

Year in Review

2021



A Message from the Founder



This year was dedicated to one of our dear friends who passed away at the end of 2020 - Basher Ahamed. His family has been the foundation of inspiration for Books Unbound and he was the voice of encouragement from the beginning.

For a few years, I spoke with him over the phone, but it wasn't until I arrived in Kutupalong for the first time in 2018 when I met him in person. He shared old documents, photos, and stories of his family. He placed a photo of his family in my hand - the last family photo they would ever take together, dating years back in Rakhine State. One by one, he shared about each family member and where they are in the world. That moment inspired me to travel and connect with his family in Malaysia, Thailand, Bangladesh, The Netherlands, and the US. It also inspired me to start Books Unbound.

It was hard to write a tribute to a man whose time was far too short. A man who touched my life in ways I can't explain. A man who dedicated years of his time working for a government only to escape a genocide from the people he served. A man who saw unspeakable violence and suffering, yet remained one of the most gentle, peaceful men I've known.

A small tribute was created in the form of our first children's book, **Our Family Photo**. This was an attempt to preserve and share the story of his incredible family.



Basher Ahamed was a true leader in his community and constantly advocated for education, especially for Rohingya girls. Our work was centered around his values and vision for the Rohingya community.

We build materials that represent the Rohingya community in a way that is respectful, recognizing the significance and beauty of the people. We build materials that preserve the Rohingya language as the diaspora threatens a loss of mother tongue among new generations. We build materials that create the ripple effect, encouraging informal learning in marginalized communities.

With this inspiring figure behind the foundation of our organization, we have taken a step further to provide the same mission to the Afghan refugees who fled their homes. I am grateful for our agile team of creators and researchers who are driven by our mission to provide representation to the world's most vulnerable and displaced communities.

2021 was a time to experiment and build new ideas with a series of pilot projects. 2022 will be the time to take our successful projects and scale them to reach more individuals in the community. We are so excited to see what this year holds for us and we are so grateful for everyone's support thus far.

Thanks for joining the journey!

- Sophie Danielson

Table of Contents

Our Mission	1
How We Work	3
The Team	5
Featured Projects	7
Finances	35
Sponsorships	37



Our Mission



Education through cartoonization

Contextualized learning for
refugees & marginalized communities



Creating representation for the
world's most vulnerable
and displaced populations.



How We Work

We use art as a platform for education. Our diverse team of artists and researchers design fully contextualized learning materials that are culturally sensitive and relevant.

Our highly specialized work requires an **extensive feedback process** in the focus community.

Every single cartoon and word in our materials have been verified and approved by community members and researchers.



Local Educators & NGOs

Identify the education need in the community and build an outline with local educators, researchers, and cultural assistants.

Collect reference photos and contextual background from local and international researchers.

The majority of our local researchers are refugees and receive their main income from working with us.



Local & International Researchers

Send cultural specifications & reference photos to our Core Creator team to **cartoonize and contextualize**. There is a lot of back and forth between the researchers and the artists during the "cartoonizing" process to ensure cultural efficacy.



International Artists

Conduct an **extensive feedback process** to receive approval on:

- **Cartoons.** Do they represent the focus community?
- **Translations.** Do the majority of people in the focus community understand the translations?
- **Activity verification.** Are the activities engaging and culturally sensitive for the target group?
- **Teacher Guide verification.** Is the Teacher Guide user-friendly? Is it helpful for local educators?



Local Feedback



Why We Do It

Representation

for the world's most marginalized communities

Preservation

for ethnic minority language and culture

Creation

of the "ripple effect" to encourage community-based informal learning

The Team

In 2019, we launched our first project with a collaboration of volunteer artists around the world, representing 15 countries. From these volunteers, we have since built a dynamic team of talented artists who are committed to long-term work with Books Unbound. Our artists and researchers come from varying nationalities, religion, background, and experience.

We work directly with educators and translators in the local community to help us develop learning materials in the most accurate, culturally sensitive way.

The Core Creators

Founder &
Managing Director



Sophie Danielson
Colorado, USA

Lead Artist



Beatrice Jasmine
Indonesia

Contributing Artist



Anastasia Hladilka
Ukraine

Contributing Artist



Rebecca Muhammad
USA

Rohingya Team

Project Manager
Teacher Trainer

Ramjan Ali
Bangladesh

Teacher Trainer

Samuda
Bangladesh

Translator

Kaiser Anowar
(Translook Translations)
Bangladesh

Afghan Team

Researcher

Carolyn Morris Collier
Switzerland

Cultural Assistant
Translator

Zainab Safi
Afghanistan

Volunteers

Sydney Aguas, Allisyn Berg,
Miranda Kuykendall, Minh-E Lau,
and Mia Sadler

Collaborating NGOs



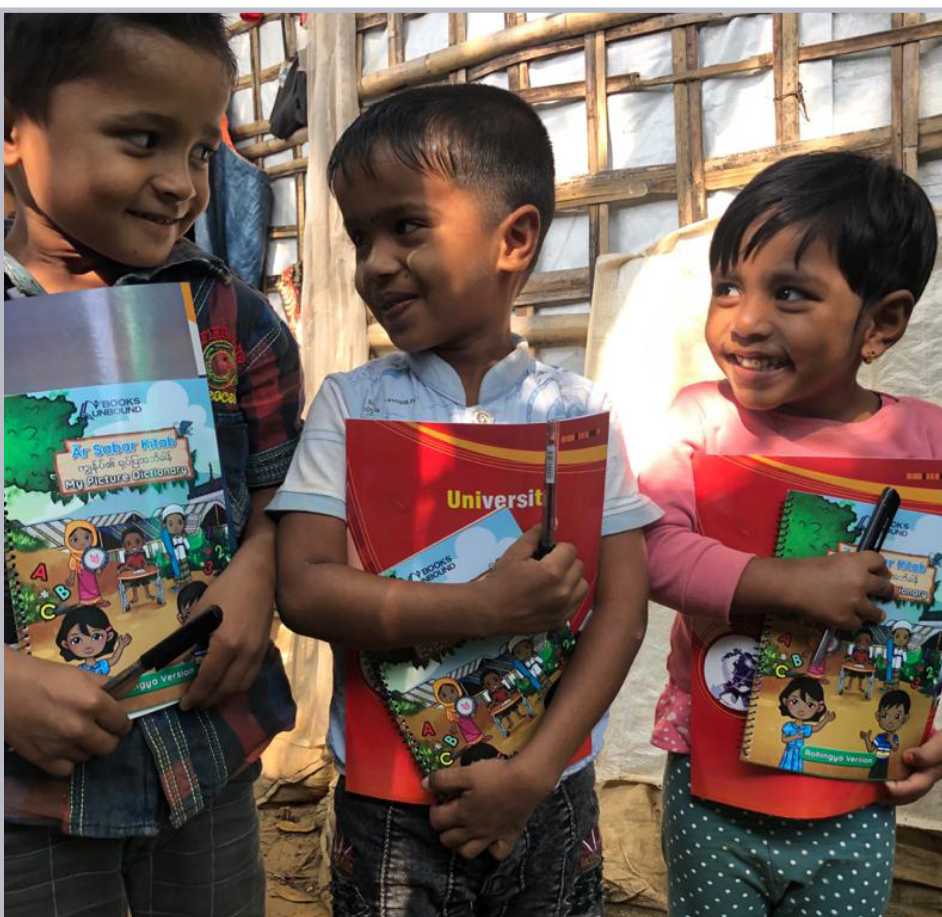
The Learn Rohingya Team

"I cannot express how grateful we are towards the industrious and compassionate team behind Books Unbound -- for its amazing and creative works undertaken to make the lives of the Rohingya refugees better and hopeful. Thank you a million times." - Rohingya human rights activist



Translators

Our materials serve as a platform for learning in one's native language. We work with local translators and international linguists to produce translations for ethnic minority languages.



