BUILDING A BRIDGE TO EQUALITY, ONE MOTHER TONGUE STORY AT A TIME
Reflecting at the end of another year, it is evident that we are seeing the fruits of many years of iteration of NABU’s innovative platform and approach to eradicate illiteracy. As our programs have grown exponentially engaging tens of thousands of children and families in reading, our organization has gone from strength to strength. We are at an exciting inflection point as we now broaden our horizons and look to deploy our successful model across new regions and languages.

NABU’s systemic model for tackling illiteracy was honed this year as we brought together a global community of donors, creators and readers to make it possible. The NABU approach is one of partnership, and we have built a collaborative model for tackling the root causes of illiteracy. Causes which include a lack of appropriate reading content, a lack of access to that content, and a lack of engagement in reading activities that build a love of reading.

NABU’s programs are having positive ripple effects across entire verticals. Creating cycles of positive change - whether economic, psychosocial or cultural - is at the heart of our model. We established the first author and illustrator development program of its kind through our successful writer workshop model, and the results are improving the quality of mother tongue books created for children, and providing new employment opportunities for local creators.

Literacy is at the heart of so many of the issues facing the world’s children, from hunger and disease, to exploitation and trafficking, to preventing conflict and building more inclusive, peaceful societies. Access to mother tongue books provides children with a jumpstart in their learning journey, and is core to achieving the United Nations Sustainable Development Goals. At NABU, our strategic plan is to be a part of the global effort to ensure that every child has equitable access to inclusive education by 2030.

As we move forward, we have identified the next four language groups that NABU will expand into to make the greatest impact in our fight to eradicate illiteracy. In our first step towards this ambitious expansion project, we built out the Children’s Book Fund for Swahili, and took our first due diligence trip to the Philippines.

In the years to come, we look forward to an extraordinary journey.

- Tanyella Evans and Kathryn Ritchie
MISSION
Our mission is to solve the imbalance in children’s book creation and distribution, so all children can read and rise to their full potential.

Literacy is a prerequisite for eradicating poverty, yet globally there is a severe shortage of local language books at the early grade levels. As a result, 250M children are leaving school without being able to read, rendering them extremely vulnerable to social and economic exploitation.

Through mother tongue book creation, tech innovation, and community engagement, we are tackling global illiteracy more efficiently at a scale never before achieved.
We are the NABU movement, disrupting the cycle of poverty by leveraging technology to publish mother tongue children’s books for free on digital platforms.

Literacy Fuels Economic Growth: National Literacy Rate (%) vs Gross Domestic Product (GDP)

The Prosperity Curve

GDP per capita, USD

Literacy Rate
HERE ARE THE FACTS:

40% of the global population does not have access to education in a language they understand

$129BN is the annual cost of the global learning crisis for governments

387M children worldwide are illiterate and 66% are girls

WHY LITERACY:

Literacy is essential to eradicating poverty by 2030, in line with the UN Sustainable Development Goals. Literacy fuels economic growth and development; literate communities create jobs to feed their families, seek medical care, and protect the rights of women and girls.
IN LINE WITH SDG 4, NABU IS ERADICATING ILLITERACY AT A SCALE LIKE NEVER BEFORE

NABU SMART GOALS

S (Specific)
387 million children around the world are unable to read and write. NABU address the global learning and book shortage crisis through mother tongue book creation, tech innovation, and community engagement. NABU is targeting 40M at-risk children across Sub-Saharan Africa and Southeast Asia who speak under-served languages and are therefore excluded from learning in traditional settings.

A (Achievable)
NABU’s goal is to create and distribute 150 high-quality, leveled storybooks in each of the four most underserved and widely spoken mother-tongue languages in the world. The four languages we have identified - Swahili, Tagalog, Tamil, and Hausa, are spoken by over 40M children in East and Central Africa and Southeast Asia, yet virtually no high quality children’s books exist in these languages.

R (Relevant)
Illiteracy is the number one predictor of poverty—one of the greatest challenges of our time. The benefits of even a 1% increase in literacy rates across all developing countries would be over $8BN per annually from improved economic growth, enabling these countries to invest in their own future.

M (Measurable)
By leveraging cloud-based business analytics and reporting solutions to collect quantitative usage data, and real-time analytics, NABU’s progress is measured by the number of application downloads, the number of pages read by the user, the amount of time spent reading, and the number of active readers per day.

Sustainable Development Goal 4 is to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

Since SDG 4 is so foundational to the other Sustainable Development Goals, without mother tongue-based education and significant progress to the achievement of SDG 4, the other 16 goals will remain unachievable. NABU’s model closely aligns with the specific targets outlined in SDG 4.

