Self sufficiency through literacy in the developing world

Annual Report

2000-2001
CODE is a Canadian charitable organization that promotes literacy and education in Africa and the Caribbean.

Vision
To support a sustainable literate environment in the developing world.

Mission
To enable people to learn by developing partnerships that provide resources for learning, promote awareness and understanding, and encourage self-reliance.

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CODE Foundation
International Book Bank

Editor: Heather Ritchie
Contributors: Yvonne Appiah, Pauline Bondy, Betty Jean Bone, Corey Huntington, Emily Hutchinson, Sean Maddox, Fernand Mercier
Production & Design: Simpson Graphic Services

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321 Chapel Street, Ottawa, Ontario, Canada K1N 7Z2
We are particularly proud this year of our overseas partners’ long-term achievements in promoting literacy and education in their communities. We are proud of the local and national recognition they have received, and of the long-term, steadfast role CODE has played in helping them build strong foundations for growth.

We are also proud of the recognition CODE has received in Canada for the successful results of its work in literacy development, for its ability to adapt to a rapidly changing scene and grow stronger and more efficient as an organization. CODE remains, as always, responsible and grateful to its many generous donors for supporting its work.

In Africa and the Caribbean this year, CODE’s partners continued to manage award-winning programs that have made great strides in increasing children’s literacy.

In Mozambique, Progresso celebrated its 10th anniversary, for which national and provincial festivities were held. CODE has supported Progresso since its inception. Among the various services it provides, Progresso trains teachers and assists in the development of school curricula. The national government of Mozambique has been working with Progresso to facilitate the sharing of its knowledge and experience with educational communities in other parts of the country. CODE has been working with the Canadian International Development Agency (CIDA) to develop a six-year funding program that would support Progresso in this initiative.

In Tanzania, the Children’s Book Project (CBP) also celebrated its 10th anniversary, while continuing to experience great success with its Language to Literacy program. CBP was started by CODE in 1991 in response to Tanzania’s acute shortage of books for children and the lack of adequate skills in the book sector to produce such reading materials. Today, CBP also provides primary school teachers with training in teaching children to read. The government of Tanzania has come to rely upon the CBP as a resource for assistance with training, book development, appraisals and distribution. This year, more than 100 teachers participated in CBP workshops.

In Canada, CODE continued to play an important role in schools and community groups across the country through its Canadian Education program, Project Love. Project Love is a program that has been increasing Canadians’ understanding of international development and literacy since 1987. We were especially glad this year to welcome Elmer the Safety Elephant to Project Love, through a new funding partnership with Liberty Mutual Insurance Company.

An independent firm hired by CIDA to evaluate CODE’s 1998-2001 program stated that CODE’s unique family of affiliated organizations “provides CODE with alternative ways of achieving its mission and goal, contributes to the organization’s capacity to withstand external shocks, and increases its resilience”. Following the evaluation, CODE was approached by CIDA to enter into a five-year funding agreement instead of the traditional three-year agreement. This was a proposition upon which we were quite content to end our fiscal year.

The success of CODE’s programming is due to a foundation that has been laid and built upon over time. CODE has been working for more than 40 years to ensure that its overseas partners have the knowledge and resources they require to affect change in their own communities. That has become a reality - a reality that also owes its success to our many supporters in Canada.

Together, we must continue to build literacy among children. We must continue to build in them – at home and overseas – the ability to tackle the challenges our world faces today.
The CODE Family

In 1987, CODE began establishing a family of affiliated organizations to support its work. The affiliates now include CODE Incorporated, the CODE Foundation and the International Book Bank - each of which is governed by a separate board of directors. To maintain links among the four organizations, the chair of each affiliate board sits on CODE’s board. There is also a representative from CODE on each of the three affiliate boards.

CODE Incorporated

CODE Incorporated was established in 1987 as a profit-making affiliate of CODE and has subsequently earned a reputation for efficiency and reliability in providing a wide range of specialized services to companies, non-governmental organizations and government agencies working in developing countries. Having found its niche in the election supply business in 1989, CODE Inc. has been expanding its expertise in that area ever since. To date, it has delivered over $50 million worth of voting and registration supplies to 41 countries in Africa, Asia, Central and Eastern Europe and the Americas. Dividends from these operations are used to support literacy-related development projects undertaken by its parent organization, CODE.

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President and CEO
Robert Dyck

CODE Foundation

The CODE Foundation was established for donors wishing to make a planned gift to literacy. Typical donations to this endowment fund include bequests, life insurance, annuities and stocks. The foundation manages and invests all types of gifts, donating investment income annually to CODE. This year, CODE Foundation’s assets continued to increase significantly as a result of gifts from donors, including CODE Inc.

