

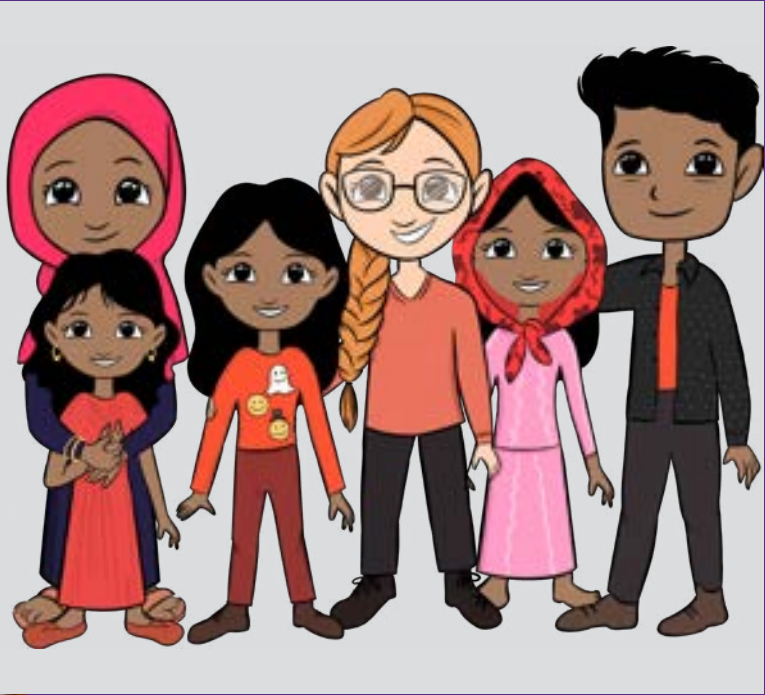


Year in Review



2020

A Message from the Founder



"2020 caught us off guard. We didn't expect our team would grow so quickly. We didn't expect so many new projects. We most certainly didn't expect a pandemic to hit us in the middle of it all.

We started the year off in Bangladesh to partner with the International Organization of Migration (IOM) on a custom project. We worked closely with IOM's team of Rohingya artists, artisans, and anthropologists to produce the first ever Rohingya Culture Book -- a cartoonized representation of their most significant cultural items and rituals. We spent 6 weeks conducting in-field research and built our team of artists.

On the side, we were also designing a new product, which we were excited to launch in April: The Bangla Picture Dictionary.

That's when COVID hit. We lost access to the refugee camps. We lost access to schools. All we could do was work remotely. I took a last minute flight back to Colorado to be with my family.

COVID caused us to pivot. We started rapidly producing COVID-19 materials to share with NGOs in Bangladesh. We shared animations, posters, and handouts detailing basic hygiene, facts about COVID-19, and how to remain physically and mentally healthy.

With the world in a lockdown, our team of artists grew rapidly, and so did our collection of materials. **We started experimenting with new learning materials** -- picture dictionaries, comic books, "Where's Waldo" posters, child rights flashcards,

girls' books, coloring books -- we even launched the first ever Rohingya children's cartoon series. In late 2020, we started to pilot our materials by distributing to Rohingya homes in Kutupalong. Our materials are a hit because of one simple fact: **everyone likes cartoons, especially the ones that look like them.** Not only are they contextualized, but we had the help of linguists who created a written form of the Rohingya language. Our projects serve as a platform to disseminate materials in their written language for the first time.

So what's next for 2021? We've built up a collection with enough products to launch every month in the Rohingya community.

But that's just the beginning.

Every product can be contextualized to another community. And we're ready to take on the challenge of expansion. The pandemic caused a massive disruption in education around the world. The learning gap has become larger than ever -- with communities all over the world deprived of the opportunity to go to school. We can't let this happen anymore. We need to fill that gap and encourage at-home learning opportunities.

We're ready to take the challenge.

The goal? To become the go-to provider of contextualized learning materials in communities around the world."

- Sophie Danielson

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Our Mission



Education through cartoonization

Contextualized learning for
refugees & marginalized communities

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





Why We Do It



The Situation

A young Rohingya boy flees his village in Myanmar by boat. He ends up at a refugee camp in a neighboring country.

He's desperate to go to school, but he can't.



The Problem

He finds a book that was donated to the camp. The first page shows a group of American children hopping on a bright yellow school bus. The next page shows a woman in a tight skirt, cooking over an electric stove.

