FY 2018 Year in Review
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For Financial Statements please visit libraryforall.org.au
VISION, MISSION & VALUES

Our Vision

Creating and delivering a digital library for the world to provide relevant content to 20 million users by 2030.

With an ambitious vision to reach 20 million users globally by 2030, Library For All is a world leader in creating original Creative Commons educational content and distributing it electronically through an online library application to developing communities.

Our Mission

To make knowledge accessible to all, equally.

Innovation

- We experiment and create, and grow from our mistakes
- We are attuned to change within our own field and beyond

Agility

- We pursue new opportunities and embrace change
- We adapt to advancements in technology and infrastructure
- We respond and adapt to our clients’ needs

Humility

- We are eager/willing to learn from others
- We seek wisdom and understanding from the communities we serve
- We strive to show a deep respect for staff, partners, clients and the communities in which we operate

Partnership

- We aim to add value to all of our partners, their teams and their mission
- We actively seek partnership with like-minded, values-driven individuals, organisations and corporations

Respect

- We aim to fully value each person we encounter and to affirm personal dignity and uniqueness
- We respect and empower our team and our partners to excel
- We value close relationships with our host communities and schools

Accountability

- We steward our resources carefully, exercising a thoughtful and cost-effective use of time, skills and finances
- We are accountable to all stakeholders for the impact we create
- We seek to promote best practice in every aspect of our work
- We are honest, transparent and act with integrity at all times
This ground-breaking digital library initiative provides a scalable solution to the lack of accessible books in developing countries. To date, the e-library has reached thousands of children across Papua New Guinea (PNG), Haiti, Rwanda, Democratic Republic of Congo (DRC), Mongolia and Cambodia.

With a young family, Rebecca returned to Australia in 2016, where she now drives innovation across the Asia Pacific region. She is more passionate than ever about the social and economic benefits of literacy education, ensuring that children and young people have the opportunity to become lifelong readers.

‘Recent UNESCO research confirms that literacy is about more than simply reading and writing. It is defined as ‘a means of identification, understanding, interpretation, creation, and communication in an increasingly digital, text-mediated, information-rich and fast-changing world.’

Founder and CEO Rebecca McDonald

**NEW BEGINNINGS**

**HOW IT ALL BEGAN**

**Like a Lightning Bolt**

Library For All was conceived in Haiti, when Rebecca McDonald (pictured below) and her husband Barry were moved by images of suffering after the 2010 earthquake. Rebecca and Barry relocated to volunteer on community projects. What affected her most during her years in Haiti was seeing classrooms with hundreds of children that had no books.

As a keen reader of e-books herself, the idea for an accessible, culturally-relevant digital library hit Rebecca like a lightning bolt. Working with influencers and expert collaborators in the United States of America Library For All successfully grew from idea to reality.

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Founder and CEO Rebecca McDonald

**Photo above**

Founder and CEO Rebecca McDonald discussing with children in Papua New Guinea what they like to see in books.

**Photo right**

Excited Primary students in Papua New Guinea read Library For All digital books for the first time.
WE ARE HELPING TO CHANGE THE WORLD

617 million children worldwide are not reaching the minimum proficiency levels in reading and maths, despite enrollment in school.

A major reason for this is a lack of access to quality, relevant reading material in a familiar language. 40% of the global population does not access education in a language they understand. (Source UNESCO)

Mission Possible

To disrupt this significant barrier to education, Library For All built an innovative digital library able to deliver quality educational materials in communities where history, poverty or remoteness limits access to books.

This is no mean feat. To change the world Library For All is committed to the long game - investing in state-of-the-art cloud technology that helps dissolve the walls of inequality. The rewards however are worth the effort and commitment.

Research by UNESCO shows literacy and education lead to higher incomes, longer lives, and healthier families.

These studies also show that if all students in low-income countries had basic reading skills by the time they finished primary school, 171 million people could be lifted out of poverty. We’re driven by the belief that we can help millions of fellow humans through our innovation and the opportunities it creates.

A New Chapter - Papua New Guinea

Library For All launched successfully into Papua New Guinea in September 2018 opening a new and exciting chapter for the organisation.

Schools that had little or no access to books now have culturally and age appropriate reading material delivered through Library For All’s innovative digital library.

Observations from the field report numerous benefits to the children of Papua New Guinea who have access to this tool. There has been a distinct increase in school attendance, and a greater willingness of students to engage in reading and learning. Additionally, tablets are proving robust, with no technical issues reported.

In 2019, further innovations and product enhancements are planned. These include a new range of books and improved readership analysis enabling continuous improvement in content and quality.

Positive Publishing

While the positive impact of Library For All’s digital library within the communities of Papua New Guinea is clear and growing day-by-day, we are also excited that our capability as a print publisher is having an equally positive impact in these communities.

