

MUNAKALATI

The Leading Voice of African Children's Books



ANNUAL REPORT 2022



ALWAYS IN LINE WITH OUR MISSION TO
PROMOTE AFRICAN CHILDREN'S BOOKS

www.munakalati.org

MUN KALAT

*Every African Child Deserves A
Quality African Children's Book.*



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REMARKS BY THE CEO

Dear Reader,

2022 marks the 5th year of existence of Muna Kalati and we are grateful to God for how far He has taken us. I'll be sharing highlights of how our sustainability has evolved at the level of our identity, operations, interventions and finances.

At the identity or organizational level, Muna Kalati opened its Ghanaian branch in May with the recruitment of a local team to facilitate the implementation of our programs in Ghana, which serve as an entry point to the Anglosaxon world. We also expanded our international team with a program coordinator, partnership and engagement officer and M&E Officer.

Muna Kalati is now a subsidiary of Kabod group, an institution which is dedicated towards providing world class services in translation, interpretation, knowledge management, eLearning and coaching. It has a network of local language translators with over 30 African local languages and it also offers interpretation services in French and English.

At the operational level, we have improved the efficiency and quality of our programs both online and onsite. Operational excellence enabled Muna Kalati to do more with the same staff through better employee engagement and streamlined processes.

At the financial level, Muna Kalati continues to leverage on staff donations, incomes from training workshops and grants to implement its programs. A grant from the Google News Initiative has helped us to accelerate our research and documentation initiatives.



Now, we are producing databases on children books existing in 10 African countries and also lists of libraries and bookshops where African children books are available.

Muna Kalati is committed to financial transparency and accountability as a leading practice for our organization. We value the very-important trust each donor places in us and transparent and accountable processes reinforce employees' trust and creates a positive workplace culture at Muna Kalati.

When it comes to our interventions, our flagship programmes such as Reading for Pleasure, Reading for Healing and Muna Kalati Talks have continuously attracted a larger audience. Following many requests from parents and kids, we shall soon launch writing workshops to develop the creative writing skills of kids and help them publish their own stories.

In general, 2022 has been a year of expansion, growth and increased visibility both in Francophone and Anglophone Africa and also a year of new partnerships and global collaboration. You'll learn more of what has been done in this report.

Enjoy your reading!

INTRODUCTION



Muna Kalati is a non-profit association promoting African children's literature through research, policy advocacy, and capacity development. We manage a continental platform where publishers, authors, librarians, and other specialists of children's books are engaging, equipping one another, and educating on reading and publishing books for children and young adults in Africa. We publish Muna Kalati Magazine, a quarterly publication which gathers the latest news in the African children's book publishing, literacy initiatives, and projects that we carry out across Africa as well as the review and critical analysis of the latest children's book releases.

Our main mission is to increase the visibility, accessibility, and use of African children's books in Africa and beyond through partnership, networking, and advocacy. We are focusing only on kids and young adults because those niches are very neglected in the publishing industry in

Africa. In most African countries, it's difficult to find professional and specialized children's book publishers, libraries for children, or bookshops for kids. So we found it necessary to bridge that gap by enhancing digital access to books and resources about children and reading.

We are not a publishing house, so we do not have international collections or pieces. We work with children's book publishers to increase the visibility of their collections and boost their sales.

Below are 7 facts that distinguish us from other literary organisations:

1. We are the first African based international organization specializing in children's books and literature in Africa.
2. We have a dynamic team of passionate professionals, educators, teachers and cultural activists who have in common a love of children, reading, and languages. The network that we are building throughout Africa has been possible

thanks to the members of the advisory committee who deserve our full recognition. These include illustrator Joël Ebouémé, writer Kidi Bebey, literary activist Acèle Nadale, and publisher Akoss Ofori-Mensah.

3. Since 2017 when we were established, we have been financially sustainable thanks to crowdfunding and income generating activities such as trainings and sales of our products. So, we are not depending on external grants to run our annual plan of activities.

