



LETTER FROM THE FOUNDER

“Change is the end result of all learning”

The first thing that comes to mind when thinking of 2014 is IMPACT. A lot of programs and activities were initiated this year to further support learning, to create significant impact on the lives of the children we serve and ultimately achieve the change we seek. Your tireless support and input made 2014 another year of growth for many children in our community.

Our strategy to strengthen the Ghana-based organisation by bringing a highly qualified education expert as a volunteer to Ghana has paid off. We continued this process in 2014 giving us sufficient time to develop further our educational programs and to find a suitable, locally-qualified candidate by 2016. Our Reading Club program can truly be considered a great success! Keeping the program challenging for students by adding comprehensive reading, is another contribution made by our educational expert volunteer.

The To Be Worldwide Alumni group is growing. We are using the social media tools at our disposal to track as many Alumni as possible. We do have to keep in mind that many of the Alumni must make an effort physically (going to an Internet Café) or financially (using their prepaid allowance) to be online. The initial online discussions led to a date for the first Alumni Workshop that was held on February 7, 2015. During this workshop we explored how To Be Worldwide can continue to support our Alumni and how they can help To Be Worldwide and children presently a member at the Centre.

Preparations for the launch of the “I Want To Be” Program in April 2015 were undertaken in the later part of 2014. Putting together the support team and facilitators as well as re-engaging companies for their participation are essential parts of the preparation. The program will run over a period of 3 months. We are looking forward to all the learning’s we will gain from this period and the opportunity of working with a switched on support team to achieve our goals.

In this report we would like to share other exciting programs and activities coming up in 2015. All made possible by you!

On behalf of everyone at To Be Worldwide ...Thank you!
Nellie Ekua Kirschner-Timmer





CURRENT STATE

Organization

Our goals for 2011-2014 have reached their end phase. We have shifted some of our expansion goals. We believe scaling up in the number of programs we offer within existing locations and offering our programs in modules to partner organizations is a better way forward than adding more locations. We have also worked tirelessly on a new strategic Plan for 2015 -2018. It can be considered ambitious in some respects, however we understand the challenges. We continue to build on strengthening the organization by putting the next generation management in place. This means having a qualified local team that can ensure our work continues into the future and can sustain an ever-increasing number of annual enrollments. New enrollments at the Centres were up more than 15% to 1,403 in 2014 (vs 1,240 in 2013) and now stand at over 7,000 to date.

It is also becoming easier to envision more Alumni involvement. The group is growing in numbers and finding its role within the organization. They have now committed to helping our present students/members at the Centre during the Saturday activities.

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 2014 Strategy and deliverables

Strengthening of the Ghana based organization continues. Working with the educational specialist from the Netherlands has been a successful part of the deliverable, as it has given us time to lay the foundation for a structural educational program which can be used by future generations of teachers at the Centre. (I didn't understand this sentence, that's why I took it out)

The Alumni program is certainly taking shape with the first workshop for this group held on the 7th of February 2015. The GAP year program on the other hand requires revision. This is based on the public debate about the contributions (sometimes less positive) made by volunteers in developing countries. We would like to ensure that our program does no harm.

Preparations were made in the later part of 2014 to run the "I Want To Be" Program in 2015 over a period of 3 months. Funds were raised through Net4kids Aid Foundation to do so. A strong contingent of the Ghana Education Services will be part of the team and they will select the students to be part of the program. Hoping that this will bring us closer to our wish to make the "I Want To Be" Program fixture within the Ghana Education System (locally).

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 Program
- Work out (or postpone) GAP year Program
- Revive the "I Want To Be Program"





CURRENT STATE

Strategic action on Deliverables

Further expand the Reading Club Program to help more children and to include “trainer-the-trainer” workshop for teachers.