None of it is relevant.

He quickly loses interest in the book.



Wouldn't it be nice if there was a cartoon of him?

That's where we come in.



How We Work

We use art as a platform for education. Our culturally sensitive picture-based learning reaches both literate and illiterate learners of all ages.

We utilize the skills of artists and educators to design fully contextualized learning materials, both with our local and global teams.



Local Educators

Identify the education need in the community. Build an outline with local educators.

Collect reference photos from local photographers who know the community.



Local Photographers

Send cultural specifications & reference photos to our global team to cartoonize and contextualize.

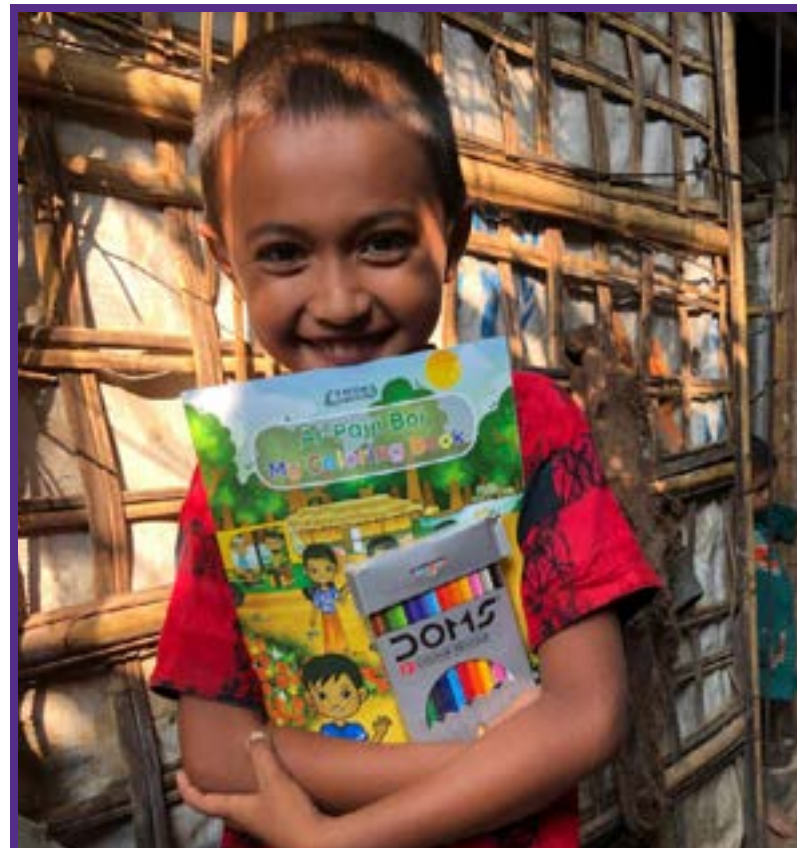


Global Artists

Share cartoons with the local community to receive feedback & approval.



Local Feedback



Work alongside NGOs in the field. Implement teacher training sessions. Gather feedback from users.

The Team

We invest in **artists around the world** to provide quality artwork that tells a story. **Art is such an important part of every culture** and should be passed along to the younger generation. Our artists come from varying nationalities, background, and experience. Ages range from 14 - 55 years old.

We invest in **educators in the local community** to help us develop essential learning materials.

The Creators

Managing Director



Sophie Danielson
Colorado, USA

Local Manager



Ramjan Ali
Kutupalong, Bangladesh

Photographer



Nihab Rahman
Cox's Bazar, Bangladesh

Lead Artist



Beatrice Jasmine
Indonesia

Lead Artist



Anastasia Hladilka
Ukraine

Lead Artist



Rebecca Muhammad
USA

23 artists
16 countries represented



Artists

Allina Seegert
Amadea Szamosi
Anan Anwar Mullick
Anastasia Hladilka
Ashmita Thapa Magar
Beatrice Jasmine
Clarisha Revlyn
Elena Tara
Farah Syahida
Hannah van de Ree
Ignacio Pérez
Jessica Maarleveld

Joanna Smolska
Khadija Quddus
Kyomara
Lukas Lorenzini
Mia Sadler
Patri Cartoon Art
Rachel Lucette Adams
Rebecca Muhammad
Shama Hussain
Sofia Alanis
Urška Kos

Assistants

Minh-E Lau
Mia Sadler

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.