Featured Projects

Every project is designed to be contextualized **to any community in the world**, making our projects easily expandable. The projects are either sponsored by international NGOs or private donors.

The sales we make from our products go directly to support the development of new products in the target communities.

My Picture Dictionary	9
My Coloring Book	17
For the Girls	25
Miscellaneous Projects	31



A young Rohingya boy walks around Kutupalong in the aftermath of a horrific fire that ravaged his community on March 22nd, 2021.

The fire destroyed over 10,000 shelters, displacing 45,000 people and taking the lives of 11 individuals.

In the midst of chaos and disaster, this boy carries his possessions in one hand and our picture book in the other. He kept this book close to him when the fire tore through his home.

Education is and continues to be an immediate need – especially during times of crisis.

Photo by: Hossain Ahammod Masum



My Picture Dictionary

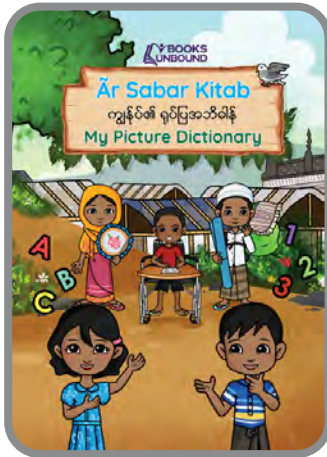
Bangladesh: Kutupalong, Cox's Bazar

Canada

USA: Arizona, California, Colorado, Georgia, Indiana, Kansas, Maryland, Massachusetts, Minnesota, Missouri, Nebraska, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Texas, Virginia, Washington, Wisconsin

Target Communities:

Rohingya



USA



Afghan



Learn more about
My Picture Dictionary [here](#).

Background:

The Picture Dictionary was the inspiration that started Books Unbound. When working with refugees, we found a huge need to provide a contextualized, versatile resource that can be used as a supplementary tool to complement a formal program. We wanted to create something that was relevant, culturally sensitive, and a universal tool in a refugee camp. That's when we thought of a contextualized Picture Dictionary that could be scalable for refugees around the world.

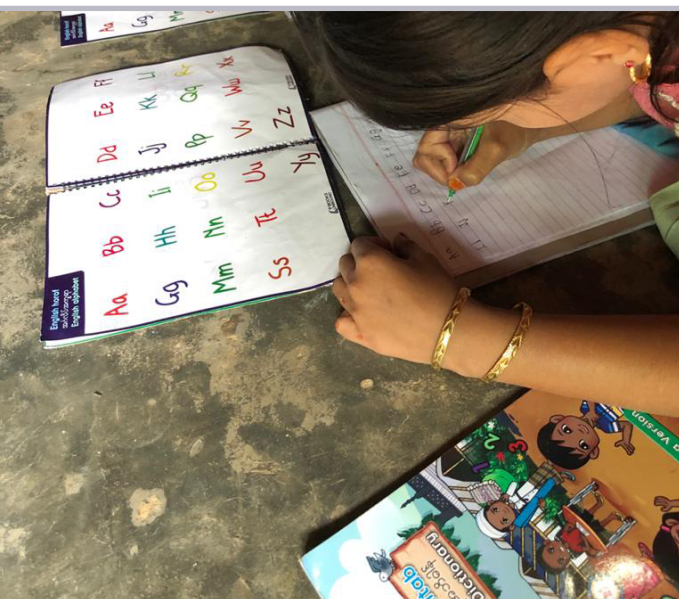
Educators use our picture dictionary in a variety of ways. Some use it as a reference tool while others use it as their primary learning material. It has also been used by foreigners as a way to gain a greater understanding of the focus community's cultural practices and language. We've taken it a step further this year to provide Teacher Trainings for educators who would like guidance on how best to utilize this resource.

Our Growth

COVID restrictions in Bangladesh brought education to a screeching halt for Rohingya teachers and students. This didn't stop the dedicated teachers who continued to teach from their own homes with little support from NGOs.

We spent the year of 2021 seeking these teachers and equipping them with Teacher Trainings, Picture Dictionaries, notebooks, pens, and other resources to help them continue making an impact in their Rohingya community.

During this time, we also started to scale our product to other communities, specifically to the Afghan community and other refugee communities coming to the US. We hope to expand to more countries in 2022.



Project Timeline | 2021

Rohingya

Target Communities: USA

Afghan



January

We launched a focus group to pilot the **content** of the latest Rohingya Picture Dictionary, Version 2.0.

Each session, we collected:

- Feedback on the cultural efficacy of the cartoons
- Feedback on the written language

Since Rohingya is an unwritten language, it creates a more complicated process to collect feedback and ensure that the vocabulary is the most suitable for the audience.



March

Based on the feedback from the Rohingya teachers, we developed an extensive **Teacher Guide** to pair with the Rohingya Picture Dictionary.

We developed an extensive **Teacher Guide** to pair with the USA Picture Dictionary to provide ESL teachers with activity recommendations and discussion topics.

June

We launched our Teacher Training focus group (15 Rohingya teachers and our facilitator) to pilot our Teacher Guide in Kutupalong, Bangladesh.

Each session, we collected:

- Feedback on activity implementation & teacher engagement
- Feedback on discussion questions and lesson plans



September

We launched two additional Teacher Training programs in Kutupalong with a total of 30 Rohingya teachers.

Distribution of the USA Picture Dictionary for Afghan refugees coming to Texas.

November

Continued development of Afghan Picture Dictionary.

Distribution of **500 Rohingya Picture Dictionaries** to the students of the teachers who completed our Teacher Training.



February



As we traveled around the US for **Rohingya Reunions**, we started to receive requests to provide contextualized learning materials for refugees coming to the United States.

We developed 2 versions of a USA Picture Dictionary:

- **Rohingya** USA Picture Dictionary - tailored to preserve the Rohingya language for the Rohingya community living in the US.
- **USA** Picture Dictionary - tailored to reach a diverse audience of refugees coming to the US who need to learn English.

April

We officially launched the USA Picture Dictionary and Teacher Guide across the US.

This book is currently being used in Colorado, Texas, Arizona, New York, and Georgia.



Texas, USA



Kutupalong, Bangladesh

August

We completed our focus group **Teacher Training** and feedback collection. We distributed **300 Rohingya Picture Dictionaries** for the students of the teachers who completed our Teacher Training. We continue to gather feedback from these teachers who are using our Picture Dictionaries in their daily lesson planning.

October

Creation of new research team for our next target community: Afghan refugees. We launched the development of our Afghan Picture Dictionary, tailored for Afghan refugees coming to the US.

Completion of Rohingya Teacher Trainings (30 teachers).

December



We printed & distributed the Afghan Picture Dictionary and Teacher Guide to individuals and organizations across the US.

We onboarded 30 Rohingya teachers for our Teacher Training program in Kutupalong, Bangladesh.

Distribution of USA Picture Dictionary to relevant NGOs.

My Rohingya Picture Dictionary ~ 2021 Update



We launched our pilot project of the latest Version 2.0 to test the **content** of our Student Book & Teacher Guide.

With each session, we collect the following:

- Feedback on the cultural efficacy of our cartoons.
- Feedback on the written language.
- Feedback on the activity implementation.
- Review and implementation of discussion questions, drawing, partner, and group activities for each page.