4. We have published the first reference and scientific book on the children's book industry in Cameroon.

5. We have developed several databases of children's books for four African countries.

6. We have supported several researchers and at least six PhD thesis on African children's literature.

7. We are fast growing and look forward to creating a research centre on African children's

literature and cultural objects for youth.

Below are also some ways that children's literature specialist can get involved with us:

- Share their research findings or ideas through blog articles, papers, or op-ed.
- Share updates about the progress of their research/work with our specialized children book audience.
- Share announcements of events on children's literature, literacy, or education where Africa's perspective could be of added value.
- Submit book reviews, analysis, or bibliographies of children's books on diversity topics.
- Submit job vacancies, research opportunities, or competition.

All content can be submitted here or via email at content@munakalati.org

QUOTATION

The single story creates stereotypes, and the problem with stereotypes is not that they are untrue, but that they are incomplete.

They make one story become the only story.

— **Chimamanda Ngozi Adichie**, *Purple Hibiscus* - Orange Prize and Booker Prize



I Think Muna Kalati (MK) for the great opportunity given to me to volunteer and enrich my experience. I strongly believe that education is foundation of any development as Nelson Mandela said. I engage to do all my best to help MK promote children book in Africa.

I- INTERNAL ACTIONS



Muna Kalati, a non-profit association, was very active in 2022. Even though we haven't completed all planned activities, there are grounds for satisfaction. Our deployment sectors can be classified at two levels: Internal actions and external actions.

1. Muna Kalati Talks

As a means of contributing to the internationalization of African children's literature as well as improving its distribution and marketing, we held educative discourses around issues pertaining to the children's literature industry which we caption the Muna Kalati Talks. (MK Talks) It is a virtual sensitization program that brings together experts to share their wealth of knowledge on a given theme. In 2022, we organized 5 editions of the MK Talk.

The first Talk for 2022, the 11th edition, was held in February under the theme; "The place of Audiobooks in the Promotion of children's litera-

ture in Africa". It was moderated by Delali Kpotufe, the Programs Officer for Muna Kalati in Togo and the key speakers were; Ama Dadson, Chief Executive Officer (CEO) of Ako Books and Renaud Dossavi, a poet as well as a children books author.

Speaking on the theme, the panelist indicated that :

- It is important to have Africans narrate African books in order for the story to be authentic.
- The opportunity to introduce technology to children at an early stage can be done through audio books.
- Audio books broaden children's vocabulary

and help them build communication skills.

- It improves the listening abilities of children
- Audio books serve as a means of broadening the imagination of children which makes them creative thinkers.
- Audio books present an amazing opportunity to instill new ideas as well as cultural values to children.
- On accessibility, audio books are basically internet based. Ako books for example has a website, there are mobile apps that have audio books. Though access to the internet and high data cost is a challenge, it is also the only means to protect author's patent rights.

The 12th edition of the MK Talk focused on the theme "The role of Youth Centers in promoting literacy in Africa" and it was moderated by Delali Kpotufe, Program Officer for Muna Kalati. The main speakers were Doku Emmanuel, Head of Lomé Youth center Library and cultural animator, Mr. Tamukam Roger, Coordinator of the Association for Unity and Development of Africa (AUDA) and, Tchadjobo Abdou-Zarifou, Pedagogical engineer and socio-educational animator at the youth center of Lomé. It was established that in sub-Saharan Africa, 22% of primary school-aged children were not in school. A staggering 48 million young people between the ages of 15 and 24 are illiterate. In fact, 182 million adults were unable to read and write. The following were discussed;

- Africans have understood the importance of youth centers and activities being organized in communities about literacy. During 2021 in Togo, activities were organized in line with the theme of the celebration of International Literacy Day, "Literacy for a human-centered recovery, reducing digital divides".
- Major activities of the Youth center include organizing reading animation around books, writing and culture, poetry and slam. There are also sports clubs where sports are combined with development as well as training on digital technology. Young people have access to live activities on their smartphones.

- AUDA association in Cameroon ensures the socialization of young people, offers skills training and promotes reading, debates. Again, through radio programs, the center sensitizes young people during conferences by giving them the tools to understand African issues.

