

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

# **Annual Report** **1999-2000**



# Message from the Chair and Executive Director

This has been a particularly special year for CODE. Not only did we join the rest of the world to welcome in a new millennium, but CODE also celebrated its own 40<sup>th</sup> anniversary by honouring seven long-time supporters for their outstanding contributions to the organization.

Forty years of support to the education sector in developing countries has required strong leadership, commitment and innovation from CODE staff, supporters and partners. Prime Minister Jean Chrétien captured the spirit of CODE when he wrote, "For 40 years, your work in promoting literacy through the provision of learning materials and literacy training to many schools and libraries stands as a sterling example of the success of a collective effort for a common good."

The reason CODE exists is described in its "vision": *"To support a sustainable literate environment in the developing world."* CODE elaborates on this vision with its "mission" statement: *"enabling people to learn by developing partnerships that provide resources for learning, promote awareness and understanding, and encourage self-reliance."*

CODE's current program strategy for 1998-2001 focuses on a shared goal of increasing the capacity of children to learn through four avenues:

- Provision of children's learning materials;
- Increasing skills in the teaching of reading to children;
- Promotion of literacy environments for children;
- Strengthening of education networks.

During the 1999 - 2000 fiscal year, CODE worked with 12 partners in ten countries to achieve these goals. The countries were Guyana, Senegal, Mali, Ghana, Ethiopia, Kenya, Tanzania, Zambia, Malawi and Mozambique.

## Overseas

### Overview

Our plans to increase the number of books available to our primary beneficiaries resulted in 777,848 children having access to an additional 143,420 books in local languages, and 41,794 National Language books. North American donated books were reduced from 22 to 17 containers or approximately 148,804 books. These were made available through our partners to the beneficiaries at access points in 2662 schools, 276 libraries and 200 community resource centres. To ensure that these resources are put to the best use 982 teachers, 314 librarians, 218 literacy workers and 18 education officials increased skills through training sessions in the teaching of reading, library management and literacy promotion.

### Some Other Country Activity Highlights

During the year our partners improved their monitoring and evaluation abilities with the continued development of baseline surveys. This information has already provided insight into the impact of their programs. Following are some examples of these improved monitoring systems. Libraries in Guyana, Mali, Zambia and Ethiopia have systems in place to monitor book circulation, the age and gender of the borrower and the frequency of their visits to the library. Through its monitoring systems, CODE-Ethiopia has found that the ratio of books in its area of concentration has increased from one book per child to 2.67 books per child over the last two years. In Mozambique, Progresso's program has had an exceptional monitoring system in place for several years. This year, they recorded a significant increase in the passing rate of children from grade 2 to grade 3. The rate has increased from 65% in 1996 to 72% in 1999.

With funding from IDRC and CIDA, Development staff and CODE partners had an opportunity to interact at the New Technologies Workshop held in Ghana from November 20-26. Several non-CODE partner organizations based in Ghana also attended the workshop. Results of the deliberations will most certainly have an impact on our future programming directions.

On March 31, 2000, CODE completed its partnership contract with the Zambia Library Service. The decision to conclude support in March to the Kenya Book Foundation, a partner since 1984, was postponed.

### Networks of Partners

CODE has a strong network of locally and internationally recognized partners. We also encourage our partners to build networks with other organizations in their own countries - to promote organizational and institutional sustainability. Many, like Progresso in Mozambique, have long involved local and provincial departments of education in the delivery of programs. In Malawi, the National Library Service is working with PAMET (Paper Making Education Trust) to provide much needed paper supplies to its target schools. The Ghana Book Trust delivers the teaching of reading programs through the Children's Literature Foundation. Partners' expertise is recognized and/or used by other international donors and agencies. Partners from Senegal, Mozambique, Zambia and Malawi reported participation in national or international workshops in a resource capacity. Ten of the 12 partners received monetary or book resources from non-CODE sources during the fiscal year.

## Canadian Education

Project Love continues to be a source of great pride to and recognition for CODE. There was a 11% increase in the number of schools participating in the program - 536 schools in 167 communities representing every province. Project Love was featured in the "Our Millennium" campaign's *A Catalogue of Possibilities*, supporting the CIDA theme of Global Citizenship. Project Love in the "Our Millennium" television spot was featured on national networks throughout February and March. *TVO Kids* (TV Ontario) and *TéléQuébec*, English programming, also featured Project Love. Numerous newspapers and television stations continued to provide coverage of Project Love activities in their communities. The Minister for International Cooperation, Hon. Maria Minna, launched the "Our Millennium, Global Citizenship" campaign by participating in the assembling of Project Love kits at an Ottawa school. It is worthy of note that CIDA has included Project Love in its International Development Week (IDW) activities since IDW was launched.

