ANNUAL REPORT
2010-2011
Supporting broadcasters in Africa to strengthen small-scale farming and rural communities
Executive Director’s Report

Radio – Where knowledge flows, food grows

The name Farm Radio International seems to capture the imagination. When people first hear about Farm Radio International, they often ask: “where can we find you on the radio dial?” or “how many listeners do you have?” Some wonder “do you distribute radios?” or even “do you set up new radio stations?”

These are all reasonable questions. But, in fact, since our foundation in 1979, Farm Radio International’s role has been to help broadcasters at existing radio stations improve the quality and effectiveness of their programs for small-scale farmers.

For most of the years since, we have provided this support in the form of radio scripts about farming and rural development issues and practices. The script service responded to the reality that most rural radio broadcasters in sub-Saharan Africa do not have access to the information they need – in the format they need – to create accurate, relevant, engaging programs for small-scale farmers.

Over the last year, we have made some exciting changes to our services. Our core mission remains the same, but we are working in a variety of new ways to achieve it.

Recognizing that radio stations need more than scripts to serve small-scale farmers and rural communities, we have enhanced our script service to a more comprehensive Resources for Broadcasters strategy. This includes our electronic news service, Farm Radio Weekly, and the development of an online social network. As before, our Resources for Broadcasters are available, free of charge, for any and all radio practitioners to use.

We have also added the new core strategies of Impact Programming and Training and Standards.

Impact Programming involves working directly with a select group of radio stations to plan and implement a radio strategy that aims to have a specific impact in a particular area. For example, Farm Radio International developed the Participatory Radio Campaign (PRC) methodology through the African Farm Radio Research Initiative (AFRRI), an initiative funded by the Bill & Melinda Gates Foundation. Over the past year, we established the capacity to implement PRCs beyond AFRRI, by opening offices in Ethiopia, Ghana, Mali, and Tanzania, and forming strategic partnerships in Burkina Faso, Cameroon, Malawi, and Uganda.

We also launched a new Training and Standards service that helps radio station staff gain the skills they need to research, produce, and sustain high-quality rural radio programming.

At the same time, Farm Radio International has become a leading expert in the integration of new communication technologies with radio, and is helping broadcasters take advantage of the opportunities offered by these developments.

Our expansion into these new areas would not have been possible without the remarkable support of our donors, volunteers, partners, dedicated and capable staff, and strong Board of Directors. In particular, I am indebted to Doug Ward, the President and Chair of the Board of Farm Radio International, for inspirational leadership grounded in deep and rich experience in radio and social justice.

Kevin Perkins, Executive Director
Program Overview 2010-2011

Impact Programming

• 39 million farmers reached by Participatory Radio Campaigns about relevant agricultural improvements.

• Over 9,000 calls made by farmers to Interactive Voice Response hotlines, where farmers could tell their story or access information.

• 200,000 listeners in northern Nigeria reached by a radio drama about how farmers can adapt to climate change.

Resources for Broadcasters

• 363 broadcasting partners in 38 countries regularly use Farm Radio International broadcaster resources.

• 34 new radio scripts and issue packs distributed to broadcasting partners and made available online through the George Atkins Script Service.

• 132 news articles for and about small-scale farmers published in Farm Radio Weekly, reaching over 1,500 African subscribers (including 800 African broadcasters).

Training and Standards

• Eight experienced African broadcasters trained to become in-station trainers on participatory agricultural radio.

• 21 francophone African broadcasters received hands-on training in creating and evaluating radio scripts and programs for rural African audiences.

• Four technicians trained to integrate Interactive Voice Response with radio, in Ghana, Mali, and Tanzania.
Impact Programming

Measuring the impact:
The African Farm Radio Research Initiative

Like most African farmers, Georgina Kare owns a very small plot of land that she uses to grow food for her family. When she has a good harvest, she sells some at the market. Georgina used to lose much of her crop to pests, meaning less food for her family and less money in her pocket. Her situation improved after she started tuning in to a special kind of radio program called a Participatory Radio Campaign (PRC), on a local radio station in Odumase, Ghana.