International Linguists



INTERNATIONAL LITERACY
AND DEVELOPMENT®



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



A Year in Review

10,000
children received our materials

Piloted in Rohingya & Bangla communities.

9
books created

Ready to launch through teacher trainings & book distributions.

10
animations

Piloted in Rohingya & Syrian communities.

5
scalable projects

Ready to contextualize & launch in new communities.

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.

Our projects are currently piloted in the **Rohingya & Bangla community**.

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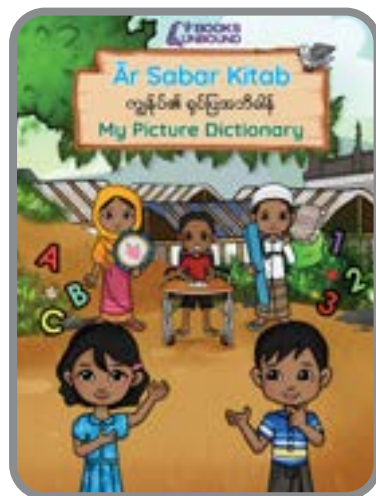
My Picture Dictionary



Kutupalong, Bangladesh
Cox's Bazar, Bangladesh
Chittagong, Bangladesh
Texas, USA

Target Communities:

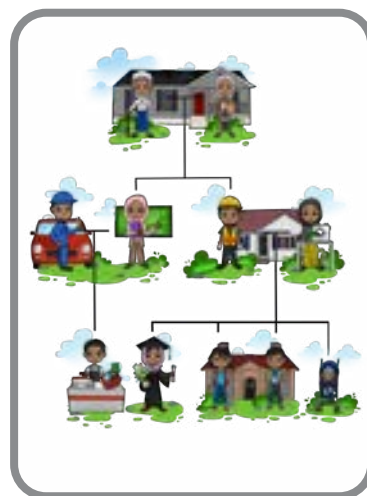
Rohingya



Bangla



Refugees in the US



Description:

The Picture Dictionary was our original product and has since been improved and re-made into Version 2.0. We also added in the Latin based Rohingya script, developed by the Learn Rohingya team. This script was designed so that reading and writing with this system will feel natural for a native speaker of Rohingya.

The Picture Dictionary is the product in highest demand by users of all ages. It can be used as a tool for conversation building, multi-language learning, reinforcing critical thinking skills, and as a platform for art-based storytelling. We are grateful to provide a culturally sensitive learning tool that is easily scalable to other communities.

Sponsored by:

SK Dream Japan

Distribution with:



Current Status: Ready to launch new version

2019

Distributed 2,000 picture dictionaries in Kutupalong, Bangladesh.
Conducted 6 teacher trainings & collected feedback from the users.

2020

Rohingya Community:
Created Version 2.0 with improved cartoons and additional topics.
Added written Rohingya.

Bangla Community:
Designed pilot version, ready to launch pilot project.
Distributed to 400 Bengali children at an orphanage in Chittagong during pandemic.

Refugee Community in the US:
Designed pilot version, ready to launch.

Plans for 2021 & beyond

- Launch official pilot projects for all 3 Picture Dictionaries with teacher trainings.
- Adopt 1 new community & design a new picture dictionary.



"My Picture Dictionary was created by Books Unbound. It is one of the best educational tools for the Rohingya students."
- Rohingya educator in Bangladesh

My Coloring Book



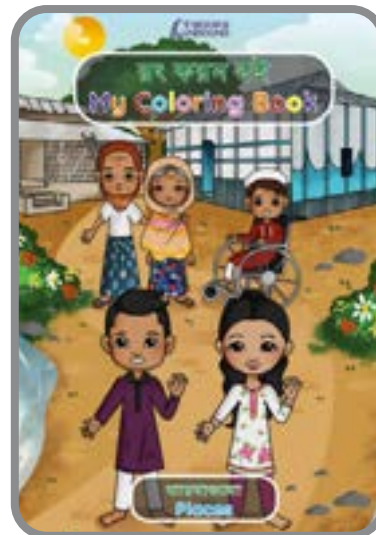
Kutupalong, Bangladesh
Cox's Bazar, Bangladesh
Penang, Malaysia
Texas, USA

Target Communities:

Rohingya



Bangla



Description:

Children should be engaging in activities that stimulate the mind on a daily basis. With the closure of learning centers and a lack of resources at home, children become restless, irritable, and depressed.

