

Books  
Change  
Lives



Discovering books  
together. Rwanda

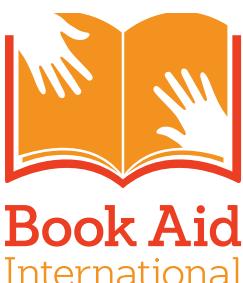
# Book Aid International and People's Postcode Lottery

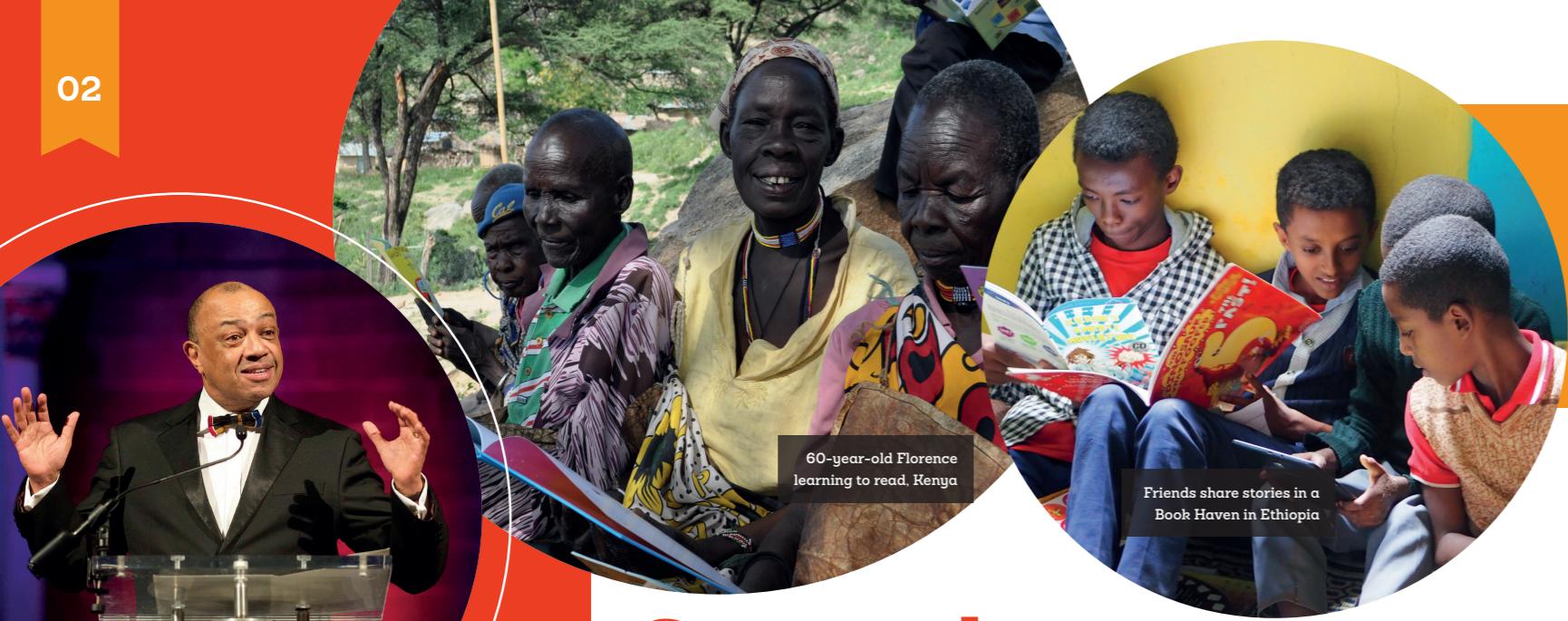
# Impact Report 2015-2019

Supported by players of



Awarded funds from





## Growing our impact

Our vision at Book Aid International is as simple as it is ambitious: a world where everyone, whatever their circumstances, has access to the books that will help them learn and bring them joy.

In the last five years we have made huge progress towards that goal and People's Postcode Lottery has been there every step of the way. They have encouraged us to take risks, have challenged us to do more and have brought us together with other like-minded organisations to partner and learn.

