



2019 Executive Director's Report: Annual Review

Prepared by Pia Wong

Covering the period from 1 January to 31 December, 2019

OVERVIEW

Bring Me A Book Hong Kong (BMABHK) began 2019 full of purpose and focused on a strong year of growth, learning and launch of new initiatives. We planned extensively and had a productive 2 day Strategy Planning Session with our Board Members and management team in May, which confirmed our key strategic priorities from 2020 to 2023. It was a positive interchange which energized us all as we moved forward together to chart a new chapter for BMABHK.

However, just a short month later, we started to face increasing challenges: largely due to the civil unrest in Hong Kong, with frequent street protests disrupting activities throughout the city. Of particular concern was the safety of our target audience of young families. We were fortunate that our visiting author from the United Kingdom – Jarvis - was able to attend his scheduled appointments with only minor changes. Sadly, the cancellation of best-selling author Dav Pilkey's visit in November meant that our big 2019 fundraising event did not occur. We had fundraising target of approximately HK\$2 million of (largely) unrestricted funding to be raised from activities related to Dav's 3-day visit. The cancellation was particularly disappointing for our staff and volunteers who had contributed months of planning for this unique opportunity.

Despite this, we were still able to fulfill all the existing requirements of our various donors and successfully secured repeat funding from two key corporate donors; Bank of America (BofA) and Target.

OUR WORK IN NUMBERS IN 2019

1. BRING ME A BOOK

Library & Replenishment Program (2,500 books)

24 Libraries serving 10,100 low-income families

Including 19 bookcases, 5 bookbag libraries and 9 library replenishments.



2. BRING ME A TRAINING

A) For Low-Income Community

92 Trainings, serving 1,576 parents, including:

- 25 Community Trainings (20 sponsored by BAML, 5 sponsored by Target)
- 67 First Teacher Trainings

60 storytelling sessions for 2,408 children by 500 volunteers

- During library installations: 24
- During replenishment program: 6
- General storytelling sessions: 30

B) For HK Community (Fee-based)

39 Workshops serving 1,512 parents

- 8 Student / Storytelling workshops (1 by Julie Fowlkes)
- 20 Parent Workshops (including 6 by Julie Fowlkes)
- 6 Parent/Child Workshops (2 by Julie Fowlkes)
- 5 Teacher Workshops (4 by Julie Fowlkes)

3. TRAINING IMPACT: Summary of Parents' Survey

We collected 364 pre- and 313 post-evaluation forms from parents who completed our community trainings in 2019. The feedback was very positive and clearly confirmed the effectiveness of our training modules.

Three months later, we further surveyed the same group of trained parents. We received 151 evaluation forms from this group with results further proving that their parent-child reading habit had improved significantly after attending our trainings.

Overall 97% of parents said that they would spend more time reading at home with their children and they would apply what they learned from the trainings to their daily lives.

	Before	After	Change
I know the read aloud skills	39%	87%	↑ 48%
I know how to cultivate my child's interest in reading	34%	85%	↑ 51%



I know how to overcome the challenges of reading aloud	34%	83%	↑ 49%
I know how to select books for my children	46%	79%	↑ 33%
Feedback from parents THREE months after training:			
I will read more than 3 times per week (3 months after)	51%	71%	↑ 20%
I will read to my child for at least 10 minutes each day	73%	87%	↑ 14%
I have visited the public library 3 times or more in past month	34%	42%	↑ 8%

Parent Testimonial: "I learned a lot from the parent-child reading training organized by Bring Me A Book Hong Kong. My 6-year-old boy used to spend a lot time in electronic devices during his leisure time. I recently started reading with him by using the skills I learned from the training. He enjoyed my interactive storytelling very much and became very attentive." Mrs. Leung, Participant of Community Training at Immaculate Heart of Mary School.

4. BRING ME AN AUTHOR

51 School Visits by six author/illustrators, serving 14,100 children: Liu Hsu-Kung, Matthew Gollub, Jarvis, Lauren Child, Petr Horacek, Shana Cheung and two literacy and educational specialists Simona Baciuc and Julie Fowlkes. For a full list of authors & participating schools, please refer to this [link](#).

5. AUTHOR IMPACT: Summary of Students' Survey

We collected 4,580 evaluation forms from children of disadvantaged communities and the feedback was very positive with 80% or more finding the sessions very interesting and wanting to attend more Meet-the-Author sessions in the future.