Coloring is a proven therapy that aids in the trauma healing process. This activity is not only effective for children, but for adults as well. Coloring has been proven to reduce anxiety, strengthen focus, and serve as a form of meditation to calm the mind.

These coloring books are not generic coloring books. They are created specifically for the target community. We conducted in-depth cultural research to produce relatable materials that foster greater engagement. We want to provide a platform for creativity in the hopes that our readers are inspired to harness their own artistic skills in the process.

Sponsored by:

SK Dream Japan
Private donors

Distribution with:

Anonymous partners in Cox's Bazar
Anonymous partners in Malaysia



Current Status: Launched

Date of Development: November 2020

Rohingya Community

1,200

Coloring Books in November & December
Packages of coloring supplies

Bangla Community

100

Coloring Books in December
Packages of coloring supplies

Plans for 2021 & beyond

- Distribute at least **10,000 Coloring Books** (Rohingya & Bangla) with local partners.
- Adopt 1 new community
- Create a **Health Coloring Book** & pilot in the Rohingya community.



"Once they started coloring, they did not want to stop. They were enthralled with coloring everything...they got so absorbed in the coloring of it. They got really excited to see their lives in this coloring book."

- Educator with Rohingya refugees in Texas, USA

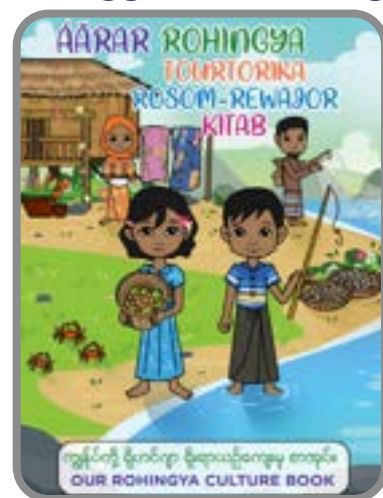
My Culture Book



Kutupalong, Bangladesh
Free download; available worldwide

Target Community:

Rohingya Community



Description:

In early 2020, we began our collaboration with IOM's Rohingya Cultural Memory Centre (RCMC). The RCMC's vast collection of Rohingya artifacts, created by Rohingya artists and artisans is such a beautiful way to preserve Rohingya culture.

Driven by the extensive field research conducted by RCMC team and the resulting collection of artifacts, we worked together to produce the first visual dictionary of Rohingya culture.

Our picture-based approach offers a simple, interactive way to reach literate and illiterate children and adults, and provides the Rohingya community a culturally appropriate education tool featuring their own unique heritage.

Sponsored by:



In collaboration with:



Current Status: Launched

Date of Development: May 2020

Rohingya Community

7,000

Books printed in May & August

Plans for 2021 & beyond TBD

- This was a custom project designed specifically for IOM's Cultural Memory Centre. Scaling is contingent on collaboration with IOM.



"When I saw this book for the first time, it was really amazing. Because of this visual dictionary, I have learned a lot about the Rohingya culture that I hadn't seen in the refugee camp."

- Aid worker in Kutupalong, Bangladesh

For the Girls



Kutupalong, Bangladesh

Target Community:

Rohingya Community



Description:

Now more than ever, girls' education around the world has been disrupted. This was a problem before the COVID-19 pandemic -- and the lockdown has only exacerbated the situation. Unable to go to school, girls are confronted with the dangers of trafficking, gender-based violence, and child marriage.

But education is a luxury. Many girls around the world will not even open up a book. For those who have the opportunity, there are limited resources for them. Very few of the materials are contextualized to their situation, which limits their engagement.

Our team of female artists created a book that is made by girls, for girls. The purpose is to take the reader on a journey through the 5 stages of womanhood -- and address some key issues that confront women around the world. 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. We want the cartoons to inspire creativity among the girls in the community. Our goal is to scale this project to other communities. The content will remain the same, but the cartoons and messaging will differ based on the target community. While we all come from diverse backgrounds and speak different languages, there are some common issues that women around the world share. We're here to highlight them.

Sponsored by:

**SK Dream Japan
Private Donors**

Current Status: Ready to Launch

Date of Development: December 2020

Rohingya Community

56

pages developed of contextualized topics addressing girls' issues.
Custom teacher training guides developed.