T (Timely) OPPORTUNITY – BOUNDED IN TIME
As smartphone usage looks to triple within the next 5 years, NABU is on to provide 1M children with access to free reading books by 2025.
WHERE WE WORK

Regional Offices
- New York, USA
- Kigali, Rwanda
- Melbourne, Australia

Current Programs
- Haiti
- Democratic Republic of Congo
- Kenya
- Philippines

In Progress
- Tanzania
- Uganda
- Niger
- Chad
- Burkina Faso
- Ghana
- Benin
- Sudan
- Sri Lanka
- Tamil Nadu, India
- Cameroon
- Ivory Coast
- Togo

2020 Growth...

2014
- Nabu.org low-bandwidth reading app design and development

2017
- Development of Content Creation Model with Writer Workshop in Haiti

2013
- Launch of NABU

2015 & 2016
- Pilot programs in partnership with the Asia Foundation and Bloomberg Philanthropies

2018 & 2019
- Honing in on success in Rwanda

Oliver, a NABU reader in Rwanda
OUR APPROACH

Illiteracy is the number one predictor of poverty.

NABU develops books in under-served, mother-tongue languages, with the goal to engage communities and households in early grade reading. Our multidimensional approach to making literacy accessible stands on our three pillars of work:

• Content
• Distribution
• Engagement

Because if all children left primary school with basic literacy skills, every year...

430,000 fewer girls would be forced into child marriage

900,000 fewer children would die before their 5th birthday

113,400 fewer mothers would die during childbirth

171M people could escape extreme poverty
Pillar One:

CONTENT
A child needs at least 150 leveled and decodable mother tongue reading books from grade 1-3 to learn how to read. We invest in the local economy to train talented local authors to publish this collection in any language in six months. NABU is now the largest publisher of high quality children’s books in some underserved languages spoken by millions of people.
A SCALABLE CONTENT CREATION PLATFORM

In 2019, we ran a total of 3 Writer Workshops in Rwanda to produce 131 Mother Tongue Titles in Kinyarwanda.

“Writing is a way of expressing thoughts and imaginations and reading increases the power of the brain to think broader. This is why I create stories for children so that they get new ideas while having fun.”

- Clementine Iradukunda, Author “The Fruits we eat at Home/ Imbuto Turya Iwacu”
Pillar Two:

DISTRIBUTION
DISTRIBUTION

Content is useless without distribution. We have developed nabu.org, the best reading app for low bandwidth environments, to reach children on tablets or mobile devices - at school or at home. In Haiti, we are piloting our new app and HUB model across four schools. Our app contains approximately 200 original Kreyol stories that were created as part of our community workshops held in Port Au Prince, increasing the number of culturally relevant mother-tongue stories available to Haitian children. Our HUB device allows schools in low bandwidth regions to access our books with limited internet connectivity, and enables us to collect readership data from these schools so that we can track our impact.

A Network Of Incentivized Ambassadors

In 2019, NABU implemented the ambassador model in Rwanda to grow awareness and gain exposure for the NABU reading application. Through this evidence-based, sustainable model, local Rwandans take a grassroots approach by knocking on doors and engaging with local families to help download and use the application. Our application is the fastest growing local app in the Google Play store in Rwanda for 2019 and was featured in international media as a key literacy resource.
Pillar Three:

ENGAGEMENT
Because I read on the NABU app, I have become the first in my class and ahead of my peers. The NABU app has helped my memory because I love memorizing stories. Before I had the NABU App, I had challenges reading because I did not have access to many books. My dream is to keep focusing on reading, and hopefully one day I will be able to start a community library, so that the next generation of children will love reading as much as I do.”

- Olivier, age 9  reads at home with his mother Brigitte on her phone

Since downloading the NABU App our bond has strengthened because of his curiosity and because we often read together. The NABU App helps expand my child’s imagination and I have hope now for his future. I can see that his imagination is growing, and that he is slowly beginning to form dreams and ambition. I am lucky to be able to tutor my child because we can access books together at home and read whenever we want; it’s as if I have a learning center at home! My son’s future is bright; he is now starting to teach himself other languages.”

- Brigitte, reads at home with her son Olivier on her phone
COMMUNITY PARTNERS BUILDING A READING CULTURE
“We engage children by inspiring them in their community by linking rewards to reading behaviour. The results? Data driven impact”

- Tanyella Evans, Executive Director
CULTURE, CREATIVITY & COMMUNITY
NABU NIGHTS

NABU joins forces with different partners, speakers, and organizations to host conversations and performances that celebrate creativity, culture and community.

NABU Night “The Story of Style”
A conversation about cultivating intention through clothing.

NABU Night “For the Love of Music and Literacy” in partnership with the Culture LP. A night celebrating culture and the power of literacy
On October 11, 2019, NABU officially launched its publishing arm NABU Publishing.

In the U.S. 50.1% of children under 15 are non-white but in the last 25 years, only 13% of children's book features multi-cultural content.

Funds from these book sales support local authors and illustrators to create more mother tongue content.