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Honorary Chair
Pamela Wallin
The concept of setting up a range of instruments which have different operating systems but share the same vision, is providing CODE with alternative ways of achieving its mission and goals. It contributes to the organization’s capacity to withstand external shocks and increases its resilience.

Excerpt from an evaluation of CODE’s 1998-2001 program commissioned by the Canadian International Development Agency (CIDA).

International Book Bank (IBB)

The International Book Bank is a non-profit distribution service for books and other educational materials donated by North American publishing companies and the education community. IBB distributes these materials to non-profit organizations in developing countries. The only cost to the recipient program is the reimbursement of IBB’s expenses to process the books. Funding for this expense is generally secured through other charitable organizations such as CODE. CODE is the sole member representative of IBB, a relationship characterized as a strong, viable partnership. During the 2000-2001 fiscal year, IBB shipped 892,577 books overseas in 50 containers, 17 of which were for CODE. The books shipped were valued at US $10,710,924.

IBB Board of Directors

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Founder of Books for Africa, St. Paul’s MN

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Owner, Nadim E. Salti, P.C., Washington D.C.

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Barry Beckman
Author & Publisher, Silver Springs MD

William P. Dant
Director of Hubert H. Humphrey Fellowship Program Division, Institute of International Education, Washington D.C.

E. Anthony Mackall
Co-Founder, Service Education Economic Development Science, Inc. (S.E.E.D.S.), New York NY

Executive Director
Bradley Vogt

Associate Executive Director
Al Turner
Overview of CODE’s Programming

Overseas Program

The goal of CODE’s overseas program is to increase children’s capacity to read. To achieve this goal, CODE works with 14 partner organizations in nine countries in Africa and the Caribbean. These organizations implement programs in their communities, regions or countries which build and maintain strong literate environments for children. Their activities are focused on:

- the provision of learning materials for children
- skills development for teachers, librarians and literacy agents
- the promotion of literate environments for children
- the strengthening of education networks and resources.

In CODE’s partner countries, special attention has also been given to increasing the availability of learning tools in local languages, as well as to promoting gender equity.

Guyana

The Guyana Book Foundation collaborated with several organizations this year to deliver two training workshops that will facilitate the introduction of bilingual native language texts into 20 schools. This initiative is part of a pilot project focusing on environmental education and the revival, use and development of the Makushi language. The texts are in Makushi and English, and will be distributed in a region bordering Brazil.

Mali

L’Association pour l’éducation et le développement (ALED) has been very successful in its activities to promote literate environments for children in rural areas of Mali. In 2000-01, ALED collaborated with organizers of the International Book Festival to bring well-known West African and French authors, as well as the media, to a week-long reading festival in the central region of Ségou. Each day large crowds came to hear debates and discussions between authors and members of the audience, and to watch students participate in reading competitions.

Senegal

Bibliothèque Lecture Développement (BLD) has supported the publication of local language books in Senegal for a number of years. In 2000-01, BLD supported the production of 3,000 copies of a bilingual fairy tale, designed to give children the opportunity to read and listen to the same story in French and Wolof.

Ghana

The Ghana Book Trust (GBT) has established an excellent reputation for effective management of a program to handle books donated from North American sources. In 2000-01, CODE partners from Kenya and Tanzania traveled to Ghana to learn more about GBT’s management model. The training covered a variety of management topics, including GBT’s cost-recovery mechanism, which was applauded by an independent consultant appointed by CIDA to evaluate CODE’s programs at the end of the 1998-2001 funding period.

Ethiopia

Over the past few years, CODE-Ethiopia has built for itself a reputation for developing and supporting successful community reading rooms. This has led to a significant increase in popular demand for such programs throughout the country. In 2000-01, CODE-Ethiopia worked with the government of Ethiopia to evaluate this CODE-supported program. They also worked to develop a new model which will allow the program to be implemented in other regions, while continuing to support and maintain previously established facilities. This new model has the potential to increase the reach and sustainability of CODE-Ethiopia’s programming.

Kenya

Due to a collaborative effort between CODE and CODE’s affiliate the International Book Bank, two additional shipping containers of North American books were delivered to the Kenya Book Foundation (KBF) in 2000-01. This increased the total number of
shipping containers received by the KBF from one to three. As a result, students and teachers across the country had many more current texts available to them this year.

**Tanzania**

In Tanzania, CODE works in partnership with four organizations: the Children’s Book Project (CBP) and the Tanzania Book Support Trust (TBST) in Dar es Salaam, the Songea and the Mbinga District Council Departments of Education.