Every cartoon created in this book was modeled after real Rohingya individuals in Kutupalong, Bangladesh. This increases engagement with our books after they see cartoons that fully represent them.

The initial piloting was completed by our Rohingya manager and 15 Rohingya educators.

We completed 15 sessions with each session lasting ~2 hours over the span of 6 weeks. The teachers provided feedback on the content and language. These teachers also completed a pilot program of our Teacher Training. During the development process of this book, our Rohingya manager went door-to-door to gather direct feedback from the Rohingya community in Kutupalong.

After completing the feedback process, we made adjustments and printed **300 picture dictionaries** for the teachers' students.

We implemented **2 Teacher Training programs with 30 teachers** in total. After completion of our program, teachers received picture dictionaries, notebooks, and pens for their students in Kutupalong. We continue to check in with teachers who are currently implementing our book in the classroom to see how best we can support them.



Practicing an activity from the Teacher Guide.

Teacher Training: Comments from Participants

"The Picture Dictionary is one of the best books that I have ever seen. This is one of the most useful trainings for me and it will help me to support students creatively."

Rohingya teacher, Kutupalong

"Picture Dictionary is one of the most useful tool for students."

Rohingya teacher, Kutupalong

"The Picture dictionary is one of the best educational materials for students. Beautiful cartoons which are connected with our traditions. Students will love it so much. The teacher training is effective. I'm enjoying very much."

Rohingya teacher, Kutupalong

"This picture dictionary will make the students more confident. This teacher training is also good. There are so many activities during training. I like it so much."

Rohingya teacher, Kutupalong

"This is my first training and this one is great. I'm enjoying very much."

Rohingya teacher, Kutupalong

Our Impact

45 teachers were trained through our Teacher Training Program.

Each teacher received:

- 40 hours of training
- Teacher Guide & notebooks/pens
- Picture Dictionaries, notebooks/pens for their students

900 Picture Dictionaries were donated to the teachers who completed our Teacher Training.

57.2% of teachers reported to be using our Picture Dictionary as their main curriculum (or only learning material) in the classroom. The other teachers use it as a supplementary material in addition to other resources.



"This is my first time I've ever seen the Rohingya language. I can easily understand the meaning of words by the help of Rohingya language. All activities are related with my culture. This picture dictionary is helping me to become closer with my culture."

- Rohingya student, 10 years old

"I was out of school at the very beginning. That's why I'm only in nursery level. As a beginner, this book is very essential for me because this book starts with the basics. Among all topics, I love the vegetables page so much because in Myanmar, I used to go to the vegetable garden with my father."

- Rohingya student, 8 years old

"I always keep this book with me as a handbook. It's very easy for me to understand the meaning of the words by the help of its cartoons."

I'm so happy with this book. Now I can spend my leisure time with this book."

- Rohingya student, 9 years old

2022 and beyond

This year, we focused on improving the quality & content of our books in preparation for mass volume distribution. After collecting extensive feedback from teachers and students, our goal for 2022 is to expand our reach in the Rohingya refugee camps. We want to prioritize greater volume distribution in both Teacher Trainings and Picture Dictionary distributions.

Our Goal for 2022

Train 30 teachers every 2 months and provide Picture Dictionaries for their students.

180 teachers

will complete our Teacher Training & receive Teacher Guides

4,500 Picture Dictionaries

will be distributed in Kutupalong, Bangladesh

Sponsored by:

SK Dream Japan
Private Donors

**NGOs with our Rohingya
Picture Dictionary:**



"We are appreciating the three language system and thanks to Books Unbound for making a difference."

- Rohingya educator in Bangladesh

My USA Picture Dictionary ~ 2021 Update



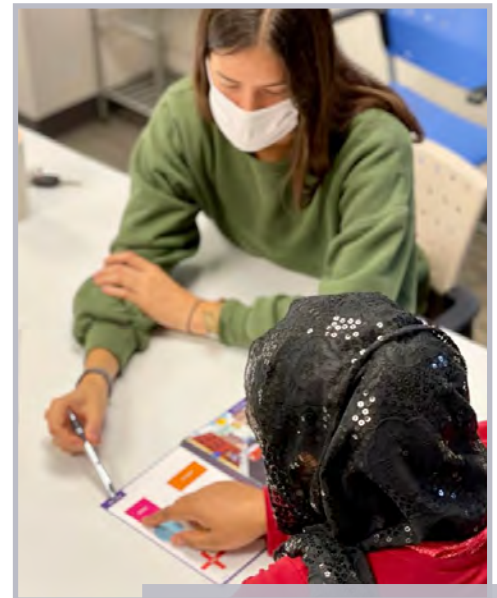
After launching the Rohingya Picture Dictionary in Bangladesh, we started to receive requests to help refugees in the United States. Refugees who arrive in the US are slammed with a lot of change all at once - learning a new language, integrating into a new culture, and figuring out the day-to-day routine of life in the US. We wanted to create a tool to accomplish the following:

- Provide an introductory basic "survival" English for a new arrival.
- Provide icebreaker activities for volunteers who are welcoming refugees to the US.
- Provide a platform for important conversations to take place.

We took the foundation of the Rohingya Picture Dictionary and started to contextualize each page, one cartoon at a time. We worked alongside nonprofit organizations to receive feedback and approval of context. We created an extensive Teacher Guide to complement the Picture Dictionary, perfect for volunteers and ESL teachers.

We started with creating a Rohingya USA version to preserve the Rohingya language for communities in the US. We created a simplified, USA version with just English. We encourage organizations to write translations into these books based on the refugees they are helping. As we continue to sell these books to organizations in the US, we are also collecting feedback on the communities that are in need of more contextualized resources. Based on this feedback, we will select the next target community and contextualize the picture dictionary into their language and culture. Some of our top communities include:

- Congolese
- Somali
- Syrian
- Central American [Mexico, El Salvador, Honduras, Guatemala]
- Karen



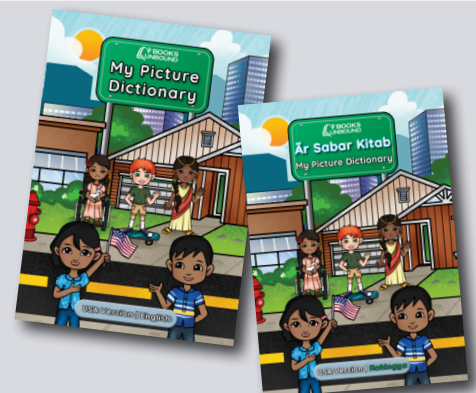
Using our picture dictionary for English class in Texas.

Comments from Users



"The parents in our families are not literate in Rohingya, and this is a simple, excellent tool for pushing them towards literacy."

User of our Rohingya USA Picture Dictionary, Texas



Our Impact



100 picture dictionaries

were donated to Afghan families arriving in Texas in September, 2021.

This book is being used by refugees in California, Colorado, Georgia, New York, Texas, Utah, and Wisconsin.

"I can't stop laughing. I have never seen my language written. It's so funny to be reading my own language!"

- Rohingya student, Utah



"This is the first time I am seeing a cartoon wearing my traditional clothes. And this cartoon is living in the US!"

- Rohingya student, Wisconsin

Hand-delivering books to organizations in Texas.

2022 and beyond

This year, we focused on improving the quality & content of our books in preparation for mass volume distribution. Our goal for 2022 is to expand our reach through working with refugee resettlement organizations in the US and Canada. We want to prioritize greater distribution and long-term partnerships with organizations who can effectively distribute our materials in these communities.

