

Read to Kids!

To make our jump from the third world to the first, our country needs to strengthen our nation's capacity to compete in the global world. That means doing things better than others and learning faster and more. But...

According to the National testing of the 10 year old children, 65% have troubles in reading and math, getting a grade "D" or "F". 87% of children do not have access to pre-school education. These children mainly come from families with a monthly income of 100USD (or less) and socially vulnerable population.

CATEGORY

[Social Inclusion of Vulnerable Populations](#)

LOCATION

[Kyrgyzstan](#)

WHAT IS THE CHALLENGE OR NEED YOUR PROJECT WILL ADDRESS AND WHAT INNOVATIVE METHODS WILL YOU EMPLOY?

Describe the specific need or challenge that your team will address with this project

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Briefly describe the specific solution or approach to address the need or challenge and explain why it is innovative

The project aims to build and develop a habit among the population that will support the emotional health of children and young people of Kyrgyzstan and will inspire them to learn more, work harder, and do things better - through **reading**.

The project will create a **network of volunteers** (200-300 readers) who will visit schools, day-care institutions, orphanages, and hospitals in low-income communities, and will read books to children. It will also run a **campaign** on mass media, bringing up the importance of early childhood reading and encouraging adults to read books to children

How will the project impact your community? What changes (in people, institutions, attitudes, practices) do you think you will see?

Our team believes that through reading, volunteers can cultivate in children an intrinsic need to learn and through an informational campaign, parents/guardians will be motivated to read to kids. We also believe that spending 20 mins on reading will strengthen bonding between parents/guardians and children, which will further lead to overall emotional health of families and communities.

We plan to recruit primarily **alumni of the US State Department programs** to be volunteer readers at schools, hospitals, orphanages and other institutions. We hope that they will also serve as **role models** in their respective home communities and will attract more volunteer readers among local population.

Other citizens will be more than welcome to join.

<https://www.facebook.com/groups/232979690053861/>

MEET THE TEAM

Project owner

[Asel Kasenova](#)

[Kyrgyzstan](#)

[Muskie, Edmund S. Graduate](#)

[Fellowship Program](#)

[Future Leaders Exchange \(FLEX\)](#)

[Program](#)

Project members

[Manage members](#)

[Salima Sydykova](#)

[Kyrgyzstan](#)

[Future Leaders Exchange \(FLEX\)](#)

[Program](#)

[\[remove from project\]](#)

[Tynchtyk Maldybaev](#)

[Kyrgyzstan](#)

[Muskie, Edmund S. Graduate](#)

[Fellowship Program](#)

[\[remove from project\]](#)

[Mahmoud Suliman](#)

[Israel](#)

[Fulbright Student Program](#)

[\[remove from project\]](#)

[Nurlan Bakirov](#)

[Kyrgyzstan](#)

[Muskie, Edmund S. Graduate](#)

[Fellowship Program](#)

[\[remove from project\]](#)

[Ruslan Karabukaev](#)

[Kyrgyzstan](#)

[Muskie, Edmund S. Graduate](#)

[Fellowship Program](#)

[\[remove from project\]](#)

[Kuban Kabaev](#)

[Kyrgyzstan](#)

[Muskie, Edmund S. Graduate](#)

[Fellowship Program](#)

[\[remove from project\]](#)

[Nadezhda Pak](#)

[Kyrgyzstan](#)

[Future Leaders Exchange \(FLEX\)](#)

[Program](#)

[\[remove from project\]](#)

[Bermet Sydyqalieva](#)

[Kyrgyzstan](#)

[Muskie, Edmund S. Graduate](#)

[Fellowship Program](#)

[\[remove from project\]](#)

WHO WILL BE INVOLVED?

Beneficiaries: who are your target groups (or communities) and how many people will directly benefit from your project?

Our target groups are:

Children and their parents/guardians from vulnerable populations in all parts of Kyrgyzst (seven oblasts), such as:

- Children in low-income communities, mainly in rural areas;
- Children in orphanages, boarding schools;
- Children with disabilities;
- Children with long-term/terminal illnesses in the hospitals;
- Adults, aged 25-50.

We **aim to reach** in total **20,000 children** - 3,000 directly and 17,000 indirectly, and in total **100,000 adults** – 1,000 directly and 99,000 indirectly.