The Children’s Book Project runs a Language to Literacy program that provides primary school teachers with training in innovative techniques for teaching children to read. One popular technique involves the use of Big Books. Over the past year, 108 teachers from urban and suburban schools near Tanzania’s major city, Dar es Salaam, participated in CBP’s Language to Literacy training workshops. Sixty more teachers from rural schools in southwestern Tanzania were also able to participate through collaboration with CODE’s partners in Mbinga and Songea.

The TBST worked with CODE’s other Tanzanian partners this year to receive and distribute 62,000 Project Love kits, assembled by Canadian students and shipped overseas by CODE.

**Malawi**

In Malawi, CODE works in partnership with the Paper Making Education Trust (PAMET) and the National Library Service (NLS). PAMET was begun by a group of women teachers to address the fact that their children had no writing materials with which to learn. Over the years, PAMET has received much positive recognition for its innovative and environmentally friendly paper-making program. Because of CODE funding, 132 teachers from 45 schools in Malawi attended PAMET workshops this year and learned to make their own paper products. They made children’s learning materials, teaching aids and various other items to generate income for their schools.

Through production of the book ‘Dora’, the NLS demonstrated its commitment to ensuring that children have access to books with positive female role models in non-traditional gender roles. Dora tells the story of a Malawian girl who becomes a successful auto mechanic. It is Volume 18 of the NLS’s Werengani series of local language publications for children. CODE supported the NLS this year in producing 10,000 copies of Dora in the Chichewa language and in distributing them throughout Malawi.

**Mozambique**

As a result of CODE’s partnership and support of the Centro Informatica - Universidade Eduardo Mondlane (CIUEM), the Teacher’s Training Centre in Montepuez is now operating a multimedia learning centre. Increased access to new technologies is providing the additional benefit of increased access to information.

Recognition of the outstanding success of Progresso’s approach to teacher training in northern Mozambique by the government of Mozambique led it to adopt Progresso’s program this year as a model for replication on a national scale. Subsequently, Progresso’s members have been lending their expertise to the government to develop a local language curriculum, and have already begun travelling to share it and the teacher training model with communities around the country.

**Canadian Program**

For over 13 years, CODE’s award-winning global education program Project Love has provided a positive, personal way to involve Canadian children and community groups in international development. Again this year, Canadians across the country participated in Project Love on Valentine’s Day by assembling thousands of kits of basic school supplies. Each containing a ruler, eraser, pencil and notebook, the kits are collected by CODE in the Spring and sent to students in the developing world. Although the contents of a kit may seem small and commonplace to Canadian students, they are cherished in places where paper and other basics are scarce and expensive.

Through Project Love, Canadian children learn about the educational challenges faced by their peers around the globe. Best of all, it gives them an opportunity to show they care by doing something positive about it. It is this sense of caring that brought Liberty Mutual’s Elmer the Safety Elephant program together with CODE’s Project Love this year. Because of this sponsorship, CODE was able to produce a new, five-minute Project Love video in English and French, as well as a 30-second public service announcement. These media tools have allowed us to encourage more Canadian teachers, students and groups to “send a little love around the world”.

© CODE Photo: Stephanie Colvie, Kenya
Report on Revenue Generation

CODE raised $962,909 in donations this year from its many friends and supporters. These gifts included generous contributions from our affiliates, CODE Incorporated and the CODE Foundation. The total of all contributions made it possible for CODE to receive additional major funding from the Canadian International Development Agency (CIDA), funding which was instrumental in allowing CODE to meet its programming commitments.

In 2000-2001, CODE also committed itself to expanding its family of supporters. We are happy to report that our support base has grown by an impressive 25%. As well, many donors have chosen to contribute on a monthly basis. The monthly donor program has grown by 8%.

The overall increase in CODE’s revenues in 2000-2001 was 5%, an achievement that puts our fundraising program into an upswing and ultimately ensures CODE’s ability to meet its commitments to partners.

Auditor’s Report

To the Members of CODE

The accompanying statement of revenue and expenses is derived from the complete financial statements of CODE as at March 31, 2001 and for the year then ended on which we expressed an opinion without reservation in our report dated May 11, 2001. The complete financial statements are the responsibility of CODE’s management. Our responsibility is to report on the financial statements based on our audit.

Readers are cautioned that this statement may not be appropriate for their purposes. For more information on CODE’s financial position, results of operations and cash flows, reference should be made to the related complete financial statements.