Our Goal for 2022

Secure 3 long-term partnerships

with refugee resettlement agencies

Become a vendor for 3 school districts

to provide materials for incoming refugees and collect feedback on our next target community

Sponsored by:

SK Dream Japan
Private Donors

Organizations / companies with our
USA Picture Dictionary:



"I'm eager to begin using the books with newcomers to our land."

- Educator in Arizona, USA

My Afghan Picture Dictionary ~ 2021 Update



After distributing our USA Picture Dictionary to 100 Afghan refugees in Texas, we realized there is a far greater need to help the new Afghan arrivals. Our USA Picture Dictionary serves as a "quick fix" to provide essential English vocabulary in a generic, yet contextualized manner. With the huge influx of Afghans coming to the US, we decided it was time to provide an Afghan Picture Dictionary in Dari, Pashto, and English.

This would not only be more culturally sensitive and accepted in their community, but also would serve as a form of language preservation for the second and third generation of refugees.

With our team of researchers and artists, we started to dive deeper into the Afghan community in the US and in Afghanistan. Page by page, we contextualized our Picture Dictionary to suit the education needs of the Afghan community.

Our Afghan Picture Dictionary is contextualized for incoming Afghan arrivals in the United States. It is our first attempt to work with the Afghan community, but certainly will not be our last.

With such a successful book launch in November 2021, we are encouraged to see that more organizations are becoming familiar with our work.

We plan to spend the next few months gaining more detailed feedback from users of this new endeavour. Based on the feedback, our hope is to expand this project to the Afghan community in Europe.



We started to dive deeper into the Afghan community in the US and in Afghanistan.

Comments from Users

"I want to order more!
[Anonymous] gave it to an adult English language learner. It was by far the highlight of his day!"

User of our Afghan Picture Dictionary, Colorado



"I love the darling pictures, practical topics, appropriate cultural sensitivity, and simple but effective teaching format."

User of our Afghan Picture Dictionary, Arizona

Our Impact



Our Afghan picture dictionary
is being used by refugees in **20 states**.

USA: Arizona, California, Colorado, Georgia, Indiana, Kansas, Maryland, Massachusetts, Minnesota, Missouri, Nebraska, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Texas, Virginia, Washington, Wisconsin

Our books are also being used in Canada.

"The Afghan Picture Directory is fabulous. There are so many pages of vocabulary and beautiful illustrations. It is also helpful for Afghans who have left and want to hold onto their heritage as they learn English."

- Educator in Colorado, USA



"To everyone on the [Books Unbound] team I say a wholehearted 'Well done!'"

- Educator, USA

2022 and beyond

We started this project towards the end of 2021, so we continue to be in the beginning stages. Our first batch of books have been sent out to participating organizations across the United States. This book is currently being implemented in over 15 states (and counting). As we continue to gather feedback and make adjustments, our plan for 2022 is to develop long-term partnerships with participating organizations to become a key provider of learning materials for incoming Afghan arrivals.

Our Goal for 2022

Secure 3 long-term partnerships
with refugee resettlement agencies

Become a vendor for 3 school districts

to provide materials for incoming refugees and collect feedback on our next target community

Sponsored by:

Private Donors

Currently being used by:

Private individuals
US-based nonprofit organizations

"When the Afghans have seen them they want a copy! Thank you for helping us get ready and for creating such lovely and practical ESL books!"

- Educator in Tennessee, USA

My Coloring Book

Bangladesh: Kutupalong, Cox's Bazar



Malaysia: Penang

USA: Arizona, Colorado, Georgia, Minnesota, Texas, Wisconsin

Target Communities:

Rohingya



Bengali



USA



Afghan



2,600 books distributed
with coloring pencils & pencil sharpeners
30 coloring competitions

Learn more about
My Coloring Book [here](#).

Background:

When the COVID lockdowns began in early 2020, we anticipated a huge mental health problem in the refugee camps. We wanted to create a product that provided a creative outlet for those who were stuck in lockdown. What better way than a coloring book? It's easy to print, versatile, and opens up the doors for creativity. It's also great for all ages.

Coloring is a powerful, therapeutic activity for victims of trauma. We wanted to create a coloring book that was full of cultural items that users can identify with, making it more relatable and engaging.

Our Growth

We started with the Rohingya Coloring Book. This was all developed and implemented during the COVID lockdown. After the first distribution of 250 coloring books, we started to receive requests from parents and teachers to host coloring competitions. This made things a bit more exciting for the students. We started hosting coloring competitions with judges and prizes. The testimonials were outstanding and we wanted to continue growing.

We started to expand our product to reach more communities, including Bengali children, refugees / immigrants in the US, and Afghan children.



Project Timeline | 2021

Rohingya

USA

Target Communities:

Afghan

Bengali



January

After distributing over 500 Rohingya coloring books in December 2020 (location: Bangladesh), we opened up our online book store to start selling in the United States. We launched our Rohingya Coloring Book as one of our first products.

We launched our Bengali coloring book and distributed 50 units to a local partner in Cox's Bazar, Bangladesh.

March

We distributed 500 Rohingya coloring books and launched another coloring competition for the students. They were separated into groups of 25 - 30 for the coloring competition. We provided prizes for the students who won 1st, 2nd, and 3rd place.



September

We distributed 250 Bengali coloring books in Cox's Bazar. Our local partner works directly with children in Cox's Bazar and in the Hill tracts area. We hosted 10 coloring competitions (25 students per class) with these books and provided them with prizes (1st, 2nd, and 3rd). The coloring competition was a success and the children continue to ask for more coloring activities.



December

With the sales from our USA Coloring Book, we started designing our Afghan Coloring Book!

We distributed 300 Rohingya Coloring Books and hosted another coloring competition in the Rohingya refugee camps.

Distribution of USA Coloring Book to relevant NGOs.

February



We hosted our first ever coloring competition in Bangladesh. The parents and students requested more coloring competitions, so we started to grow this project.

Sophie was invited to speak at Calvary Murrieta Church in California and successfully raised money for another coloring competition for 500 Rohingya children.



Kutupalong, Bangladesh

August

We launched our USA Coloring Book. In this book, we introduced 4 new characters who represented the DRC, Afghanistan, Ireland, and Mexico. We wanted to provide a product to represent the diversity of the United States. We included a blank space on each page for children to fill in the page titles in their own language.



October

We hand-delivered over 150 USA Coloring Books to the new Afghan arrivals in Texas and Colorado.

We raised funds to provide 500 Bengali coloring books for children in the Hill Tracts and Cox's Bazar. Our local partner arranged a Christmas event to distribute the coloring books and host coloring competitions for their end-of-the-year celebration.



Christmas event in Cox's Bazar, Bangladesh



My Rohingya Coloring Book ~ 2021 Update



With the strict lockdowns in Bangladesh, there were few learning opportunities for Rohingya children. Now more than ever, children are craving a creative outlet - or some education activity they could do in their homes.

We made door-to-door book distributions for these children as they were unable to gather in a communal place. Our books gave them a creative outlet in the midst of the pandemic.

Eventually, we started hosting small coloring competitions for interested students. This became a fun community event during the COVID lockdowns.

Comments from Users

"This is my first coloring book. Coloring is my favorite hobby. I'm so glad that I have this beautiful book. In the previous coloring competition, I won first place.

In Bangladesh, it was my first coloring competition and I won 1st place! That is why I feel so proud. My family members were also so happy when they saw the first prize and motivated me for future successes.

