

PRATHAM SUMMER READATHON 2012

June 15th to July 15th 2012



Information for High School Readathon Coordinators

THINK GLOBALLY, ACT LOCALLY

and Make A Difference



Pratham USA

Every Child In School and Learning Well www.prathamusa.org

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May 14, 2012

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WHAT IS PRATHAM?

<http://www.prathamusa.org/>

Founded with a grant from UNICEF in 1994, Pratham (which means First in Sanskrit) is today one of the world's largest non-profit organizations in the field of primary education, and the biggest one of its kind in India.

Its mission is: every child in school and learning well.

Pratham achieves this mission by running low-cost, scalable programs in both rural and urban areas of India , which benefited more than 5.5 million children in 2011.



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WHAT DOES PRATHAM DO?

Pratham conducts many programs and activities, all of which are designed to improve the quantity and quality of educational opportunities for underprivileged children across India. Some examples of Pratham's programs are provided below.



Urban Learning Centers in the slums and low-income neighborhoods of big cities and towns in India where pre-school learning, libraries, computer and English language skills, tutoring and mentoring programs were provided to half a million children in 2011.

Through its **Rural Education Programs**, Pratham helped to improve the reading, writing and math skills of nearly 5 million children in 30,000 villages in India.

Pratham recruited and trained young men and women from the local communities for its **Education for Education** course, to become teachers and role models for children, and provided enhanced employment prospects to 65,000 youth in 2011.



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for more info, see <http://www.prathamusa.org/about-us/faqs>

www.prathamusa.org

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Awards and Recognition for Pratham

- - 2011 Skoll Award for Social Entrepreneurship
- - 2010 Henry R. Kravis Leadership Prize for leadership in the non-profit sector
- - 2010 EMPI-Indian Express Innovation Award
- - 2010 International Outreach Award by the Greater Houston Women's Chamber of Commerce
- - 2009 CNN-IBN Indian of the Year in the Public Service category for its contributions in the field of education
- - 2009 Best-Buy status conferred by MIT's Poverty Action Lab

<http://www.prathamusa.org/about-us/recognition>



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Pratham is Supported by

To name some...

- Foundations: The William and Flora Hewlett Foundation, GE Foundation, Skoll Foundation, Omidyar Network, Douglas B. Marshall Junior Family Foundation, Google.
- Corporations: Wells Fargo Bank, Target, American Express, Deloitte and Touche, Vinmar, American Express
- Individuals: Vijay Goradia, Arvind Sanger, Sudesh Arora, Avinash Ahuja, Dinyar Devitre, Jaideep Khanna, Paul Pandian.
- **Kids and Teens Like You!**

<http://www.prathamusa.org/about-us/our-supporters>



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MECHANICS – 1

- Pratham Summer Readathon is a fundraising initiative that operates much like a walkathon, except instead of being sponsored for every mile walked, children are sponsored for the number of books they read. Kids of any age can participate in Pratham Summer Readathon.
- Each participating Pratham Chapter in the US will nominate a Readathon Lead who will recruit and train 3 to 5 High School Readathon Coordinators, who in turn will manage and motivate a team of 8-10 Readers (elementary or middle school students) to read books and raise funds, as explained below.
- Readers (the participating children) will tell their family member and parents' friends that they are going to read books to help less fortunate kids in India learn to read, and ask them to make an online donation to Pratham towards this goal. HS Readathon Coordinators will train the readers to contact the sponsors and seek donations.
- Readers state the number of books they are going to read during the Readathon.



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MECHANICS - 2

- Based upon this, sponsors will make an on-line donation to Pratham (either dollars per book read or any fixed amount) via a web page set up on SYI site which is specially created by (or for) the reader. Readathon Coordinators will help the readers in this process.
- During the month of June and July, Readers will read all the books they have promised to read, and at the end of the Readathon, they will contact the sponsors, confirm the names and number of books read, and thank them for their support. Basically, send a thank you note to each sponsor via email or letter. Again, Readathon Coordinators will help the readers in their respective teams with this aspect of the Readathon.
- Any child who raises at least \$500 will receive a story about a child in India who has been helped through the reader's efforts and sponsor's donation. Sponsors will also receive an email with a link to the story.
- All involved shall see the impact of their contribution.



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GOALS FOR EACH READATHON COORDINATOR

- **RAISE \$5,000 for Pratham's child education efforts in India through:**
 - 8 Readers raising \$625 each or
 - 10 Readers raising \$500 each
- **Create a Win-Win-Win Solution to the problem of child illiteracy by enabling kids in your team to read books, raise funds and help less fortunate kids in India learn to read books.**



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Structure of Support

- **National Level:**
- **Vineeta Salvi, Divya Walia, Yogi Patel (Pratham)**
Jamie van Horne (SYI)
- **Chapter Level:**
- **Chapter Head and/or Readathon Lead**
(nominated by CH)
- **3-5 High School Readathon Coordinators per RL**
(identified by RL)
- **7-10 readers per Readathon Coordinator**
(recruited by RC or RL)



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Benefits of participating in the Readathon

For High School Readathon Coordinators

- Will develop strong communication, organizational and leadership skills while doing worthwhile community service.
- Will look great on any college application. Great resume builder.
- Will be useful when applying for jobs/internship during college and even later as employers are looking for demonstrated capacity for compassion, effort, commitment, responsibility and achievement from youth applicants.
- Short duration of time commitment and effort required during summer.