**Extraordinary change is possible when people are given equal access to books — and by helping us grow, players have opened doors to new possibilities for millions.”**

Lord Paul Boateng, Book Aid International Chair, speaking at the 2016 People's Postcode Lottery charity gala, Edinburgh

Around the world poverty, displacement and discrimination result in millions of people having no books in their lives. More children than ever before are enrolled in school, but so many have no books at all to support their learning. Lack of access to books and information is one of the key barriers to personal, social and economic development worldwide.

At Book Aid International we are working together with our supporters and partners to give more people than ever access to the books that will enrich, improve and change their lives.

The support we have received from players of People's Postcode Lottery since 2015 has been instrumental in helping us grow our reach and impact as we work to deliver our **Vision 2020: Books Change Lives** strategy.

The extraordinary support and the flexible and long-term funding we have received from players—£1.8 million over the five years of our partnership—has enabled us to grow our charity, investing in improved communications, in stronger project evaluation and impact reporting and in the scoping of new partnerships.

Thanks to players we have also been able to meet our strategic goals of donating more books and working with more partners, of developing a wide range of innovative library and education projects that build local capacity, of creating sustainable change in communities and of encouraging more people than ever to discover the joy of reading.

We are now more resilient and very well placed to face the challenges and embrace the opportunities that lie ahead.

We hope that this impact report captures just some of the huge difference that funding from players has made possible over the last five years.

## Our vision and mission

We envision a world where everyone has access to books that will enrich, improve and change their lives. Our mission is to provide books, resources and training to support an environment in which reading for pleasure, study and lifelong learning can flourish.

**Support from players since 2015**  
**£1.8m invested in**

**40%**  
Developing organisational capacity

**49%**  
Delivering programmes

**5%**  
Piloting projects

**6%**  
Leveraging support and raising our profile

**Resulting in Direct Impact**

### INCREASED CAPACITY

- New countries supported
- More books donated
- Operations team expanded

### IMPROVED CAPABILITY

- Innovative projects developed
- Experience working with new beneficiary groups gained
- Programmes team expanded

### GREATER LEVERAGE

- Impact measurement strengthened
- Matched funding for projects secured
- Communications and storytelling developed

### STRONGER COLLABORATION

- Wider NGO partnerships established
- Projects with the People's Postcode Lottery family delivered

**Leading to Enabled Impact**

More resilient communities

More informed health professionals

More pupils with books in their schools

More children experiencing the joy of reading

More refugees with access to books



People's Postcode Lottery's former Managing Director, Jo Bucci, reads with a school girl in Zanzibar

## Our five-year journey with People's Postcode Lottery



People's Postcode Lottery staff volunteering in Book Aid International's warehouse

The £1.8 million of funding we have received from players since 2015 has enabled us to make a huge step change in our charitable activities. In 2013 we donated just over 556,000 books; in 2019 we sent 1.21 million books to over 3,000 libraries and schools. In 2013 we were working in 13 countries; last year we worked in 26 countries, 15 in Africa alone.

The number of books we have sent is just one indicator of how we have grown in scope and scale during the period.

Over the five years of our partnership, players have supported some transformational project work and made a real difference to our charity. The timeline on page five highlights just a few of the many key projects and other initiatives that have been made possible through funding from players since 2015.

We have also really enjoyed welcoming People's Postcode Lottery staff and charity ambassadors to some of our projects and to our HQ in Camberwell. These visits have helped us get to know each other well, and have strengthened the sense of being a family with shared goals and ambitions.

## With support from players...



Children in Sierra Leone with donated books from their Inspiring Readers library

2015

2015

We developed our **Theory of Change**, defining our spheres of control, influence and interest. This enabled us to focus our work where we could achieve the greatest impact.



Our first player-supported Children's Corner, Malawi

We set up **Children's Corners** in five public libraries in Malawi, donating 21,186 books and transforming library spaces. In the first year children made over 26,155 visits to their new libraries.