Local partners

We plan to collaborate with:

1. The International Fund Of Rosa Otunbaeva (www.roza.kg) - existing relationship, main partner, strongly committed to work on this project. The fund will provide office space with necessary equipment and materials for 12 months.
2. Ministry of Education and Science - existing relationship, committed. The Ministry will assist in engaging day care institutions and orphanages in this project. It will also assist us in getting a humanitarian rate at TV stations to air our two video clips that promote reading in a family.
3. UNICEF-Kyrgyzstan (Plan to develop a collaboration). We plan to engage UNICEF and learn from their experience in working with children and promoting reading in KG.
4. **Kyrgyzstan FLEX Alumni Network** - existing relationship, committed (Facebook link is below). Over 570 alumni of the FLEX program of the US State Department are registered on the network. We plan to engage FLEX alumni to act as volunteer readers in their home towns at hospitals, day care institutions, schools, and orphanages.
5. **Kyrgyzstan Muskie Alumni Network** - existing relationship, committed. Over 100 alumni of the E.Muskie Graduate Program of the US State Department are registered on the network. We plan to engage MUSKIE alumni to act as volunteer readers.
6. Student volunteer movement "Enactus"-Kyrgyzstan (www.enactus.org) - existing relationship, committed. Over 500 undergraduate students are involved in the organization and implement community outreach projects. We plan to engage Enactus members to act as volunteer readers.
7. Rotaract - existing relationship, committed. We plan to engage Rotaract members to act as volunteer readers.

Alumni team

Our core group comprises of:

Asel Kasanova (FLEX, Muskie, MBA) - Project coordinator, responsible for planning, overall coordination, and reporting.

Kuban Kabaev (Muskie, MA in Economics) - PR-coordinator, responsible for building a network with partners and institutional beneficiaries.

Adema Joldoshbekova (FLEX, Muskie, MA in Public Policy) - Monitoring & Evaluation manager, responsible for monitoring the project activities, introducing corrections upon necessity.

Ekaterina Ericssen (FLEX, Muskie, MBA) - Operations manager, responsible for developing the program

details and standardizing processes.

Salima Sydykova (FLEX) - Finance manager, responsible for overseeing and controlling the budget.

Proposed Project Dates: June 15, 2015 - June 01, 2016

HOW AND WHEN WILL YOU IMPLEMENT YOUR PROJECT?

Implementing Plan and Timeline

Our tentative program is shown below:

Phase I – Initiation, June – August 2015

Development of a list of volunteers (300 readers a minimum) and a list of direct beneficiaries (Asel Kasenova, Kuban Kabaev)

Production of TV and radio spots, preparation of articles (Ekaterina Ericssen)

Development of detailed program activities and processes (agenda) (Adema Joldoshbekova, Ekaterina Ericssen)

Phase II – Informational campaign, August – December 2015

Negotiate with TV and radio stations, newspapers (Asel Kasenova, Kuban Kabaev)

Roll out of the informational campaign (Asel Kasenova)

Phase III – Direct contact, December 2015 – March 2016

Basic training/instruction of volunteer readers (Adema Joldoshbekova)

Roll out the reading circles program (Asel Kasenova, Ekaterina Ericssen, Salima Sydykova)

Phase IV – Project evaluation, April – May 2016

Conducting survey (Kuban Kabaev)

Preparation of the survey report (Adema Joldoshbekova)

Preparation of the financial report (Salima Sydykova)

Preparation of the final project report (Asel Kasenova)

Communication Plan

The project will be communicated through in two ways: directly with the target audience through readers and directly/indirectly with an informational campaign.

Since we are targeting mainly vulnerable population and mainly in rural areas, the informational campaign will include:

TV and radio spots - to reach parents, aged 25-50. At least three TV spots and five radio spots are planned to be produced and aired in collaboration with partners.

Newspaper articles - to reach general audience. At least 10 articles are planned to be published in three most reading newspapers in Kyrgyzstan.

Posters - to reach children in hospitals / schools / day care institutions indirectly. Three types of posters (2000 pcs) are planned to be published and distributed to day care institutions, schools and hospitals in low income communities.

Social media - to recruit volunteer readers and share updates. Pages on Facebook, VKontakte, account on Twitter are planned to be maintained.

Direct mail - to recruit volunteer readers and share updates.

In addition, the team will benefit from the **established communication network of 570 FLEX alumni and 100 Muskie alumni in Kyrgyzstan**, 500 undergraduate students (members of Enactus), active members of society (Rotaract), and of other partners.

Evaluation

To measure the effectiveness of the program, we will conduct a survey. Success of the project will be based on reaching the following goals:

30% of respondents are aware of the campaign. (Penetration)

Over 50% of those who are aware of the campaign started reading to children at least once a week. (Impact/Behavioral switch)

Over 50% of those who are aware of the campaign read to children twice as often compared to those who are not aware of the campaign. (Impact/Behavioral switch).

Survey will cover 100 families with children aged 5-10 and 20 institutions to measure the effectiveness of the campaign. In addition, 50% of families/institutions of the project target group, which was aware of the project and 30% of families/institutions of the "control group", which was unaware of the project – will be surveyed to measure the extent of behavioral change.

Sustainability

Once started, the project is self-sustainable.

The project aims to cultivate reading habits of parents/guardians, establish and **grow a network** of volunteer readers, who will visit orphanages, day care institutions, hospitals on a regular basis. Circles of volunteer readers will be coordinated locally by either parents' committee at school, libraries, or NGOs.

The project will continue to receive support from the partners through non-monetary means.

TOTAL FUNDING REQUESTED

\$25,000.00

PROPOSAL DOCUMENT:

[Download budget](#)