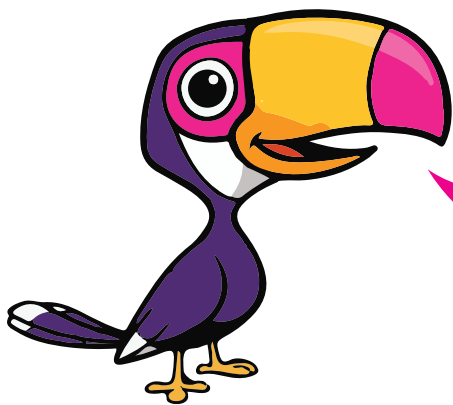


THE STORYMOJA READ ALOUD 2021



To change attitudes about reading, we found a world record to break- the **Guinness World Record for Most People Reading Aloud from the Same Text at the Same Time in Different Venues**. Celebrate the 2021 International Day of the African Child with us by reading aloud and breaking this world record!

DEAR POTENTIAL PARTNER,

We got tired of hearing people say that “if you want to hide something from an African, hide it in a book.” We have been working hard to change this attitude about reading in the past few years. And now we found a world record to break - the **Guinness World Record for Most People Reading Aloud from the Same Text at the Same Time in Different Venues**. The current Guinness World Record is 223,363 participants in 909 venues across the United States of America. A record we unofficially broke in June 2015, by leading 229,043 children in 1,097 schools across 44 counties – during our world reading record warm ups. This was remarkable at the time, as Kenya is not known for its reading culture.

This year, we will attempt to officially break this record while celebrating the International Day of the African Child on June 16. We are currently in conversation with the Guinness Book of World Records to formally endorse and recognize this initiative. It is for this reason that we request for your support to make this possible. The Day of the African Child which was initiated by the African Union is our chosen day for this fete as it raises awareness on the continuing need for improvement of the education provided to African children. It also celebrates the children of Africa and recognizes them as the change agents of the society.

Since the beginning of 2020, the Covid-19 pandemic has adversely disrupted education and other sectors. We hope to teach our children the culture of resilience and overcoming challenges against all odds even as we tackle the pandemic and promote reading. If Kenyan children ‘own’ a world record in reading, it will go a long way in building positive perceptions about the value of reading storybooks and counter the long-held view that Kenyans do not read for pleasure.

Reading aloud with children provides an enjoyable, shared experience of the written language, which has been found to form the foundation for further language and reading development. We are determined to lead what we believe will be the world’s largest and most stimulating gathering of children reading aloud the same extract simultaneously, from multiple locations, and we are hopeful that you will join us on this adventure!

Anne Eboso
Campaign Manager

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Owning a world record in reading will build positive perceptions on the value of reading storybooks



“I’ll be reading with Kenyan children to break a world record. Will you join me?”

~ Dr Auma Obama

The only reason I am the patron of this wonderful initiative is because I believe with all my heart that reading storybooks promotes literacy and critical thinking. Research shows that children with higher vocabulary perform better in school, which is not surprising since learning words is the foundation for literacy. Children need to *learn to read words* before they *read words to learn*. And as eloquently said by Rosemary Mutunkei, *words are like people, the more you meet them, the more you know them*. Storybooks have more words than textbooks and children’s television programmes. Yes, storybooks are a remarkable classroom in which children learn sentence and narrative structure within an enjoyable context, and so much more. Stories invite debate and stimulate the exploration of values and issues affecting how we live with each other. Stories help children develop empathy.

So there is no better time than **now** for you to register children for the Storymoja National Read Aloud **world record attempt**. Help our children own a record title that tells the world and ourselves that Kenyans are readers!

If you are a parent, well-wisher or decision maker for an organization, please donate a book for a student, or donate copies for a school so they can participate. Visit a primary school as a Reading Ambassador on the day and join in on June 16, 2021. What a powerful way it will be for Kenyans to celebrate the **International Day of the African Child!**

I’ll be reading with Kenyan children to break a world record. Will you join me?

Dr Auma Obama

Reading aloud is the best advertisement because it works. It allows a child to sample the delights of reading and conditions them to believe that reading is a pleasurable experience, not a painful or boring one.

- Jim Trelease

VISION

To become the world's largest and stimulating gathering of children reading aloud simultaneously from the same text in multiple locations.

CAMPAIGN OBJECTIVES

- To counter the negative perception of reading for pleasure epitomized by a terrible common saying, 'If you want to hide something from a Kenyan / African, put it in a book.' As a result of this attitude, few children have access to books at home and only about 2% of primary schools have libraries.
- While Kenya has one of the best education systems in Sub-Saharan Africa, research indicates that 7 out of 10 children in Grade 3 cannot read Grade 2 level text. Our goal is to show reading is a fun activity that exposes children to new words, which in the long run gives them the ability to communicate (speak and write) and comprehend text.
- To position storybooks / stories as powerful tools that can be used to teach and introduce children to complex concepts and conversations. The featured book for the world record attempt is a science fiction featuring children as the unifying factor in community conflicts. This is particularly apt in the run-up to the 2022 general election in Kenya.
- To position reading as a solution to ensuring education gains are not completely reversed, especially since we are still right in the middle of a pandemic.