A secondary-school STEM Study Hub in Zanzibar

2016

We donated 38,222 books to schools in Sierra Leone when pupils went back to school after a year's closure during the devastating Ebola epidemic.

We piloted our school library programme **Inspiring Readers** in 25 schools in Kenya, bringing new books to over 14,000 pupils in the country's most deprived schools.



Pascalia reads overlooking the Great Rift Valley in Kenya

2018

2017

We continued to develop our work in West Africa, sending 23,091 books to Liberia to support pupils as schools recovered from 14 years of civil war.

We piloted a project for secondary school students, creating **Study Hubs** in two libraries and six satellite schools in Zambia, resulting in a 500% increase in library use!

2019

We developed a brand video shot in Kenya, capturing a child's joy in reading an inspirational book. The film won many prizes and prompted a donation of £5,000.

We expanded our work to Ghana, partnering with People's Postcode Lottery-supported charity AfriKids and donated over 66,000 new books to libraries and schools across the country.



Celebrating the opening of the first Voyager Container Library, Rwanda

# Direct Impact

The flexible and long-term funding we have received from players since 2015 has enabled us to build our capacity to send more books, to develop our capability to deliver innovative projects, to leverage funding and support and to collaborate with dynamic library and education partners to enrich, improve and change lives around the world.

## CAPACITY more books for more communities

### Donating more books

In our **Vision 2020: Books Change Lives** strategy we set ourselves the goal of sending 1.5 million books a year by 2020 (in 2013 we donated c.560,000 books). To reach this target we invested funding from players in a dynamic evening team in our Camberwell warehouse. In 2018 this team enabled us to send 300,000 more books around the world and has created a larger, stronger team for future expansion.

### Supporting new beneficiaries

As we increased our capacity we were able to expand from working in 13 countries in 2013 to 26 countries by the end of 2019. We focused in particular on developing our work in West Africa, with its strong demand for books in English.

The first shipment of 38,222 books sent to the Sierra Leone Library Board post Ebola in 2016 was funded by players and this partnership has gone from strength to strength. Our player-funded Children's Corners, set up in five libraries in Ghana in 2019 are driving up child visits, supporting local schools and inspiring whole communities.



## CAPABILITY wider projects and programmes

### Working with new beneficiary groups

In our **Vision 2020: Books Change Lives** strategy we committed to supporting the growing refugee and internally displaced populations in Africa. We invested funds from players in developing an innovative programme for refugee pupils in camps in Kenya and Uganda to access books in schools and in child friendly spaces within the camps.

### Piloting new projects

Funding from players also supported an important new pilot project in Zambia in 2017 to promote STEM subjects to secondary-school students and prepare them for the world of work.



**Players' support has transformed our capability and capacity to reach a wider range of beneficiaries in new contexts and in new ways, deepening our impact and achieving our vision."**

**Samantha Thomas-Chuula, Book Aid International, Head of Programmes**



## LEVERAGE building strong support for our work

### Improving impact measurement

In 2016 we used funding from players to develop a Theory of Change to help us better understand the impact of our work and improve programme implementation. We now refer regularly to our Theory of Change to help us challenge our assumptions and articulate our long-term goals.

Building on this work, and also funded by players, an impact assessment visit to Kenya in 2017 helped us better understand the long-term impact of the books we provide, as well as developing essential tools for interviewing beneficiaries and conducting focus groups. This has improved our evaluations across all projects.

### Raising support for our work

The pilot *Study Hub* project in Zambia in 2017, funded by players, helped us leverage a further c.£50,000 of funding from corporate supporter Aggreko to open two more *STEM Study Hubs* in Ghana and Malawi.

We have also used the flexible funding from players to respond to opportunities for exciting new projects: in 2019 we used £15,000 of our grant to transform a 40-foot shipping container into a thriving community library in downtown Gasave, Kigali, Rwanda, the first project site for this new model of community support.