- A part of challenges faced by Youth Centres, it was identified that Youth centers are not sufficiently equipped with technological equipment to meet the growing needs of users. Again, there are inadequate digital programs for non-literate youth and youth with disabilities.

- It was proposed that there was the need to develop a new vision integrating ideological, political, economic and social dimensions into literacy programs and instill in the youth the concept of lifelong learning that best prepares learners for life. It was also recommended that Public authorities work to reduce the cost of access to the internet so as to facilitate the easy transition to digital service provision for the youth.

MK Talk 13, assessed the Place of books in women's empowerment. Moderate by Delali Kpotufe, the panel was made up of Hamdiya Katchirika, Entrepreneur, Blogger and Founder of Empower Ladies Association, Kifayat Morou, President of Be a Blessing Association and ABOTSI Kodjo Mawulom, Teacher and Secretary General of the NGO International Youth Fellowship-CAMEROON.

Women who read more become knowledgeable in many subject areas and have more chances to be promoted at work and thus advance their careers than those who do not read. Many books teach about personal development, self-confidence which can help women take initiatives that would overcome the challenges that undermine them. It is recommended that, parents at an early stage participate in the school life of children, especially the girl child by guiding them in choosing the right books that in effect can have a positive influence on the academic success of girls.

The theme for the 14th edition was, "The role of literary prizes in the promotion and consecration of children's literature". It was moderated by Herman Labou, the Partnership Officer for Muna Kalati. The guest speakers were Emilie Bettega, Head of African Department, National Center for Children's Literature and Christian Elongué, Chief Executive Officer, Muna Kalati.

This was aimed at giving visibility to existing literary awards and identifying how they can shore up African Children's literature. Some of the Literary prizes include :

1. **Hervé Gigot Prize.** The Hervé Gigot Prize is for children's book illustrators in Africa. It was launched in 2019 with the aim of promoting children's books, its actors and renewing the African catalog of children's books.
2. **Jeanne de Cavally Prize** created as a tribute to Jeanne Goba-Wawa, known as Jeanne de Cavally, to support children's literature in Côte d'Ivoire.
3. **The Golden Baobab Prize**, launched to reward the most talented writers and illustrators of African children's literature
4. **UNESCO King Sejong Literacy Prize** implemented by the United Nations association. It rewards innovative literacy programs around the world on the occasion of International Literacy Day.
5. **Educational and comic book prize** (Senegal) / award from the association of comic book artists.

The 15th edition which was under the theme "Producing world-class children's and picture books: Why and How?", was held on August 25, 2022. The event was moderated by Christian Elongué and the panelists were Eyram Tawia Author and CEO of Letiarts; Desire Clarke, photographer and creative consultant and, Cyril Atiemo Adu Illustrator and CEO of Atiemo Studios.

Some key points discussed:

- Illustrations affect the perception of children towards reading and graphics create a lasting impression on children.
- There are few professional illustrators operating in Africa as a result of low patronage and lack of artistic license in the expression of their work.
- Opportunities exist for networking between illustrators and publishers of children's literature but lack of a viable network has caused many trained and talented artists to tone down on their creative expressions or abandon the industry entirely.
- Inculcating our African culture and scenes in illustrations geared towards children stands to promote a positive image about Africa
- How can African publishers, authors of children's books and illustrators effectively collaborate to produce the best children's picture books.
- The appropriate, well-thought-out illustrations have a direct influence on the cost and sales of children's books.
- There is the need for mentorship programs for budding artists and illustrators, and training on innovativeness.

