



**TO BE WORLDWIDE**

**ANNUAL REPORT 2010**



## LETTER FROM THE FOUNDER

2010 was an important year for the To Be Worldwide organisation. We were very proud to open our 2nd Educational Resource Centre in Cape Coast, especially after the delays we had encountered, caused by land ownership issues. With a 2nd Centre we have reached a new phase that requires us to reflect and contemplate about our future and how to manage this growth as we move closer to our long term goal of creating partnerships to open more centres and reach more children. .

Our focus in 2010 and 2011 has been on documenting our processes and standards. It is our ambition to complete this work in 2012 and use it in a test run in a 3rd centre. In this way, we can see if a partner organisation can execute and manage a To Be Worldwide Centre according to our standards. The To Be Worldwide Ghana organisation will step-up and lead this process.

We also see great steps in our collaboration with local education boards. As more and more children become members of our Centres, schools and education boards are realising how our facilities can work complementary to the education system. With ICT as an examination subject for Junior High School students in 2011, we expect to fulfill a role in helping students prepare.

Very important in 2010 was the amount of trust and support we received from our sponsors. Support for our work attracted multi-annual funding for which we are very grateful as it allows us to concentrate on achieving the goals of the organisation and ultimately that of the children. This is truly an exciting development for us which we hope continues. Building and sharing with you strengthens our common purpose.

On behalf of all at To Be Worldwide we thank you.

Nellie Ekua Kirschner-Timmer  
To Be Worldwide





## 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.

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 400 children graduate with a Basic Computer Skills diploma. Library visits are becoming a regular part of children's life.

Our Centre in Cape coast opened in March of this year and now serves 778 children. We are working towards increasing the enrollments by building relations with the education board and public schools in the vicinity.

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

We have looked closely at the chronology of our strategic plan for scaling up our concept and managing the organization to achieve this. With the growing interest in the concept of our Educational Resource Centre from other NGO's, we contemplated the need to build a 3rd Centre under our own management or work with these partner organization to build a Centre under their management. We concluded however that building a 3rd Centre as a satellite of the Takoradi Centre will serve to reach more children and will allow us to test our Operating Manuals and procedures before offering our concept to partner organizations. This decision requires us to adjust our goals slightly

### 2011 - 14 goals:

- To operate 3 centers in Central and Western regions of Ghana and strengthening the To Be Worldwide organization to manage them.
- Serve 25,000 children (5% of school age children)
- To develop a Partnership Concept for further rollout of the Educational Resource Centre Concept.
- To strengthen the Ghana based organization.
- Continue to provide innovative products within the Concept of the Educational Resource Centre.
- Achieving a level of sustainability for all Ghana based operations of To Be Worldwide

### Our 2010 Strategy and deliverables

The highlight of 2010 was the opening of our 2nd Educational Resource Centre in Cape Coast, which took place in March of this year. At the end of the year we were proud to have already welcomed over 500 registered (members) children at the Library. Implementing all standards, activities, projects and procedure as are operational at our Takoradi Centre and allowing our new team members in Cape Coast to find their feet is what we have worked on this year.

Government relations improved significantly as the new government settled in after election. This has resulted in new discussion about offering our services to the public school in the vicinity of our Centres during school hours. We are confident that we will make progress. The new Metro Education Director is very keen to achieve better result in his region and as of 2011 there will be examinations for the subject of ICT at Junior High School level.

### Deliverables 2010

#### Strategic development

- Opening of Cape Coast Educational Resource Centre (CCERC) and monitoring and evaluating its operations.
- 2nd draft standards manual to be realized once the CCERC is opened
- Work towards a level of sustainability for our Ghana based operations
- Pilot the Career Advise Tool
- 1<sup>st</sup> draft of Partnership Model for roll-out purposes.