TARGET AUDIENCE



Children aged between 6 – 14 years: These are children in primary school who have the ability to read and will be the main participants in the Read Aloud.



Primary schools across Kenya: Schools will serve as the main reading venues for the Read Aloud. Teachers in the schools will play a major role in ensuring the activity takes place on time as scheduled and communicate directly to the parents of the children in their respective schools.



Parents of children aged between 6 – 14 years. Parents, especially those in urban areas and whose children attend private schools, will support their children by purchasing the recommended texts for the event.



Development partners/sponsors/donors – These are organizations we will reach out to for support, to get the recommended text supplied to public schools that may not be able to afford purchasing the books. These organizations support schools and sponsor specific pupils in the schools.



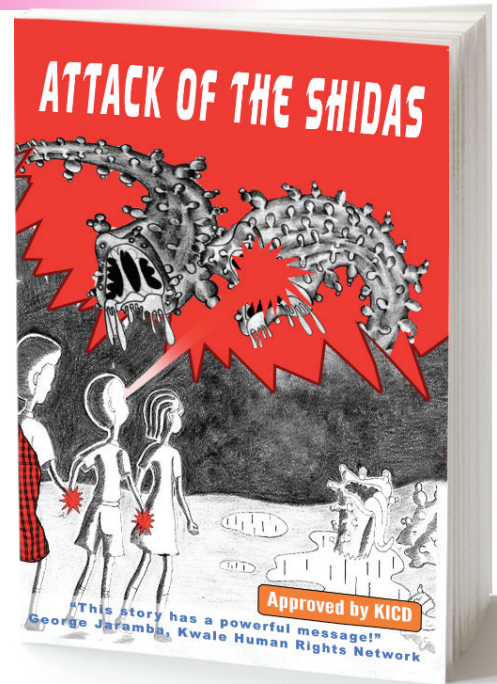
Individual Reading Ambassadors worldwide who wish to sponsor a book(s) for a child or a school.

Readers worldwide, especially teachers and children, willing to read at their schools or join online from wherever they are in support of Kenya's World Record attempt.

THE EXTRACT

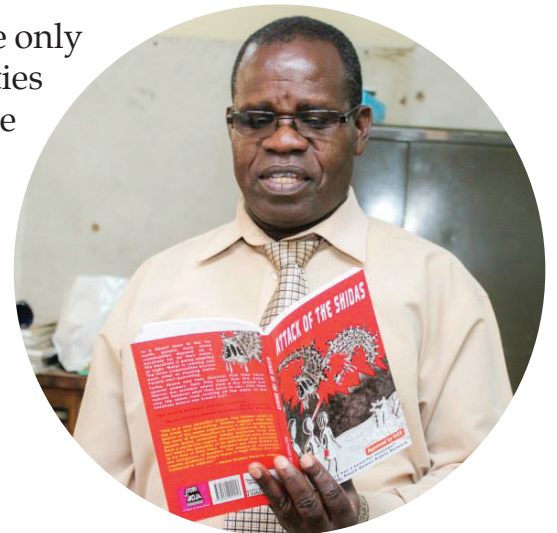
The excerpt to be read aloud is at the back of the *Attack of the Shidas* book, a KICD approved science fiction story that was commissioned by the Kenya Human Rights Commission following the 2007/2008 Post Election Violence in Kenya. The aim of the story is to sensitize children on issues around ethnic tolerance, children rights, unity in diversity and disability is not inability.

Statistics from a research commissioned by the Kenya Human Rights Commission in 2012 indicates that 12% of Kenyan children in primary schools have actively been part of a conversation about kicking another community out of their neighborhood. A third of the Kenyan children also feel that their tribe is superior to others.



SYNOPSIS

The book is about invisible aliens who suck water out of the only borehole in town. Tension mounts as the three communities living in that city accuse and argue with each other over the dwindling supply of water. Can three children from the different communities unite in time to stop the alien thieves before their town breaks into war? This stimulating and engaging book entertains children while subtly teaching important lessons in eliminating harmful social and cultural practices affecting children.