The coloring competition was so much fun and difficult to win 1st place because there were so many classmates who were my seniors. But I did it with my creative talent. Competition gives me so much confidence and bravery.

Thank, Books Unbound, for this beautiful coloring book and competition."



"Drawing and coloring are my favorite hobbies.

In my free time, I love to draw and color them. This coloring book made it so much easier. Now I spend my free time with this book.

I feel mentally refreshed when I sit down for coloring. I enjoyed the competition so much. I tried my best. Competition motivated me to do better like others who won the first prize.

I love to draw animals as well as flowers.

Thank you, Books Unbound, for this amazing book."



Our Impact

In 2021, we distributed

1,400

coloring books
packages of coloring pencils
pencil sharpeners

to Rohingya children in Kutupalong, Bangladesh.

2022 and beyond

The majority of the funds for these distributions were raised through crowdfunding in the United States. We are especially grateful for the fundraiser at Calvary Murrieta Church in California, which provided 500 coloring books and enough funds to secure prizes for a coloring competition.

For 2022, we hope to secure sponsorships to make these coloring book distributions and coloring competitions a regular program.

The topic of the coloring book is "Places" and it highlights common areas that are specific to the Rohingya community. For future projects, we want to take a deeper dive into health and nutrition through coloring books.

Our Goal for 2022

Distribute 5,000 coloring books
along with coloring pencils & pencil sharpeners

Create a health-based coloring book
to introduce physical activity and basic nutrition in a refugee camp

Sponsored by:

Private Donors

Organizations with our **Rohingya** Coloring Book



"I love this coloring book very much. I felt very excited when I heard about this book. Finally, when I got the book, I was surprised to see it. It's really amazing."

- Rohingya student, Bangladesh

My Bengali Coloring Book ~ 2021 Update



While we implement programs for the refugee community in Bangladesh, we also develop projects for the host community.

We partnered with a local organization in Cox's Bazar that provides education programs for Bangla children from rural areas in the Hill Tracts.

We developed a Bengali coloring book and hosted our first coloring competition in Cox's Bazar.

Over 750 coloring books were distributed and 10 coloring competitions were launched.

When we launch coloring competitions, we hire local teachers to coordinate and carry out the program. This provides additional employment for teachers who are out of work due to COVID restrictions.

Comments from Users

"These kinds of activities never happen in Cox's Bazar. I am really pleased and thankful to Books Unbound for providing and arranging the coloring competition with our kids.

It's very important for kids because all kids wish to do coloring and they can stay at home in safety."

- Parent of Student, Bangladesh



"Joni is a super artist but he never gets this kind of chance in his life because of a poor family and living in a rural area.

He very much enjoyed with this first time attending a coloring competition here. Thanks a lot."

- Teacher, Bangladesh

Our Impact

In 2021, we developed & distributed

850

coloring books
packages of coloring pencils
pencil sharpeners

to Bawm, Tripura, and Bangla children in Cox's Bazar and the Hill Tracts, Bangladesh.



2022 and beyond

The majority of the funds for these distributions were raised through crowdfunding in the United States.

For 2022, we hope to secure sponsorships to make these coloring book distributions and coloring competitions a regular program.

The topic of the coloring is "Places" and it highlights common areas that are specific to the Bangla community. For future projects, we want to take a deeper dive into the tribal communities in Bangladesh (Bawm, Tripura, etc).

Our Goal for 2022

Distribute 2,000 coloring books
along with coloring pencils & pencil sharpeners

Sponsored by:

Private Donors

"The kids are so happy to do these kind of activities. The guardians / parents are also happy because their kids are not allowed to go outside to play here. They are happier and excited to attend another competition."

- Teacher, Bangladesh

My USA and Afghan Coloring Book ~ 2021 Update

USA Version

While we started to receive more refugee arrivals in the United States, we decided to create a USA Version of our coloring book as a "Welcome to the USA" gift.

In our USA version, we contextualized common scenes that a new arrival might see in the United States. We also left each page title blank so they can fill in the title with their own language.

The ethnicities in the book are diverse, representing Afghanistan, DRC, the UK, and Mexico.

In the aftermath of the mass evacuation in Afghanistan, we launched a few fundraisers to donate our USA coloring book to incoming Afghan arrivals.



Afghan Coloring Book

After hand-distributing over 150 books in Texas and Colorado, we decided there was enough demand to create an Afghan-specific coloring book.

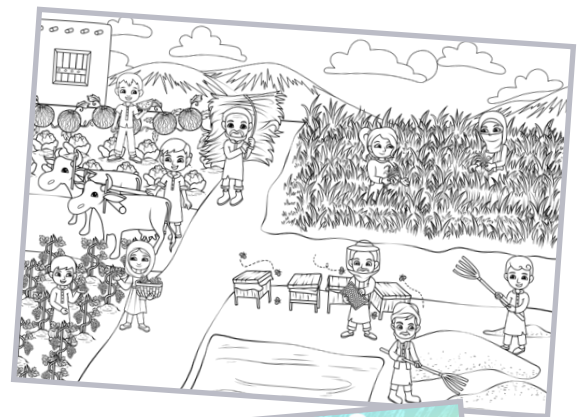
We created a product that represents life in Afghanistan. This coloring book will be helpful for Afghan communities around the world, not just for those living in the USA.

Coloring is a helpful activity that can aid in the trauma-healing process, especially for those who are going through a rapid transition into a new country.

We provide these books so they can be a creative outlet for Afghan children around the world.

The development was completed in December 2021.

The book launched in February 2022.



Our Impact

In 2021, we developed & distributed

350

coloring books
packages of coloring pencils
pencil sharpeners

to refugee communities in the US.



2022 and beyond

We hope to secure more partnerships with US-based organizations that are in need of these creative activity resources.

Our Afghan coloring book will be available to Afghan communities around the world. We would love to provide this book to Afghan refugee camps overseas.

Our Goal for 2022

Secure 3 US-based partnerships

to provide coloring books and arrange coloring competitions in the US

Distribute Afghan coloring book globally

to expand our reach of Afghans around the world

Sponsored by:

Private Donors

"What [Books Unbound] is doing is so awesome. They are educating children with their books but educating them while staying in their culture and learning their culture. If only we could do that for every culture, that would be so awesome!"

- Student, University of Colorado

For the Girls



Bangladesh: Kutupalong

USA: Arizona, Colorado, Georgia, Minnesota, Texas, Utah, Wisconsin

Target Communities:

Rohingya

Afghan



COMING SOON

Learn more about
For the Girls [here](#).

218 Rohingya adolescent girls

received our **For the Girls** book, notebooks, and pens

4 Rohingya teachers

were hired to implement our 60 hour program for Rohingya adolescent girls.

Background:

Now more than ever, girls' education around the world has been disrupted. This was a problem before the COVID-19 pandemic — and the lockdowns have only exacerbated the situation. Many girls, especially those in a refugee camp, will never see the inside of a classroom. School continues to be a luxury for vulnerable adolescent girls, which is why we bring our programs to their homes.

For the Girls was a dream project that became a reality in early 2021. We wanted to provide a resource to prompt important conversations for Rohingya girls regarding women's health, physical activity, and healthy lifestyle choices. Along with basic health practices, the book encourages creativity, innovation, and community-based work throughout all phases of life. The picture-based approach is designed to encourage girls to ask questions and spark conversation among their peers, regardless of their literacy level. We wanted to see how the simplicity of a picture book could build a community and encourage productive conversations among Rohingya girls. If this book proved useful in the Rohingya community, we can scale it to other marginalized communities around the world.