Plans for 2021 & beyond

- Official pilot project launch in Kutupalong, Bangladesh.
- Distribute 1,000 books and conduct teacher trainings with participating NGOs.
- Channel anti-trafficking NGOs for distribution to provide book as an aid in the trauma-healing process.
- Contextualize to Bangla community for a new product.



"Even in a western culture, not every girl is taught about her body and everything along with it. I think it is extremely important that no matter what, these topics are taught to girls."- University student, USA

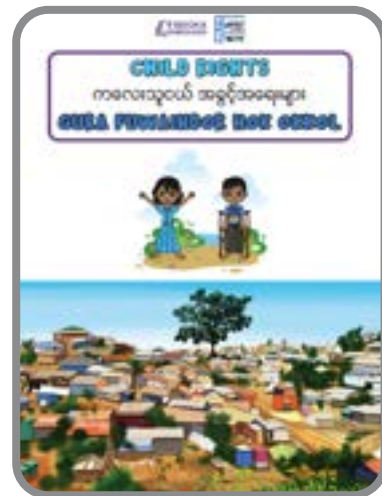
Child Rights



Kutupalong, Bangladesh

Target Communities:

Rohingya



International



Description:

The Child Rights project was created in collaboration with Books Unbound and SKUS. The purpose is to educate, build conversation, and encourage awareness of child rights among the Rohingya community. Books Unbound modified it to create an international version for children around the world. The picture-based approach is fully contextualized, making it relatable and culturally sensitive.

The statements are based on concepts from the UN's Convention on the Rights of the Child. The text has been modified from the original statements and does not hold any copyright. These statements were developed to encourage ideas and spark discussion of these important topics.

There are three different products: full color book, coloring book, and flashcards.

Sponsored by:



In collaboration with:



Current Status: Launched

Date of Development: August 2020

Rohingya Community

495

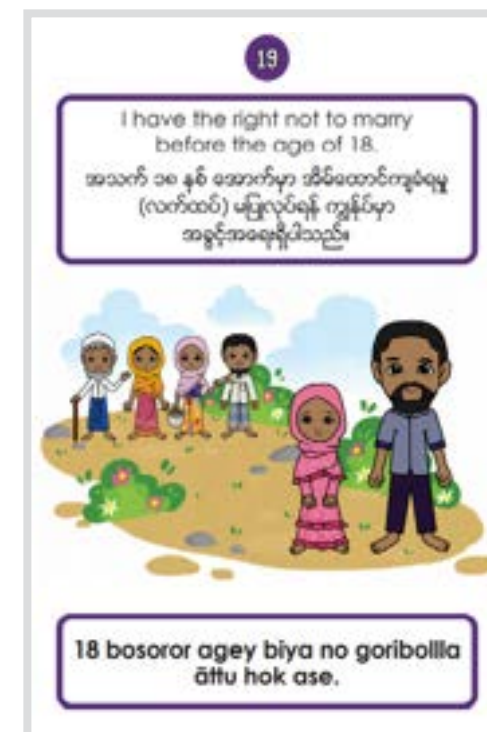
children with their parents participated in the pilot project.

89

teachers trained in the pilot project.

Plans for 2021 & beyond

- Develop a version for adolescents with 43 Universal Human Rights.
- Distribute 1,000 coloring books in Rohingya community.
- Adopt a new community & create flashcards, full color and coloring book versions.



Parents mistreated children and deprived them of their rights. But from now on they understand that children also have many rights. They were very interested in the picture books.

- Rohingya refugee in Kutupalong, Bangladesh

Exercise is for Everyone



Kutupalong, Bangladesh
Bekaa Valley, Lebanon

Target Communities:

Rohingya



Syrian



Description:

Exercise is such an important part of our lives! When we are active, we improve our physical and mental health. The people who benefit from exercise the most are usually those who are least likely to be physically active. Especially refugees who suffer from PTSD, depression, and other mental health illnesses.

We partnered with Simon Rosenbaum from University of New South Wales (UNSW) to initiate awareness campaigns on the importance of exercise.

We launched a short video about exercise along with a comic strip translated to the target community's language. Our goal is to encourage exercise in displaced communities around the world.

