollments at both our Centres (Takoradi & Cape Coast) by building relations with the education board and public schools in the vicinity. All children who can have access to our Centres should have access!

TO BE WORLDWIDE is a foundation with minimal overhead, run directly by people intimately involved in Ghana. We strive to use virtually every contributed dollar and euro on helping children and their communities directly.

TO BE WORLDWIDE is supported by Unicef Ghana, the European Union (Ghana), Foundation Les Paquerettes, Net4kids Aid Foundation, Turing Foundation, ING, Wilde Ganzen, InterimIC, American Book Centre, and other organizations and individuals.





CURRENT STATE

Organization

The goals for 2011-2014 are still our road map. Our goal to have 3 Centres up and running in the Western Region of Ghana, has seen a shift. Our focus is much more on strengthening the organization, both in human resources and education programs. This will allow for a more efficient Partnership Concept to be developed. New enrollments at the Centres were 1,240 for 2013 and over 6,000 to date. The Reading Club program is a great success and has pushed children trailing behind in class to be the best of their class.

Using social media, we are tracking our Alumni. It is heart warming to see how much they still feel part of the To Be Worldwide family. Recently 3 former students came to the Takoradi Centre to help with activities on a Saturday morning. It is exciting to see their progress in life and to work on finding ways to help shape their futures.

2011 - 14 goals:

- To operate 3 centers in Central and Western regions of Ghana and strengthening the To Be Worldwide organization to manage them. (note: we have adjusted this goal to focus on operating 2 centers strongly rather than opening the third).
- Serve 25,000 children (5% of school age children) (Long-term goal – to be carried forward)
- To develop a Partnership Concept for further rollout of the Educational Resource Centre Concept. (adjusted to rollout of Educational Modules not full concept)
- To strengthen the Ghana based organization (in progress).
- Continue to provide innovative products within the Concept of the Educational Resource Centre (added 4 new programs)
- Roll-out the “I want to be” with its first fully locally ran session in 2012 and from there on 4 sessions annually. (adjusted to 2)
- Implementation of an Alumni Program (on track)
- Achieving a level of sustainability for all Ghana based operations of To Be Worldwide (in progress)

Our 2013 Strategy and deliverables

We have been able to take some important steps with regards to our strengthening of the Ghana based organization deliverable. With the input from an educational specialist from the Netherlands we were able to develop a number of language and life skills activities in line with our overall objectives as an organization. A reading program developed to help children improve their reading skills is a great success.

The Alumni and GAP year programs are taking shape. Aspects of the program have been tested and have helped its further development.

The increased interaction with To Be Worldwide Alumni is a great source of pride for all involved with To Be Worldwide.

The objectives for the “I Want To Be Program” have been delayed. Based on a financial projection on further development we have had to adjust our course of action. An additional challenge due to developments in our delivery team, contributed to the delay. Mr. Sunney Quicoe, one of the teachers of the course but most importantly the Assistant Director of Education was given the unique opportunity to complete his Masters in Riga, Latvia.

Deliverables 2013

- Laying the foundation to introduce and implement the “I Want To Be Program” in the Ghana education system.
- Develop Teacher’s interface for “I Want To Be Program”
- Alumni Program Up and Running
- Adjusted strategy to strengthen the Ghana based organization.
- Development of our GAP year Program



CURRENT STATE

Strategic action on Deliverables

Laying the foundation to introduce and implement the “I Want To Be Program” in the Ghana education system

Mr. Sunney Quicoe, Assistant Director of the GES, part of the delivery team of the “I Want To Be program”, has been granted an educational leave to complete his Masters Degree in Riga, Latvia. His contribution and assistance were crucial for the introduction of the program in the education system. We have now had to review this deliverable and have looked at other aspects of the program that seem more achievable at this point. Researching running the program software online with a login function from the To Be Worldwide Website is one such option. This will allow all children to use the tool to explore. In the mean time we will be working hard to get back on track.

Statistics 2013	Takoradi 2013	Cape Coast 2013
Nr. of new registrations Library	885	192
Nr. of new registrations ICT course	133	30
Nr. of renewed Library registrations	132	42
Nr. of books borrowed	2298	3442

* Statistics in Cape Coast requires our attention. However clearly lots of books are borrowed by the children who visit.

Develop Teacher’s interface for “I Want To Be Program”

A financial projection on cost of development has left us to prioritize the program needs, and has been delayed. This interface allows a teacher to independently run the program and is a priority when the roll-out of the program within the Ghana education system is on track. Now any funds raised for the program will be used to run the course for the children.