NABU Publishing creates pathways to global audiences for talented creators from Haiti and Rwanda, translating their stories into bilingual English editions for the US children's book market.

NABU Publishing aims to increase diversity and representation in children's stories in the US and to ensure that all children are exposed to stories from different cultures around the world.

Source: Harvard GSE

Audeva Joseph, Illustrator of the Kreyol collection
In November of 2019, we took our board members to Rwanda for a first-hand look at user engagement while participating in the official NABU launch at the Kigali Convention Center with over 500 people in attendance.

“You realize you can come in and have a huge impact in something that will live on well past you and I by targeting specific mother tongue language groups and making them available.”

- Damien Vanderwilt, Partner, Goldman Sachs
FEBRUARY 2019

Due diligence trip to the Philippines to scope opportunities for scale.

In line with our next four target markets, Tagalog is a language spoken by over 60 million people in the Philippines.

July 2019:

NABU and Adobe Certified Association World Championship

NABU was the designated non-profit client for the 2019 Adobe Certified Associate (ACA) World Championship. A series of 50 designs were created for our Giving Tuesday Campaign with one winner selected.
### Our Next Four Target Markets: Africa and Southeast Asia

<table>
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<tr>
<th></th>
<th>Speakers</th>
<th>Addressable Market</th>
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<tr>
<td>1</td>
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<td>- Uganda</td>
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<td>2</td>
<td>Tagalog</td>
<td>60M</td>
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<td></td>
<td>- Philippines</td>
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<td>3</td>
<td>Tamil</td>
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<td>- Southern India</td>
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<td>4</td>
<td>Hausa</td>
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</table>
WHAT’S NEXT...

Launch of the Children’s Book Fund for Swahili, to expand NABU’s successful program in Rwanda into neighboring Kenya and other Swahili-speaking nations in the region.

**MILESTONES**

**Total Number Of Readers**

- **JAN**: 38,789
- **FEB**: 41,395
- **MAR**: 44,202
- **APR**: 48,236
- **MAY**: 52,270
- **JUN**: 56,394
- **JUL**: 60,338
- **AUG**: 64,373
- **SEP**: 68,407
- **OCT**: 72,441
- **NOV**: 76,475
- **DEC**: 80,509

**Mother Tongue Books Created**

- **Q1**: 15
- **Q2**: 40
- **Q3**: 55
- **Q4**: 70
FINANCE

In 2019, all Management & General and Fundraising costs were covered through unrestricted gifts from our Board and Patrons, so that 100% of gifts from the general public went to NABU’s work in the community.

$470,929
End of Year Net Assets

Total 2019 Income: $742,038

- Individuals: $524,940 (71%)
- Foundations: $177,000 (24%)
- Other Income: $16,098 (2%)
- Corporate: $24,000 (3%)

Total 2019 Expenses: $696,608

- Management & General: $122,370 (18%)
- Other Programs: $35,429 (5%)
- Fundraising & Marketing Initiatives: $84,191 (12%)
- Haiti & Central Africa: $274,872 (39%)
- Rwanda: $274,872 (39%)

Net Assets:
- Individuals: $524,940
- Foundations: $177,000
- Other Income: $16,098
- Corporate: $24,000

Total End of Year Net Assets: $470,929
With gratitude, we thank you. The work of NABU and its success would not be possible without the generosity of our most valued supporters.

David and Hermine Heller
Cheryl Mothes and Rick Hetzel
Christopher and Loretta Stadler
Special thanks to these families who support the creation and distribution of early-grade mother tongue book collections in Swahili, a language spoken by over 44 M children.

Damien and Tina Vanderwilt
Lachlan and Emily Given
Tom and Lorelle Krulis
Paul and Melissa Keary
Christopher and Loretta Stadler
Ending global illiteracy is impossible without partnerships. NABU celebrates its partners who believe in the mission and share the vision for a literate world.

INSTITUTIONAL SUPPORT
Bloomberg Philanthropies
PRATT Family Foundation
Siegel Family Endowment
Lefkofsky Family Foundation
The Luzerne Foundation
Panta Rhea Foundation
Ralph E. Ogden Foundation

SPONSORS
Bird in Hand Foundation
Milne Group
NABU thanks its donors who help to sustain our growth, expansion, and impact.

