

Dear all, We have had a wonderful 6 months in 2019! Some highlights are the construction of our new activities room and new computer classroom, the Digital Marketing Alumni team working on a real client, one of our students being selected as the best ICT student from 400 participants, Linda Sarfoah joining our team as Assistant Programs Coordinator and full board and star volunteers trip to Ghana.

For regular updates on our work do visit our website www.tobeworldwide.org, Facebook page <https://www.facebook.com/tobeworldwide/> and follow us on Instagram. Thank you and we hope you enjoy reading the newsletter.



Meet Linda

Meet our new colleague Linda, who joined our team in April, Linda is our new Assistant Programs Coordinator and will help Doris run our Education Programs...additionally, she has her own programs like Mini Loco to run! Linda moved from Accra, where she completed her Human Resource Degree and was involved in community work with children, to join our team. If by chance you have sets of Mini Loco that are not being used...we know quite some kids who would enjoy working with them.



Proud!!



On National Girls in ICT Celebration Day, organised by the Ministry of Communications, our student Florence Ogoe emerged as the best ICT student out of 400 students!

Florence is a member of our Library, followed ICT courses at the Centre and participated in the I Want To Be Program.

We are very proud of Florence (on the left in the picture) !!!!

Congratulations :-)



The Alumni Programs - Digital Marketing & To Be Improved Workshops

In November last year 10 of our Alumni were trained in the digital marketing skills need to be able to create online marketing campaigns. They were certified in e.g. Google AdWords. Now our team of Digital Marketeers (Alumni) have successfully worked on optimising the online presence of a real client! Their first client Ctaste is a social entrepreneur in the Netherlands, who was patient and willing to allow our alumni under the expert guidance of Emile and team, to learn from working on their account. This first success, and hopefully many will follow, allows us to explore the possibility of setting up our own agency to generate income for the foundation. Improved Finance in Amsterdam and Net4kids are supporting us in this goal.

Additionally, in cooperation with Improved Finances and Net4kids we have also developed workshops for the Alumni. Once a month we run a 45 min. online (conference call) workshop on relevant topics for all Alumni but in particular for the Digital Marketeers. The workshops principles of **Time Management** and **Target Marketing** have been completed. **Thank you everyone!!**



INTRO – TARGET MARKET AND CAMPAIGN OBJECTIVE

- ♦ **Introduction** – Marlon Brand & Michael Wilhelm
- ♦ **Need** – Before you start working on a campaign you need to have a clear vision on what you want to achieve. What is the objective you are working towards, what is the target market for this objective and how do you get the most effective results? *"Begin with the end in mind...!!"*
- ♦ **Title** – Target Market & Campaign Objective (What do I want to achieve and how?)
- ♦ **Range** – This course will take 45 minutes where we will cover relevant theory and discuss practical situations and tricks. From the participants we expect input on how to define a target market and formalize an objective of a campaign.
- ♦ **Objectives** – The objective of this session is to learn about how to reach campaign objectives by focusing on target markets, and to get the most effective results.

PREPARE + IMPROVE + WIN improved



Technology-based learning & New E-learning programs

In 2004 we were the only organisation in the community that offered children access to computers and the internet. Today we are still leading in our technology-based education. Providing iPad-based learning including a simple coding module, e-learning and a wide range of apps to support our education programs. Currently, budding generations of technologists, coders and entrepreneurs are rising to solve the continent's most pressing problems and we want our children to be part of this development as soon as they can.

We have researched a new e-learning platform that provides a fun way of learning school curriculum-based subjects and could help children prepare for tests/exams. We would also like to use the e-learning platform for our Alumni, especially those in Senior High School (SHS) and have to stay home for 40 days at a time before resuming classes as a result of the government's decision to make SHS free of charge but without sufficient resources. Now students take turns going to school and with our e-learning programs they would be able to keep their knowledge up to date (read more: <https://www.nytimes.com/2019/06/15/world/africa/ghana-free-senior-high-school-brings-chaos.html?smid=nytcare-ios-share> We are currently raising funds to acquire 150 licences for the e-learning platform/program for a year. Would you like to help? Click on the following link. <http://bit.ly/2naoc4w>
Thank You!



2019	€ 2500 (150 licenses)
2020	€3500 (210 licenses)
2021	€ 4500 (270 licenses)

Support us!

<http://bit.ly/2naoc4w>



Our new Activities classroom and ICT Classroom

We are very proud to share news about the construction and near completion of our new Activities and ICT classrooms. As previously indicated, construction started in January. The construction was done by Mr. Grant and his son, who built our first ICT classroom and who as a family are involved with To Be Worldwide, allowing our students to interview them about their job as constructors. They stuck to their building schedule and stayed within budget!

Our carpenter is working on the furniture at the moment and we hope to ship new computers in the next month or two when we have fundraised for the preparation of the refurbished computers and the shipping cost. Please find below a range of pictures showing the progress of the construction.

We would like to thank everyone who helped us raise funds to realise this project! The official opening is planned for February 2020, We invite you to join us!! (contact us on info@tobeworldwide.org if you are interested).

Thank you.



Cape Coast January - June 2019

New registrations Library: 80

New registrations Computer : 40

Total Books Borrowed : 627

We are working on re-organising the activities at the Cape Coast Centre in cooperation with the Ghana Education Services in order to improve our reach in the area. There has been an increase in enrolments