Alumni Program Up and Running

The Alumni Program is coming along well. It has proven to be more difficult than expected to trace former students. Not many students have regular access to a computer and the Internet. Though increasingly more and more have access through a smartphone. Using social media (Facebook) we have created a platform to communicate with them. We are still trying to track as many students as possible. Unfortunately their social media presence, the names (aliases) they use on e.g. Facebook, do not correspond with the names they used to register at the Centre, so we go back and forth trying to decipher who is who. We are looking forward to our first Alumni get together.

Strengthening the Ghana based organization

We were fortunate to have been able to test and learn what structure may be most achievable for the organization. We have concluded that with the development of educational programs and methods spearheaded by experts (volunteers from abroad), we will have a better chance at recruiting a (local) professional to maintain and manage the educational programs. Finding both expertise in one (local) professional is a challenge at this point in time.

Develop of our GAP Year Program

We have most aspects of the program in place. Two volunteers have spent 3 months in Ghana, both at our Centre and at our Partner Organization Save Our Lives Orphanage in the Kumasi area. This allowed us to test aspect of the GAP year program. Some practical aspects require our attention, such as insurance, and we are working hard to secure the in-country guidance. Once this is set, it leaves us with the recruiting and introduction aspects of the program that need to be developed.

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Working on the individual language activities



Gery Verlinden - Education expert at our Centre



Eye screening program



CURRENT STATE

A selection of To Be Worldwide 2013 highlights:

- January
Our 2 volunteers arrived in Takoradi to lay the grounds for our Reading Club program and to spend time at our Partner Organization, Save Our Lives Orphanage.

Workshops were held by another group of volunteers from the Netherlands. Workshop topics were: **“Building and Design”** using different types of materials and Playmobil to build rooms and a village with the children. **Advertising**, where children were encouraged to think about examples of advertising they knew and then went on to make advertising posters themselves! **Knitting workshop** where children were taught how to knit using the local textiles. A **LEGO** workshop was held for the 2nd time ever at the Centre! Again a huge success with the kids.
- February
After a successful Adult Literacy course, with a graduation in January 2012, we started a new course in February 2013. The course will run for 2 years
- March
3 new school classes (primary and Junior Secondary Schools in the vicinity of the Centre with whom we have a working relationship) for a total of 120 children started their practical ICT training at the Centre. The training will run for the duration of the school year.
- April
The ICT Classroom at Takoradi Centre was upgraded. Big thank you to Ruud Davids and Krijn Schuurmans of **InterimIC**, Brendon Banks of **Booking.com** and Henny Kohler for all their efforts in sourcing, storing and preparing new (refurbished) computers for our IT Lab in Takoradi.
- May
An Eye Screening session was held at the Centre by assistants of Dr. as he was in South Africa to further his degree.
- June
Dorine Wesseling joined To Be Worldwide to help set up the Alumni Program.
- July
The first set-up for the “Reading Club” was implemented by Stella Arthur, a local teacher we work with. The need was born as we realized

Last preparations were made for Gery Verlinden (Education Specialist /Volunteer) to spend 8 months in Ghana at our Takoradi Centre.
- August
Centre’s had their annual leave
- September
Gery Verlinden arrived in Ghana and took on her responsibilities with great enthusiasm.
- October
Colour coding of Library started. Each colour represents a level. Based on these colours, language skills activity cards were developed
- November
Reading Club was expanded and professionalized. Now Gery and Stella each work with a group of children who’s reading skills require urgent attention. The results/ progress is remarkable.

Extra books were added that reflect the different levels of the children partaking in the reading club. It turned out their levels were far lower than the books we already had in the library.
- December
Traditionally the annual Christmas Party was held at the Centre. Next year we hope some of our Alumni will join us.



OUTLOOK 2014 - 2015

Sometimes a simple well-structured method can make a huge difference. We are very proud to have been able to implement a successful Reading Club Program. A program that was initiated as we kept noticing that children of different ages and at different primary school levels, were still having difficulty reading. Since its implementation, the program has already helped a number of children to improve their reading skills and is becoming very popular. Children are noticing their friend's progress and asking for help themselves.

Teachers are enthusiastic and are joining us after school hours to help more children. We feel we have a momentum here to make a significant contribution, to bring about change in the way reading skills are taught in the public schools we work with. With that in mind the Reading Program is at the top of our Deliverables for 2014-15.

