



bookwallah adventures

sharing the gift of imagination

August 2010 Issue I

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our first newsletter

We are excited to share with you Bookwallah Organization’s first newsletter. It has been quite an adventure since we had the vision last November 2009.

For those who do not know us already, Bookwallah Organization was founded in February 2010 by three individuals: Seena Jacob, G. Riley Mills, and Ranjeet Nambiar.

Our vision is “sharing the gift of imagination” by providing storybooks to children of orphanages throughout the world.

We strongly believe that a good book opens children’s minds to world of possibility thus empowering them to change their lives and the lives around them. Storybooks also foster creativity and innovation within a society.

We will be exposed to many challenges, learning, and inspiring stories along the way which will greatly impact how we form as an organization. We hope you will take the time to read the newsletter and provide feedback as to how we can make this valuable for you.

We look forward to sharing the **bookwallah adventures!**

Seena Jacob, Founder **G. Riley Mills**, Co-Founder **Ranjeet Nambiar**, Co-Founder



Anurag of HBT Orphanage

why children of orphanages?

So, why storybooks for children of orphanages? Why not books for under-privileged families or why not build schools in rural regions throughout the world? All great missions, but did you know there are an estimated 143 million orphans throughout the world according to UNICEF? 15 million are guesstimated to have no parents. We believe orphans are exposed at an early age with many of life’s hardships. Many of them do not have parents, are children of single parents who have left them at the orphanage for a better life, street children, unwanted girls, and the list can go on. During one of our trips, we found that one of the orphanages had saved a girl who was in the process of being buried alive.


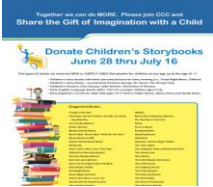
A good book is good medicine. Through storybooks, children can experience and see things never imagined and learn strong values such as courage, passion, integrity, and goodwill. The children of orphanages do not belong to a traditional family- one of the most elemental needs for growth and influence. So, why not give them the gift of imagination? A source of comfort and growth through stories.

At St. John’s orphanage in Pune, India the children left watching TV and came running to look at the storybooks we brought them. As long as we were there, they did not go back to the TV. How likely is something like this to occur in the world of TV & video games? There is no doubt the magic of storybooks is clearly felt by children who live in these orphanages. Now, we just need to make it happen.

Through story books, children can experience and see things never imagined and learn strong values such as courage, passion, integrity, and goodwill.



activities to date: laying the groundwork

Nov 2009	Jan 2010	Feb 2010	Mar 2010	Apr 2010
<ul style="list-style-type: none"> Idea formed 	<ul style="list-style-type: none"> 3 orphanages prescreened for approval in India by members of BoD 	<ul style="list-style-type: none"> Bookwallah Organization incorporated State of Illinois with Board of Directors- Seena Jacob, G. Riley Mills, Ranjeet Nambiar 	<ul style="list-style-type: none"> 1 orphanage prescreened in Jamaica Advisor for Indonesia joins Board of Advisors- Dwi Sari Volunteer Director in Indonesia joins Bookwallah Organization- Aria Widyanto 	<ul style="list-style-type: none"> Donor for shipping to Indonesia found 1st Bookwallah Buddy Classroom sponsor- Coonley School Chicago donated 457 books to Bookwallah 3 orphanages prescreened in Indonesia
				