### Telling an inspirational story

Our player-funded brand film launched in November 2018 and has already mobilised a £5,000 donation from a major donor, been shortlisted for a Charity Film of the Year Award, won an EVCOM Clarion Gold, an EVCOM Gold, an EVCOM Silver Award and has been viewed over 6,000 times. This outstanding film is helping us tell the story of why our work matters and reach out to new audiences.



## COLLABORATION working together to deliver change

Support from the People's Postcode Lottery family has extended far beyond funding. Networking, shared learnings and joint project opportunities have been some of the many benefits of the partnership.

### ▼ CASE STUDY

In 2017-18 we began working with People's Postcode Lottery-supported charity Afrikids to support their reading and learning programme in northern Ghana, *Opening Doors to Schools*, with a donation of over 20,000 carefully-selected books to establish school libraries in some of the region's most poorly-resourced schools.

Alongside the donation of books, we welcomed 84 teachers and education officers and 6 Afrikids staff from 4 districts in Ghana to training that supported them in how to organise their libraries as well as how to use their new books to help enrich classroom learning. The training was very well received, with one teacher reporting:

**“**

*I learnt how to run a school library and also how to teach children handling library books well. The workshop was very lovely and really enriched my knowledge as a library teacher.”*

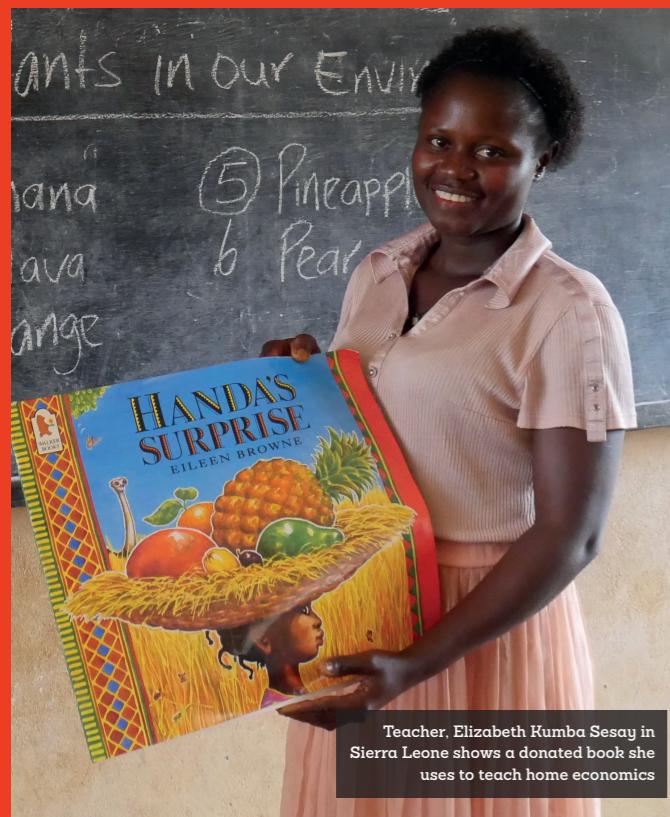
The project aims to reach 18,000 children by 2021 and we look forward to seeing how these empowered teachers will improve reading over the years to come.

# Enabled Impact

Books have the power to change lives. They help individuals build the skills that equip them for work, creating more self-sufficient and resilient communities; they are the single most important learning tool, ensuring children receive a quality education. The gift of reading is transformational and lasts a lifetime.

With the support of players Book Aid International is working to ensure that millions of people have access to the books which can have a long-term impact on their lives.

Here are the stories of just some of the people and communities that funding from players is supporting through our work.



## Enriching education

Across Africa school enrolment is growing, yet millions of children will leave school without basic literacy and numeracy, because of a lack of books. Through our *Inspiring Readers* programme, players have improved the education of children in Kenya, Malawi, Sierra Leone, Zimbabwe and Zanzibar.

### CASE STUDY

As part of our *Inspiring Readers* programme in Sierra Leone, we donated over 29,000 brand new children's books to 25 primary schools to set up school libraries. 75 teachers were trained to support pupils in using their new school library, introducing library lessons and encouraging children to borrow books to read at home. This resulted in a huge increase in reading for the 14,500 children in the project.