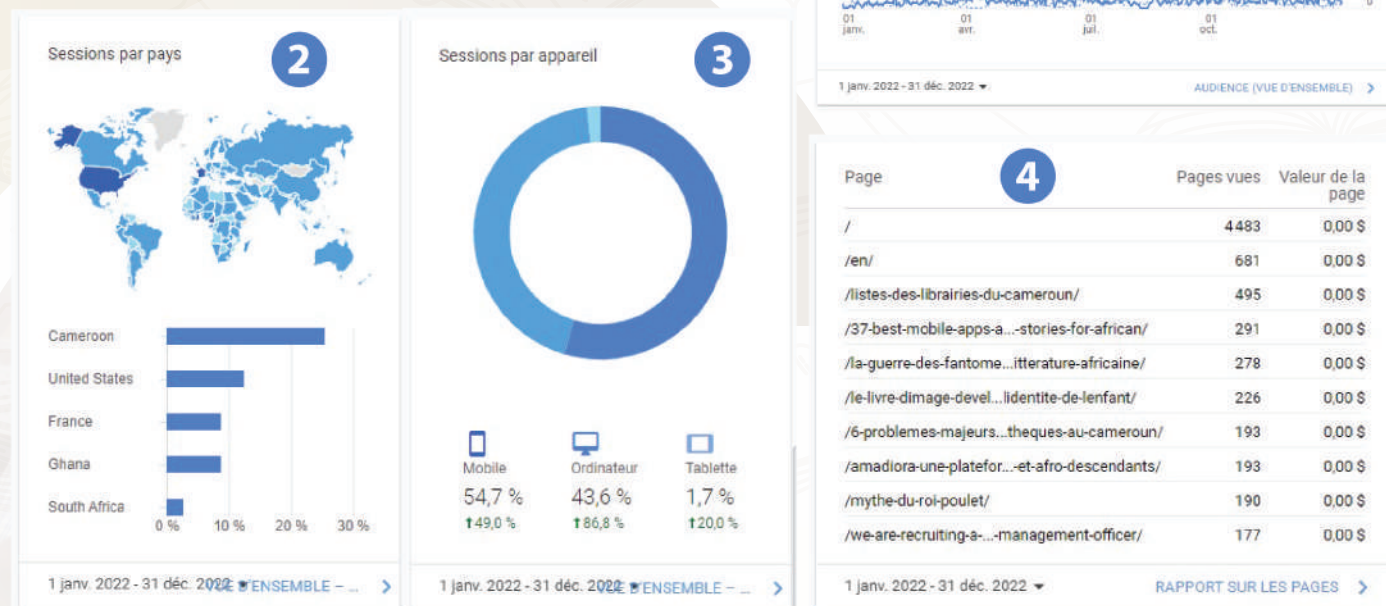


2. Muna Kalati Website's metrics (From 1st January to 31st December 2022)

2022

https://www.munakalati.org/

- 1 NOMBRE DE VISITEURS
- 2 PAYS DE PROVENANCE DE LA MAJORITÉ DES VISITEURS
- 3 TYPES D'APPAREILS UTILISÉS
- 4 PAGES ET ARTICLES LES PLUS VISITÉS



3. Statistics of articles published on the Website

This year, Muna Kalati's hardworking team of writers has published in total **94 relevant articles** that can be classified according to the following categories :



4. Ateliers de Lecture

Trois (03) ateliers de lectures ont été réalisés selon les périodes suivantes et ont enregistré la participation de plusieurs enfants :

JUILLET - AOUT	AOUT - SEPTEMBRE	DECEMBRE
40	25	30
E N F A N T S		

5. People Development

Muna Kalati has **14 active team members**, including 7 staff, 4 volunteers and 3 interns. We would not have been able to achieve much in 2022 without God who worked through them :



Adrienne Lapa, Facilitator
of Reading Workshops



André Maxwell Ahounou
Communication Officer



Boniface Dansou, Francophone
content creator Specialist



Christian Elongué
Executive Director



Deborah Osei-Twum
Programs Coordinator



Dr. Fomekong Narcisse
Editor in Chief of MK Website



Edwina N.K Quarcoo, Anglophone
content Creator Specialist



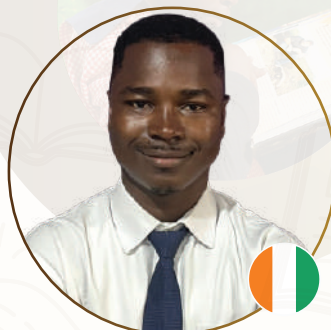
Guinaelle Kengné
Facilitator of reading workshops



