



THE NATIONAL READ-ALLOUD 2024

THEME: CLIMATE CHANGE

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P A G E S



Letter to Partners

Dear Partner,

RE: LET'S BREAK THE WORLD RECORD!

Greetings from Start A Library Trust!

We are thrilled to invite you to join a groundbreaking National campaign: engaging children across Kenya in **attempting to Break the World Record for the Most People Reading Aloud from the Same Text, at the Same Time, in Different Venues**. The USA holds the current record with 223,363 participants in 909 venues, a record we unofficially broke in June 2015 by mobilising 229,034 children in 1,097 schools across 44 counties. This campaign, previously hosted by our partner Storymoja Publishers, will be held on **Friday, 12th July, 2024**. This will mark the **inaugural National Reading Day**, declared by the President of the Republic of Kenya, His Excellency Dr. William Ruto. We will rally 300,000 learners from 3,000 schools across the country to read aloud led by 6,000 Reading Ambassadors.

This year's focus goes beyond record-breaking. We aim to use the transformative power of reading to amplify the voices of African children in the fight against climate change. The captivating stories will spark awareness and empower a generation of young climate change ambassadors to achieve the SDGs below:



Campaign Inspiration

The Earth's cry for help demands immediate action. Climate change is a stark reality, and the time for inaction is over. **Who better to lead the charge than the guardians of our future – the children of Africa?**

UNICEF [reports](#) that children and young people bear the brunt of the impact of climate change. They face increased deaths from natural disasters, rising non-communicable diseases, and the destruction of homes and infrastructure that threaten their existence. The United Nations (UN) Human Rights Council and the Committee on the Convention on the Rights of the Child have declared inaction on climate change a violation of children's fundamental right to a safe and sustainable planet.



Though not responsible for its creation, children will inherit the consequences of climate change. This is where education becomes a powerful weapon. As an organization advocating for children's voices, we believe in leveraging the power of reading to demystify the climate crisis and inspire action in young minds.

Education for Sustainable Development (ESD) equips children with the knowledge, skills, values, and actions to create a world that thrives in harmony with nature. ESD goes beyond textbooks; it fosters critical thinking, empathy, and a sense of responsibility for the planet.

If we don't learn, even our best efforts to help the Earth can hurt it. But with ESD, we can empower children to become eco-warriors, with the right knowledge to fight for a sustainable future.



A World Record for Climate Change



George Ooko,
Board Chairperson,
Start A Library Trust.

Imagine thousands of Kenyan children, voices weaving together, not just reading words but understanding the world itself. It's time to open books and open our minds to climate change. We can empower our children to understand our planet and become change agents for a healthier Earth.

Reading aloud strengthens a love for learning, especially with exciting stories that capture young minds. It makes learning easier, exposing them to new challenges and discoveries. Reading aloud is more than just reading; it's a shared adventure, where we learn, and grow together.

This campaign promises to be a captivating whirlwind, with exciting stories and a chance for many learners to join in, their voices ringing out loud and proud. It's a chance to change our reading culture forever for the better!

More than just fun and learning, The National Read Aloud Day is a chance to connect with our children, with each other, and with our planet. Let's join hands and voices to support this incredible initiative because when children read, they dream, and when they dream, they change the world.

“ **Every day is Earth Day, and I vote we start investing in a secure climate future right now.** ”

~ Margaret Fuller

Message from Start A Library Trust



Evelyne Mwandia,
Executive Director,
Start A Library Trust.

In a world increasingly shaped by climate change, literacy becomes more than just reading and writing. It's the key to unlocking an understanding of the world we inhabit, the challenges we face, and the power we hold to make a difference. Our Read Aloud campaign empowers young minds not just with literacy skills but with the critical thinking, empathy, and problem-solving abilities to become champions for a sustainable future.

Kenya's journey towards prosperity is amplified by the vibrant echoes of its children's potential. The National Read-Aloud campaign stands ready to equip them with the knowledge and skills to become catalysts for change. By working with organisations, we can empower young Kenyans to lead the way in addressing global challenges and advocate for a sustainable future. Let's join forces to build a nationwide chorus of development and climate awareness champions.

“ **Today a reader, tomorrow a leader.** ”

~ Jackie Speier

The National Read Aloud Goal

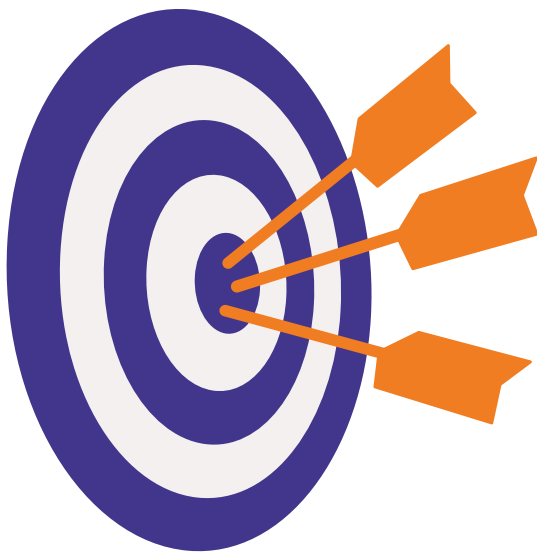
To amplify the powerful voices of the African child in fostering climate change awareness by leveraging the transformative power of reading.