During the past 12-months we’ve published over 150 titles with an additional 450 to be completed by the end of 2019. To achieve this we have employed the impressive talents and skills of many authors and illustrators from developing nations around the world, including a diverse range of contributors from Papua New Guinea (See the following page for a map of contributors).

In addition, we have helped build the knowledge, skills and abilities of Papua New Guinea locals by hosting writers’ workshops helping to build community capability. Furthermore, we have paid our network of authors and illustrators approximately (AUD) $54,000.
GLOBAL COLLABORATION

OUR GROWING AUTHOR AND ILLUSTRATOR NETWORK

Authors & Illustrators

PHILIPPINES
11% of our authors and illustrators are based in the Philippines

AUSTRALIA
20% of our authors and illustrators are based locally in Australia

USA
6% of our authors and illustrators are based in the USA

EUROPE
12% of our authors and illustrators are based in Europe

RUSSIA
1% of our authors and illustrators are based in Russia

INDIA
2% of our authors and illustrators are based in India

COLUMBIA
1% of our authors and illustrators are based in Columbia

URUGUAY
1% of our authors and illustrators are based in Uruguay

ARGENTINA
1% of our authors and illustrators are based in Argentina

BRAZIL
1% of our authors and illustrators are based in Brazil

INDONESIA
1% of our authors and illustrators are based in Indonesia

PAPUA NEW GUINEA
42% of our authors and illustrators are based locally in PNG

UZBEKISTAN
1% of our authors and illustrators are based in Uzbekistan

AUSTRALIA
20% of our authors and illustrators are based locally in Australia
Library For All enjoys a visionary strategy and high performing management team to address the diversity of opportunities and challenges.

Earlier this year Library For All conducted a major strategic review with the goal of laying down a platform for future growth—specifically toward 2021. Importantly, the review highlighted key opportunities for the organisation across the globe, with particular focus on Asia and India. Key mega trends and future growth opportunities from the analysis are briefly outlined below.

Emerging Trends
As we look toward tomorrow, what trends do we see as most likely to impact Library For All’s future impact and value proposition?

• Increased satellite coverage and 4G access will greatly improve the organisation’s reach in previously inaccessible locations
• Decreasing costs in both network access and hardware (e.g. tablets) will improve the organisation’s ability to empower more people through wider distribution
• Increased ICT investment by developing world governments, (as they seek to gain a competitive advantage over peer group nations) will improve access to new regions
• Increasing propensity for large NGOs to listen and embrace Library For All’s vision, mission and values based on technical capabilities and past success.

Future Growth 2019-2021
Library For All intends to leverage emerging trends with a scaled international expansion. We expect to employ a similar model and framework that proved successful in Papua New Guinea. The locations of Timor Leste, the South Pacific and Laos are prime candidates for immediate roll-out. See the following page for International growth strategy.
INTERNATIONAL EXPANSION 2019-2021

- Future
- Existing

- LAOS (ZONE 4)
  APP LAUNCH 2019

- TIMOR-LESTE (ZONE 3)
  APP LAUNCH 2019

- SOUTH PACIFIC (ZONE 2)
  APP LAUNCH 2019

- PNG (ZONE 1)
  APP LAUNCH SEPTEMBER 2018
Dear Friends

It’s been my pleasure to oversee another successful year of growth and development for Library For All. The scale at which our organisation has progressed this year has been outstanding and I extend a warm congratulations to the worldwide team of dedicated staff volunteers and supporters who have contributed to this advancement.

This year could be characterised as one of both expansion and solidification. On the local level, our Brisbane Head Office moved from a shared temporary space generously donated by HEMA Maps to a dedicated location; simultaneously allowing us to put down roots and prepare to extend our branches across the globe. This is symbolic of our wider, organisational achievements for 2018—a year in which we solidly established our foundations and prepared for a blossoming future.

Our publishing operations scaled up rapidly as we took books created in our first PNG-based writers’ workshops from draft to stunning, illustrated epub. By year’s end, over 200 books were in the publishing pipeline - impressive for any publisher, but especially exciting from an emerging, non-profit publishing house.

Following significant investment in research and development, our app was publicly released into PNG, allowing thousands of elementary readers across that country to enjoy unique, locally relevant books. With our Together 4 Education partners, we took pre-loaded tablets into 6 PNG schools and watched children experience the joy of reading for the first time, genuinely seeing our mission move from concept to implementation.

Importantly, we finished the year in a strong position financially moving from ‘hand to mouth’ reliance on fundraising to stable relationships with funding partners. Combined with the encouraging data currently being analysed from our PNG implementation, this funding ensures the next financial year will see hundreds more books land in many thousands of new hands.

These mission-focussed achievements are reward enough, but we are also celebrating growth and expansion within our organisation. We welcomed new Directors on to our Board, who are highly experienced and skilled across the development, technology and business sectors. We expanded our core staff at Head Office and within country programs. We connected with many dynamic volunteers and in-kind supporters, all of whom have worked productively alongside core staff for strategic growth.