“

*Before this time, to be honest, the children were poor in reading, we didn't have a lot of reading materials. Since this project has been in progress they can now read actually. They have that reading culture in them now.”*

Foday Braima, teacher, Roman Catholic Primary School, Sierra Leone

Thanks to player support, the *Inspiring Readers* programme is on track to reach its target of supporting 250,000 African primary school pupils by the end of 2020.

## Building resilience

Every year the books we send help countless individuals improve their lives and benefit their communities. Some find hope and personal inspiration in the stories they read; many more learn practical skills such as how to repair a computer or start a small business.

### CASE STUDY

In Zimbabwe, books are being used to support income generation projects in rural communities in the Gwanda region, which has almost 100% unemployment, with people living entirely on subsistence farming. One community of women has developed a nutrition garden, growing vegetables to sell, using books we send to their local library and neighbouring schools to decide what to plant.

“

*At the moment they are looking at planting potatoes. So using a book, they will discuss why grow potatoes, do they have enough water, the soil you need for potatoes. And once they agree they will plant potatoes, they then agree when the best time to plant them is. The garden is flourishing. They have got schools and business people coming here to order vegetables and it's generating income.”*

Jackson, librarian, Zimbabwe

Players have played a huge role in enabling us to send 5.5 million books to libraries and schools across the continent since 2015.



### CASE STUDY

## Saving lives through health care

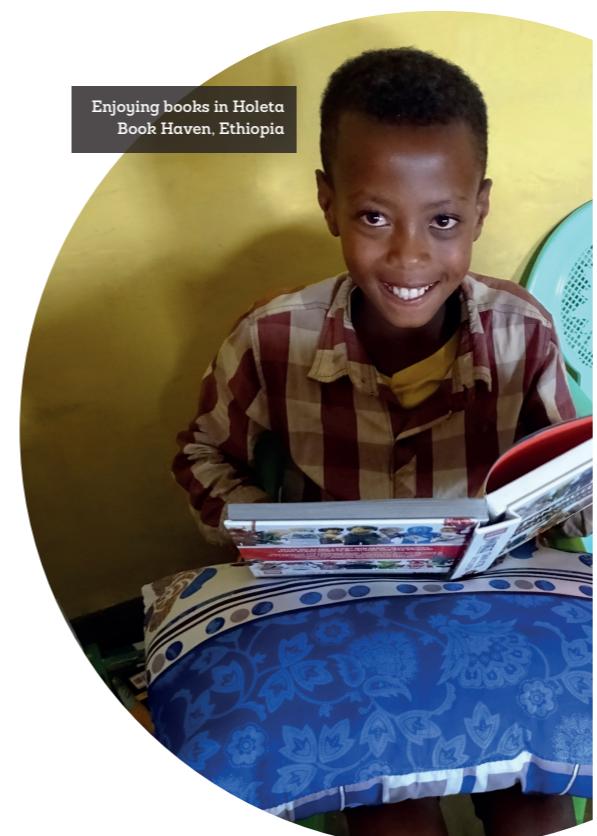
Most medical colleges and teaching hospitals in Africa simply cannot afford up-to-date medical texts for their students and staff. The medical textbooks we provide help ensure that current and future healthcare providers have the information they need to provide outstanding care.

“

*Working in the remote areas here in Malawi, you are the obstetrician, the anaesthetist and the paediatrician at the same time as being the midwife. There are times that you are not sure what to do! A book does wonders because you can look and see how you can go about something.”*

Fikanayo, midwife and Public Health Masters student, Malawi (pictured above)

With support from players we have donated 431,968 medical texts since 2015.



## Inspiring a lifetime of reading

Across Africa, many families cannot afford to buy books and even in libraries shelves are often bare, leaving children with no access to books. Our *Children's Corners* programme transforms drab spaces in libraries into inspiring places where children can discover the joy of reading.