May 2010	Jun 2010	Jul 2010	Aug 2010	Sept 2010
<ul style="list-style-type: none"> Granted 501(c) (3) status by IRS. Huge hurdle overcome! Donated 100 storybooks to Handmaids of Blessed Trinity Convent Orphanage Prescreened additional 7 orphanages in India by member of BoD Prescreened and approved Sri Lanka orphanage by member of BoD Bookwallah Org's 1st brochure created 	<ul style="list-style-type: none"> Corporate Sponsor – Bookwallah Book Drive at CCC Information Services- donated over 200 children's storybooks!  <ul style="list-style-type: none"> Facebook, LinkedIn, Twitter pages created 	<ul style="list-style-type: none"> Website live!- www.bookwallah.org Shipped 144 books by ocean freight to Indonesia 2nd member joins Board of Advisors, expertise is law – Eric Grossman 	<ul style="list-style-type: none"> 2nd Bookwallah Buddy Classroom Sponsor- Laren Montessori School in Illinois- over 200 books collected! Jamaica trip to prescreen additional orphanages by member of BoD First Newsletter! Steering Committee for February 2011 Launch party being formed Our first Team Wallah Chapter Lead for Chicago- Shari Christophersson 	<ul style="list-style-type: none"> 2nd Corporate Sponsor- Alberto –Culver book drive Sept 1-24 Indonesia trip by member of BoD - approve and prescreen additional orphanages 1st fundraising email to be sent to friends, colleagues, family Interview with Republika, one of the top media outlets in Indonesia Listen for interview on NPR (National Public Radio) in upcoming months



current projects: orphanages need bookwallah programs

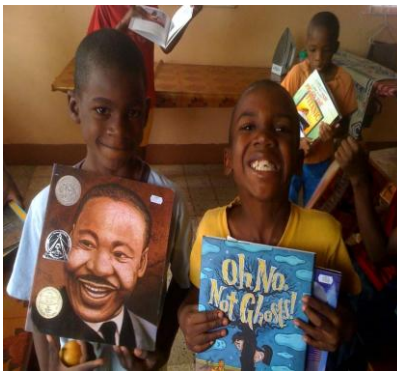
Bookwallah Organization approved 6 of the 13 orphanages prescreened for Bookwallah programs- Bookwallah Library, Bookwallah Reading Rug, and Reading Services. An additional four to five orphanages will be approved for Bookwallah programs by the end of September 2010. Our goal is to reach 65-100 orphanages by end of 2011. The following orphanages represent a few who have expressed a desire for our programs.



Handmaids of Blessed Trinity Mumbai, INDIA: Prescreened and approved in January 2010. Bookwallah donated 100+ English books to HBT in May and began volunteer reading services to spark the children's interest in reading. This is a great example of an orphanage that provides a loving home, but lacks the necessary resources and expertise to focus and encourage storybook reading. With additional funding, Bookwallah will be able to provide a child-friendly reading area through the Bookwallah Reading Rug program, purchase local language books for the Bookwallah Library program, and hire an English tutor for up to six months. This type of structure is needed to ensure success of the programs. Evaluation metrics, such as number of children reading books, are currently being developed to measure the impact of Bookwallah's programs.



Forum for Street Boys Hyderabad, INDIA: Prescreened and approved in May 2010 and June 2010. A police officer founded the Forum which houses 50 boys and is managed by Mrs. Ewari, a philanthropist and former Secretary to Red Cross in Hyderabad. Bookwallah's prescreening process involves donating a handful of books to determine interest level by the children and caretakers/directors. The children of this orphanage attend a local language school and do not currently read in English. Mrs. Ewari expressed the need for English tutoring. In countries such as INDIA, English is a means for upward mobility and studies have shown a wide gap in salary (30% and over) for those fluent in English. It was during this visit that Bookwallah realized that Tutoring was necessary to ensure success of our programs. Current project needs: Bookwallah Library, Bookwallah Reading Rug, and tutoring/reading services.



Trafalgar Home Kingston, JAMAICA: Prescreened and approved in March 2010. There are about 30 boys from ages 7-17 who currently reside in the home. The home has been around for 50 years and is run by Sr. Knight. Their current library consists mostly of textbooks. There were no storybooks for the children. Bookwallah Organization identified this orphanage as a recipient for Bookwallah's programs based on the interest level and secure conditions in the home. In Jamaica, reading storybooks is not practiced extensively. The Trafalgar Home is an excellent example where community investment and involvement is necessary to create change. Prior to initiating any of our programs in Jamaica, we will need a volunteer Director of Operations. Our goal is to ensure the books get into the hands of the children and remain at the orphanage. We will not provide services in any country where we do not have a trusted individual or team that can oversee the process, delivery, and follow-up.