## Revenue Generation

In 1999-2000, CODE received \$629,205 in donations from individuals, foundations, associations and institutions, to name but a few. These donations, along with generous gifts from our affiliates, CODE Inc. and The CODE Foundation, increased our revenue total to \$1,134,205 or 113% of our goal of \$1,000,000. Furthermore, revenue from the monthly giving program, *Literacy for All*, has increased by 15% since the beginning of our current strategy plan, and we now have 26 Leaders in Literacy, six more than last year.

We would be remiss if we did not mention the CODE Inc. donation of \$1.5 million to The CODE Foundation. The interest from this gift will provide a healthy income to CODE for many years to come. We would like to recognize the Board of CODE Inc., its President and CEO Robert Dyck (former National Director of CODE), and the CODE Inc. staff for their hard work and dedication, which culminated in their extraordinary success, benefits of which were reaped by both CODE and The CODE Foundation.

## The Quality of Education

Ten years ago Jomtien, Thailand, was the centre of world attention as leaders signed *The World Declaration on Education for All*. Essentially, the declaration called for "Education for all by the year 2000." By any standards, this was an extremely exciting and ambitious endeavour. As delegations prepared for the World Education Forum held in Dakar, Senegal, from April 26-28, 2000, analysis of the past ten years was conducted to identify the successes and shortcomings of the declaration. This process highlighted the significant changes that have occurred in the way both development agencies and governments view education. Nevertheless, the end result remains the same: children grow up without an

education. The reality of global education presents a daunting task. Consider that:

- 125 million children of primary school age are out of school.
- Two-thirds of the children who do not go to school are girls.
- More than 880 million adults in the developing world are illiterate.
- Nearly 70% of educators in the world live at or below the poverty level.
- Sub-Saharan Africa accounts for one-third of the total out-of-school population.
- Each year, Sub-Saharan Africa spends four times as much on foreign debt as it does on education.

It is clear that, despite the political commitment made in Jomtien, a great deal of work remains to be done. Perhaps the most pressing requirement to address education issues worldwide is a unified commitment by all governments and institutions. Efforts must be made to ensure that all programs support a teaching and learning environment based not just on quantity, but on quality.

CODE, we are proud to say, recognized long ago the role that the quality of education plays in the development of communities. Indeed, it is precisely this recognition that underlies the commitment CODE made 40 years ago, and continues to uphold: the commitment to literacy and education in the developing world.



Robin Richardson  
Chair, Board of Directors



Yvonne Appiah  
Executive Director

### CODE Board of Directors

Robin Richardson, *Chair*  
Peta Lomberg, *Vice-Chair*  
Dennis Medaglia,  
*Secretary/Treasurer*  
Chris Blundell  
Rick Evans  
Victor A. Konrad  
Raoul Korngold  
Denis Laroche  
Brian Sproule  
Thomas E. Warth

### Honorary Life Counsel

Colin McNairn

### Honorary Patron

Her Excellency the Right Honourable Adrienne Clarkson, C.C., C.M.M., C.D.  
Governor General of Canada

### Executive Director

Yvonne Appiah

### CODE Advisory Council

Knowlton Nash, *Chair*  
Robert Bateman  
Avie Bennett  
G. Emmett Cardinal Carter  
Marion Dewar  
Fil Fraser  
Allan Gregg  
Peter Herndorf  
Mel Hurtig  
Karen Kain  
Flora MacDonald  
Lewis Perinbam  
Oscar Peterson  
Cedric Ritchie  
Shirley L. Thomson  
Jodi White