	Strongly Agree/ Agree
The talk was interesting and I enjoyed very much	84%
I would like to read more books after meeting the author	76%
I would like to attend more meet-the-author activities in the future	80%



***Teacher Testimonial:** "Petr Horacek gave a very entertaining and informative talk. The students really liked the drawings, the stories and the funny photos of his family members with the animals. It was wonderful that the students were able to meet an author (and illustrator) in person. As an English teacher, we always use the words "author" and "illustrator", but the students have probably never met one before. After meeting Petr, the students have a greater love for reading books!"* NET teacher of Po Leung Kuk Chee Jing Yin Primary School, where over 140 students participated in Petr's sessions.

6. BRING ME A BOOK GUIDE

- BMAB Membership: 63 Family Members (30 New Members)

3 New Book Guides	No. of downloads	Distribution	Online View
Read Aloud Collection 2 (since June 2019)	73	2,575	2,382
Chinese Bookguide 2019 (since Dec 2019)	12	590	796
Good to Read (since Nov 2019)	N/A	Schools via The Standard's Goodies subscribers: 20,000 BMAB: 108 (incl online orders in Christmas Book Sale)	N/A

7. THOUGHT LEADERSHIP

We have partnered with the following strategic partners and conducted 10 talks or events with industry experts, empowering more **680 educators and 200 parents**, including:

- **Hong Kong Public Libraries**

We collaborated with the Hong Kong Public Libraries for their first Hong Kong Library Festival in October and November 2019 with an aim to enhance the reading atmosphere in Hong Kong. As one of their partners, we offered various free talks and workshops for more than 1,000 children and adults included author talks by Lauren Child and Petr Horacek, storytelling workshops with arts and crafts activities, parent-child book making workshop, and a series of talks for parents and teachers conducted by our lead trainer Julie Fowlkes.



- **Education Bureau of Hong Kong (EDB)**

BMABHK was honoured to be selected as one of the supporting organizations at the Joyful Reading Carnival organized by the EDB on 2 March 2019. During the event, different NGOs and government departments provided a variety of interesting reading related games/activities in order to promote the love of reading in the community. We ran a game booth for families and invited renowned author/storyteller, Matthew Gollub, to give a very interesting talk for the audience. Everyone had great fun that day!

- **HKEdCity** (HK Government Educational online portal for kindergarten, Primary & Secondary School teachers, students and parents)

BMABHK and HKEdCity jointly organized a professional development program on 'Strategies and Practices – Stimulate Creativity through Extensive Reading and Deeper Reading' for over 200 teachers on 21 October 2019. We invited Lauren Child, Petr Horacek and Joanna Hotung to share with the audience their "power of reading" illustrations for developing students' 21st Century skills. The feedback was very positive and all the attending teachers were inspired by our experienced speakers.

- **The University of Hong Kong:**

BMABHK co-organized a talk with Professor Simona Baciu of The Faculty of Education, The University of Hong Kong titled "The Teacher Within: A Mindful Journey for Well-Being for Teachers in the 21st Century"

8. EARLY CHILDHOOD

Hospital Project

Since 2017, we have been partnering with the Community and Patient Resource Department at the Pamela Youde Nethersole Eastern Hospital to provide antenatal talks and free books for expectant parents to encourage them to use stories and positive reading rituals to deepen the parent-child bond and communication.

During 2019, we trained more than 380 expectant parents and provided them with quality board books to further encourage them to practice a daily reading routine from birth. 98% of parents agreed/strongly agreed that they had a better understanding of parent-child reading techniques and they were motivated to read with their children after attending our trainings.



9. Other Partnerships:

Scholastic

- Invited to be the charity partner for Dav Pilkey visit
- Organized both a public event and community event in November (unfortunately had to be cancelled due to protests)

Swire Properties:

- Artistree: Books for Love: Storytelling Showtime with Pauline Young on 27 & 28 April 2019
- CityPlaza: “Bring Me an Author” Father’s Day event – Jarvis on 16 June 2019

Wheelock Properties:

- Co-organized a Chinese New Year Family Fun Day on 18 January 2020 at Monterey apartment complex in Tseung Kwan O

Hong Kong Parkview

- Secured sponsorship for Dav Pilkey fundraiser dinner (cancelled due to protests)

The Standard

- Pia invited to be a judge and give speech for The Standard Writing Competition for Primary School students

Baumhaus:

- Co-Founders Crisel Consunji and Carston Rakutt joined first Fundraising Committee Meeting
- Organized 2 family events – Jarvis on 22 June 2019 & Petr Horacek on 2 November 2019

Swedish Consulate & Swedish Chamber of Commerce

- Invited to be the charity partner for the Swedish Winter Program including a reading corner, Dance a Book workshops at our beneficiary schools
- Swedish Consulate set up crowd funding site and helped to raise HK\$50K for BMABHK
- Swedish Chamber organized the annual “Swedish Winter Dinner” with BMAB as charity beneficiary.