Campaign Objectives:



- * To position storybooks/stories as powerful tools that can be used to teach and introduce children to complex concepts and conversations, like climate change.
- * To cultivate a collective sense of responsibility and shared purpose for addressing climate change.
- * To promote a sense of appreciation for our planet and the urgency of climate action.
- * To cultivate a collective sense of responsibility and shared purpose for addressing climate change.
- * To promote Kenyan National Pride.

Expected Outcomes:



- * Increased awareness of shared responsibility in climate change among learners, educators, and communities.
- * A shift in attitude towards the role of children in championing topical issues like climate change.
- * Enhanced literacy and life skills acquisition among learners.
- * Enhanced national pride for Kenyan children, breaking the world record in reading aloud.
- * 300,000 children and 6,000 Reading Ambassadors participated in the program.
- * Incorporation of Read Aloud into the Ministry of Education's calendar of activities.

#TheNationalReadAloud

THE NATIONAL
**READ
ALOUD**



CALLING ON
PARTNERS

**LET US MAKE
HISTORY!**

**JOIN THE LARGEST GATHERING OF
KENYAN CHILDREN READING ALOUD**

Event Date: 12th July 2024 Time: 8.30am - 9.00am

Venue: Schools across the country

1

EXCERPT

30

MINUTES

300,000

LEARNERS

3,000

SCHOOLS

6,000

READING
AMBASSADORS



@StartALibraryTrust

Target Audience

Primary School Children (Ages 9-14)

These children are the main participants of The National Read Aloud, as they can read and actively engage with the text. Primary schools across Kenya will serve as the main reading venues, with **teachers** playing a crucial role in coordinating the activity with the Reading Ambassadors.



Parents

To purchase the recommended book and sign up as a Reading Ambassador to read with the learners.

Development Partners/Sponsors/Donors

To provide vital support for The National Read Aloud by:

- Making the recommended book accessible to public schools that may not be able to afford it. This ensures equity and inclusivity in the program.
- Signing up schools in their network. [Sign up here](#)
- Signing up their staff as Reading Ambassadors. [Sign up here](#)
- Sharing about the campaign within their networks/social media.



Individual Reading Ambassadors

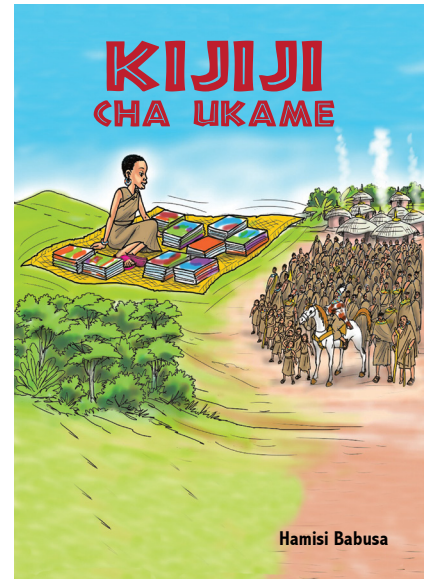
Signing up as Reading Ambassadors and sponsoring a learner at ONLY KES. 480. Donate here



The Excerpt

The excerpt to be read aloud is part of the “**Kijiji Cha Ukame**”, an SDG2-approved Kiswahili fictional book by Dr. Hamisi Babusa, published by Storymoja. This complements the adoption of Kiswahili by the **African Union** as the language that will promote **regional integration** and sustainable development.

The book through a creatively written story addresses the effects of climate change by telling a story about a land that was once covered by forests. Through human activities, deserts stretched where trees used to stand. Animals suffered as their homes were destroyed. Food and water became scarce. Survival hinged on change. Bi Kitabu, a fourteen-year-old girl, rose to lead the call for transformation.



The timely theme echoes the urgency of climate action by the President of the Republic of Kenya, His Excellency Dr. William Samoei Ruto, who has consistently requested bold and concerted efforts in tackling climate change on various platforms, including the ambitious goal of planting 15 billion trees by 2032. It also perfectly aligns with global initiatives like UNEP monthly webinars, COP28 in Dubai, and the Africa Climate Change Summit in Nairobi, which are aimed at amplifying the climate action message towards achieving SDG 13. This engaging theme not only creates awareness but also encourages children to be part of solving complex global issues while fostering a love for reading and learning. This ultimately empowers them to become **change agents** and positively impact their environment.

