



**In 2010, we provided 29,360 Hoopoe Books to underserved children nationwide, and 5,943 children to children internationally. For many children enrolled in our Share Literacy programs, a book was part of their take-home literacy kit, designed to encourage reading at home. Teachers were provided the Hoopoe Education Curriculum which emphasizes the home-school connection and provides lesson plans, CDs and DVDs to use with children and their parents.**

Since its inception, Share Literacy and its regional chapters have partnered with community-based literacy programs to put more than 350,000 Hoopoe Books—including English-Spanish bilingual editions—into the homes of disadvantaged children in every region of the country.

Thanks to the generous and continued support of our donors, Share Literacy was able to continue its much-appreciated **Share Holiday Book Program** this year, and over 14,000 at-risk children received their very own copy of a Hoopoe Book as a gift for the holiday season!

Unfortunately, Kaiser Permanente, who has donated over \$475,000 to support our Northern California programs over the last 4 years, are obliged to devote their resources to support initiatives that relate directly to healthcare and can no longer accept proposals to support literacy. Nevertheless, **thanks to the support of our individual donors, and a matching grant from the Will J. Reid Foundation, we were able to help over 15,290 underserved children in the Northern California area.**

Each of the schools and organizations we served were particularly grateful for a literacy curriculum that includes step-by-step Activity Guides and Lesson Plans for each title, and that ensures that every child takes home a copy of the book(s) they used in class. For many children these are the first books they own.



# SHARE LITERACY OUTREACH IN 2010

**In FY2010 (ending September 30, 2010), we received total contributions of over \$227,300 from volunteers and sponsors which enabled us, once again, to extend our services to help many more children and their teachers, providing programs for many agencies, including the following:**

Asista! and All Bilingual Press, Seattle, WA  
Alum Rock School District, San Jose, CA  
Apple Head Start, Winchester, VA  
Bret Harte, Bryant, Grattan, Kate Kennedy,  
Mission, Noriega, Sarah B. Cooper & Wah  
Mei Child Development Ctrs, San  
Francisco, CA  
Books to Brilliance, Nicaragua  
Boys and Girls Club of Dorchester, MA  
Broward County Library Reading Program,  
Florida  
Camp Fire USA, Long Beach, CA  
Campaña Quetzal, Seattle, WA  
Catholic Charities' CORAL, San Jose, CA  
Centro de la Raza, Seattle, WA  
Child Advocates of Silicon Valley, Milpitas, CA  
Children's Hospital of Boston's Reach Out and  
Read Program, Boston, MA  
Children's Hospital of Seattle, WA  
CIE, Mexico  
D. Santiago Visiting Nurse Program, Dundee, FL  
East Palo Alto Kids Foundation (EPAK), Palo  
Alto, CA  
Ecumenical Hunger Program, East Palo Alto, CA  
Family Supportive Housing, San Jose, CA  
Fremont Unified School District, Fremont, CA  
Friends of New Beginnings, Bridgeport, CT  
Fronteras Unidas, Boston, MA  
Glide Childcare, San Francisco, CA  
Healing the Children, Seattle, WA  
Higher Horizon, Falls Church, VA  
Homeless Prenatal Center, San Francisco, CA  
Horizon for the Homeless, Boston, MA  
ICE (Institut d'echanges intercultrels), Toronto,  
Canada  
Innvision's Georgia Travis Center, San Jose, CA  
Jewish Family & Children's Services (JFCS's  
Early Mental Health and Parent's Place),  
Palo Alto, CA  
Jumpstart, Boston, MA  
Kilmer Lewis School, W. Roxbury, MA  
Lawrence Community Center, Lawrence, MA  
Literary Volunteers of Worcester, MA  
Learning Resource Alliance (LRA), Illinois



Thanks to a private donor this year, Hoopoe  
reached the African continent!  
*Copies of *The Lion Who Saw Himself in the  
Water* were donated to the children of the Bibi  
Jenn School, Dar es Salaam, Tanzania.*