10. MARKETING, PR & COMMUNICATIONS

Aside from regular monthly eDMs (electronic Direct Mails), events, BMABHK library openings, over twenty speaking opportunities and website updates, below summarizes some of the marketing and promotional efforts this past year:

- **Fundraising Video:** Volunteer, Srijan Kataruka, who contacted Pia via LinkedIn, worked with the BMABHK team to help create a fundraising video for our author program that we shared with some key donors during Lauren Child's visit in November. You can view here: <https://youtu.be/6iSNsFZGrDQ>

11. MEDIA COVERAGE

TV: One significant TV appearance!

- BMABHK Founder James Chen interviewed by Carol Yu (with over 400M viewers!) on Phoenix TV's "Visionaries" program about his Clearly Campaign, Bring Me a Book Hong Kong and the Feng Zikai Chinese Picture Book Award

Newspapers

- Apple Daily (13 October) – Interviewed with Choi EE: The importance of reading aloud fairy tales to your child
- Sing Tao Daily (16 October) – Introduced Julie's workshops: From Listening to Reading

Magazines

- HKCSS channel & HKCSS Scenario (Issue 63, March 2019) – Invited Ms Alison Chan with daughters and Choi EE to promote "Parent-child reading & storytelling without moral lesson"
- SCMP - Good Schools Guide - Kindergartens 2020/21 (July 2019) – Two page feature: Pia shares tips of fostering an interest in reading to your child and suggests the best books for reading aloud.
- Around DB: Published article on new Read Aloud Collection Vol 2¹
- The Standard – 3-page in-depth cover feature on Lauren Child

¹ Sent Press Release on English Book Guide "Read Aloud Collection 2" to: HKET, ESD life, Mingpao, Singtao, Apple Daily, Sunday Kiss, Whiz Kids Express, Baby Mo, Ohpama, Parenting Headline, Littlestepsasia, AM730, HK01, HKCD, Mama Station, Mingpao Sunday, Oriental Daily, Suppermami, SCMP, Standard, Around DB, HK Living, HK Moms, Sassy mama, Timeout, Peegaboo, Pregnancy, Mameshare, Superparent, Baby Kingdom, Baby Mo & 2 freelancer writers



- Goodies 3-page in-depth cover feature on Jarvis and to introduce the “Bring Me an Author” program
- Goodies Cover and in-dept Features: Petr Horacek, Lauren Child, Good To Read & Julie Fowlkes

Radio

- Metro Broadcast Corporation Limited (26 September 2019) – Interviewed with Choi EE and volunteer, Karen : CBMP Radio Broadcast: Reading Aloud to Young Children
- RTHK31 (7 March) – Interview with Choi EE: Share the importance and skills of reading aloud to children
- Skypost (29 August 2019) – Interview with Angela for Swire’s Eric Carle competition
- HK01 (19 August 2019) – Interview with Angela: Share the Dos and Don'ts for parent-child Reading
- RTHK “1 2 3 Show” (13 June 2019) – Live recording with Annie and chat with Bring Me A Book Hong Kong new English Book Guide.

Online

- EDB Smart Parent Net (12 April 2019) – Interview with Ms. Alison Chan, Choi EE and our volunteer Mr. Daniel Poon: “The power of reading aloud to children”
- EdCity panel discussion with Lauren Child, Petr Horacek and Joanna Hotung
- Q&A with Lauren Child at CIS with Pia and Jeff Comer
- Lauren Child video by “Mr. O” on his popular Youtube channel

In Conclusion:

As I commence my 10th year at BMABHK, and Angela her 13th year, I am so proud of what we have achieved and where we have come from since our very humble beginnings in 2006, especially bearing in mind our limited resources with only five paid staff. I would like to thank the incredible BMABHK team, especially the dedicated Board Members and army of volunteers.

Thank you!

Pia Wong
Executive Director
Bring Me a Book Hong Kong