### CASE STUDY

Children rarely came to Holeta Community Library, just 2 or 3 per day. Participation in the *Children's Corners* Ethiopia project enabled the Holeta staff to repair the leaks in the roof, redecorate the space, and update their book collection. Within six months over 300 children started coming to the library to read on a monthly basis.

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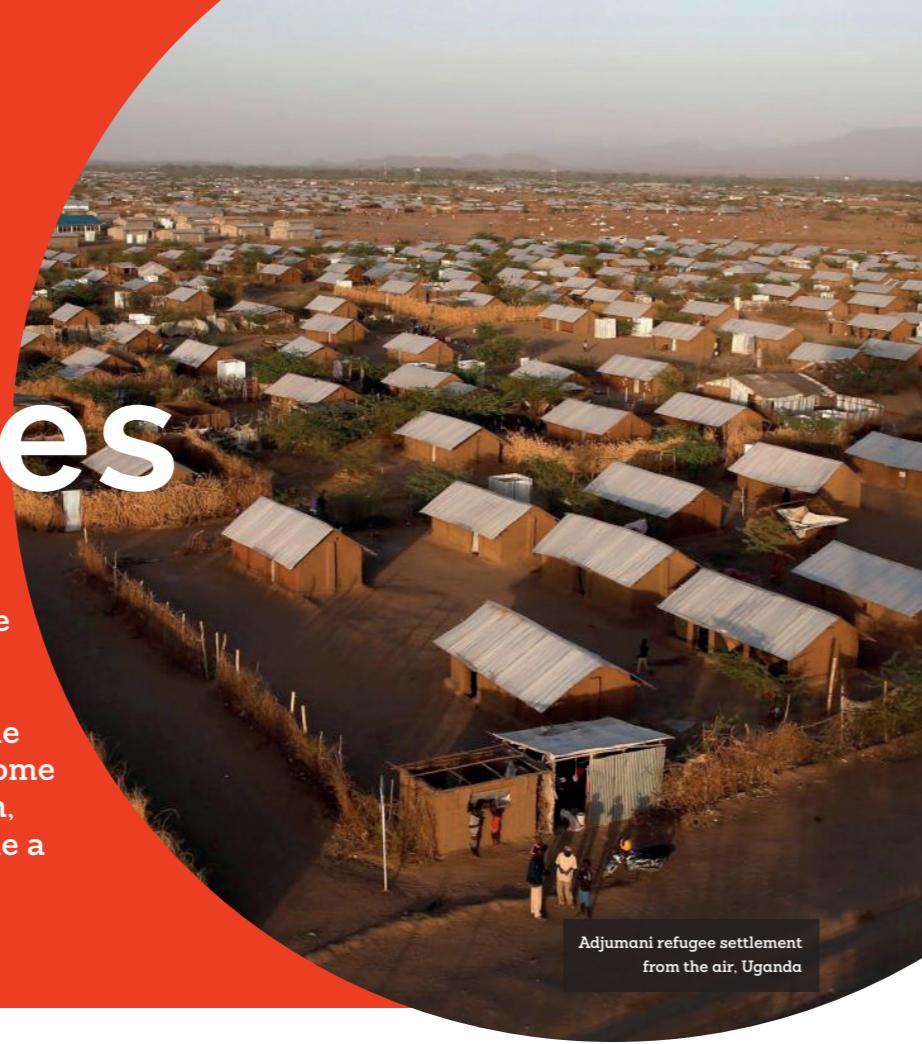
*We've never seen this number of children coming to this library before”*

Tigist Semayat, librarian, Ethiopia

Since 2015 players have funded 45 *Children's Corners* which have been visited over 630,000 times - giving thousands of children access to a world of wonderful stories.

# Reaching refugees

Across Africa war, instability and economic crisis continue to displace millions and many more live with ongoing conflict. Uganda alone is home to 1.4 million refugees from the region. Many will wait years to go home and without the opportunity to learn, temporary displacement can become a lifetime of lost potential.