Sponsored by:



In collaboration with:



Current Status: Launched

Date of Development: May 2020

Rohingya Community

Published

Available online for all NGOs to access & use in programs.

Syrian Community

Ready to Launch

Publishing in January 2021

Plans for 2021 & beyond

- Adopt a new community



"No matter who you are or where you are, we can all find some momentary joy and relief in movement."
- Simon Rosenbaum, UNSW

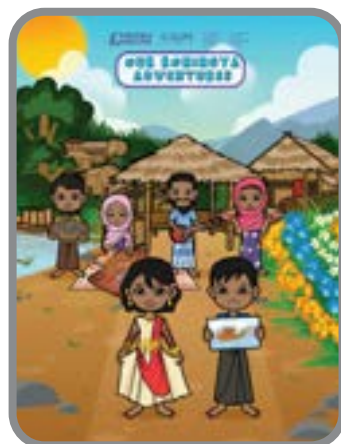
Our Rohingya Adventures



Kutupalong, Bangladesh
Bekaa Valley, Lebanon

Target Communities:

Rohingya



Description:

We developed the first ever Rohingya children's cartoon series! We are so excited to provide another platform for representing the Rohingya culture and language. We developed the script and worked closely with Rohingya children in the camps to make our characters come to life! The animations are created to teach Rohingya children about important life lessons in a culturally sensitive way. For every story, we also created a comic strip so the children can practice their English and Rohingya reading while watching the videos.

The videos are available on our Youtube channel, please check them out!

Sponsored by:



ROHINGYA
CULTURAL
MEMORY
CENTRE

In collaboration with:



ROHINGYA
CULTURAL
MEMORY
CENTRE

Current Status: Launched

Date of Development: August 2020

Rohingya Community

Published

Available online and through IOM's Cultural Memory Centre platform.

Plans for 2021 & beyond

- Develop and launch 5 more episodes of **Our Rohingya Adventures**.



Featured Episodes:

- Episode 1:** The Fisherman Who Never Caught a Fish
- Episode 2:** Music is Magic
- Episode 3:** The Beauty of Diversity
- Episode 4:** The Secret Ingredient



"I am so happy to watch this video. There is one thing that interests me, it is our language that's why. Thank you so much for your making of this video with our culture. So, as far as I know that you will be creating more videos continuously."

- Rohingya refugee, Bangladesh

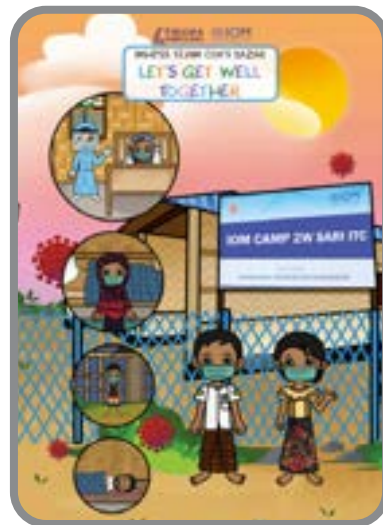
COVID-19 Materials



Kutupalong, Bangladesh

Target Community:

Rohingya



Description:

COVID-19 took the world on by storm. Our team worked hard to develop printable resources to teach the Rohingya community about basic hygiene. This was distributed by various NGOs within the education sector. We also collaborated with the Mental Health and Psychosocial Support team of IOM to produce 2 animations to address mental health during this time.

The Rohingya refugees continue to experience severe mental health impacts -- and the COVID-19 lockdown has exacerbated this problem. We are here to help by providing informative videos and activities to support the Rohingya community.

Sponsored by:



In collaboration with:



Current Status: Launched

Date of Development: April 2020

Rohingya Community

Published

Available for free online and currently implemented in the Cox's Bazar Education Sector learning programs.

Plans for 2021 & beyond

- Develop and launch 5 more episodes of **Our Rohingya Adventures**.



"This is the first time I have seen someone like me as a cartoon! Thank you!"
- Rohingya woman, Bangladesh

Save the Environment



Kutupalong, Bangladesh

Target Communities:

Rohingya



Description:

Education about the environment is essential at a young age. This can instill helpful habits to make sure our environment stays healthy. In many cultures, environmental awareness is not taught in schools. It's extremely important to learn about how to take care of your environment, especially in a crowded refugee camp.