The numbers of Reading Club groups have been increased. We have found a teacher (Mrs. Grace) willing to work with our educational experts to create more groups in order to reach more children. We acquired suitable books and games that make learning fun and in particular supported this program. Our expert Gery Verlinden initiated the Reading Club. Gery was not able to set up the teacher’s workshop as she left our services to take up employment in Indonesia. In the October Cerise Tete, whose main contribution to the program was adding comprehensive reading activities, filled her position. The teacher’s workshop still remains to be organized.

Revive the “I Want To Be Program”

Plans for a full delivery of the program in the spring of 2015 were initiated in the later part of 2014. The team of facilitators and experts from both private and public sector has been put together to ensure an effective delivery of the program. The running time of 3 months will give us sufficient learning for future program delivery and modular expansion.

Implementation of The Alumni Program

Using the Social Media tools at our disposal we have been able to track quite a number of Alumni. We have set up online discussion on topics concerning their needs and their role within the To Be Worldwide organization. These discussions led to a date for the first ever Alumni Workshop on the 7th of February 2015.

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’s in one (local) professional is a challenge at this point in time.



CURRENT STATE

A selection of To Be Worldwide 2014 highlights:

- January After a fun Christmas party, life at the Centre was back to normal by the 3rd week of January 2014
- February Gery Verlinden, our expert volunteer worked tirelessly with our team and the public schools to make sure our Reading Club is well-known at the schools we work with, allowing more and more children to take part in the program and thus improving their reading skills in a fast-track program.
- March The Takoradi Centre celebrated its 10th anniversary with a party for all the children. Ms. Paula Woods and Ms. Hetty Knippen join the team as volunteers. Unfortunately we had to say goodbye to Gery, who spent 6 months with us.
- April Fun and educational workshops were held at the Centre with different topics from Hygiene to Building a web shop. Around 120 children participated. We were very grateful for all the support and material made available by the team of volunteers from the Netherlands who made these workshops possible. One of the most popular workshops was the Lego workshop good for 80 participants!
- May Shipment of new books was sent to the libraries of both Centres.
- June Preparations are on their way for a new Digital photography Program called “Making Memories”





CURRENT STATE

- July Caro Bonink, photographer, who ran a digital photography course at our Centre 4 years ago, returns to run a photography program called Making Memories. Children talking to their parents and grandparents, hearing stories and documenting stories in pictures.
- August Our volunteer Paula Woods leaves. Caro meets up with her former students for a little reunion. The Centre has its annual leave.
- September An Eye Screening is held at the Centre and checked more than 120 children.
- October Cerise Tete, Educational expert and volunteer arrives in Ghana for a period of 6 – 8 months
- November Comprehensive reading is added to the Library reading activities at the library and the Reading Club.
- December Traditionally the annual Christmas Party was held at the Centre.





OUTLOOK 2015 - 2016

Our strategic plan for the next 5 years brings along new opportunities and milestones. A big part of the strategy is setting the stage for the next generation management. We are looking for a qualified local person to sustain our work and further develop initiated programs. Up to this year we have had the opportunity to identify the different programs we consider essential to the success of To Be Worldwide and develop and document these working with Educational Experts from the Netherlands. This process has also helped narrow down the requirements of the person we are looking for.

The deliverables for 2015-2016 include the implementation of the Alumni Program, which started with the first ever workshop on the 7th of February 2015. The “I Want To Be” Program will be a returning annual program. More sports activities, including the creation of the “To Be Football Club” to stimulate better learning will be a fixture in our offerings. We will continue to expand the Reading Club and take steps to bring the phonetic reading system within the education system of the schools we support. Importantly, the next generation management will be put in place.

Deliverables 2015 -16

- Reading Club Program development to include “trainer-the-trainer” workshop for teachers on the phonetic reading system.
- Kick start of the Alumni Program
- Next generation To Be Worldwide management in place (Capacity Development Coordinator, responsible for the educational programs and many aspects of the daily running of the Educational Centres will be a key figure in the next generation management structure.
- “I Want To Be Program” full program run through
- Sports activities for better learning

Strategic Action

Adding comprehensive reading activities expanded the *Reading Club Program*. We were also able to increase the number of groups partaking in the program. This was possible as our educational expert took on a very hands-on approach. We have seen how the program has helped children and how the phonetic reading system contributes to a more effective way of learning to read. We would like to see how we can bring this system within the reading programs of the schools we support in the community. As indicated before we would like to start off with a workshop for teachers and representatives of the Ghana Education System.