“I discovered the power of leaves of local neem trees (a natural and safe pesticide) from the farm radio program. I learned to cut the dry leaves of the neem tree and sprinkle them on my eggplants,” Georgina explains. “As a result, really I got a very good harvest. I earned 30 Ghana cedis (about $19 CDN) from my very small garden, and my family and I also ate many of the eggplants. That was last year. This year I am increasing my garden to grow more eggplants,” she says.

Georgina is just one of 39 million farmers reached by 49 PRCs about sustainable agricultural improvements through the African Farm Radio Research Initiative (AFRRI), a Farm Radio International project launched in 2007 with funding from the Bill & Melinda Gates Foundation. PRCs are a new approach to agricultural radio. We developed the PRC to help African farmers learn about, discuss, evaluate, and adopt agricultural practices that are proven to bolster livelihoods.

Agricultural practices featured in the PRCs were selected in consultation with farmers to address their stated needs, challenges, and opportunities. These included: rotating crops and using mulch to improve soils; using improved methods of bee keeping to increase honey production; constructing animal housing to reduce livestock loss and make it easier to gather manure for compost; and growing drought-tolerant and disease-resistant varieties of cassava and potatoes.

But AFRRI did more than provide farmers with information through PRCs. AFRRI was designed because, previously, there was little hard evidence about the ability of agricultural radio to have an impact on the lives of African farmers. AFRRI has proven that the PRC approach is highly effective in attracting farmers to listen, increasing farmers’ knowledge, motivating farmers to decide whether or not to introduce an improved farming practice, and supporting those who adopt the practices.

Key findings included:

- PRC listeners are five times more likely to adopt an improved agricultural practice than people in communities that do not listen to PRCs.
- In rural communities, an engaging, interactive, and entertaining PRC attracts two-thirds of a station’s audience as regular listeners.
- Just by listening to the radio, half of listeners demonstrated detailed knowledge about the improved agricultural practice.
- One in four listeners adopted the improved agricultural practice promoted by the radio campaign.

Farm Radio International is now working with partners in several African countries to develop new PRCs on topics of vital importance to small-scale farmers.
Love, betrayal, revenge, and rainfall patterns:
Radio edu-drama helps Nigerian farmers adapt to climate change

“Who amongst us has not been experiencing the unpredictability of the weather, the variability of rainfall, sometimes arriving early or very late, sometimes too much all at once and oftentimes not enough and stopping abruptly. The people about whom I speak are just like us, experiencing what is called climate change. I invite you to pay attention and listen to how they handle the bad effects of this change....

Today Hindatu finally comes face to face with Tanko, who has some explaining to do. But will he? You have met Bulus and Dorcas. The person between the couple is a lady called Rakiya. Stay tuned because you will meet her today to find out what makes her tick....”

So begins an episode of In Kidiya Chanza, a Nigerian radio drama that hit the airwaves last year, with the aim of teaching farmers how to adapt to climate change. It also told a great story that kept listeners tuned in week after week.

In arid regions such as northern Nigeria, farmers work in delicate balance with marginal soil and weather conditions. Adapting to climate change is essential. Over the course of 26 episodes, the drama’s main characters explored ways to change their farming practices in response to climate change (while also finding ways to keep their gossipy neighbours’ prying eyes away from their bedroom windows).

Key topics covered included: managing soil to maximize available water; integrating livestock and crops; drought-resistant crop varieties; rainwater harvesting; drip irrigation; and options for fuelwood.

The drama was broadcast to more than 20 million people. A survey of more than 2,200 listeners revealed that 76% found the drama entertaining while, more importantly, 70% found it gave them useful information about climate change (while also finding ways to keep their gossipy neighbours’ prying eyes away from their bedroom windows).