Our Launch

We launched our pilot project in April 2021 with focus groups in Kutupalong, Bangladesh. The girls' ages ranged from 14 - 18 years old. Each focus group provided feedback on cultural and linguistic context. After making adjustments based on community feedback, we started to launch sessions with classes of Rohingya adolescent girls in Kutupalong, Bangladesh.

We hired local female teachers to implement the activities illustrated in the Teacher Guide. This included discussion questions, drawing, partner, and group activities.



Project Timeline | 2021

Rohingya

Target Communities: **Afghan**
USA



January

We spent January through March finalizing cartoons and translations in the book. Because we are working with an unwritten language in the Rohingya community, the development period becomes a lengthy process. At the same time, we finalized the Teacher Guide, which equips educators with activity recommendations and discussion questions. Both the student book and teacher guide were being prepped for piloting.

March

We launched our first focus group to pilot the content. We started with a group of **16 Rohingya adolescent girls**, ages 14 - 18. Each session was 2 - 2.5 hours long. We completed **22 sessions** with this group, going through the Teacher Guide's discussion questions and drawing, partner, and group activities. We selected students with a broad range of education levels - some students were literate while others were illiterate.



July

A generous donor provided us with 2 full class sponsorships, so we were able to complete the following:

- Hire 2 Rohingya female teachers.
- Enroll 40 Rohingya adolescent girls in our program, equipping them with the Girls' Book, a notebook, pen, and snacks for each session.
- Between 50 - 60 hours of training with 22 - 25 sessions.

December

We started to provide monthly meetings to follow up with the participants who completed our program. The meetings are designed to help girls discuss short-term and long-term goals and build accountability among their peers. These goals include engaging in physical activity, improving their flexibility, starting a new hobby, sharing the book with others, etc.

After the feedback from our Rohingya Girls' Book, we decided it is time to scale our Girls' Program to another community. We secured our core team of researchers for our next project: **For the Girls | Afghan Version**.



To showcase diversity around the world, we model our characters after everyday women captured by one of our favorite photographers, **Mihaela Noroc**.



April

We launched the same Rohingya book for the Rohingya community in the United States. The content is the same, but the discussion questions and activities might look slightly different for a Rohingya adolescent girl living in the United States. This book is available on our online store.

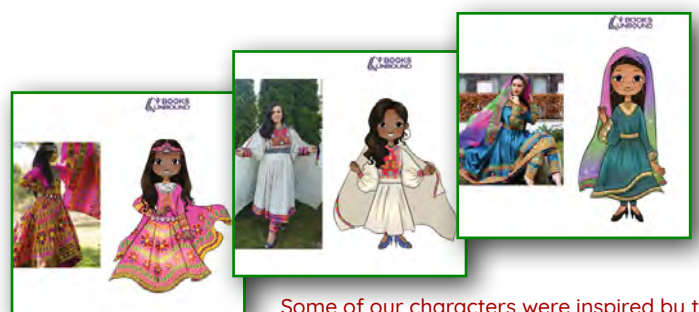


Our book discusses the importance of developing a routine and engaging in physical activity throughout all phases of life.

September

We hosted a fundraiser in Colorado to support Rohingya adolescent girls. We were able to secure enough funds to complete the following:

- Hire 3 Rohingya female teachers.
- Enroll 80 Rohingya adolescent girls in our program, equipping them with the Girls' Book, a notebook, pen, and snacks for each session.
- Between 50 - 60 hours of training with 22 - 25 sessions.



Some of our characters were inspired by the Afghan women's rights activists who participated in the "Do Not Touch My Clothes" movement.

For the Girls | Rohingya Version ~ 2021 Update



Our goal for this book was to create a scalable resource that builds community among adolescent girls living in vulnerable situations.

We noticed a huge need to create culturally sensitive materials for Rohingya adolescent girls, especially for those who are unable to attend school and are vulnerable to child marriage.

Our approach with "For the Girls" is to create a program with universal topics, but present it in a highly contextualized manner for each community. We modify every cartoon and word to match the respective community and go through an intensive verification process with cultural assistants.



We wanted a tool that can introduce female-sensitive conversations, promote healthy lifestyle changes, and cause the "ripple effect" among Rohingya girls - encouraging alternative methods of learning when school isn't an option.

We also use this program to provide employment and training for aspiring Rohingya female teachers in Kutupalong.

About Our Rohingya Girls Program

Each Class Includes:

- Between 50 - 60 hours of training with 22 - 25 sessions.
- Each session is ~2.5 hours.
- 20 students per class.
- 1 teacher hired and given our detailed Teacher Guide.
- Each student receives a student book, bottled water, and a healthy snack per session.
- Final exam & certificate for each student upon completion.
- Monthly follow-up meetings to practice maintaining short-term and long-term goals.

The Impact:

- 120 Rohingya girls completed our program.
- 4 teachers were hired.
- While we print 1 book per student, each book tends to be shared across friends & family, so we continue to reach other students through the ripple effect.
- These books are endorsed by educators and humanitarian workers as a curriculum, not just a simple picture book. This book is the first of its kind and is invaluable to this community with an unwritten language.
- The book includes hours of activities & discussion questions.

Why is this book important?

- **Vocabulary development:** We work with linguists to develop a written form of the language. These important female-sensitive topics are rarely addressed in book-form, let alone in the Rohingya language.
- **Mental health:** The topics in our book are tailored to encourage healthy lifestyle changes that may aid in the trauma-healing process.
- **Physical health:** Rohingya girls are often discouraged from any sort of exercise and tend to stay at home. Our books introduce basic nutrition & healthy habits throughout all stages of life.
- This is the only learning opportunity many of these girls have at home.

"We think each girl from every family in the community should get this book."

If a girl can get training like this book, the girl could teach others in her family."

- Rohingya student, 14

"I think that this Girl's book is important for our community, because every girl can develop and empower the female."

- Rohingya student, 15

"I think it's really very important for our community to develop our girls and community. Because this is an important book which we never saw or read before."

- Rohingya student, 18

"As this book is translated into our Rohingya language, most of the girls could read and understand easily."

This is really new and important, the 5 Stages of Womanhood. Our community never got this kind of training. We are really enjoying this training by this book. When we get this book, hopefully we can lead our life in a better way."

- Rohingya teacher, 25



Testimonials

"I think that this Girls' Book is incredible for our community to develop our community. This book inspired me and my family to study more. We would like to get more training and books like this."

- Rohingya student, 16

"They never did exercise and didn't have knowledge about it before getting this training. Now, their family members and community also liked this book and they are happy that we are providing the training at home by a female teacher. So everyone supported this girls' book."

- Rohingya teacher, 25

2022 and beyond

We spent 2021 piloting the content and training of our programs, so we are now ready to expand our reach. To optimize our distribution in the refugee camps, we hope to secure partnerships with local and international organizations that specialize in women's education programs. This will make it possible to increase teacher trainings and distribution among the Rohingya population in Kutupalong and beyond.

The funds supporting our "For the Girls" project are solely from private donors, who continue making our work possible.

Our Goal for 2022

Expand program reach through partnerships
with local and international organizations

Train 300 Rohingya girls through our program
continue monthly follow-up meetings

Sponsored by:

Private Donors

"The focus on contextual aspects of a female's life stages is so important--and I saw it through every stage represented in this book! Loved that. As well, the repetition of universal aspects is a wonderful way to approach these stages."

- Cathryn Supplee, University of Colorado

For the Girls | **Afghan** Version ~ 2021 Update



Afghan Version

After completing our Afghan Picture Dictionary, we started receiving requests to provide an Afghan-contextualized version of our "For the Girls" book.