Created by Mia Sadler, our "Save the Environment" project will teach Rohingya children about taking responsibility for their environment and helping each other to keep their community clean and healthy.

Sponsored by:

Private Donors

Current Status: Under Development

Date of Development: Ongoing

Rohingya Community

In Progress

Finalizing the draft and adding in Rohingya and Burmese translations.

Plans for 2021 & beyond

- Translate and finalize draft.
- Launch pilot project with 100 children and 20 teachers.



"...it was done in a way to understand it and respect the Rohingya culture."
- University student, USA

Where's Waldo?



Kutupalong, Bangladesh

Target Communities:

Rohingya



Description:

"Where's Waldo" was always a classic children's series that we grew up with. Why not create a Rohingya version and bring it to Bangladesh? In collaboration with IOM, we designed a culturally specific Rohingya version of Kutupalong, Bangladesh. The full map includes various characters seen in our learning materials, cultural items, and landmarks in the area.

Sponsored by:



Private Donors

In collaboration with:



Current Status: Launched

Date of Development: June 2020

Rohingya Community

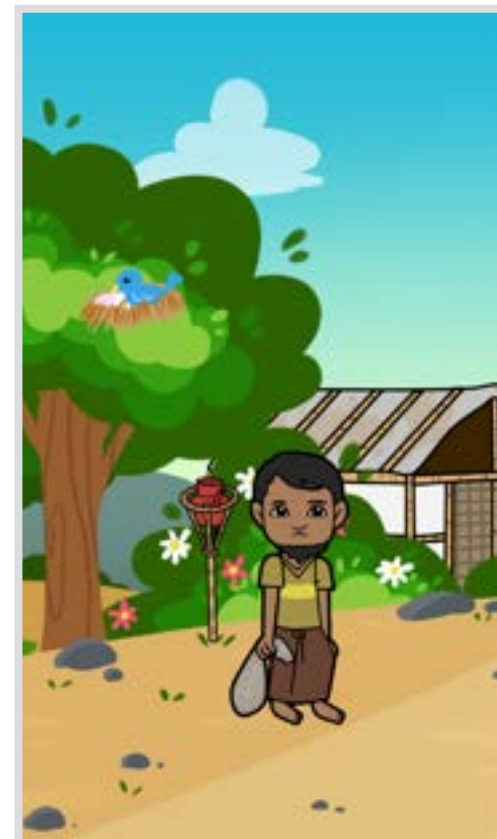
Launched

Available at IOM's Cultural Memory Centre in Kutupalong, Bangladesh.

Plans for 2021 & beyond

TBD

- This was a custom project designed specifically for IOM's Cultural Memory Centre. Scaling is contingent on collaboration with IOM.



"We are re-creating projects that were important to us during our childhood. We hope to create the same world for our Rohingya community."
- Sophie Danielson

Finances

The projects funded by private donors are **ongoing scalable projects**, created solely by Books Unbound's team. **These are the projects we plan to scale in other communities.**

The projects funded by NGOs are **custom projects made for specific programs**. The scalability of these projects is contingent on our collaboration with the partner NGOs.

Projects funded by private donors	Projects funded by NGOs
My Picture Dictionary	My Culture Book
My Coloring Book	Child Rights Project
For the Girls	Our Rohingya Adventures
Exercise is for Everyone	Where's Waldo?
Save the Environment	COVID-19 Project

