



## Room to Read Matching Grant Campaign



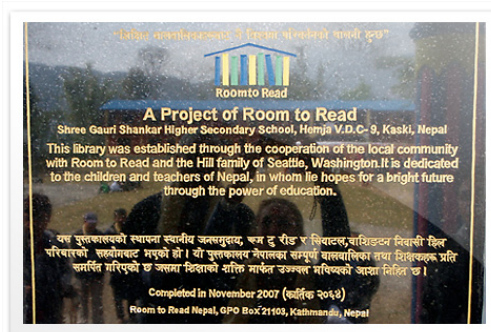
Students Helping Students Section of Room to Read Tokyo Chapter is pleased to announce the launch of “Room to Read Matching Grant Campaign”.

Following is a summary of the Campaign and an application form.

If you have any questions please email to : [shsjapan@gmail.com](mailto:shsjapan@gmail.com)

### 1. Campaign Details

- 1) US\$50,000 was pledged by the Zwaanstra Foundation to be used to match the funds raised by students in the greater Tokyo region.
- 2) Posters, instructions for the campaign and an application will be sent to those schools who are interested in participating.
- 3) Campaign deadline is set on March 31<sup>st</sup>, 2010.
- 4) The amount eligible for matching is US\$2,000 minimum, and US\$4,000 maximum per school or student body. This is set to ensure a fair distribution of the fund to as many schools as possible.
- 5) Funds will be donated to RTR's Reading Room program. Participants may choose the country in which the Reading Room will be located—subject to availability.
- 6) For every 3 reading room donation there will be a completion report which describes details of our partner community, photos of one reading room, and a dedication plaque which commemorates the donation (see sample plaque).



## 2. Posters

1) All posters were designed by Mr. Joon-Shik Lee of branding design company Office Lee., Co., Ltd. Mr. Lee is a St. Mary's alumni and is also a parent of a daughter who attends Seisen International School. We truly appreciate his pro bono assistance!

2) Posters are meant to be used to enlighten the children. Each poster highlights 3 core issues Room to Read works on; literacy, poverty, and education.

3) 1<sup>st</sup> poster raises an issue of literacy "What happens when you cannot read simple instructions?". It shows a girl standing in front of the "Danger" sign (on the mine filed) looking puzzled. Points to discuss with students will be what dangerous situation you could think of getting into IF you cannot read a simple sign (instructions, message, etc.)?



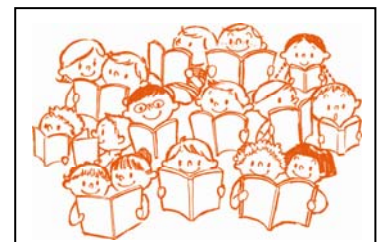
4) 2<sup>nd</sup> poster raises an issue of poverty and power of education. "Education is the key to break the chain of poverty". We believe education and knowledge are the real asset which empowers the people from within, and with that power one can break the cycle of poverty for good.



5) 3<sup>rd</sup> poster raises an issue of life-long gift of education (with focus on women). "Education is the gift that can save lives". If a woman gets educated, then she has more ways to protect her family (from illness, danger, etc.) as you see on the illustration where a mother chooses proper medication for her child.



6) 4<sup>th</sup> poster is specifically for the Matching Grant Campaign. It shows many children getting an opportunity to read books as a result of our students' efforts in raising funds to provide reading rooms filled with books.





**Room to Read Matching Grant Campaign  
Application for the Grant**

**Please fill out & email to [shsjapan@gmail.com](mailto:shsjapan@gmail.com) before Feb 28, 2010.**

1	Name of the organization
2	Address
3	Contact person / title
4	Contact phone number / Email address Phone : Email :
5	Country you wish to support:
6	Targeted Fundraising Amount: US\$ : JPY :
6	Planned Fundraising Activity/Event (please be as specific as you can in description) Dates : Activity:

For official use only

Application processed on :	
Currency Exchange Rate	
Grant amount matched	
Transfer details	