Using new technology to enrich radio’s impact
“Press one for Kuku Hotline, press two for Farmers’ Fone”

“Hi, this is Mama Mkoba from Wami Sokoine. Thanks to the lessons on managing local chickens I heard on the radio, I plan to make some changes in the future. The first thing I will do is to build a house for the chickens. Second, I will add more chicks. Third, I will look for a permanent market for my chickens. And then, fourth, I will open a bank account to help me better manage my business.”

Mama Mkoba was an avid listener of Heka Heka Vijijini, a Participatory Radio Campaign (PRC) produced by Radio Maria in Tanzania with support from Farm Radio International. She left this voice message on the “Kuku Hotline” (kuku being Kiswahili for chicken).

In fact, more than 1,400 farmers called the Kuku Hotline with stories of how their lives were changed by the PRC on local chickens. It was all part of a competition to win t-shirts. But, more importantly, it was an experiment in incorporating Interactive Voice Response (IVR) technology into radio.

Canadians routinely encounter IVR technology when they call a customer service line and are prompted to press different numbers for different departments. Farm Radio International sought to use IVR to overcome two challenges inherent to radio listening: lack of means to interact with the station and inability to re-listen to broadcasts. Like radio, IVR systems are very accessible, and can benefit even those with low literacy.

While Radio Maria experimented with IVR to interact with listeners, Volta Star radio in Ghana used IVR to make information available to farmers on demand. Volta Star compressed its one-hour radio programs about organic fertilizer into five-minute summaries. These summaries were made available on the IVR system, or “Farmers’ Fone.” Listeners could also call the Farmers’ Fone to learn current market prices for agricultural products.

Through these experiments, Farm Radio International proved that IVR technology can work hand-in-glove with agricultural radio to provide farmers with information and a voice.
Prize-winning script highlights community effort to overcome water-borne disease

In rural areas, people are really ready to share their experiences," says Alice Bafiala Mutombo. Alice is an independent radio journalist from the Democratic Republic of Congo (DRC). She made this observation while visiting the village of Naiulu Kanga, DRC, to conduct interviews.

Sitting in a straw hut, surrounded by a wide, clean yard, Alice learned how villagers took on the problem of diarrhea and other water-borne diseases – diseases that were causing death among their children. Alice used these interviews as the basis of her script “A clean village for a healthy life,” which won first prize in Farm Radio International’s Healthy Communities scriptwriting competition.

In July 2010, we invited radio professionals from across sub-Saharan African to write and submit a script about health in a holistic way and highlight ways in which the overall health of communities can be improved through individual and collective efforts.

To help develop their scripts, the radio professionals were encouraged to participate in a 10-week online training course. This course, custom-made by Farm Radio International, covered topics such as the story-based approach to radio scriptwriting, conducting better interviews, and writing for the ear. It also allowed participants to connect online and take part in group learning activities.

Though Alice is an experienced journalist with seven years’ experience in radio, and from a small village herself, she had never hosted a show about development or rural life. The online course inspired her to try. “It was only after I heard about this training that I wanted to learn, because I’m always interested in everything related to development,” she said.

At the end of the competition, 128 scripts were received from 23 countries. Alice impressed the international panel of judges and took first prize. There were nine other winners, with script topics ranging from the health and agricultural benefits of indigenous vegetables to talking with teens about unsafe sex.

The ten winning scripts comprised Farm Radio International’s 93rd script package. The package was distributed to our 363 broadcasting partners along with background information to help broadcasters research and plan their own programs on healthy communities.

As for Alice’s future in radio, she will now focus more on the rural world. Thanks to her winning script, the Congolese National Radio has asked Alice to host a show on their rural radio service.

Farm Radio International carried out the scriptwriting competition in collaboration with the Commonwealth of Learning. We also thank the following organizations and individuals for their support: Donner Canadian Foundation, the McCain Foundation, Government of Canada through the Canadian International Development Agency, Anne Burnett, Canadian Public Health Association, Food and Agriculture Organization of the United Nations, and the Technical Centre for Agricultural and Rural Cooperation.