## CURRENT STATE

### **Strategic action**

- On the 27th of March the Cape Coast Educational Resource Centre opened its doors. It was a very proud moment. The program for the opening ceremony included several speeches by dignitaries of the region, including the chiefs and representatives of the Ghana Education Services. The neighboring Montessori School organized a parade and cultural dances. All public schools in the vicinity of the Centre were invited to the Ceremony. After the official blessing of the building was done, the ribbon was cut everyone had the opportunity to go in and explore the Library and ICT classroom.

In a very short period a large number of children registered to be a member of the library and at the end of the year we had registered over 500 children. Although this a very good achievement we are still working hard to create more awareness for the Centre in particular within the public education system.

- A level of sustainability is a goal we continue to want to achieve. Our effort for 2010 included working together with Laureate Online Universities. An organization based in the United States and the Netherlands offering online degree courses. Wanting to expand their market in West Africa they were looking for a location to hold workshops and presentations and have rented our Centre in Cape Coast on a number of occasions.
- We had planned to run the first Pilot Course using our Career Advise Tool this year. However due to delays in development we were unable to do so and will carry this activity forward to 2011.
- Our plans for the development of our Partnership Model that allows us to scale up our concept through partners is taking shape. Linked to this action are the Standards Manual and also strengthening the Ghana based organization. We have not been able to raise sufficient funds for the latter despite the fact that it is recognized as being crucial to achieving our objectives. We do however feel lucky to have already identified the right people to bring on board once funds have been raised.





## CURRENT STATE

### A selection of To Be Worldwide 2010 highlights:

- January To Be Worldwide welcomes Sanne van Gessel, master student in Linguistics at the University VU in Amsterdam, to our Educational Resource Centre in Takoradi for a period of 3 months. Sanne divided her time between helping children at a primary school in Takoradi and at the Centre
- February Ruud Davids and Krijn Schuurman from *InterimIC* travel to Ghana to work with our team to install the computer lab for the Cape Coast Centre
- March Official opening of Cape Cape Educational Resource Centre on the 27th of March.
- April Children at Centre in Takoradi get the opportunity to work with a digital Microscope
- May More books arrive for Cape Coast Centre.
- June Making progress with the development of the Career Advise Tool. New project lead joins the team.
- July New To Be Worldwide movies were made including a pilot for ToBeTV.
- August Students from Technical University in Delft the Netherlands test the Focus on Vision spectacles at our Takoradi Centre.  
  
To Be Worldwide organized an ICT Summer Camp. Participants of the Camp were children/young adults of the Save Our Lives orphanage near Kumasi.
- September Adult Literacy Students have completed a year of their course.
- October 1st presentation by Laureate Education Inc. (Online Universities).
- November Adult Literacy student wins regional award.
- December To Be Worldwide partners with Tullow Oil in the Jubilee Health Project. Giving Tullow access to our Eye Care Team and Focus on Vision Spectacles.



## OUTLOOK 2011

With two Centres operational it is our goal to make sure all the pieces of the puzzle fall into place. This, first of all, requires the Cape Coast Educational Resource Centre to operate at the same level of intensity as the Takoradi Educational Resource. We have increased our efforts to raise funds to strengthen our Ghana based organization and hope to implement the first phase of our plans in the 2nd half of 2011. A strong local organization is an absolute must to move forward. We have been able to obtain a longterm funding commitment for our Takoradi Centre for a period of 3 years. Achieving this level of commitment for the Cape Coast Centre will be part of our deliverables for 2011.

Based on a children's eye health trail held at our Centre by students of the Technical University of Delft (the Netherlands), we realized how little attention is paid to this issue. Not being able to see properly has such an impact on a child's ability to learn that we feel we must do what we can to help eliminate this problem.