Adjumani refugee settlement  
from the air, Uganda

Teaching in one of Africa's largest refugee camps in Kakuma, Kenya is a tough job. There can be over 200 children at a time in the corrugated iron classrooms that make up a typical school and teaching resources are scarce. Our *Reading for All Kakuma Project*, launched in 2018, provided teachers in 10 nursery and primary schools and six secondary schools with new books and new skills, enabling them to improve the quality of education for 28,510 of the camp's youngest inhabitants.

More than 200 children a day flock to the eight *Child Friendly Spaces*, funded by players and run in partnership with local NGO TPO Uganda, in the Refugee Settlement areas of Adjumani and Bidibidi in Northern Uganda. Over 15,000 new books in beautifully organised libraries alongside lively educational programmes add a new dimension to the regular therapeutic activities run by the community 'animators'. Staff have reported noticeable changes in behaviour, with children reading together and making friends, rather than being in conflict.



**Book reading relieves me of stress, as I feel so relaxed when I come to the library, and my grades at school have improved this term because I am good at reading and interpreting questions."**

Child at Amazing Child Friendly Space, Uganda

## ▼ CASE STUDY

Thirteen-year-old Stephen fled civil war in South Sudan with his family and now lives in Adjumani Refugee Settlement in Uganda. Settling into a new life, culture and education system is hard and there is little for Stephen to do outside of school – but thanks to players he has brand new books to enjoy.



*I am from South Sudan and now I live in a settlement. I used not to like reading, but then the teacher at the center started giving us books to read before giving me the footballs to go and play with my friends. The teachers helped me read the stories and understand them. Now I am happy and I like reading the stories in the books with my friends. I also ask for books to read from home and the teacher allows me. Now I know new things. The books that are at the centre have nice stories. I will be performing better at school because I am reading more. I want to be the best reader in my school and in my community."*



# A future rich in books

We know that the need for books to support progress towards the UN's Sustainable Development Goals will grow as the continent addresses the demand for a quality education for its young people.

## "NOW it's time for Africa"

The books we provide will empower our partners to continue their important work, and fuel long-term change in their communities.



Since 2015, funding from players has helped us to make a huge step change in our work. Now as we move into our next strategic period from 2021 we are poised to take the next big step forward.

The uniquely flexible and long-term funding we receive from players of People's Postcode Lottery will support us in responding swiftly to perceived needs and in developing far-reaching programmes to support our beneficiaries. The collaborative atmosphere that People's Postcode Lottery fosters between charities will help us forge new partnerships. People's Postcode Lottery's encouragement to 'think big' and take on new challenges will help us develop new strategies to ensure that everyone has access to books that will enrich, improve and change their lives.

We are ambitious to expand our work globally and to grow our capacity far beyond the 1.2 million books we provided to our partners in 2019 and we know that support from players will be vital in achieving that growth. We thank all at People's Postcode Lottery for this truly transformational partnership.

One of our most inspiring partners is the new Siilaanyo National Library in Hargeisa, Somaliland, a nation devastated by the long war with neighbouring Somalia.

The library opened in 2017 and now over 4,000 people visit every month. The library has established a children's section and is planning a camel library to reach the nomadic populations outside the city who do not have access to schools or libraries; some of these children have never even seen a book. Every region and city is being encouraged and inspired by the example of Siilaanyo to build its own library. Some have already started.



*The future of Somaliland is very bright and there is a lot of development going on. So, we say NOW it's time for Africa. Everybody who supports Book Aid International – the books and the money which you are donating are helping so many. Please continue to support this organisation, which is making a big difference for our country and other countries in Africa!"*

**Ahmed, Founder, Siilaanyo National Library, Somaliland**



Three teachers outside a school library in Sierra Leone which was established through players' support



“

When Annemiek first visited our London warehouse in 2013 I had no idea that this would be the start of the most extraordinary phase in Book Aid International's story. For the last five years our partnership with People's Postcode Lottery has been intensely supportive, friendly and challenging in the most positive way. Even now, we cannot quite believe how fortunate we are to be supported by this unique organisation.”

Alison Tweed, Book Aid International, CEO

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