Scripts tackle issues of corruption and integrity in the water sector

“Water is life. It is indispensable for drinking as well as for growing crops and raising cattle. But when corruption gets into the picture, hello trouble!” So began one of seven scripts about water integrity in Farm Radio International’s 92nd script package.

As the story unfolds, a politician is rebuffed for bringing water bottles with his picture on them to a village in Benin. He is then held accountable for his campaign promise to build an irrigation system for the village’s rice fields. By the end of the script, the village has taken the first steps towards establishing a participatory, community-based system to fairly distribute water to everyone in need.

These seven scripts along with four Farm Radio Weekly articles dealing with water integrity, were sponsored by the Water Integrity Network (WIN). WIN is a Germany-based non-profit organization that promotes anti-corruption solutions in water, sanitation, and water resources management worldwide.
Mathews Phiri is a smallholder farmer living in the south of Malawi. For over eight years, 24-year-old Mathews and his wife Anna have farmed a small area of land, and made little profit. They cannot afford to buy commercial fertilizer, even with the government’s subsidy program.

Malawi’s Farm Input Subsidy Program aims to assist vulnerable small-scale farmers by making seeds and commercial fertilizer more affordable. Since the subsidy program started in 2004, Mathews benefitted twice. But in 2007 he was left out of the subsidy program. So he began looking for alternatives, and decided to grow pigeon peas. Now he does not need to rely on subsidies. He uses manure, practices intercropping, and watches his yields increase.

Mathews’ story was featured in the January 31, 2011 edition of Farm Radio Weekly (FRW), in an article written by Norman Fulatira, a Malawian freelance writer. The article was commissioned through Mark Ndipita, FRW’s Bureau Chief for our Southern Africa news bureau. It’s a great example of the kind of farmer story that went untold prior to Farm Radio International establishing two news bureaus in Africa.

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FRW is our electronic news and information service for rural radio broadcasters in sub-Saharan Africa. It always seeks stories that feature small-scale farmers, and highlights their experiences, practices, successes, and opinions. As of the end of March 2011, FRW had over 1,500 subscribers from sub-Saharan Africa.

In October 2010, Farm Radio International expanded the capacity of FRW to tell farmer stories by establishing two news bureaus. FRW’s Francophone news bureau is hosted by JADE (African Journalists for Development) Productions in Burkina Faso and led by Bureau Chief Nourou-Dhine Salouka. FRW’s Southern Africa news bureau is based in the Farm Radio Malawi office. These bureaus assign stories to 18 experienced African freelance journalists.

Each Bureau Chief monitors evolving agricultural news stories and works with freelance journalists to uncover stories of farmers who manage daily challenges, innovate, and overcome injustice. The journalists research stories, interview farmers, and gather key opinions and information.

Sometimes, bureaus follow up on stories that are covered by the mainstream press, but are lacking farmers’ voices. This was the case with government subsidies in Malawi, a topic that has been well-studied and often written about, but rarely from the farmers’ perspective. So, instead of having academics or politicians state how it works for farmers, we asked the farmers themselves. From this, the story of Mathews Phiri emerged. It was published alongside a piece featuring the voices of vulnerable farmers who did qualify for the subsidy program, including Isaac Alufandika, who is physically challenged, and Lucia Smart, who is living with HIV.

Farm Radio International thanks The Canadian Auto Workers Social Justice Fund for supporting the establishment of FRW news bureaus and for becoming a partner in the production of Farm Radio Weekly.

Alphonsine Nyirambahanjika is a small-scale farmer from the Branche du Nord region of Rwanda. In a script called “Tea for the soil: How manure ‘tea’ feeds the soil,” she describes the recipe for “homemade NPK [fertilizer containing nitrogen, phosphorus, and potassium] from Rwanda,” an innovation of her farmers’ union:

“...I put a little water in a ten litre bucket. Then I add some leaves – two big handfuls of a plant called cyimbazi… I add some ash from the kitchen and I put a lid on the container. ... ten days after we started to make the tea – I add chicken manure. After another two weeks, the tea will be ready to feed my garden.”