The *Alumni Program* will commence with a workshop planned for the 7th of February 2015. During this program we will work towards establishing the priorities within the alumni group, their needs but also how they can help To Be Worldwide and what the giving back aspect of the program should look like. Topics that will be discussed at the workshop are for example setting up a counseling program for school and job counseling but also for relevant personal aspects that may arise in relation to these topics. Locally based coordinators will be appointed to make sure the program becomes embedded within the group and that participation and feedback are at their best.



OUTLOOK 2015 - 2016

The *Next Generation Management* is essential to our work. Working closely within our network we have had the opportunity to engage with candidates for the position of Capacity Development Coordinator, which is the main pillar of the Next Generation Management Program. 2015 will be the year in which we complete the educational programs and standards of performance guidelines that need to be sustained. We will have the opportunity to run assessment programs with the candidates for the Capacity Development Coordinator position, make it possible to employ such a candidate in January 2016.

The *"I Want to Be" Program* will be back on the agenda for 2015. In the latter part of 2014 we launched a full evaluation of the *"I Want to Be" Program* so far. Preparations were made to run the program in the spring of 2015. The team for the program will include a substantial representation of Ghana Education Service and a team of educational experts. The *"I Want to Be" Program* will run over a period of 3 months, giving us sufficient learning's needed to keep improving the program.

Sports and learning is a proven match and seemed a logical step forward. Children learn better if they have the opportunity to participate in sports activities. With that in mind we have started organizing football-training session on Saturday afternoons. We were able to lease a sports field from the Ghana Air Force. The field requires some work but once this is done it will allow us to organize more activities for the children. These activities are not just for To Be Worldwide children, but attract children from other areas of the city. We hope these children will also become a member of the To Be Worldwide Education Centre.





FINANCIAL STATEMENT

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

Balance Sheet as at 31-12-2014

Assets (in euro's)	31-12-2014	31-12-2013	Foundation Capital and liabilities (in euro's)	31-12-2014	31-12-2013
Current Assets			Equity capital		
Debtors			Continuity reserves	42,971	50,130
Other receivables, deferred assets	4,145	2,535			
			Current liabilities (2)		
Liquid assets (1)	38,826	52,576	Creditors		
			Other liabilities, accruals and deferred income		4,981
Total assets	<u>42,971</u>	<u>55,111</u>	Total liabilities	<u>42,971</u>	<u>55,111</u>



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	2014	%	2013	%
Income				
Income own fundraising	39,232	100.00	60,390	100.00
Financial income	-		655	1.07
	<hr/>	<hr/>	<hr/>	<hr/>
Sum of Income	39,232	100.00	61,045	101.07
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Expenses				
Project expenses	40,997	104.50	39,737	65.78
	<hr/>	<hr/>	<hr/>	<hr/>
Fundraising				
Expenses own fundraising	512	1.31	575	0.95
	<hr/>	<hr/>	<hr/>	<hr/>
Management & Administration				
Office expenses	4,580	11.67	3,682	6.10
Financial income and expenses	302	0.77	291	0.48
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	4882	12.44	3,973	6.58
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	46,391	118.25	44,283	73.33
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Result	<hr/>	<hr/>	<hr/>	<hr/>
	-7,159	-18.25	16,762	27.76
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Donations received in 2013 - Dutch Foundation

€ 28,296

Dutch entrepreneurs € 0

Dutch Individual € 2936

European Foundations € 800

The function of education is to teach one to think intensively and to think critically.
Intelligence plus character - that is the goal of true education. - Martin Luther King, Jr.



We hope each step we take in 2015 brings us closer to these wise words
Thank you