

# ATTACHMENT 1A: NPO COMMUNICATIONS STATEMENT FOR CHILDHOOD LITERACY NPO EXAMPLE

NPO Name Childhood Literacy Ngày October 2013

## Mission Statement for our NPO

*The Childhood Literacy NPO promotes childhood literacy by providing books and tutoring to children ages 5-8.*

Answer the following questions. If your NPO has a mission statement, this information is probably included in your mission statement. If your NPO does not have a mission statement, discuss and answer the following questions.

<b>What does your NPO do?</b>	<i>We provide donated books and volunteer tutoring services to children age 5-8</i>
<b>Whom does your NPO serve?</b>	<i>Children from low income families who are enrolled in Ho Chi Minh City Schools</i>
<b>What is your NPO trying to accomplish? What problem(s) is it trying to solve?</b>	<i>We are trying to make sure that children learn to read, because reading is the foundation of future success in school and in life. Many children do not develop reading skills when they should. This leads to continuing problems in school, and ultimately to lack of skills needed to get good jobs.</i>

The answers to these questions form the basis of a simplified communication statement, appropriate for new and developing NPOs:

**Write your simplified communications statement here**

*Reading is fundamental for succeeding in school and for getting good jobs, but many children do not learn to read well. The Childhood Literacy NPO is dedicated to making sure that school age children learn to read. We do this by providing reading tutoring and books to Ho Chi Minh City children from low income families.*

**OPTIONAL—FOR ESTABLISHED NPOs**

Answer the following additional questions in order to develop a more comprehensive communications statement.

**What are some examples of things that your NPO has accomplished?**

*We have provided tutoring for over 50 children.*

*We have distributed 100 children's books, donated by local publishers.*

**What resources do you have to help you carry out your mission (staff, board, volunteers, donations and other financial resources, building, equipment, etc.)?**

*We have three employees who arrange for tutoring and get book donations. In addition, we have 15 trained volunteers who provide tutoring and deliver books to children.*

*We partner with schools and book publishers to carry out tutoring and get book donations.*

**How do you measure your progress?**

*Our goal is that at least 80% of the children receiving at least 10 hours of tutoring pass a reading competency test. For children tutored to date, 85% have passed the reading competency test.*

The answers to these questions, along with information from the simplified communication statement, form the basis of a comprehensive communication statement, appropriate for experienced NPOs:

### Write your comprehensive communications statement here

*Reading is fundamental for succeeding in school and for getting good jobs, but many children do not learn to read well. The Childhood Literacy NPO is dedicated to making sure that school age children learn to read. We do this by providing reading tutoring and books to Ho Chi Minh City children from low income families.*

*To date, we have provided tutoring to over 50 students and have delivered over 100 donated books. We do this with a team of 3 employees and 15 trained volunteers. We have established close partnerships with schools and book publishers who support our efforts.*

*Our services have been very successful, as shown by the fact that 85% of students who received tutoring to date have passed a reading competency exam.*