Of course, not everything has run smoothly. We are fearless innovators, which means ongoing problem-solving and the need to overcome obstacles. Our teams have risen to each new challenge with smart, sensible solutions, aligned to our core values of agility and accountability.

We deeply appreciate all who have joined with us on our missional journey and we look forward to the expansion of Library for All’s impact in the year ahead.
CEO’S MESSAGE

MESSAGE FROM
FOUNDER & CEO

Rebecca McDonald

Dear Friends

At the end of Library For All’s most successful year to date, I’m excited to take this opportunity to reflect on our achievements in this period and extend my sincere thanks to our Board of Directors, staff, volunteers and supporters.

We started this year by making the difficult strategic decision to separate our operations from the northern hemisphere operation. This left us in a strong position to focus on establishing our operations in Australia under the Library For All brand, and we have already yielded significant benefit from this decision.

We have now commenced our largest ever project – a partnership with World Vision, Child Fund, CIMC and the University of Canberra to deliver a digital library into Papua New Guinea.

This partnership has provided Library For All with funding to create 500 original illustrated elementary books, further develop and stabilise the Library For All application, and create the opportunity for 917,000 children in Papua New Guinea to access our library at no-cost to begin a life-long journey of reading.

At the end of FY2018, we have published 150 books, deployed our application on tablet kits into six schools, and are preparing to launch our application on the Google Play store nationally. In addition, the program has allowed us to augment our electronically delivered library with the printing and distribution of 18,500 books into remote communities and schools.

Alongside this project, we have continued to grow revenue. We benefited from a broad range of generous donations from within the Library For All community of supporters and received significant contributions from the Ripple Foundation and the English Family Foundation.

The overall increase in our operating budgets allowed us to establish a permanent office in Indooroopilly, Brisbane, increase our headcount across our program and fundraising resources, and begin work to scale our impact towards our goal of 20 million users by 2030. In addition, we began recruiting a Chief Operating Officer to join the organisation in FY2019.

From our origins as a digital library, we have organically grown our capabilities to become a significant mid-tier publisher of niche content in Australia this year. In addition, we are developing a range of technology and physical products that will position us as both an impact creating organisation in our own right, and a technical solutions partner for development organisations around the world.

Looking forward, the Board of Directors has invested significant energy in finalising the organisation’s 2018 – 2021 strategic plan. This roadmap sets out ambitious growth targets for content and users, and couples these with scaling our operations, investing in generating non-program revenue to sustainably fund our organisation, and continuing to develop our mission-supporting technical capabilities.

We could not create impact without our team, so I once again extend my heartfelt thanks to our Board of Directors for their continued contribution to leadership, our committed and engaged workforce for their passion and enthusiasm in delivering our mission, our volunteers who give so generously to our organisation, and our supporters for joining us on this exciting journey.
Since we first published our FY2018 Year in Review, we have been quietly, yet significantly, scaling our impact, growing our team and working towards a strong FY2019. There are now 51,410 people reading with Library For All.

Scaling our impact
Library For All has been working hard in FY2019 to increase our impact by exploring new program opportunities, growing our existing programs, and developing new services to support our development partners. In the first six months of FY2019:

• We secured a range of new program opportunities including a partnership with ChildFund to pilot Library For All in Laos and a partnership with the Department of Foreign Affairs and Trade to expand Library For All in Papua New Guinea.
• We received new funding through the English Family Foundation to invest in positioning our organization for growth by strengthening our operational policies, procedures, systems and processes.
• We matured our publishing capability and, in turn, increased our capacity to meet existing demand for the publication of 784 original titles.
• We developed our print-to-order capability and shipped more than 45,000 books to support our development partners in Papua New Guinea.
• We grew our relationships with key corporate partners and worked with them to deliver three major activities including content production workshops with the University of Canberra and The Deloitte Foundation, and unConference with Griffith University.

Growing our team
To meet our growing operational requirements, we have increased the size of the team working with Library For All. In the first six months of FY2019:

• We increased our internal workforce with the addition of a Chief Operating Officer, Marketing Specialist, Publishing Assistant, Senior Developer and Country Program Manager (Laos).
• We extended our contracted workforce to include 208 authors, illustrators and graphic designers.

Looking towards the second half of FY2019
In addition to continuing our trajectory of growth in programs and services, the second half of this current year will focus on strengthening the relationship that we have with our partners and supporters to grow the revenue base that underpins the operation of Library For All.

Although we consider our mission to be an important part of breaking the cycle of poverty by increasing literacy rates in the developing world, our operating model is not entirely self-funding. We depend on revenue that we generate by providing services to our development partners in addition to the ongoing generosity of our corporate and philanthropic partners, and the funding we generate through our growing supporter base.