Freedom for the next generation

CHRISTIANNA FOUNDATION

TRUSTEE REPORT

END OF YEAR DECEMBER 2020



2020

WWW.CHRISTIANNAFOUNDATION.ORG

Q1 JANUARY-MARCH BBLC PILOT LAUNCH

Despite the unexpected challenges that the Covid-19 pandemic brought to 2020, it has been a big year for Christianna Foundation. Following extensive research and planning in 2019, Book Box Library Club (BBLC), officially launched it's pilot phase in Ona-Ara, Oyo State in February.

As our first mobile library initiative, BBLC was designed to service some of the most hard to reach primary school children. It is a bespoke service, created in response to the specific needs of the region and in collaboration with the community.

Ona-Ara is a severely under-resourced rural local authority where almost all of the schools lack the capacity to maintain a school library. Lack of windows, leaking roofs and poor security are among the issues which make the provision of a stand alone library unsustainable. Our research revealed that only 8.8% of the primary school children in Ona-Ara had library access, and of the three existing libraries two had been built by Christianna Foundation

BBLC is a pop-up library that visits primary schools every 2-weeks, lending books directly to children for use at school and at home. It is our most ambitious project to date, aiming to service 102 primary schools across Ona-Ara, reaching 20,000 children by 2022.

With our first pilot phase launching in 5 schools nearly 1000 storybooks were read, graded for reading level and catalogued. This important task was made possible by the generous donation of a banqueting room at Davies Hotel in Ibadan.





BOOK BOX LIBRARY CLUB LAUNCHED IN FIVE SCHOOLS...

- **St. Paul's Anglican Primary, Kajola**
- **CAC Primary, Akinkemi**
- **IDC Basic School, Olorunda**
- **St. John's Basic School, Idi-Ose**
- **St. Peter's Anglican School, Ojuku**

REACHING OVER 700 PUPILS!



"Before the introduction of Book Box Library Club, pupils had no access to storybooks... It is a setback for the literacy levels of children, many of them have not handled storybooks before. They never got to talk of reading."

Mr Olopade—Head Teacher

St. Paul's Kajola March 2020

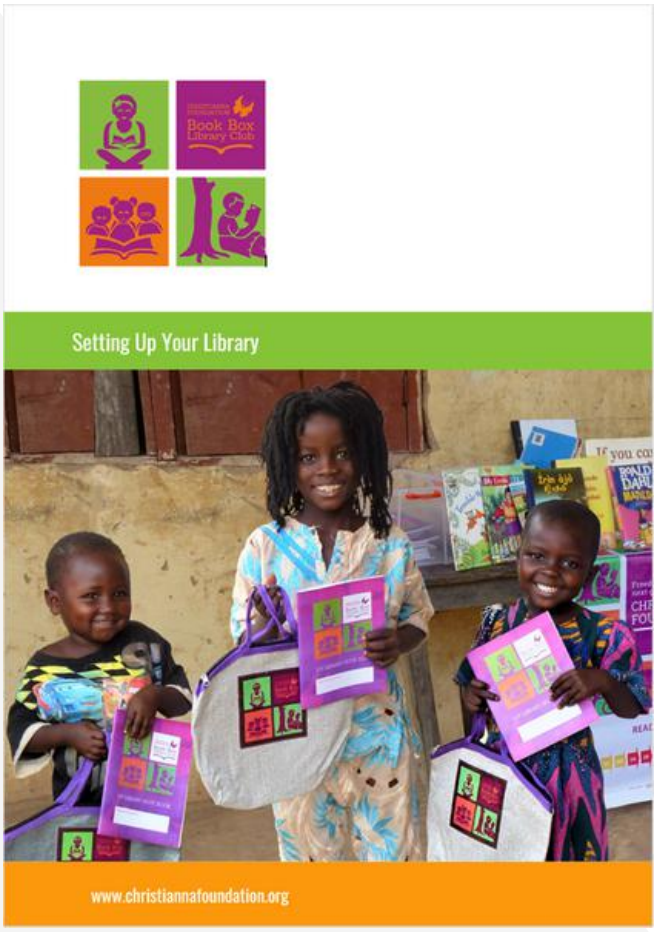


The BBLC pilot was suspended due to Covid-19 school closures. The library service launched successfully, however, 'The Book Review Challenge' literacy initiative and the 'Reading Mentor' programme had to be postponed.