Synopsis

Wakazi wa Kijiji cha Ukame wanafyeka misitu na kujigawia mashamba. Muda si muda mvua inakosekana na wanakumbwa na athari za kiangazi. Hawana maji wala chakula. Mimea inanyaukia mashambani huku mifugo wakifa kwa kukosa lishe na maji. Je, watafuata ushauri wa Binti Kitabu kuhusu uhifadhi wa mazingira?

Highlights from Previous National Read Aloud

“We, as the Ministry of Sports, Culture and Heritage, endorse The National Read Aloud attempt for a world record in reading aloud, because we believe if Kenyan children ‘own’ a world record in reading, it will go a long way in promoting a positive reading culture in the country.”

Josephta Mukobe, CBS –The PS Heritage

“The Read Aloud was a new experience for the learners and helped to cultivate a reading culture in our school. This exercise should continue in future.”

Jeniffer Muriungi, Malindi Central Primary School

“Despite education being one the most funded sectors by the government, just like the rest of the world, are still off track to meet SDG 4! However, with initiatives like #TheNationalReadAloud, gains will be made in literacy skills, and this is Key for quality education.”

Alvin Mokaya, Diamond Trust Bank – Reading Ambassador

“The activity came out well. The children enjoyed every part. It improved the reading culture because most of the learners did not have the courage to read aloud. The activity should not be a year thing, but twice or thrice per year”.

Mwanahamisi Badi, Nyali Community Library

“The read-aloud was very educative and enjoyable”

Leaner, AL-Falah Academy, Garissa

“We will definitely participate again. This is such a noble initiative for our learners to become competent in matters literacy.”

Rebecca Akinyi, Gongoni Primary School, Kilifi

Sponsorship and Partnership Opportunities

We are committed to building strong partnerships with organisations that share our vision of a sustainable future. By becoming The National Read Aloud sponsor, you will have the opportunity to significantly impact the lives of children, promote environmental awareness, and demonstrate your commitment to quality education.

Platinum Sponsor (Title Sponsor) *KES 10 Million*



- Recognition as a Platinum sponsor in all promotional materials
- 100,000 exclusively co-branded excerpts that will be read in 500 schools
- 15,000 copies of **Kijiji cha Ukame** distributed to 500 schools (rubber stamped with your logo). The books will be instrumental in contributing to the growth and sustainability of the learners' reading culture.
- 3,500 exclusively branded certificates that will be presented to Reading Ambassadors and schools.
- Recognition and participation in the campaign's press conference
- Brand presence in all media conversations
- Visibility on the National Read landing page on the Start A Library website.
- Opportunity to input in the campaign's delivery and programme
- Opportunity to curate and run a pre-read-aloud activation

Gold Sponsor
KES 5 Million



- Recognition as a Gold sponsor in all promotional materials
- 50,000 exclusively co-branded excerpts that will be read in 250 schools
- 7,500 copies of Kijiji cha Ukame distributed to 250 schools (rubber stamped with your logo). The books will be instrumental in contributing to the growth and sustainability of the learners' reading culture.
- 1,750 exclusively branded certificates that will be presented to Reading Ambassadors and schools.
- Recognition and participation in the campaign's press conference
- Brand presence in all media conversations
- Visibility in The Notional Read Aloud Landing page on the Start A Library website
- Opportunity to input in the campaign's delivery and programme

Silver Sponsor
KES 2.5 Million



- Recognition as a Silver sponsor in all promotional materials
- 25,000 exclusively co-branded excerpts that will be read in 125 schools
- 3,750 copies of Kijiji cha Ukame distributed to 125 schools (rubber stamped with your logo). The books will be instrumental in contributing to the growth and sustainability of the learners' reading culture.
- 875 exclusively branded certificates that will be presented to Reading Ambassadors in the 125 school
- Recognition and participation in the campaign's press conference
- Brand presence in all media conversations

Other Sponsorship and partnership possibilities



Adopt-a-child KES 480

This will ensure the participation of one child.



Be a reading Ambassador

Sign up to read with the children in your preferred school on Friday 12th July 2024.



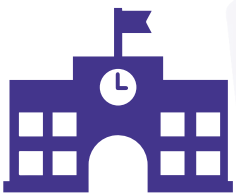
Adopt-a-classroom KES 14,400

This will ensure the participation of a classroom of 30 children.



Pre-activations sponsor

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



Adopt-a-school KES 72,000

This will ensure the participation of a school of 150 children.



Media Partnership

Media partnership for publicity and documentation.



School Recruitment

To recruit schools to participate in The National Read Aloud. Sign up schools [here](#)



Numbers verification partnership

We are seeking media firms to verify our numbers

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

Damaris Kakui

Campaign Manager

damaris@startalibrary.org

0716 006 713

Evelyne Mwandia

Executive Director

evelyne@startalibrary.org

0726 783 033