

BOOKS FOR ASIA

DELIVERING A WORLD OF INFORMATION AND OPPORTUNITY

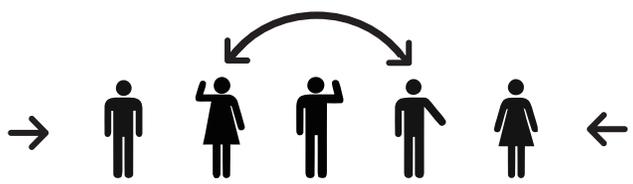


The Asia Foundation

Books for Asia believes in the transformative power of new, crisp, quality books. Books spark ideas and theories. They hone critical thinking skills and shape our understanding of the world and the many opportunities within it. But across Asia, millions go without books, or read dated, damaged texts. In our six decades on the ground in Asia, we have witnessed, again and again, the powerful ripple effects of providing students, educators, and leaders with access to up-to-date information from the world's leading publishers. An educated population is better equipped to fight poverty, disease, and injustice, and work toward peace and prosperity.

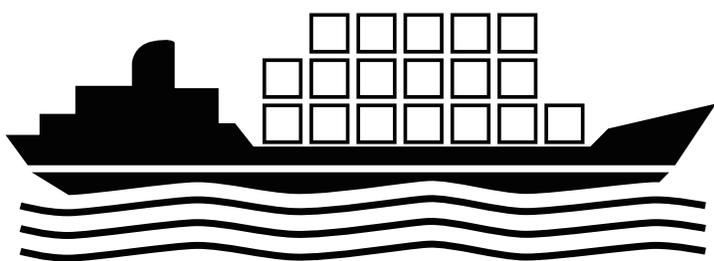
WE OPERATE IN 18 COUNTRIES ACROSS ASIA

- | | | |
|-------------|----------|-------------|
| Afghanistan | Korea | Pakistan |
| Bangladesh | Lao PDR | Philippines |
| Cambodia | Malaysia | Sri Lanka |
| China | Maldives | Thailand |
| India | Mongolia | Timor-Leste |
| Indonesia | Nepal | Vietnam |

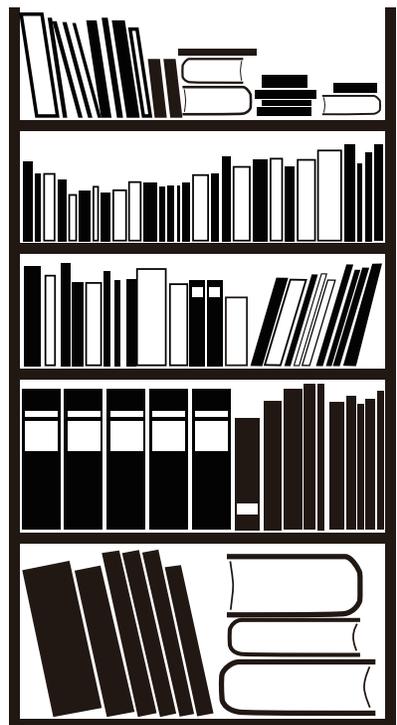


NINE MILLION PEOPLE
are impacted by our donations each year

THE **VALUE**
OF OUR
ANNUAL
BOOK =
DONATIONS
\$40,000,000



We ship one million books annually to Asia



46,000,000
BOOKS HAVE BEEN DONATED
TO TENS OF THOUSANDS
OF INSTITUTIONS SINCE
OUR FOUNDING IN 1954

NOTE: all numbers are estimates based on field reporting

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2007.05.04



What Makes Books for Asia Unique

THE MOST EXPERIENCED BOOK DONATION PROGRAM IN ASIA

Books for Asia is the largest and longest-running program of its kind in Asia. In our nearly six decades of working in the field, we have developed well-established operations in each of the 18 countries where we work, and a reputation for impactful programs, professionalism, cost-effectiveness, and high-quality donations.

EXPERT RESIDENT STAFF

Our in-country teams are well-positioned to assess local challenges and opportunities and have extraordinary relationships with educators, grassroots groups, and local leaders, allowing us to distribute books in remote and conflict-ridden areas. Our staff continually seeks out new recipients and makes regular site visits to ensure donated materials are secure and well-utilized.

A COMMITMENT TO BRAND-NEW BOOKS

Books are hard to find in many of the places we operate and new, English-language books are a rarity, despite the fact that the ability to speak, read, and write in English is quickly becoming a necessity in Asia, as in the rest of the world. In order to breach this divide, we work with a variety of world-class, English-language publishers to ensure that our donated texts—from children's storybooks to college-level textbooks—are relevant and of excellent quality.

TARGETS ALL SECTORS OF SOCIETY

Books for Asia donates books to all ages and at all levels of learning. We believe that by assisting today's leaders and tomorrow's, we are providing people with the ability to advocate for themselves and their communities, reform ineffective practices, and contribute to advancement in the region. In Mongolia (pictured), a vast and sparsely populated country, we help bridge the rural-urban divide by delivering more than 100,000 books to all 21 provinces, including the country's most far-flung corners.