<table>
<thead>
<tr>
<th>MONTHLY DONORS</th>
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<tr>
<td>Aaron Blank</td>
<td>Alexandra Tan</td>
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<td>Abiola Oke</td>
<td>Alexia Sheinman</td>
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<td>Adam MacLean</td>
<td>Andrew Sheinman</td>
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<td>Berkshire Hathaway Home Services</td>
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<td>Brett Harris</td>
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<td>Chris Kenyon</td>
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<td>Elizabeth Dunham</td>
<td>David Levine</td>
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<td>Ed Greene</td>
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<td>George Batah</td>
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<td>Kai Forbeck</td>
<td>Isabel Sheinman</td>
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<td>Jasmine Paulino</td>
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<td>Kathryn Ritchie</td>
<td>Jeffrey Burde</td>
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<td>Kelly Gallagher</td>
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<td>Mary Wolf</td>
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<td>Rason Ridley</td>
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<td>Rita Makar</td>
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<td>Ryan Rockefeller</td>
<td>Ronald Moore</td>
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<td>Ryan Golding</td>
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<td>Tamara Rankin</td>
<td>Sarah Clark</td>
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<td>Tanyella Evans</td>
<td>Simon and Meg Freakley</td>
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<tr>
<td>Violetta Weddepohl</td>
<td>Tom Leigh</td>
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<tr>
<td>Virginia Gray</td>
<td>Vivian Irya</td>
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</tbody>
</table>
CONTENT CREATORS

NABU KINYARWANDA BOOKS WRITERS (2019–2020)

Joy Neema
Charmant Uwizuye
Eddy Patrick Muhire
Remy Pierre Nishimwe
Esther Uwera
Jean Maurice Murisa
Placide Muryaneza Iradukunda
Paisible Kwizera
Clementine Iradukunda
Ferdinand Ndahayo
Prince Uwasekuru Gihoza
Kevin Ntwali
Gloria Uweria
Chris Rutayisire
Angelo Urukundo
Patrick Gusenga
Maxime Muryampirwa
Marie Umutoniwase
Remy Uwayo
Queen Gisele Uwimbabazi
Sifa Musanabera
Emmanuel Irumva
Esther Uwera
Amon Muberuka
Anne Marie Niyonkuru
Carine Uwase Ishimwe
Chris Claude Ndagijimana
David Shema Karangwa
Elisa Hakizamungu
Ephrem Kalinjaibo
Ezechiel Ishaka
Fidele Hagenimana
Gisele Murebwayire
Kassim Niyonkuru
Marie Ange Niwemugore
Marie Louise Mukamukunzi
Pascaline Mugwance
Nathalie Musanganire
Janvier Ndagisenayo
Odile Ntakiyimana Mbabazi
Blandine Nyiransabirmana
Papias Iradukunda
Pascasie Muhorakeye
Rene Anthere Rwanyange
Viateur Ndayayisenga

ILLUSTRATORS (2019–2020)

Emmanuel Bagirishya
Kevin Ntwali
Bruno Iradukunda
Odile Uwera
Tony Bakutubia
Jules Mutuga

EDITORS AND TRANSLATORS (2020)

Emmanuel Bagirishya
Kevin Ntwali
Bruno Iradukunda
Odile Uwera
Tony Bakutubia
Jules Mutuga
Sandrine Umuhoza
Michael Ross
Our team is diverse in background, culture and experiences. We have team members across the United States, Australia, Rwanda, Kenya and Haiti.

GLOBAL TEAM

Our team is diverse in background, culture and experiences. We have team members across the United States, Australia, Rwanda, Kenya and Haiti.

Tanyella Evans
Executive Director

Taniya Benedict
Director of Program Operations

Christopher Thompson
Director of Development

Amos Furaha
Director of User Engagement

Michael Ross
Creative Director

Françoise Thybulle
Director of Haiti Programs

Emily Yanay
Development Associate

Clarisse Iradukunda
Programs Manager- Rwanda

Beryl Oywer
Programs Manager- Kenya

Odile Uwera
Content Associate

Angelo Urukundo
Programs Associate

Philippe Nkwakuzi
Programs Associate

Peace Kwizera
Marketing Associate

Boniface Wekesa
Marketing Associate

Sandrine Umuhiza
Content Associate

Marina Mihajlova
Bookeeper

Beryl Oywer
Programs Manager- Kenya

Odile Uwera
Content Associate

Angelo Urukundo
Programs Associate

Philippe Nkwakuzi
Programs Associate

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Programs Associate

Peace Kwizera
Marketing Associate

Boniface Wekesa
Marketing Associate

Sandrine Umuhiza
Content Associate

Marina Mihajlova
Bookeeper
NABU BOARD OF DIRECTORS

Adam Laitt  
GM Business Development, Milne AgriGroup

Damien Vanderwilt  
Partner, Goldman Sachs

Deanna Lane  
CEO, Fastlane Consulting Group

Isabel Sheinman  
co-creator NABU

Kathryn Ritchie  
Chair, CEO, Ignition Institute

Kelly Gallagher  
VP, Ingram Content Group

Kevin Baird  
Chief Academic Officer, Achieve2000

Kweku Mandela  
Grandson of Nelson Mandela, co-owner of Out Of Africa Entertainment

Simon Freakley  
CEO of AlixPartners

Tanyella Evans  
Executive Director
SPECIAL THANKS TO OUR FRIENDS