Deliverables 2014 -15

- Further expand the Reading Club Program to help more children and to include “trainer-the-trainer” workshop for teachers.
- Implementation of the Alumni Program
- Implement the next phase of To Be Worldwide leadership
- Work out GAP year Program
- Revive the “I Want To Be Program”

Strategic Action

We have already indicated the need and success of the *Reading Club Program*. To bring about the change we think is possible, we are planning to run workshops for primary school teachers. Perhaps an incentive program could be included to help motivate the teacher to use the program at the schools. It will be a very exciting year in this regard!

Connecting with our *Alumni* has proven more difficult than we initially thought it would be. At the core of the difficulties is access to methods of communication and perhaps understanding how to use Social Media, which we have chosen (Facebook) to set a platform for them to communicate. We will continue our efforts to reach them for the launch of the program at the end of 2014.





OUTLOOK 2014 -2015

We feel confident that in 2014 we can implement the first phase of ensuring continuity in leadership & programs, so new staff can seamlessly pick up their responsibilities and execute them in a “ToBe” manner. We have had the opportunity to explore how best to strengthen the organization and have had to conclude that our initial wish to employ a local professional for the position of Capacity Development Manager, a position that includes the responsibility for the daily running of the Centre, implementation of programs but also development of new programs, was not feasible at this stage.

Taking out the responsibilities for the with development of new programs and introducing expert volunteers from abroad to take on these task for a period of approximately 2 years, will allow us to completed the required program development and could bring us closer to finding a local professional.

Most aspects of the *GAP Year Program* have been developed. In-country coordination to ensure a safe program for the candidates, and the Introduction phase that comes with recruiting candidates, is what we will be concentrating on in 2014. Once this has been achieved, we can run the program.

The unfortunate (slight) set-back that we encountered with the team responsible to run and implement the “*I Want To Be*” Program, has left us without the resources to kick-start the program. The program and team will need to be revived and will require our attention in 2014.





FINANCIAL STATEMENT

(For a full financial document please visit our website www.tobeworldwide.org)

Balance Sheet as at 31-12-2013

Assets (in euro's)	31-12-2013	31-12-2012	Foundation Capital and liabilities (in euro's)	31-12-2013	31-12-2012
Current Assets			Equity capital		
Debtors			Continuity reserves	50,130	33,368
Other receivables, deferred assets	2,535	5,730			
			Current liabilities (2)		
Liquid assets (1)	52,576	28,388	Creditors		-
			Other liabilities, accruals and deferred income	4,981	750
Total assets	<u>55,111</u>	<u>34,118</u>	Total liabilities	<u>55,111</u>	<u>34,118</u>

- To secure the exploitation of both Centres the board of To Be Worldwide aims to have a financial reserve of a year's exploitation cost by the year 2013 (so has been achieved).

- Certain programs, such as the Career Advise Tool did not run in 2013. Adding to the reserves/assets



FINANCIAL STATEMENT

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The profit and loss accounts for the year 2012 & 2013 can be summarized as follows (*in Euros*):

		2013 %		2012 %
Income				
Income own fundraising	60,390	100.0	73,492	100.00
Financial income	655	1.07	479	0.70
Sum of Income	<u>61,045</u>	<u>101.07</u>	<u>73,971</u>	<u>100.70</u>
Expenses				
Project expenses	<u>39,737</u>	<u>65.78</u>	<u>65,056</u>	<u>88.60</u>
Fundraising				
Expenses own fundraising	575	0.95	1,510	2.10
Management & Administration				
Office expenses	3,682	6.10	2,224	3.00
Interest and similar expenses	291	0.48	172	0.20
	<u>3,973</u>	<u>6.58</u>	<u>2,396</u>	<u>3.26</u>
	<u>44,283</u>	<u>73.33</u>	<u>68,962</u>	<u>93.84</u>
Results from general Operations				
Extraordinary income			5,009	6.80
			<u>-</u>	<u></u>
Result	<u>16,762</u>	<u>27.76</u>	<u>5,009</u>	<u>6.80</u>

Donations received in 2013

- Dutch Foundation € 52,600
- European Foundations € 7,500

Dutch entrepreneurs € 155
USA Foundation € 0

Dutch Individual € 135

* higher expenditure in 2012 incl. a vehicle



An investment in knowledge pays the best
interest

- Benjamin Franklin

Follow our progress in 2014