Bhaktivedanta Children's Home Wattala, SRI LANKA: Orphanage outside of Colombo that has been around for 10 years and is very well run. The Principal is a woman named Srimathi Nandarani Devi. There are 150 orphans at this facility and there is a need for books both in English and the local language to supplement their existing library. Funding is required to supply English books, purchase local language books, and provide an English tutor for up to six months. In the case of countries such as Sri Lanka and Indonesia, the ratio of English books to local language books will be determined based on individual circumstance and access to resources within the community. Bookwallah Organization is currently seeking a volunteer Director of Operations for Sri Lanka.



classroom sponsors: our *first* bookwallah buddies

Coonley School- Illinois

Thanks to Coonley School- our first Bookwallah Buddy Sponsor! 8 Classrooms donated 459 books to Bookwallah Organization! Every child who donated a book received a Bookwallah Buddy certificate from the organization.



Laren Montessori School- Illinois

We received 200 books from the summer class in Laren Montessori. Their storybooks will be shared with the orphanages in an upcoming trip to Indonesia. In this photo, Bookwallah Buddy Jeremiah is reading a letter written to the children of Indonesian orphanages.



how can you help?

We need your support! We have been busy laying the groundwork. But, our new organization has so much more work to do. With your support and participation in sharing the gift of imagination, we can take this organization to the next level. The Bookwallah Library, Bookwallah Reading Rug, and Reading Services will provide inspiration that will last a lifetime with these children.

Bookwallah Organization is a 501(c)(3) non-profit. Your donations are tax-deductible. Our goal is to spend 80-85% of expenses towards the implementation of the programs and 15-20% towards overhead/administration. Please donate what you are most comfortable with. A suggested donation is \$50 which can be used to stock a shelf of storybooks. Our website has made it easy for you to donate- visit www.bookwallah.org and click on the **Donate** button. You can also write a check to: Bookwallah Organization and mail it to: Bookwallah Organization 319 N. Albany, Chicago IL 60612. Thank you in advance for your commitment.

Other ways you can help

- Become a Team Wallah Leader within your community and spread the word
- Host a fundraising party
- Donate frequent flyer miles
- Invite local schools within your district to participate in the Bookwallah Buddy program
- Recommend individuals who can serve on the Board of Advisors
- Ask your company to participate through their corporate giving programs

For more ways- please visit <http://www.bookwallah.org/getinvolved.html>



special thank you to our partners

Bookwallah Organization would like to thank the following sponsors who generously jumpstarted our vision with donated services & expertise.



Cosecant, Inc. www.cosecant-tech.com Cosecant is an application development company headed by Kumar Thason. Kumar has generously sponsored the development of our website- www.bookwallah.org.



Whirli-Gig www.whirli-gig.com Graphic design and branding company with John Liesing as the “thinking designer” (our name for him). Whirli-Gig designed Bookwallah Organization’s logo and first brochure.

BDS Chicago

BDS Chicago www.bdschicagoinc.com A literature distribution company that has donated free shipping to Indonesia and is providing us with cost-effective means to ship to other countries.

Verde-Events



Verde Events www.verde-events.com Special events company, headed by Karen Coley, is generously helping the Bookwallah Organization with our first fundraising-launch party to be held February 2011.

Albany-Carroll Arts Building

Albany-Carroll Arts Building www.albanycarroll.com Albany-Carroll houses artists and designers and has donated space to store Bookwallah book donations at 319 N. Albany Chicago, IL 60612.



Pinnacle Performance www.pinper.com Pinnacle Performance provides communication skills training to companies large and small worldwide. Pinnacle Performance has provided resources to cost-effective pre-screen orphanages.

Jay Swartz Accounting

Jay Swartz Accounting 708.799.3640 Full service accounting firm. Jay donated his time and advice to help Bookwallah Organization obtain 501(c)(3) status. 501 (c)(3) allows donors to Bookwallah Organization received tax deduction benefits.

Thank You!

*Our next newsletter will be December 2010.
You can sign up in the Stay Informed section of
our website www.bookwallah.org.*

*Become a fan on our Facebook & Twitter pages
listed under “Bookwallah Organization”
for more frequent updates.*