This book will be designed for incoming Afghan arrivals in the United States, but we plan to reach Afghan communities in other countries as well.

The book is currently in development and we have our team of researchers and artists currently building the content.

We can't wait to share this new resource with the Afghan community.

About the Afghan Community

Like our Rohingya friends, the Afghan people are no strangers to conflict, forced displacement, and an education disrupted. There were hundreds of universities and thousands of schools actively educating people in Afghanistan before the Taliban. Over time, cultural expectations and years of conflict deprived equal access to education, especially for women and girls. After the Taliban took over the country, education was partially stopped for an unknown period of time and girls were banned from secondary school.

The education levels of the incoming Afghan refugees vary greatly, which is where informal learning tools can play an important role. Our goal is to fill the education gap by providing a versatile, agile product that can be used to learn vocabulary, build conversation, and preserve culture and language.



Our Plan



Develop and launch
our Afghan Girls' Book & Teacher Guide
by summer of 2022

Identify communities
in need of this resource outside of the USA

Launch teacher trainings
with our contextualized Teacher Guide

2022 and beyond

We hope to secure more partnerships with US-based organizations that are in need of these creative activity resources.

Our Afghan Girls' Book will be available to Afghan communities around the world. We would love to provide this book to Afghan refugee camps overseas.



Sponsored by:

Private Donors

"Every picture - every drawing - is uniquely sourced and developed. Every image and word on the pages have to be checked by translators and culture experts. But the books are worth every dime and then some because these books are changing lives."

- Miranda Kuykendall, International Literacy and Development

Miscellaneous Projects

Experimenting with new ideas and launching them with focus groups in marginalized communities.

Children's Books



Our children's books provide a platform to share the true stories of our Rohingya friends around the world. The proceeds from this book directly support our programs.

Emotion Wheel



These mental health activities can be used to break down barriers and help improve children's social & emotional health.

Exercise is for Everyone



Introducing contextualized health education to encourage physical activity among vulnerable communities.

Background:

In 2021, we started creating a series of miscellaneous projects with the intention of expanding to more long-term programs. These projects are tested on small focus groups to help us determine which ones would be scalable and feasible for communities around the world. The expansion of these projects depend on the availability of funds and demand from the users.



Children's Book | Our Family Photo

Our Family Photo serves as an educational tool for children around the world to discuss important topics, such as the refugee crisis, what it means to be displaced, and the importance of family.

This format allows us to share a complicated issue in a simple and innocent way: through the eyes of a child. Our cartoons provide anonymity while still representing the individuals who have inspired us from the beginning. This book is based on a true story of a young Rohingya boy from Myanmar who was forced to leave his home. His family was separated and scattered across the world, something that is all too common among refugees. Even though they are separated across oceans, their unwavering family connections hold them together.

"I enjoy the pictures of the families and how the pictures depict differences in cultures. Family is important to me, so I enjoyed a book that talks about the importance of family and how you can be together no matter where you live."

Taylee, Colorado (8 years old)



One of our volunteers arranged a few book readings at Calvary Murrieta Church in California. This was a great time to share about the true story of our Rohingya friends and open discussion about refugees around the world.

We hope these stories encourage conversation about diversity, inclusion, and the global refugee crisis.

We plan to continue writing a series of children's books based on true stories of our Rohingya friends. These books will continue to support our outreach programs in the Rohingya community.



Learn more about our book [here](#).

Free Printable Activities | Emotion Wheel

We are building a platform to provide free printable activities for individuals and organizations.

The most common request we received was to provide culturally sensitive mental health activities.

Our first project was an emotion wheel. This is a useful activity to open conversation about expressing our feelings in a healthy way, reinforcing vocabulary understanding, and sharing experiences.

Users can select the characters they want in the wheel and either download a full color version, coloring version, or both.

We also provide instructions, activity recommendations, and a word bank in a variety of languages.

These activities give us a chance to experiment with building new characters from various ethnicities. We hope to continue creating more inclusive mental health activities during 2022.



Check out our materials here:

www.books-unbound.org/free-activities



Exercise is for Everyone

Exercise is such an important part of our lives. Physical activity has the power to prevent and treat non-communicable diseases and mental health disorders. Organized physical activities can promote well-being and social connection, ultimately fostering a sense of community.

Unfortunately, those who could benefit the most from daily exercise are often deprived of such activities, infrastructure, or opportunities. This is especially true among refugees who suffer from PTSD, depression, and other mental health illnesses.

Our project, **Exercise is for Everyone**, promotes physical activity in marginalized populations in a culturally sensitive manner. We partnered with the University of New South Wales (UNSW) and ClimbAid to produce a contextualized animation for vulnerable communities in Lebanon.

Syrian Version:

Our friend, Ainaa, loves to rock climb with her friends at ClimbAid.

Watch our animation and see how Ainaa and her friends teach us all about the importance of staying active everyday!

Check it out [here](#).

Featured communities:

Syrian, Lebanese, Ethiopian, Palestinian



Bekaa Valley, Lebanon



Rohingya Version:

We also released a Rohingya version of **Exercise is for Everyone** to encourage physical activity in Kutupalong, Bangladesh.

We want to encourage physical activity and movement around the world.

"It doesn't matter where you live or how old you are, exercise is for everyone."

Check it out [here](#).

Featured community: Rohingya



Kutupalong, Bangladesh

Sponsored by:



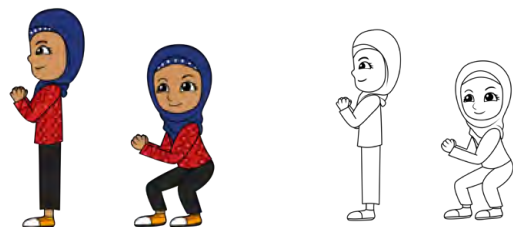
UNSW
SYDNEY

In collaboration with:

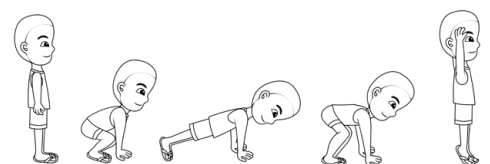


Plans for 2022

We want to take a deeper dive into providing lifestyle interventions for refugee populations around the world. With a focus in health and nutrition, we plan to design a series of animations paired with a student book, coloring book, and teacher guide. The goal is to equip marginalized communities with a culturally sensitive approach to physical activity promotion.



Full color & coloring
book versions



Stay tuned for updates in 2022

Finances

The projects funded by private donors are **ongoing scalable projects**, created solely by Books Unbound's team.