## Financial Report

April 1, 1999 - March 31, 2000

REVENUE	\$	%
<b>CANADIAN SOURCES</b>		
CIDA - NGO DIVISION GENERAL	1,600,000.00	55.25%
Donations - General	604,400.00	20.87%
Donations - Project Love	28,666.00	1.00%
CODE Incorporated	500,000.00	17.26%
CODE Foundation	5,000.00	0.17%
Wild Rose Foundation	25,000.00	0.86%
International Development Research Centre	15,740.00	0.54%
Interest	12,432.00	0.43%
Membership	400.00	0.01%
Miscellaneous	15,906.00	0.55%
<b>FOREIGN SOURCES</b>		
Project Funds	85,126.00	2.94%
Interest	3,496.00	0.12%
<b>TOTAL REVENUE</b>	<b>2,896,166.00</b>	<b>100.00%</b>
<b>EXPENDITURES</b>		
CIDA - NGO DIVISION		
Overseas Program	1,452,331.00	50.15%
Canadian Program	115,441.00	3.98%
Overseas Program Management	203,482.00	7.03%
Administration	251,033.00	8.67%
Foreign Funded Projects	88,622.00	3.06%
CODE Fundraising	371,106.00	12.81%
Amortization of capital assets	25,715.00	0.89%
General Administration	179,362.00	6.19%
<b>TOTAL EXPENDITURES</b>	<b>2,687,092.00</b>	<b>92.78%</b>
<b>SURPLUS (DEFICIT)</b>	<b>209,074.00</b>	<b>7.22%</b>
Increase in equity value of CODE Incorporated	615,527.00	38.00%
<b>EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES</b>	<b>824,601.00</b>	<b>30.69%</b>

## Financial Report

CODE raised \$1,134,400.25 in donations in 1999-2000. This total exceeds the fundraising target of \$1,000,000 by over 13%! This is due to a very generous donation from CODE Incorporated of \$500,000.

The Canadian International Development Agency (CIDA) remains CODE's largest source of revenue and continues to support CODE's many international programs.

Copies of the complete audited financial statements for fiscal year ending March 31, 2000 are available on request from CODE.

## CODE Incorporated

CODE Incorporated was established in 1987 as an affiliate of CODE and, subsequently, has 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. The company found its niche in the election supply business in 1989 and has been expanding its expertise in that area ever since. Dividends from all these operations are used to support literacy-related development projects undertaken by its parent company, CODE.

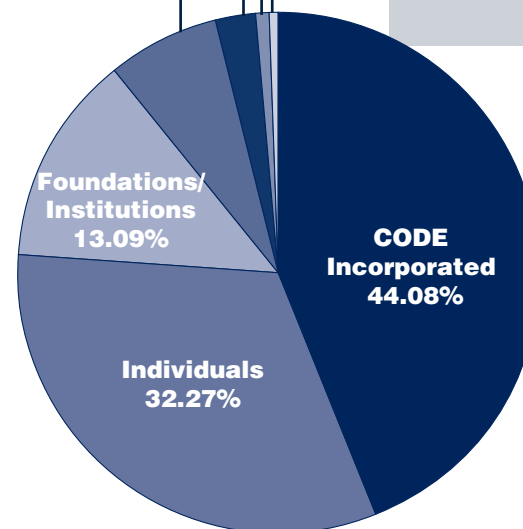
### CODE Incorporated Board of Directors

Dr. Victor A. Konrad, *Chair*  
Bronwyn Best, *Vice-Chair*  
William Wassink, *Secretary/Treasurer*  
Chris Blundell, *CODE Representative*  
Jason Coté  
Stephen Kinsman  
Dr. Raoul Korngold  
Maria Meyer

### President and CEO

Robert Dyck

**CODE Foundation 0.44%**  
**New Initiatives 0.87%**  
**Corporations 2.41%**  
**Planned Giving 6.84%**



## IBB Report

The International Book Bank (IBB) provides educational resources to support learning and encourage self-reliance throughout the development of literacy and education. IBB's operations are based in Baltimore, Maryland, with CODE as the sole member representative.

The operating configuration for IBB has the flexibility required to make adjustments in a changing and fast-paced environment. Customer satisfaction and quality of service are integral to the operations of IBB. Organizations select books based on educational levels, subjects and titles, as well as quantity.

This year, CODE sent 17 containers (eight 20-foot long holding approximately 20,000 books and nine 40-foot long with approximately 31,000 books) to CODE partner organizations in Africa and the Caribbean. Other clients arranged with IBB to send another 23 containers (15 20-foot

long and eight 40-foot long) totaling 40 containers and 386,224 books.

The generous support of the publishing industry, education communities, foundations and institutions, and international development organizations and agencies enables IBB to continue its important work as an advocate for literacy and education.

### IBB Board

Thomas Warth, *Chair*  
Brenda Townsend, *Secretary/Treasurer*  
Robin Richardson, *CODE representative*  
William Dant  
E. Anthony Mackall  
Andy Sisson

### Executive Director

Albert G. Turner

## The CODE Foundation

The CODE Foundation was established for donors who wish to make a planned gift to literacy. Typical donations to this endowment fund include bequests, life insurance, annuities or stocks. The Foundation manages and invests the gifts, and each year donates the investment income to CODE's work.