McGilvra School PTA's program to aid  
Nicaraguan Schools, Seattle, WA  
Medford Family Life Community Programs,  
Medford, MA  
Methuen Adult Literacy, Methuen, MA  
Parents Helping Parents, San Jose, CA  
Prospect Hill Academy, Somerville, MA  
Ravenswood School District, East Palo Alto, CA  
Redlands Christian Migrant Association  
(RCMA), Ruskin, FL  
Reach Out and Read Programs in Brookside,  
Boston, & other communities in MA  
ReadBoston Reading is Fundamental, Boston, MA  
ReadBoston Storymobile Program, Boston, MA  
RESA-VIII Head Start Program, Martinsburg, WV  
Ronald McDonald House, Stanford, CA  
Rotary Club of Chelsea, MA  
Salvation Army Shelter, Cambridge, MA  
Sea Mar Community Health Centers, Seattle, WA  
Tanzanian Orphanage School (gifted by ISHK  
volunteer)  
TEAK Fellowship, New York, NY  
Transition House, Cambridge, MA  
YWCA (four programs), San Jose, CA



Officer Joel Luevano reads to Preschoolers at Glanker School in the Fremont Union School District (California).

■ **Fremont Union School District (CA): State Preschool Program:** Once again this year we were able to provide children in this school district with over 350 home literacy kits and their teachers with activity guides, books and CDs. One school invited a local police officer to read *The Silly Chicken* and relate the story to thinking about safety.

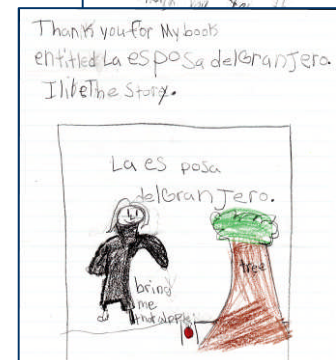
■ **Alum Rock Unified School District (San Jose, CA)** During 2010, thanks to the help of Gloria Hayes-Perkins, the Academic Services administrator of Alum Rock, we were once again able to distribute two sets of books to over 110 K-3 teachers and their 6409 students in this school district. These numbers include two summer programs for Migrant Education and Special Education. Jean Gallager, the Director of Special Education, writes: **“On behalf of the students,**

**teachers and parents of our Special Education students attending our Extended School Year program, please accept my heartfelt thanks for your donation of books. Our students were excited to receive their own book and to be able to take it home to share with the other members of their family... many of our students live in challenging situations and may not have books at home. Your donation allowed them to add at least one book to their home library.”**

■ **ReadBoston (Boston, MA):** Thanks to a Share Literacy volunteer in Boston, we were able to give out several sets of books to the ReadBoston "Storymobile" program. In the summer 2010, we provided over 2,400 books to children for this program. The honorable Thomas M. Menino, the Mayor of Boston, writes: **“The Storymobile program highlights the importance of strong literary skills and helps motivate kids and families to read throughout the summer months. Regular reading is the most important strategy in reducing the summer learning loss that is, unfortunately, too high for Boston students, especially those most at risk. Thank you for your support of our program. We appreciate your commitment to the city of Boston's youngest readers.”**

■ **Reach Out and Read Programs:** In 2010, we were able to give books to Reach Out and Read programs in Seattle and Boston area hospitals and health clinics. The Reach Out and Read Coordinator of Children's Hospital Boston writes: **“The patients and families that attend our primary care clinic look forward to being able to take home new books from our waiting room shelves. I was impressed by the quality and quantity of books which were very popular with our families. I even saw a girl at the bus stop after work reading one of your donated books...It is my hope that you will continue to think of Reach Out and Read and Children's Hospital, Boston when making future donations.”**