The script was one of seven on the topic of soil health included in Farm Radio International’s 91st script package. This package, along with four Farm Radio Weekly stories on the topic of soil health, received financial support from The McLean Foundation.
Francophone African broadcasters learn to tell well-focused stories

Participants began by discussing agricultural topics of importance to their listeners. For example, Adama Tessouké, a host at Radio Sikidolo in Mali, raised the problem of decreasing watermelon production in his community.

Frequently returning to the watermelon example, Sylvain explained the important concept of a “focus statement”. A good focus statement helps journalists develop a clear story that includes a main character, actions, and a very specific purpose – or, as he put it, “someone doing something for a reason.”

After reviewing focus statements and interview techniques, it was time to put theory into practice. The participants travelled to the village of Moutti to interview farmers on regional agricultural issues. They had just two days to piece together five-minute mini-documentaries.

At the end of the training, participants said goodbye while constantly asking each other what their focus statement was. They left completely absorbed with the idea of someone doing something for a reason!
Activities in Canada

Canadians connect to Farm Radio International’s work in Africa

It’s St. Patrick’s Day, and close to 100 students from Vancouver Island University are gathered at a local pub. There are oversized green hats, and beer and burgers all around. Undoubtedly, similar gatherings are happening in cities across the country. But this one is special. It was organized by students supporting Farm Radio International, raising money and spreading the message that “where knowledge flows, food grows.”

For the second year, Farm Radio International partner, World University Service Canada (WUSC), informed and engaged hundreds of WUSC Local Committee members from university and college campuses on the important role of agricultural radio. These students gained a new understanding of African development, learning that smallholder farmers can grow enough food to feed their families and make money at the market. But they need the right information and a voice in development.

We believe it’s important for Canadians to understand and connect with broadcasters and small-scale farmers in Africa. Our social media, blog, and newsletters help bridge the distance.

• We use Twitter to update our over 4,500 followers on the latest news about our work, as well as news important to small-scale farmers and the broadcasters who serve them.

• Our Facebook page has over 700 fans, who visit the page to receive updates and share comments.

• On our blog, we share interesting farmer and broadcasting partner profiles and offer access to compelling audio and video samples.

• We publish our supporter newsletter, Network News, three times per year. It is mailed to our supporters and available on the Farm Radio International website.

• Our e-newsletter is e-mailed to subscribers three times per year.

Please join us online at: www.farmradio.org and click on our Facebook, Twitter, or You Tube buttons. Or click on our blog link (http://blog.farmradio.org) to subscribe to our e-newsletter and blog.

Fatogoma Sanogo — winner of the 2011 George Atkins Communications Award

Fatogoma Sanogo — winner of the 2011 George Atkins Communications Award. The award recognizes rural radio broadcasters for their outstanding contribution to food security and poverty reduction in low-income countries. Fatogoma is responsible for all programming on rural issues at Radio Fanaka. He is also a presenter.

Fatogoma began producing Aw Ni Sugu as part of our African Farm Radio Research Initiative. He says he loves hosting the program, which helps farmers connect to discuss market challenges and solutions. After each broadcast, he takes calls and text messages from listeners with questions. He is proud that this program has informed farmers about ways to earn more money at the market, for example, by vaccinating their chickens.

Fatogoma’s career in radio began in 1995, when he came to Fana to visit his grandmother. At the time, Fatogoma’s uncle worked for Radio Fanaka, and Fatogoma decided he wanted to learn everything about radio production. He accompanied radio hosts (and carried their bags) when they visited villages. In the studio, he followed technicians. One day, Fatogoma was hired as a technician’s assistant, and his career took off from there.

Upon hearing that he would receive the George Atkins Communications Award, Fatogoma said “I am very happy to receive this prize. It gives me more strength to work more with farmers.”
The support of thousands of Canadians makes Farm Radio International's work possible. Since 2008, we have recognized those who are especially loyal and generous by naming them as members of our Circle of Producers.