Chartered Accountants

May 11, 2001
## CODE

### STATEMENT OF REVENUE AND EXPENSES

**YEAR ENDED MARCH 31, 2001**

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<tr>
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<th>2001</th>
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<td><strong>FOREIGN SOURCES</strong></td>
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<td>88,622</td>
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<td><strong>TOTAL REVENUE</strong></td>
<td><strong>$2,586,029</strong></td>
<td><strong>$2,896,166</strong></td>
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|                        | 2001       | 2000       |
| **EXPENDITURES**       |            |            |
| **CANADIAN SOURCES**   |            |            |
| Overseas Program       | $1,464,344 | $1,452,331 |
| Canadian Education Program | 132,682   | 115,441    |
| Overseas Program Management | 189,019   | 203,482    |
| Fundraising             | 334,147    | 371,106    |
| Administration          | 379,670    | 430,395    |
| Amortization            | 29,443     | 25,715     |
| **FOREIGN SOURCES**    | 16,120     | 88,622     |
| **TOTAL EXPENDITURES** | **$2,545,425** | **$2,687,092** |

|                        | 2001       | 2000       |
| **EXCESS OF REVENUE OVER EXPENSES FROM OPERATIONS** | $40,604    | $209,074   |
| **EQUITY IN NET EARNINGS OF CODE INC.** | **$316,237** | **$615,527** |
| **EXCESS OF REVENUE OVER EXPENSES** | **356,841** | **824,601** |
CODE would like to thank each one of its thousands of generous donors, volunteers and friends whose support has made our work possible over the past 42 years. Thank you also to those, past and present, who have supported CODE through bequests in their wills and/or memorial tributes to loved ones. Our shared vision of world literacy has made a positive difference in the lives of many.

CODE also wishes to note, with deep appreciation, the contribution of its 26 Leaders in Literacy (individuals donating $1,000 or more) and 28 Builders in Literacy (individuals donating $500 to $1,000).

A special thank you to all Canadian teachers, students, youth and community groups who participated in Project Love 2000-2001. You have raised Canadian awareness about literacy in developing countries and are helping to change the world.
This is a partial list of CODE's institutional donors and supporters.

**Associations**
The Alberta Teachers’ Association
Elementary Teachers’ Federation of Ontario
Manitoba Teachers’ Society
Ontario Teachers’ Federation
Vancouver Elementary School Teachers’ Association

**Corporations**
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Sisters of Holy Cross
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Sisters of St. Joseph of Sault Ste. Marie
Sœurs de la Charité d’Ottawa
Sœurs de la Congrégation de Notre-Dame
St. Thomas’ Church

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Nelson Thomson Learning
Annick Press

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Associação Progresso, Mozambique
Bibliothèque Lecture Développement, Senegal
Books for Africa, USA
Centro de Informatica Universidade de Eduardo Mondlane, Mozambique
Children’s Book Project, Tanzania
CODE-Ethiopia
Ghana Book Trust
Guyana Book Foundation
International Reading Association, USA
Kenya Book Foundation
Mbinga District Council
Department of Education, Tanzania
National Library Service, Malawi
Paper Making Education Trust, Malawi
Songea District Council
Department of Education, Tanzania
Tanzania Book Support Trust
VSO Tanzania/ VSO Canada

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**Major Donors**

Fondation CODE Foundation

[Logos of Scotiabank, Liberty Mutual, and The Maytree Foundation]
CODE

321 Chapel Street
Ottawa, ON Canada K1N 7Z2
Tel: (613) 232-3569
Fax: (613) 232-7435
Toll-free in Canada: 1-800-661-2633
Email: codehq@codecan.org
Website: www.codecan.org

AFFILIATES

CODE Incorporated
2255 St. Laurent Boulevard, Suite 120
Ottawa, ON Canada K1G 4K3
Tel.: (613) 260-3457
Fax: (613) 260-3458
Email: information@codeinc.com
Website: www.codeinc.com

CODE Foundation
321 Chapel Street
Ottawa, ON Canada K1N 7Z2
Tel.: (613) 232-3569
Fax: (613) 232-7435
Toll-free in Canada: 1-800-661-2633
Email: codehq@codecan.org

International Book Bank
2201 Eagle Street, Unit D
P.O. Box 4466 Baltimore, MD USA 21223
Tel.: (410) 362-0334
Fax: (410) 362-0336
Email: ibbusa@internationalbookbank.org
Website: www.internationalbookbank.org

CODE would like to acknowledge with deep appreciation the contribution of the Canadian International Development Agency to its work.

Canadian International Development Agency
Agence canadienne de développement international

CODE is a registered charity.
#11883 4878 RR0001

Ce rapport annuel est également disponible en français.