■ **Holiday Give-Away Programs** We continue to receive letters of appreciation from the organizations, teachers, and children that were able to receive over 14,000 books this past holiday season. Here is a typical and moving comment from Sharon Bechtol of the Homeless Prenatal Program in San Francisco: **“Your books were a hit at our holiday party. It is amazing to see the reactions of mothers and families when they receive items they need....We also anticipate that mothers will see how pleasurable reading to their children can be, and we will encourage them to read to their children at home. ...We thank you for your kindness.”**



## Books for Afghanistan Program

Repatriation of Traditional Teaching-Stories to Aid Literacy  
[www.hoopoekids.com/afghanistan.htm](http://www.hoopoekids.com/afghanistan.htm)



In 2010, ISHK applied for a Public Diplomacy Grant from the U.S. Embassy Kabul Public Affairs Section of the U.S. Department of State to print and distribute six Hoopoe titles. On the day before Thanksgiving, we learned that the proposal had been accepted in its entirety.

1,730,000 books will be in Dari-Pashto bilingual editions and 736,000 will be in English: a total of 2,466,000 books! The grant will also support 115,000 self-explanatory Teacher's Guides which will be distributed for use with each title and 65,000 audio versions of the six stories in Cassette or CD.

In addition, the grant will enable us to provide teacher training for 200+ teachers; and the creation and distribution of three 30-minute call-in radio programs, each airing two stories for local radio stations. The above numbers are based upon requests we received before the proposal deadline from 19 Non-Governmental Organizations (NGOs) working with schools and orphanages in all 34 provinces of Afghanistan.

It will also make a difference to the way children learn once their teachers use these traditional Afghan tales in the classroom. At this time, literacy classes tend to focus entirely on rote memorization, whereas our focus is on developing literary and thinking-skills.

In 2011, we can certainly start to make a difference to some of the over 12 million school-age children, very few of whom have seen an illustrated storybook in their own main languages, let alone owned one.

Thanks to donations from our supporters and to Dr. Farid Bazger, of KOR Printing and Publications in Kabul, we have printed four more titles this year, making a total of six now available. KOR distributed 8,000 of each of our titles to schools in the areas they serve. In Kabul we distributed books to Kabul Orphan Care, Mohobaba's Hope, Aschiana, ARCS, Kabultec – Roqia Center, and others.

In addition 28,000 books were sent to Green Village Schools (GVS) in Helmand province. They travelled by the safest route, public bus, and all the books arrived safely. They have now been distributed to girls and boys in Green Village schools and other schools in Lashkar Gah.

8,000 books were sent to Mazar-i-Sharif and distributed to students in schools run by Ayni International. 400 copies were sent to a small school for street children in Herat, run by a dedicated lady, Massoma Hassan. It was in danger of being closed down for lack of books.



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In addition, thanks to a \$10,000 matching grant from the Reid Foundation, 8,818 books have been distributed in Afghanistan this year by Provincial Reconstruction Teams (PRTs), deployed with our troops over there.



Above: A matching grant and contributions from family and friends enabled these students above at Amani High School in Kabul to receive Dari-Pashto books donated by soldiers from Camp Eggers inside Afghanistan.



Opposite and Above Right: Girls at Kabul Orphan Care enjoy reading one of the 1,500 Hoopoe books delivered to children in 2010.

## Books for Pakistan

### Traditional Teaching-Stories to Aid Literacy

This year, Hoopoe Books prepared one more title by Idries Shah, *The Old Woman and the Eagle* in an Urdu-English bilingual edition. So we now have three titles press-ready, including *The Lion Who Saw Himself in the Water* and *The Clever Boy and the Terrible, Dangerous Animal*.

We began a search for a Pakistani collaboration similar to our Afghan one. We hope to resolve this by the end of 2011 to be potentially able to proceed with this program as we have our Books for Afghanistan. We are also researching NGOs who may be interested in books.

DIL (Developments in Literacy) will be first on our list. DIL runs 150 schools serving approximately 15,000 children, especially girls, in underdeveloped regions of the country.



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