This is a way of perpetuating the commitment to world literacy by donors who have designated the Foundation as a recipient. Gifts arranged in memory of someone also provide a lasting tribute to that person's interest in literacy and international development. The impact on the lives of young children who are anxious to read and write can be immense.

This year, the Foundation's assets increased significantly as the result of a \$1.5 million gift from CODE Incorporated. To date, this is the largest, single donation received by the

Foundation. For further information on The CODE Foundation, please contact the Executive Director of CODE, Yvonne Appiah.

### The CODE Foundation Board of Directors

Peta Lomberg, *Chair*  
Christopher Bredt, *Vice-Chair*  
Dennis Medaglia, *Secretary/Treasurer*  
Prakash Burra  
Amy Casey  
Diane B. Wolfenden

### Executive Director

Yvonne Appiah

### Honorary Chair

Pamela Wallin

## The World of CODE

- 1 Guyana
- 2 Senegal
- 3 Mali
- 4 Ghana
- 5 Ethiopia
- 6 Kenya
- 7 Tanzania
- 8 Zambia
- 9 Malawi
- 10 Mozambique



# Thank You!

All Canadian teachers, students, youth and community groups who participated in Project Love!

## Associations

The Alberta Teachers' Association  
Canadian Library Association  
Canadian Teachers' Federation  
International Reading Association  
and Councils  
The Manitoba Teachers' Society  
Newfoundland and Labrador Teachers'  
Association  
Ontario English Catholic Teachers'  
Association  
Ontario Secondary School Teachers'  
Federation  
Ontario Teachers' Federation  
Quebec Library Association  
Special Library Association, Eastern  
Canada Chapter  
Trinity College Overseas Development  
through Education Committee (TODEC)

## Corporations

Arriscraft International Inc.  
Baldwin School Supply Ltd.  
Brimstone Holdings Limited  
CKM School Supplies  
Caldwell Securities Limited  
Canadian Freightways Limited/Epic  
Express  
D.J.S. Holdings Limited  
Day & Ross Inc.

Imaginus Canada Limited  
Kindersley Transport Ltd.  
Liberty Mutual  
Munich Reinsurance Company of Canada  
Pearson Education Canada  
Rapid Ride Delivery Service Inc.  
J.P. Richards Wholesale Distributors  
Simpson Graphic Services  
TransCanada Pipelines

## Foundations

The Bennett Family Foundation  
Edwards Charitable Foundation  
Fleming Foundation  
Fondation Edward Assh  
Fondation Internationale Roncalli  
Fondation Marcelle et Jean Coutu  
George Cedric Metcalf Charitable  
Foundation  
Jackman Foundation  
The K. M. Hunter Charitable Foundation  
The McLean Foundation  
N. A. Taylor Foundation  
Pirie Foundation  
R. Howard Webster Foundation

## Publishers Who Donated Books

Bournemouth English Book Centre  
Canadian Council of Catholic Bishops  
Canbook Distribution  
Coteau Books  
Editions du Renouveau Pédagogique  
(ERPI)  
Editions Médiaspaul  
Renaud Bray  
Statistics Canada  
University of Toronto Press, Inc.

## Religious Groups

Grey Sisters of the Immaculate  
Conception, Pembroke, ON  
Institute of the Blessed Virgin Mary,  
Loretto Sisters, Toronto, ON  
Les Oeuvres Hedwige Buisson,  
Nicolet, QC  
Religious Hospitallers of St. Joseph,  
Kingston, ON  
Sisters of Charity of St. Louis, Calgary, AB  
Sisters of Charity of the Immaculate  
Conception, Saint John, NB  
Sisters of Holy Cross, Ottawa, ON  
St. George's United Church

## Service Clubs

Rotary Club of Vancouver

## Collaborating Agencies

African Books Collective  
African Publishers Network  
Book Aid International, U.K.  
Books for Africa  
Canadian Council for International  
Cooperation  
International Development Research  
Centre  
National Library of Canada  
World University Service of Canada

# Major Donors

## Fondation CODE Foundation



### CODE

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



Canadian International  
Development Agency

Agence canadienne de  
développement international



## THE MAYTREE FOUNDATION



### AFFILIATES

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  
Internet: www.internationalbookbank.org

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