Hermann Djeaffoua
Webmaster



Hermann Labou, Partnership
and engagement Officer



Judicaël Kouassi
Communications Lead



Peter Brako
Human Resource Manager



Polina Khoroshevskaya
Social Media manager



Sandra Michelle Ouattara
Translation Officer



Sonia Pitit, Administrator
& Spiritual Advisor

In today's continuously changing business world, it is our human assets, not the fixed or tangible assets that differentiate Muna Kalati from its competitors. At Muna Kalati, we value people and our best decisions are never ones of

strategy, sales, or marketing - at least not directly. They are always people's decisions. Who we hire, how we manage, and who we fire have far greater impacts on results than the things we usually think of as driving success.

6. Muna Kalati Board of Directors

We welcomed our first Board of Directors to guide the strategic direction of the Association and increase our institutional impact. It is :



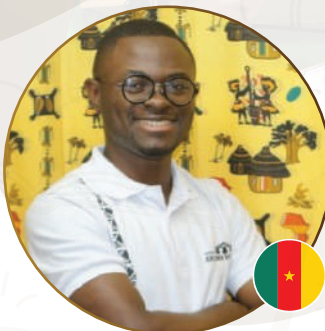
Acèle Nadale
Founder & CEO



Akoss Ofori-Mensah
Editor Subsaharan Publishers



Kidi Bebey, Editor,
Author – Journalist



Ulrich Talla Wamba
Poet, Writer, Editor

II- EXTERNAL ACTIONS



1. The project: “One Sunday, One Family”

One Sunday one family is an entertaining field activity with children, consisting of using nursery rhymes for educational and fun purposes. Nursery rhymes used: Omo berry nursery rhymes and congolese nusery rhymes.

Country: Cameroon

Region: West

Target: children from 3 to 10

Number of editions: 10

Number of children: 120

Impact description: the children discover interesting tools that they can watch usually to learn

more about African culture. The entertaining approach eases those activities; in that regard, the lego foundation reminds us that the sooner we bring learning through play into every home and classroom, the sooner we help our children get set for tomorrow. Whatever tomorrow looks like.

The children by watching the nursery rhymes learn more about the African environment and about cultural knowledge. This includes the animals, gastronomy, songs,

2. Partnership Agreement and Resource Mobilisation

To enhance his impact in various fields, Muna kalati signed partnership agreements with different structures and projects.

A orphanage, a library: (February 2022) : The main objective here is to implement the reading for pleasure activities when creating a library in Cameroon.

APIDCA: (Association des Professionnels de

l'Information Documentaire du Cameroun pour l'Afrique) (June 2022) . As far as this partnership is concerned, the objective here is to collaborate with muna kalati in the organization of events, the communication and the production of data-bases of youth literature in Africa.

IFRIKIYA: (September 2022) Mainly, The aim

here is to promote the youth authors of this publishing house. At the same time, Muna Kalati when necessary will coordinate activities dealing with reading organised by IFRIKIYA; Muna Kalati's ambassador. Here, it is true that the specific agreement was not signed. Anyway, the aim of our new ambassador, Laurence Mari-

anne of West Indies is to help the association in that part of the world with his promoting activities. In the same line, she will link us with youth literature publishers so that Muna kalati will participate in their promotion. In addition, she will share with the team international opportunities related to our field of action.

3. Communication strategies deployed and Social Media insights

This year again, Children have enjoyed our various contents on Social Media Platforms

With the aim of increasing its visibility to a wider audience through varied and relevant content related to African children's books and comics, Muna Kalati has regularly managed its various social networks including Facebook,

Instagram, LinkedIn, Twitter and YouTube. The number of subscribers on all social networks has slowly but gradually increased as a result of the whole team collaboration.

a) Facebook

Contrary to the year 2021 where the Facebook page recorded 1,668 subscribers, the total number of subscribers has increased by 90 since December 31, 2022, increasing the number to 1,758 subscribers. These subscribers are mostly men (62%) and women (38%) mainly in Cameroon and Ghana. The Facebook account created in the beginning of December 2022 to facilitate the management of the page recorded 392 friends (31 December 2022).