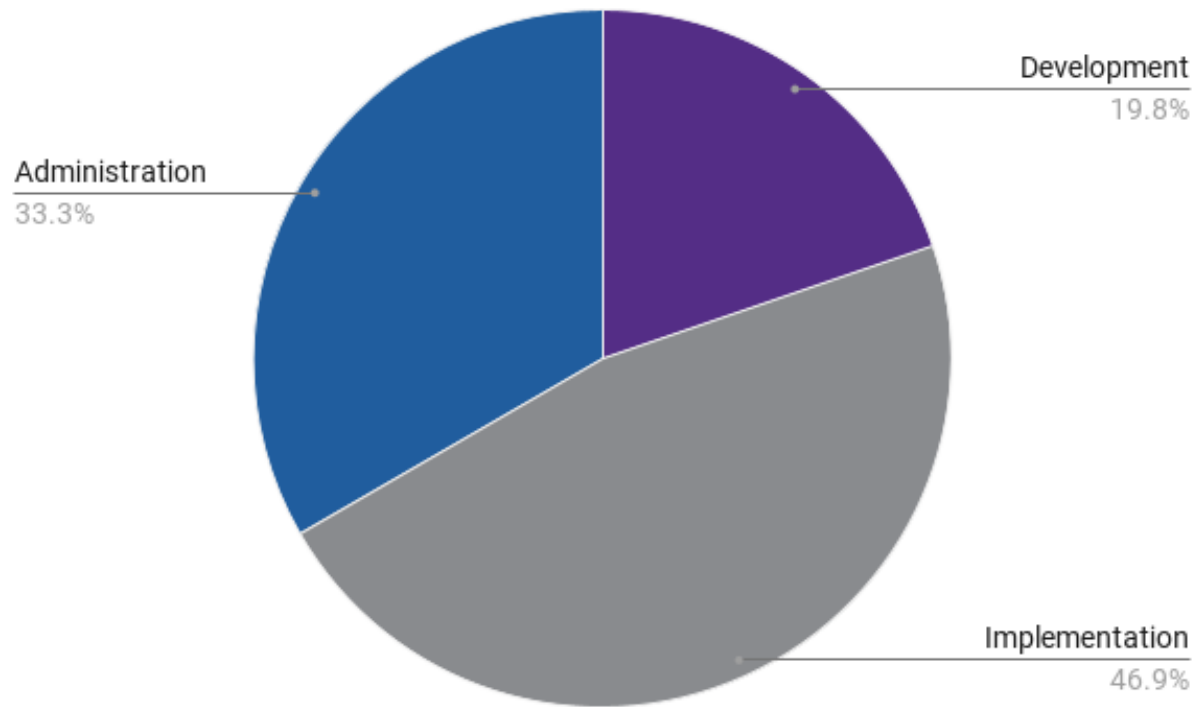
Donations support the **development, implementation, and administration** expenses of each project.

For each project, the development process is the lengthiest phase as each cartoon and translation requires extensive community feedback to ensure cultural efficacy. We prioritized development during COVID in 2020 and spent more time with implementation during 2021.

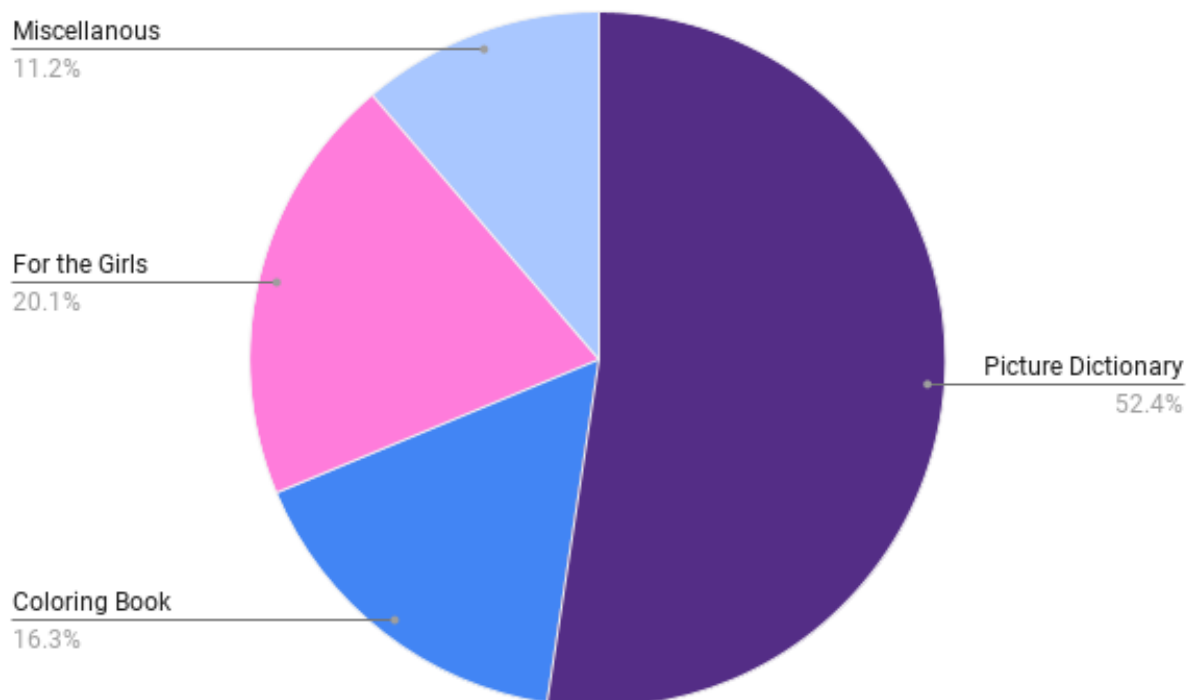


Development	Implementation	Admin
Research In-field research Cultural assistants Cartoon & contextual verification Travel expenses	Printing Sample prints Local print orders Shipping expenses	Overhead costs Warehouse / storage Marketing / Donor outreach New Horizons Foundation platform
Artwork Contract artists Reference photo collection Outline development	Distribution Stationery supplies for students Project coordinator fees Handling costs	Subscriptions Accounting software Graphic design software
Translations Translation work Translation verification Community feedback	Trainings Teacher Trainer salary Stationery supplies Food / Drinks per training Printing Certificates & Surveys	Salaries Managing Director Curriculum Developer Operations Management
Graphic design Design work Community feedback	Travel Participant travel expenses Teacher travel expenses Distribution travel expenses	Miscellaneous Transfer fees Grant application fees Office expenses
Animation Scene development Voice actors Animators / Editors Subtitle translation Community feedback	Community Testing Focus group sessions Food / drinks for participants Research assistant Survey development & collection	

Allocation of Funds by Category



Allocation of Funds by Project



For a breakdown of detailed project expenses, please contact us directly.

Sponsorships

Our private sponsors make all of our work possible. We are looking for more sponsors who can **adopt a project or community** and support us on a long-term basis.

We have different levels of sponsorships based on the donation commitment. [Contact us directly](#) to learn more about the sponsorship levels.

Level 1

- Main sponsor for Books Unbound
- Exclusive logo placement & marketing opportunities
- Free copy of each new learning material created
- Right to use Books Unbound logo
- Presentations by founder of Books Unbound based on request
- Participation in book distributions in select communities (COVID-permitting)

Level 2

- Limited logo placement & marketing opportunities
- Free copy of select learning materials created
- Right to use Books Unbound logo
- Mentions on social media
- Presentations by founder of Books Unbound based on request

Level 3

- Limited logo placement & marketing opportunities
- Limited use of Books Unbound logo
- Mentions on social media

Adopt a New Community

If you like our work and want to support our projects in a new community, we'd love to expand! Just choose the project you would like to bring to a new community:

- My Picture Dictionary
- My Coloring Book
- For the Girls
- Exercise is for Everyone

The **pricing varies** based on the amount of books & teacher trainings you would like us to implement.

Contact us and we'll give you an estimation.

Featured Projects to Support:

These projects need the most immediate funding support.

For the Girls - Afghan Version

For the Girls - Rohingya Version

Exercise is for Everyone - Pilot Version

If you're interested in sponsoring us, contact us directly:

sophie@books-unbound.org

Immediate donations can be made [here](#).



Thank you so much for this unique opportunity to work with you! I hope our cooperation will last very long. In Ukraine we say щиро та безмежно вдячний which means I'm endlessly thankful! I believe that our big mission to help people will be accomplished!

- Contributing Artist, Books Unbound



info@books-unbound.org

www.books-unbound.org

