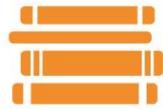


Book Aid International 2018 Impact Assessment report

Since support from the Players of People's Postcode Lottery began in 2014, Book Aid International has received awards of £1,850,000. In 2017-18, funding of £450,000 was given through a Main Award of £250,000 and an Extra Award of £200,000. In 2018, awards from players of People's Postcode Lottery helped us expand our work and develop our organisation in scope and capacity. In 2018, players helped us to achieve¹:



1.28m Books:

A record number of books, with 94% sent to sub-Saharan Africa



25 Countries:

New countries included Bhutan, Ghana, Iraq, Jordan, Syria and The Gambia



25m beneficiaries:

The books we sent in 2018 were accessible to an estimated 25 million* people

*Figures are draft and subject to change as our partner reporting processes for 2018 continue. This figure is lower than in 2017 because we focused on reaching more small libraries which serve remote, rural or at risk populations in 2018.

PPL funding in 2018

2018 Income sources	
Individuals (inc. Legacies & Gift Aid)	£1,072,693
Corporate partnerships	£115,784
Community sources	£120,361
Trusts & Foundations	£305,264
People's Postcode Lottery	£450,000
Other income	£10,500
Total cash income	£2,074,602
% of PPL funding as proportion of all income	21.7%

Funding was allocated to specific projects and activities, to our whole programme of work and to organisational development. In 2018 funding was specifically allocated to support:

- Our refugee programme, including a schools project in Kakuma Refugee Camp, Kenya (£100,000)²
- Our *Book Havens* project in five community libraries in Ethiopia (£48,000)
- 25 schools with Book Box Libraries in Sierra Leone as part of our *Inspiring Readers* programme (£70,000)
- Improvements to our digital supporter experience (c.£25,000)
- Continuing development of our Impact Assessment frameworks (c.£12,500)

Focus on: Impact assessment frameworks

In 2018 we used support from PPL to extend our impact assessment work. In this phase we engaged a consultant to help us put together a framework for assessment and sent a small team to Kenya which used the framework to engage with a wide range of beneficiaries. The findings of this exercise included articulating the specific benefits readers gain from accessing fiction titles, the significant impact that access to a prison library can have for inmates and the value of our medical book provision programme for students and health care professionals.

We will be applying the principles of the new framework to our wider Book Provision Monitoring Programme, which will significantly improve our ability to demonstrate the impact of our work. The full impact report is available on request.

¹ All figures in this impact report are draft and subject to change when end of financial year processes are complete.

² Where additional project funding was leveraged, small amounts of allocations were transferred to support similar activities.

Direct Impact of support from players of People's Postcode Lottery

Capacity

- We increased the number of books we sent to 1.28m, more than 150,000 more than our previous record. Our expanded operations included the launch of our evening shift which extended the hours of work in our warehouse to 8pm.
- We increased the number of countries we worked in to 25, including substantial new programmes in Ghana (66,287 books sent) and The Gambia (39,514 books sent).
- We tripled the number of life-saving medical books we sent to more than 150,000 and added a number of new medical and health partners.
- Our staff increased to 27 including four part-time staff as part of our new evening shift and a new Office Manager role to meet our organisational needs in HR, office management and governance.

Capability

- We continued to address our strategic priorities as part of our 'Vision 2020' strategy by investing in partnerships to enable us to reach those most in need of our support. We supported the University of Mosul's library, destroyed by IS forces, worked with young displaced Syrians in Idlib and responded to the needs of some of the many displaced people in Cameroon, where conflict escalated during the year.
- We developed our impact measurement frameworks and carried out our first in-depth country assessment in Kenya (see p1).
- We invested in our digital communications systems and launched a new brand video to improve donation journeys and engage more donors and supporters (see below).
- We developed new project models to address the needs of our partners. This included *Reading for All*, a programme tailored for the needs of refugees in educational settings, and our *Explorer Library* programme which provides complete primary school libraries.

Collaboration

- We developed a new collaborative project with PPL-supported charity Afrikids. With PPL funding we will reach 140 primary schools in Northern Ghana in 2019-20.
- We partnered with PPL-supported charity Edinburgh Book Festival through activity at the festival, supported by volunteers from PPL's staff. We also presented to the wider PPL staff in Edinburgh.
- We led a group of four PPL staff on a project visit in Nairobi, Kenya, which included visiting PPL supported projects in the slum area of Kibera. Feedback from the group described the trip as 'life-changing'.

Leverage

- PPL's continued support of our *Inspiring Readers* programme leveraged additional funding from organisations and individuals. We were able to support 75 schools in 2018 through PPL and other funders.
- PPL's support of *Reading for All* in Kakuma Refugee Camp, Kenya, attracted new funding through a trust for an extension project which will set up Solar Homework Clubs in five secondary schools in the camp.
- We continue to leverage funding for the *Study Hub* project model first piloted by PPL in 2017. Most recently our corporate partners Aggreko pledged to support two study hubs focusing on inspiring girls in STEM subjects.