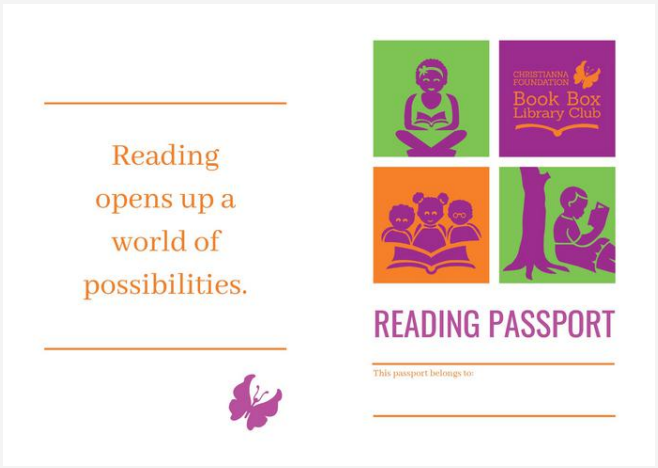


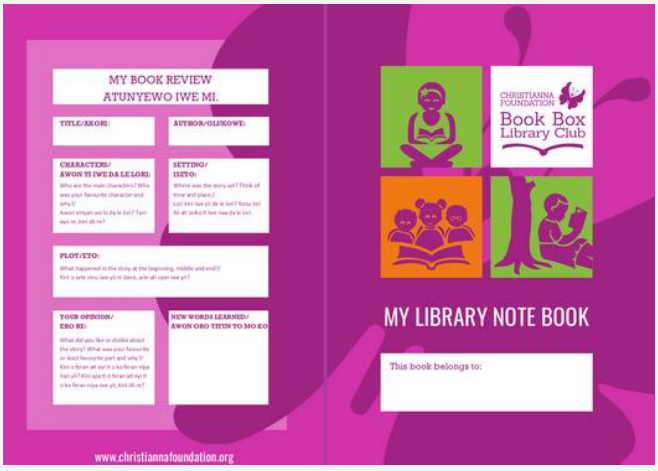


Q2 APRIL-JUNE
BBLC ROLL-OUT PLANNING
DIGITAL MEDIA CAMPAIGNS



Every library member recieves a free BBLC Book Bag with their own Reading Passport and Library Notebook, with book review questions printed on the back.





With the Charity Director back in London due to Covid-19, and schools closed until further notice, attention was turned to developing systems for Christianna Foundation to scale up its operations in the future. Following the successful pilot of Book Box Library Club a full 'Operations Manual' was developed to codify processes in way that would ensure consistency and scalability going forward. A 41 page 'blueprint' was produced with the aim to ensure BBLC is an easily replicable model. With minimal guidance teams wishing to set up a BBLC programme should have all the information they need in a single guidebook.

Learning and literacy programmes were also developed to compliment the library service and ensure that increased access to books translates to an increase in literacy achievement. The 'Book Review Challenge', 'Reading Passport' and 'Community Reading Mentor Scheme' are all designed to work together to motivate and incentivise children and Community Reading Mentors. The Reading Passport is a rewards system where children can collect stamps representing a points value. Stamps will be awarded for children for submitting book reviews, participanting in literacy events and competitions. There will be prizes awarded for achievments at grade level as well as school and interschool competitions.

The Community Reading Mentor Scheme will be key for successful literacy outcomes. The mentor scheme will ensure that all children have out-of-school reading support, even when they do not have a literate family member to help them with reading at home.

In May we recruited a team of three digital marketing volunteers to help us develop a social media strategy that would allow us to effectively share our message with a wider audience.

Q3 JULY-SEPTEMBER
#REASON TO RETURN
FUNDRAISING CAMPAIGN

Uncertainty due to the Covid pandemic meant that many of the usual fundraising opportunities were on hold. With lock-downs enforced around the world one thing was guarenteed, people would be spending a lot on time on the internet and social media. Together with our digital marketing volunteers we planned to take advantage of this to build on our social media presence.

The month of July saw us update our website and tap into the online conversation surrounding the #BlackLivesMatters movement. The circulation of literature and booklists by black and ethnic minority authors gave us the opportunity to become part of a larger global conversation. Christianna Foundation added to the many children's booklists available oline with our own version, recommending 12 children's books that were both written by Nigerian authors and set in Nigeria. This was part of our awareness building campaign that led into our first online fundraising campaign that ran for the month of August.

Our #ReasonToReturn campaign posted 30 reasons why we should support children's literacy in Nigeria over 30 days. The campaign was designed to further build our social media following and raise money to get Book Box Library Club back out to the kids in Ona-Ara as soon as possible. With the help of our Trustees reaching out to their individual networks the campaign raised a total of £4,328.