HIGHLIGHTS OF PAST READ ALOUD EVENTS

Past read aloud events through the eyes of our participants:

“Reading from *Attack of the Shidas* together with hundreds of pupils was such a moving sight. It has been a long time since I heard a chorus of reading pupils standing in front of me. Together with my team, we were able, in our small way, to make children fall in love with stories and books.” **Salem Lorot, Advocate of the high court of Kenya**

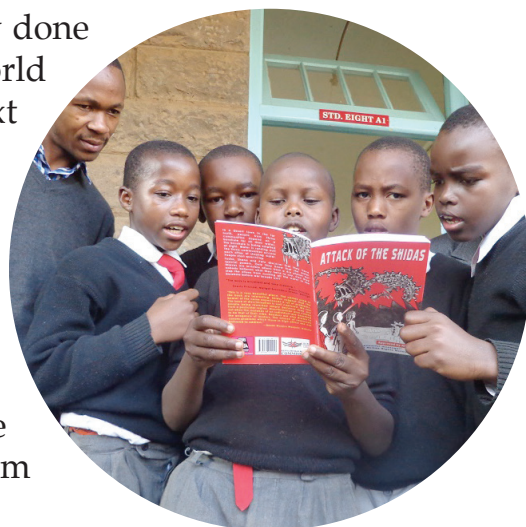
“Am a happy alumnus of Murema Primary School. I too took part and it was my first time. I enjoyed to the last bit as we read with the kids.” **Dennis Karuti, photographer**

“The teachers who attended the session said it was a good project that can improve the reading culture of the pupils.” **Mrs. Catherine Oderere, HT at Amagoro Primary School, Busia County**

“Storymoja did a great job. Please come and read with our younger children. I teach Grade One and you can see how interested and excited they feel about the story. Your dramatic reading and sound effects helped them understand the messages in the book.” **Mrs. Wambui Mbugua, Teacher – at Hospital Hill Primary School**

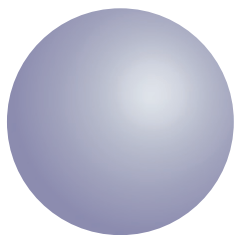
“They have been threatening to do it and they have finally done it. Our friends from Storymoja have finally broken the world record for the most people reading aloud from the same text at the same time from different venues. This was at the latest record attempt on June 15 during the day of the African child after several years of trying. The record has not been verified by the Guinness Book of World Records.” **James Murua, Literary Journalist (June 2015)**

“Kenya’s Storymoja Read Aloud campaign has finally unofficially shattered the World Record for most people reading aloud from the same text at the same time but from different locations.” – **The Star (June 2015).**

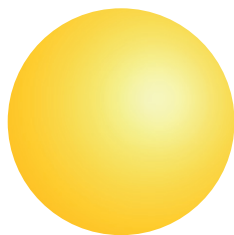


SPONSORSHIP AND PARTNERSHIP OPPORTUNITIES

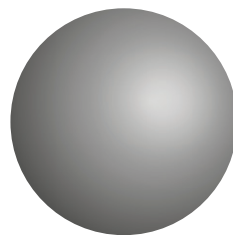
Presenting a campaign of this magnitude requires concerted effort and support from various stakeholders. Below are some of our sponsorship packages for your consideration. We are also happy to work with you to customize a package that fits your needs:



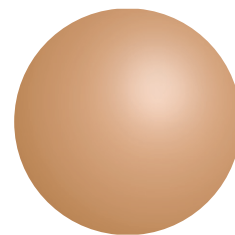
Platinum Sponsor
Ksh 1,000,000



Gold Sponsor
Ksh 500,000



Silver Sponsor
Ksh 250,000



Bronze Sponsor
Ksh 100,000

OTHER SPONSORSHIP AND PARTNERSHIP POSSIBILITIES

Adopt-a-child – Ksh 1,000

This will ensure the participation of a child in line with Guinness World Record guidelines.

Adopt-a-classroom – Ksh 50,000

This will ensure the participation of a classroom in line with the Guinness World Record guidelines.

Pre-activations sponsor

Sponsor our pre-activations events in line with your marketing objectives.

Media Partnership

Media partnership for publicity and documentation.

Numbers verification partnership

We are looking for an audit firm to confirm our numbers.

Billboard sponsor

Billboard sponsor for publicity.

Schools recruitment partnership

If you have a number of schools in your network, please help us by recruiting them to participate in the read aloud campaign.

Sponsor a Reading Ambassador

Sponsor the logistical costs for our reading ambassadors.

In kind support

This may be in the form of transport and facilitation costs for stewards and reading ambassadors, and other logistical costs.



Braille Read Aloud

BENEFITS OF SUPPORTING US

1. Recognition as a sponsor and partner in all our promotional materials.
2. Recognition as a sponsor and partner in all our online platforms.
3. Brand association with a campaign at the forefront of getting a book in every hand.
4. Invitation to pre-activations events.
5. Books rubberstamped with your logo for purchase of more than 1,000 copies.
6. Share the campaign's powerful vision of contributing to the growth and sustainability of Kenya's reading culture.
7. Opportunity to have customized benefits based on level of sponsorship.

Make a date with us to discuss your preferred option. Thank you for your consideration and support!

For more information or clarification, contact:

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0734971923



Thank you for joining the Reading Revolution!