The word “producers” refers both to the farmers who grow crops and raise livestock to support their families and feed the planet, and to the radio broadcasters who produce powerful shows that inform and educate people around the world. Farm Radio International supporters who, over the past 20 years, have donated over $1,000 cumulatively, are also producers. They enable us to provide services that help African farmers to meet the needs of small-scale farmers.

Millions of small-scale farmers and their families benefited this year from the generosity of our friends and supporters. We gratefully acknowledge the financial support of the many individuals, groups, corporations, and foundations who gave to Farm Radio International. We would like to make special mention of:

Bill & Melinda Gates Foundation through a grant to World University Service of Canada* Ann Burnett Canadian International Development Agency (CIDA) Canadian Auto Workers (CAW) – Social Justice Fund Commonwealth of Learning David Freer Donner Canadian Foundation International Development Research Centre (IDRC) Marilyn & Wally King Les Soeurs de la Congrégation de Notre Dame Otsco Ltd. S.M. Blair Family Foundation The McCain Foundation The McLean Foundation The N.A. Taylor Foundation Water Integrity Network (WIN)
The Board of Directors provides oversight to ensure that Farm Radio International stays true to its mission of supporting broadcasters to strengthen small-scale farming. For the past several years, the board has had the rewarding job of providing direction through a period of growth. New partnerships and increased financial support have allowed us to grow our services in response to the needs of farm broadcasters and smallholder farmers alike.

On an annual basis, we:
- review strategic intentions, to ensure they are consistent both with our mission and values, and with evolving opportunities and challenges;
- review and approve Farm Radio International’s annual workplan and budget;
- support and advise our Executive Director to ensure we achieve our goals and workplan;
- ensure that Farm Radio International has appropriate board-level policies to focus and expedite our work.

In addition, all directors are members of either the board-staff committee on program activities, or the board-staff committee on fundraising and public relations.

The past year has been a particularly rewarding and busy one for the Board. We:
- approved a revised operating structure;
- participated in a joint committee to design the African Rural Radio Program Analysis, a new initiative of Farm Radio International to learn in detail how African broadcasters go about researching, planning, producing, and broadcasting programs for farmers, and thereby determine what services can best support these broadcasters;
- continued the work of our African Farm Radio Research Initiative research review group;
- developed and approved overall program development guidelines;
- reviewed the implementation of Farm Radio International’s fundraising policies;
- implemented a campaign for directors to call and thank donors;
- set up a process to monitor implementation of our risk management policies;
- struck a committee to review our contract with World University Service of Canada (to report in 2011-2012);
- struck a committee to rewrite our general bylaws (to report in 2011-2012).

We thank our donors, our Executive Director Kevin Perkins, and our dedicated staff in Africa and Canada for a year of exceptional achievements.

Doug Ward
President and Chair of the Board of Directors
## Financial Statements

In the 2010-2011 fiscal year, Farm Radio International managed the resources entrusted to us by donors to deliver invaluable services to African broadcasters and small-scale farmers, with impressive, measurable results. An audit of our year-end financial statements was conducted by Deloitte & Touche, LLP. Please contact us if you would like a copy of our complete, audited financial statements.

### Statement of revenues and expenditures for the year ending March 31, 2011

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<th>Revenues</th>
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<td>African Farm Radio Research Initiative</td>
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<td>Canadian International Development Agency</td>
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<td>Administrative expenses</td>
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<td>Fundraising</td>
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<td><strong>Total expenses</strong></td>
<td>2,211,885</td>
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| Net revenue | 12,226 | 12,824 |

### Statement of net assets as of March 31, 2011

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<td>Prepaid and deposits</td>
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<td><strong>Total Assets</strong></td>
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<th>Liabilities</th>
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<td>Current liabilities</td>
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| Net assets | 152,188 | 139,962 |

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<td><strong>Total Net Assets</strong></td>
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