Focus on: Digital supporter experiences

Players are supporting our strategic aim to strengthen our engagement with supporters online and develop stronger digital 'journeys' that convert supporters into donors or advocates.

In 2018, improvements to our website resulted in an increase in web donations of 24.13% and a 30% increase in unique web visitors. We streamlined our email communications with a move to a new platform which improved open rates and ensured GDPR compliance.

We created a new brand video, *Reading 'Where the Wild Things Are' in the Great Rift Valley*, launched at an event in November. The film, which carries an acknowledgement of players, has already been viewed 3,276 times, been nominated for the Charity Film Award, featured on Charity Digital News and motivated a £5,000 donation.

Enabled impact of support from players of People's Postcode Lottery

Inspiring Readers in Sierra Leone

In 2018 Players continued their support of our flagship *Inspiring Readers* programme through the launch of the project in Sierra Leone. 25 schools received Book Box Libraries filled with beautiful new books, training for teachers and support from local public libraries, which already have Children's Corners previously supported by players.

Beneficiary impact:

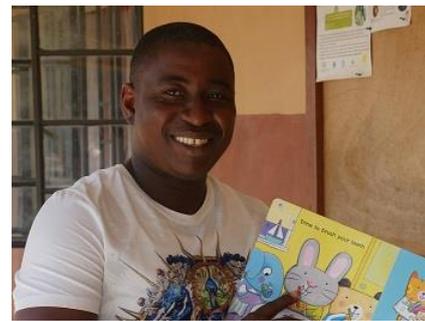
- **Pupils** are now able to access books to read in English and local languages whilst at school.
- **Pupils** have increased confidence in how they engage in lessons and learning.
- **Teachers** report that they feel more confident and knowledgeable as they use books to improve lessons.
- **Librarians** in public libraries are more experienced in promoting reading and their services to teachers and children in their communities.



Voices from Inspiring Readers



"When you are very sad, then you go and take the book and read and you smile again and you feel like playing with your companions every day. When I grow up I want to be an engineer because one book that makes me know about an engineer is 'Dressed for the Job'. I will always remember that book, that book helped me a lot." - Thomas, 12yrs, Practising Primary School, Makeni.



"In the area of staff capacity Book Aid International have done a lot. Even as project manager, if I am able now to discharge my functions well...it is because of the training. Some staff who also benefitted from the training reported to me that, because of the trainings, they now have the confidence to stand in front of other colleagues to teach." - Yusif Kamara, Inspiring Readers Project Manager, SLLB

Creating Book Havens in Ethiopia



In 2018, players supported the *Book Havens* project in Ethiopia - the first major project we have undertaken in that country. The project, in partnership with CODE Ethiopia, transformed five community libraries in Ethiopia into vibrant spaces where children's reading and learning can flourish.

Each library received funds to turn drab spaces into welcoming places for children, training for library staff and volunteers in how to manage the library and support children's reading and 10 tablets loaded with stories and other content in English and the local languages of Amharic and Oromo.

Beneficiary impact:

- **Children** now have access to books and e-books to help them read and learn.
- **Library spaces** are attractive and invite children to visit, read and engage with the library staff.
- **Librarians** have new skills following their training, offering a range of services and activities for children.

Voices from the *Book Havens*



I am more confident. It is a totally radical change for me” -
Yomiyo Bekele, Librarian, Ejere library



“I have improved in all my subjects since I started visiting the library. I love spending time in the library, it is more comfortable and the librarians help me with my assignments” - Naol, age 10, Holeta Community Library,

Reading for All in Kakuma Refugee Camp

With support of players, our programme to support refugees worldwide expanded in 2019 and included a major new project in Kakuma Refugee Camp, Kenya where teachers have only the most basic training and class sizes can be over 100. The project supported more than 24,000 primary and secondary pupils by providing textbooks and story books to support education, teaching training and a special training for coaches to ensure longer-term support.

Beneficiary impact:

- Younger pupils are comfortable with handling their book collections.
- Secondary school learners have new resources that make their revision more effective, giving them confidence as they prepare for their exams.
- Primary and Secondary teachers are able to promote reading and support pupils in learning.



14,106
Books donated and purchased locally



24,896
Children benefiting



15
Schools participating



64
Teachers and coaches trained



“Books are every stable in terms of content. Students can revise as they are learner friendly...those who read novels have improved on their literacy skills.” - Silas Kadurenge, Principal, Vison Secondary School



Before we were unable to teach the pupils how to handle books as they did not have books to use before – Teacher Simon Hassan, Cush Primary school

As we move into our fifth year of support from players of People’s Postcode Lottery, Book Aid International can reflect on the significant developments within our organisation and the huge impact on the beneficiaries we can reach through your help. As ever, sincere thanks to the team at PPL come from everyone at Book Aid International on behalf of the millions of readers you are helping to support worldwide.