Schools in Ona-Ara reopened towards the end of September and Book Box Library Club reengaged with a new set of Covid-19 saftey guidelines. All books were quarantined for a minimum of 5-days upon return to the library and full Personal Protective Equipment was issued to all staff.



Q4 OCTOBER-DECEMBER
BBLC PILOT CONTINUES
PLANNING FOR FIVE NEW SCHOOLS

Returning to schools after a 6-month absence we were very pleased to be able to recover around 85% of our library books in very good condition. Most of the books not recovered were due to primary 6 pupils moving beyond primary school.

Having visited each of our 5 schools four times this academic year, BBLC is slowly starting to become part of the school routine. Developing a strong library culture will take time and we are well on our way to achieving this goal. The January term will see us begin to implement the Community Reading Mentor Scheme with the support of local churches and community leaders.

Planning has begun for the next cohort of five schools. We will be extending the service to an aditional 700+ pupils in January, via the following schools:

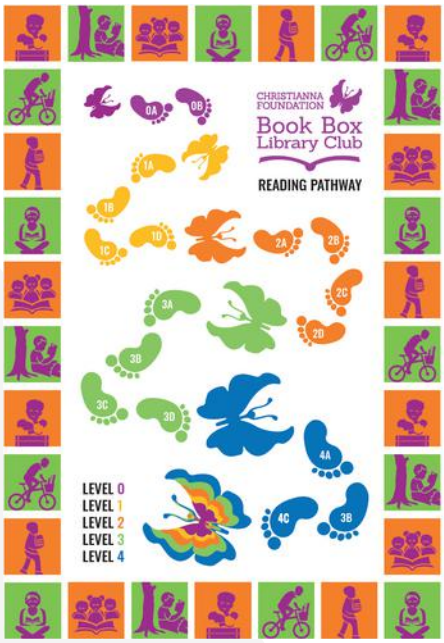
- IDC Primary School, Olode
- Islamic Mission Primary, Akanran
- Methodist Primary, Are-Alasa
- St. James Anglican Primary, Olorunda and
- St. Joseph's Primary, Gbedun













Based on our pilot results we have completed our budgeting for BBLC and the full estimated cost of launching per school is ₦375k or £733. We will launch in 5-school cohorts at a cost of ₦1.86m or £3,658. These costs do not include UK overheads.

Our #ReasonTo Return fundraising campaign funded the roll-out to our second cohort of schools for January. Purchasing of books, book bags stationary etc. is currently underway.

We are currently planning our Christmas online fundraising campaign #GiveTheGiftOfLiteracy, launching on the 14th December and running until the 10th January. We are hoping to raise the funds for another cohort of 5-schools. The biggest days for charity donations each year are the 26th to the 31st of December, with Boxing Day being the big day of gratutude. Please get behind our Christmas campaign and share our appeal with as many friends and family as you can.

Lulu has gained the support of the Perth African Fashion Show in Australia, which is being held on the 12th of December. Lulu's daughter Chloe will be making a presentation about the work of Christianna Foundation at the event and 10% of all ticket sales will be donated to our charity.

A REFLECTION ON HOW FAR WE HAVE COME
MARCH 2013-DECEMBER 2020

NOW

REACH: 16025
OCT 2020


REACH: 16025
FEB 2020


REACH: 15225
OCT 2019


REACH: 15225
SEP 2019


REACH: 14728
JUL 2019


REACH: 13094
JUN 2018


REACH: 13094
JUL 2018


REACH: 13505
OCT 2018


REACH: 13505
JAN 2019


REACH: 14728
JUN 2019


REACH: 13094
APR 2018


REACH: 12794
MAR 2018


REACH: 12749
FEB 2018


REACH: 12689
DEC 2017


REACH: 11241
MAY 2017


REACH: 7421
OCT 2016


REACH: 10321
NOV 2016


REACH: 10321
NOV 2016


REACH: 10321
JAN 2017


REACH: 11241
APR 2017


REACH: 7421
OCT 2016


REACH: 6000+
SEP 2016


REACH: 6000
JUL 2016


REACH: 5621
JUL 2016


REACH: 4761
JUN 2016


REACH: 3331
JUN 2015


REACH: 3411
JUN 2015


REACH: 3531
JUL 2015


REACH: 4731
JAN 2016


REACH: 4761
MAY 2016


REACH: 3081
MAY 2015


REACH: 1069
NOV 2014


REACH: 619
JUN 2014


REACH: 585
MAY 2014


REACH: 45
MAR 2013


THEN