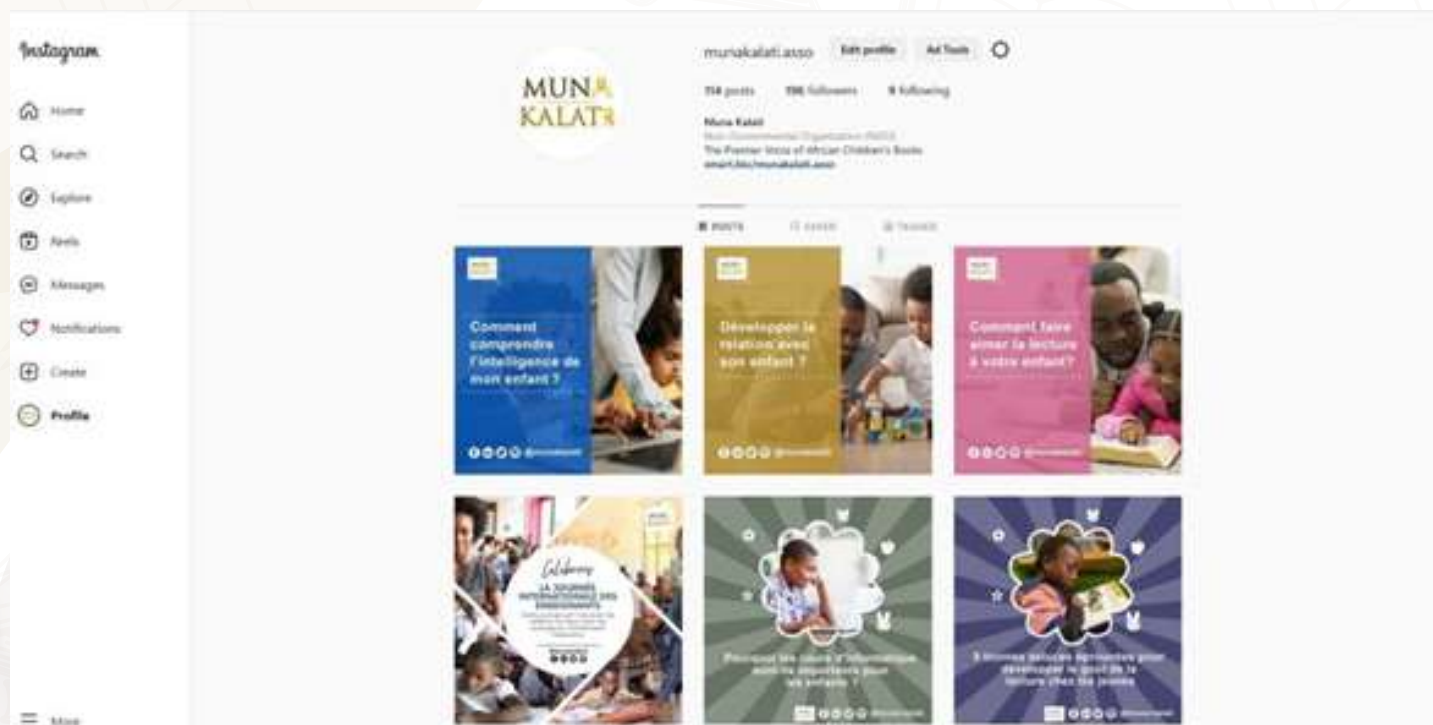
The publications that got the most views and reactions were the contents on the Yaoundé



Our Website and Social Media Platforms are our main channels of communication and promotion.