Allocation of Funds from Private Donors

Development

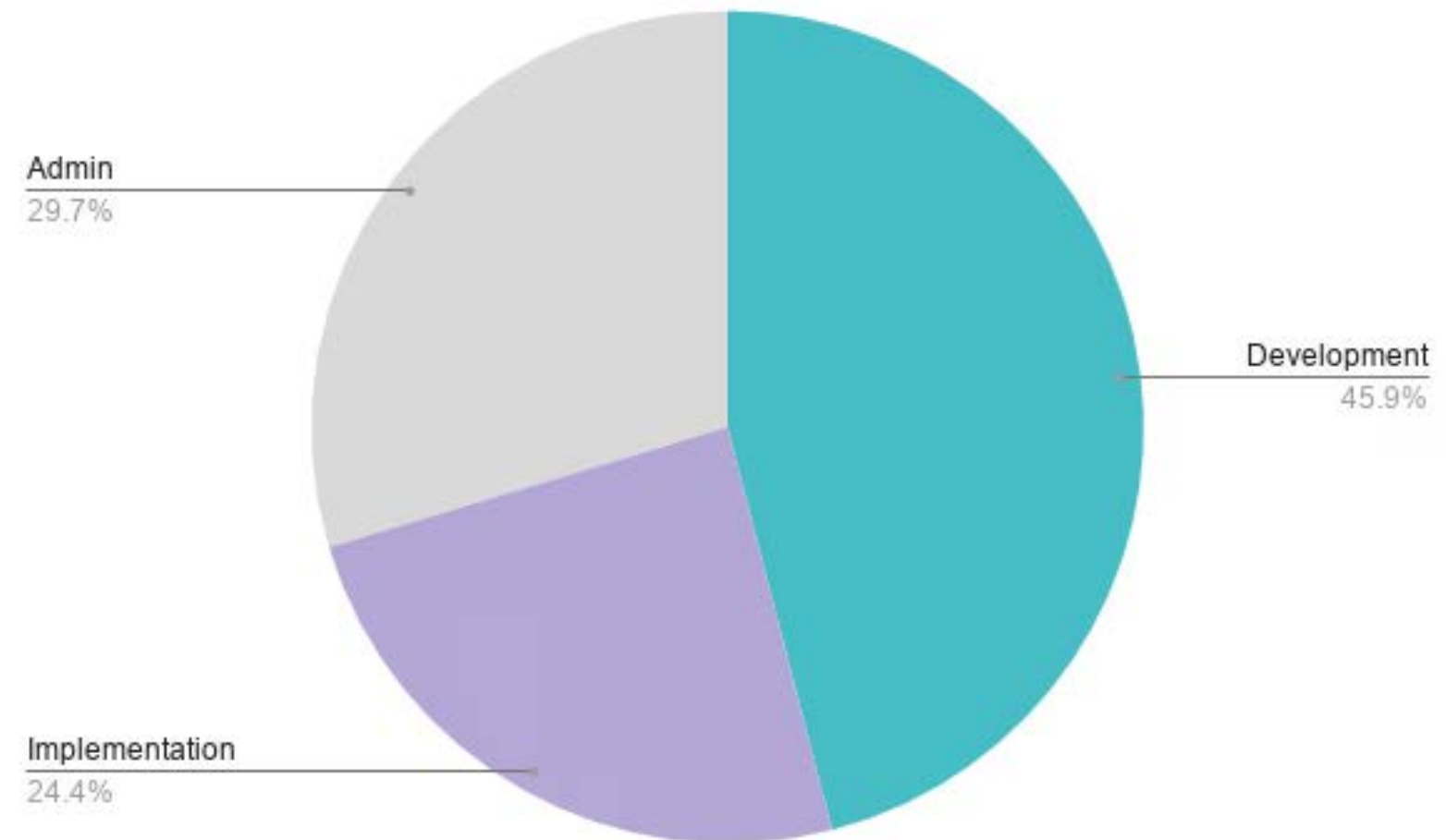
- Artwork
- Translations
- Graphic design
- Animation

Implementation

- Printing
- Teacher Training
- Travel expenses
- Community testing

Admin

- Marketing expenses
- Local assistant salary
- Managing director salary



Due to the COVID-19 pandemic, we were unable to implement our programs as much as we planned. Instead, we spent more time developing materials, which **increased our available products**.

Our goal for 2021 is to **increase the implementation** to distribute more materials and launch more teacher trainings. This also helps us gain more feedback on our projects.

Corporate Sponsors

We are looking for corporate sponsors who can **"adopt a community"** and support our projects long-term. Each sponsor selects a community and/or project to support.

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

Fully funding a new community with the following projects:

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

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.

Communities to Adopt: Rohingya Bengali *Looking for a new community*



Your sponsorship supports our team of artists, educators, translators, and content creators!



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!
- Lead Artist, Books Unbound

Future Plans

Learning shouldn't stop just because of a pandemic. COVID-19 has caused the closures of schools all over the world. The education gap is growing larger and mental health is rapidly declining.

For 2021, we are taking the initiative to distribute more learning materials in the refugee community. This includes piloting our materials, launching socially distanced teacher trainings, and making sure children have creative activities to improve their mental health. We're grateful for our amazing team and supporters who are making our mission possible each and everyday.



"I can learn at school."



"I can learn at home."

Contact Us

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