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Benefits of participating in the Summer Readathon

for Readers:

- **Will gain many essential skills from reading. Today's reader is tomorrow's leader.**
- **Will appreciate the excellent education available in the USA and develop an attitude of gratitude.**
- **Will be able to help other less fortunate children in India in a very personal and tangible manner.**
- **Will feel good about helping others and learn the virtues of community service early on.**
- **Will discover the values of caring, sharing and giving - wonderful habits for all.**



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Benefits of the Pratham Summer Readathon

For the less fortunate children in India who gain access to Pratham programs funded by our efforts:

- Will get the benefits of coaching, tutoring and mentoring that is provided in Pratham Urban Learning Centers throughout India (after school programs).
- As a result of which, they will stay in school longer, graduate from high school, gain ability to seek employment and earn a decent standard of living for themselves and their families.
- As a result of which, they will be able to break the vicious cycle of illiteracy and poverty that still plagues millions of poor in India.
- Education truly transforms lives.



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Role and Responsibility of

Readers:

- Get parent's permission to participate.
- Get familiar with Pratham's work for child education in India. Make a list of all the international awards Pratham has won for this work, and share this information with sponsors.
- Prepare fundraising web page with the help of the High School Readathon Coordinator.
- Request parents, family members, friends and neighbors to sponsor him/her by donating online on the special personal fundraising webpage (set up at SYI) and Provide link to their website to their sponsors.
- Read as many books as possible (but at least all the books they promised their sponsor they would read) from June 15th to July 15th. Note down the names and authors of all the books read on their webpage.
- Contact sponsors at the end of Readathon to thank them for their donation.



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- **Role and Responsibility of High School Readathon Coordinators:**
- **Get familiar with Pratham's work for child education in India. Make a list of all the international awards Pratham has won for this work, and share this information with readers and sponsors.**
- **Talk to and recruit readers through formal presentations to groups or individual kids and their parents, or through informal sharing info about Pratham and kids who benefit from the funds raised by us in the US, videos from website, stories etc.**
- **Help the readers set up their individual web pages on SYI site.**
- **Help the readers prepare verbal pitches for face-to face requests for sponsorships .**
- **Help the readers contact their sponsors – through email addresses and/or tel numbers provided by parents.**
- **Encourage the readers to read, to remind sponsors, to stay motivated.**
- **Congratulate the readers whenever new sponsorship is received, and keep track of progress of their team.**
- **Attend weekly conference calls with Pratham National Readathon Committee when possible or required.**



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- **Role, Responsibility and Service provided by**
See Your Impact:
- Will provide a quick and efficient online donation process.
- Will give each reader his or her own personal web page for online fund raising.
- Readers can keep track of donations and sponsor comments.
- Readers can list books they plan to read and have read.
- Sponsors can make donations quickly and securely to support and encourage the reader.
- Readers and sponsors get an unique story about a child they have personally helped through their participation in the Readathon.
- Pratham gets 100% of donations from all donors
- Even credit cards fees are made whole!



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TIME COMMITMENT– for Readathon Coordinators

- for RCs, maximum time will be required in the beginning
 - 1) for training/learning about Pratham and the work it is doing in India
 - 2) recruiting and training readers
 - 3) helping the readers set up their web pages
 - 4) getting contact information of the potential sponsors from the readers and/or their parents
 - 5) helping readers contact their sponsors via email or phone and make the “pitch” for a donation.
- Once the Readathon starts, and readers are reading books, the pace of direct work will slow down, and RCs will have to mainly do “maintenance, management and motivation work”.
- On average 4 to 5 hours of work per week from June 1st to July 31st would be expected.
- Note: Pratham will be glad to give a certificate for volunteer service hours, but it is up to the individual RC to ensure that his/her school accepts this certificate.



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TIME LINE FOR SUMMER READATHON for Readathon Coordinators

with Suggested Completion/Start Dates:

- Readathon Lead in each Chapter recruits 3-5 High School Readathon Coordinators – May 24^h
- Readathon Coordinators and Readathon Leads have conference call with Vineeta, Divya and Jamie - May 25th to June 1st (based upon preference of RLs and RCs) for training purposes: information about Pratham, how to create and upload web page on SYI, How to help readers to approach Sponsors for donations.
- Readathon Coordinators and Readathon Leads recruit Readers – June 3rd
- Readathon Coordinators start coaching Readers on Pratham Readathon pitch – June 4th
- Readathon Coordinators start helping Readers set up their web pages – June 4th



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TIME LINE FOR SUMMER READATHON – for Readathon Coordinators

- Readathon Coordinators (and Readathon Leads as necessary) contact parents of readers to obtain contact information email addresses/tel numbers etc. of potential sponsors - This is the Most Critical Aspect of the Readathon
- Start of Readathon: June 15th
- Weekly Conference Call with RLs, RCs, Vineeta, Divya & Jamie to check progress/status update/questions/concerns/support
- End of Readathon: July 15th
- FREEDOM TO READ - CELEBRATION/RECOGNITION: Closest Weekend to August 15th



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INCENTIVES

For Readers:

- Certificate of Appreciation for each Reader from Chapter
- Plus: for those who raise
at least \$100 - wristband
at least \$250 - tote bag (plus wrist band)
at least \$500 - Readathon T-shirt (plus tote bag and wrist band)

For Reader who raises maximum amount of funds nationally in the Summer Readathon:

- **Special Young Reader Award from Pratham USA (engraved trophy or plaque)**

For Readathon Coordinators:

- Special Recognition and Tokens of Appreciation from Chapter
- T-shirt and tote bag (and other incentives)
- Letter of Appreciation and/or Certificate from Pratham USA

For Readathon Coordinator whose team raises max amount of funds nationally in the Summer Readathon:

- **Special Youth Leader Award from Pratham USA (engraved trophy or plaque)**



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CONTACT INFORMATION

Please call for any questions or concerns..

- Readathon Lead of your Pratham Chapter
- Chapter Head of your Pratham Chapter
- Vineeta Salvi Walia – Pratham USA
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- Jamie Van Horne - See Your Impact
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