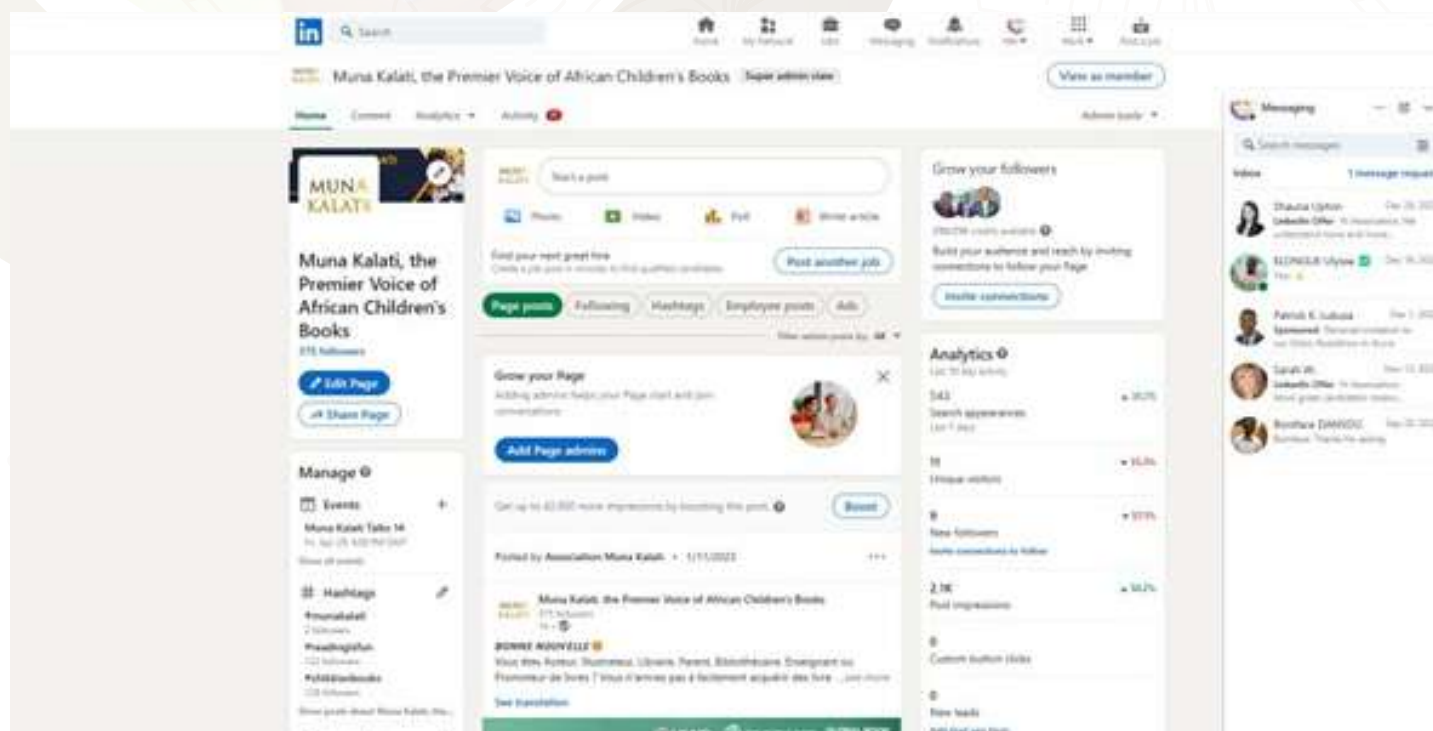
b) Instagram

Created in November 2021, the Instagram page which had 20 followers as at December 2021, records now 196 followers.



c) LinkedIn

On LinkedIn, Muna Kalati, the Premier Voice of African Children's Books page has grown from 199 subscribers on 31 December 2021 to 375 subscribers on 31 December 2022.