Equipping Those on the Front-Lines of Change

We partner with and support the efforts of reformers and educators in Asia who are dedicated to ensuring people have the opportunity to learn and grow. Our partners range from educational institutions to non-profit groups to government entities that do not have access to the quality material their constituents need. For example, Books for Asia donates books to the Subornogram Foundation in Bangladesh, an organization founded by Shahed Kayes (pictured), that started schools for marginalized communities along the Meghna River.

“ The Subornogram Foundation is working to educate unprivileged children among the river gypsy, cobbler, and fisherman communities. We dream for a better life for these children through education. Books for Asia stands beside us. They gave us our first donation of books and study materials and showed us how to bring the dream into reality. ”

— Shahed Kayes, founder, Subornogram Foundation, Bangladesh





Inspiring Children's Education

Vibrant, entertaining books are crucial to engaging students. Books for Asia helps foster an early love of reading by providing approximately 300,000 brand-new children's books to thousands of schools each year. At Koh Yao Wittaya School on Yao Noi Island in Thailand, it used to be hard to entice students into the library since its shelves held only old and worn books. Because most children at the school came from low-income fishing families and few had the opportunity to read at home, they required extra encouragement to develop an interest in reading. A book donation drive supported by Books for Asia restocked the library and students now eagerly come in to explore new ideas and stories through the books.

“ When children read more, so many good things start happening to them. Their reading and writing skills improve. Their capacity for thought and imagination is boosted. They become better students. ”

—Rachaya Suphoe,
teacher at Koh Yao Wittaya School, Yao Noi Island,
Phang Nga province, Thailand



Developing Tomorrow's Leaders

Cutting-edge, thought-provoking resources are essential for training the next generation of educators, economists, scientists, lawyers, doctors, and engineers. Even in a rapidly developing country such as China, access to up-to-date research and reference material can be difficult. Yang (pictured) was a student at Yunnan Nationalities University, a respected school that educates thousands of minorities in southwest China each year. Now an English teacher in her small hometown, she describes her first encounter with the English-language collection of her university library—many of which were donated by Books for Asia—as “eye-opening.”



“ My introduction to The Asia Foundation goes way back when I was still a student in Dhaka University, in the late 1950s....We would line up in the library to get a copy of the book...because the library didn’t have many copies. And then suddenly we got lots of these copies, almost each one of us got one copy of that book—textbooks that we [were] just looking for. ”

—Muhammad Yunus,
economist and founder, Grameen Bank,
and 2006 Nobel Peace Prize winner

Assisting Remote Areas and Conflict Zones

To fulfill our mission to reach those most in need, Books for Asia finds innovative ways to reach people living in far-flung areas, or trapped in the midst of conflict zones. In the aftermath of the 2004 tsunami, our team in Sri Lanka launched four mobile libraries to serve the country's southern coastal belt and Eastern Province, the areas hardest hit by the disaster. During the civil war, our operations continued and now we're helping to rebuild libraries and school collections. In Mindanao (pictured), Books for Asia delivers nearly 76,000 children's books annually, so education can continue uninterrupted in this conflict-ridden Philippine island.

“ The donation of new books from Books for Asia offsets the lack of materials in core subject areas like Mathematics, Science, and English-language in this remote area. For those students that have been affected by clashes, the books can help bring back their enthusiasm to study. ”

—Dr. Nordina Sarip,
Assistant Superintendent of Schools, Lanao Del Sur, Philippines

“ We cannot always stay in the kitchen. The mobile library comes to us and it gives us a great sense of freedom. ”

—Azeeza,
a mobile library user in Kattankudy UC, Sri Lanka



Share Your Love of Books

Join us in getting books to those who need them most! Concerned individuals and service groups can organize new book drives or make tax-deductible cash donations. Publishers can donate overstock, a cost-effective and environmentally friendly way of managing inventory. Businesses can advance their social responsibility goals by partnering with Books for Asia.

For more information, visit www.booksforasia.org,
or contact Wendy Rockett at wrockett@asiafound.org or (510) 667-6480.

“

Books for Asia has been a great partner. They do a wonderful job in supporting literacy where it is most needed in Asia, while at the same time helping us reduce excess inventory and manage our bottom line.

”

—Tom Moloney, Chief Financial Officer, Harry N. Abrams, Inc.

Books for Asia is grateful for the generosity of its donors, which include: McGraw-Hill, Pearson Education, W.W. Norton, John Wiley & Sons, Island Press, Abrams, LexisNexis, Houghton Mifflin Harcourt, and Scholastic, and the United States Agency for International Development for its contributions toward shipping costs.

Books for Asia is a program of The Asia Foundation, a non-profit, non-governmental organization committed to the development of a peaceful, prosperous, just, and open Asia-Pacific region. The Foundation supports Asian initiatives to improve governance, law, and civil society; women's empowerment; economic reform and development; sustainable development and the environment; and international relations.



THE ASIA FOUNDATION HAS RECEIVED A FOUR-STAR RATING, THE HIGHEST POSSIBLE, SEVEN YEARS IN A ROW.

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