### **Deliverables 2011**

- Work towards achieving levels of operations at Cape Coast Educational Resource Centre (CCERC) similar to the Takoradi Centres.
- Implement 1st phase of strengthening the Ghana based organization
- Achieve multi-annual fundraising commitments for the Cape Coast
- Pilot the Career Advise Tool
- Vision Drive

### **Strategic Action**

- Achieving the same level of operations at the Cape Coast Centre as at the Takoradi Centre will require reaching out more to the Public Schools in the area and working with the Metro Education Board of the region. We have requested the Metro Education Board of the Takoradi region to facilitate in this process. We hope that as ICT is now an examination subject, we will be able to provide the practical training for the public schools within the vicinity of our Centre.
- The 1st phase of strengthening the Ghana Based organization will require recruiting for the positions of the Capacity Development Manager and the Operations Support Manager. We sent out the profile for the position of Capacity Development Manager to our network in Ghana and are confident this will lead to the right candidate. The Operations Support Manager will be offered to a present team member. Both positions can only be fulfilled once funds have been raised.



- Securing multi-annual (3 year) funding for our Centres will allow us to concentrate on the operational aspects, standards of performance and goals of the organization. With the prospect of realizing this for the Takoradi Centre in sight, we would very much like to achieve that for the Cape Coast Centre as well.
- Piloting the Career Advise course – in 2011 we started testing our exciting new programme to open student minds to all the careers they might wish to consider in their community. The multi-disciplinary course is supported by an application that guides the students and teachers in their 2 month journey. The pilot was very well received and we will be holding a Beta class by end of 2011, and go live in 2012. This unique course will be an important part of the ToBe concept as it stimulates children to reach for their own personal goals, and so develop their communities.
- Every 3 months To Be Worldwide will invite children from the schools and community she works with (special attention to marginalised groups such as orphans), who are experiencing problems with their eyesight. An Ophthalmologist (eye doctor) will test their eyesight and provide them with further care and if needed spectacles (Focusspecs) that can be adjusted to their requirements right there and then. Research by our Ophthalmologist shows to many children with eye problems are not being treated, which deprives them of the opportunity to learn. We hope to provide this “Vision Drive” services as long as we are able to raise funds and that it is required.

Our eye screening team will also continue to work with Tullow Oil in the Western Region on their Health Screening Activities







## FINANCIAL STATEMENT

(For a full financial document please visit our website [www.tobeworldwide.org](http://www.tobeworldwide.org))

### Balance Sheet as at 31-12-2010

Assets (in euro's)	31-12-2010	31-12-2009	Foundation Capital and liabilities (in euro's)	31-12-2010	31-12-2009	
<b>Current Assets</b>			<b>Equity</b>			
Debtors			Foundation Capital	1	28,193	9,776
Other debtors, prepayments and accrued income	429	7,798				
			Current liabilities			
Cash and cash equivalents	42,764	24,424	Other liabilities, accruals and deferred income	2	15,000	19,648
<b>Total assets</b>	<u>43,193</u>	<u>29,424</u>	<b>Total liabilities</b>	<u>43,193</u>	<u>29,424</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.

- The financial position of the foundation shows a short-term liabilities of € 15'000. These are funds allocated to the Tullow Oil eye screening program in which To Be Worldwide engaged as partner to develop a potential future sponsor relations.



## FINANCIAL STATEMENT

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The profit and loss accounts for the year 2009 & 2010 can be summarized as follows (*in Euros*):

		2010 %		2009 %
<b>Donations</b>	59,824	100,0	38,801	100,0
Project expenses	37,618	62.9	23,476	60,5
<b>Net revenue</b>	22,206	37,1	15,325	39,5
<b>Expenses</b>				
Office expenses	2,973	4.9	1,962	5.0
Promotion expenses	513	0.9	532	1.4
<b>Total overhead expenses</b>	3,486	5.8	2,494	6.4
<b>Operating results</b>	18,720	31.3	12,831	33.1
Interest and similar income	-	-	115	0.3
Interest and similar expenses	-303	- 0.5	-231	- 0.6
<b>Financial income and expenses</b>	- 303	- 0.5	-116	- 0.3
<b>Net Result</b>	18,417	30.8	12,715	32.8

### Donations received in 2010

- Dutch Foundation € 43,180  
- European Foundations € 10,000

Dutch entrepreneurs € 5000.-  
USA Foundation € 1,049

Dutch individuals € 595.-