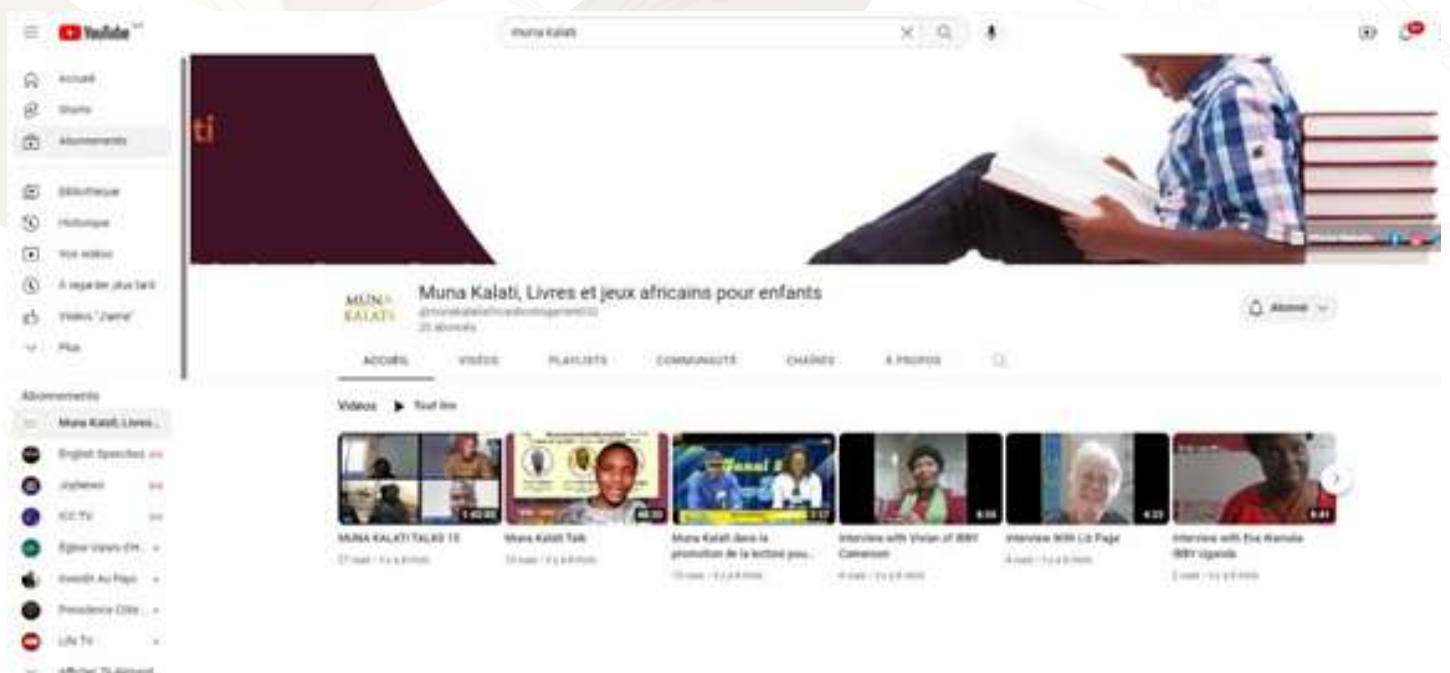
d) Twitter

The Twitter page still has 1062 followers as no new followers have added up this year. Posts about MK Talks, libraries and African children's literature actors are those that generated the most reactions.



e) YouTube

Muna Kalati's YouTube channel was created to tell the stories of authors, illustrators, publishers, librarians, booksellers and children's book promoters on video. It has 20 subscribers to date.



4. Financial Statement

REVENUE	
Individual contributions (memberships, annual appeal, memorial donations)	\$9,000
Corporate contributions	3,000
Contractual services	3,900
Grants	11,000
TOTAL REVENUES	\$26,900
EXPENSES	
Salaries and benefits fundraising consultants	\$9,100
Professional fees	3,200
Printing and reproduction (MK Magazines, etc.)	500
Travel and mileage reimbursement	1,900
Insurance (liability, directors and officers)	2,200
Supplies (office and field)	2,500
Advertising and marketing	1,300
Equipment and software	1,500
Internet access and web design	2,100
Professional development opportunities	2,800
Food and accommodation	1,000
TOTAL EXPENDITURE	\$28,100

OUR PARTNERS

