

AGFI TRUSTEES UPDATE
November 2017

Dear AGFI Trustees,

What was your takeaway thought from our strategic planning session held last November 16?

For me it was a million and one thoughts, so many that I had to process them in tranches. It was a very good opportunity to refocus on our purpose as a foundation, to ponder on our meaning and to reflect on our processes. It was also a healthy mental exercise to acknowledge good and bad decisions made in the past and appreciate the work done by people in support of the cause. Above all, it was a nice time to look ahead, to reset our direction and anticipate our potential as we inch forward realizing our goal of making every Filipino child literate.

Back in the office after the session, what gave us much thought is our concept of sustainability. How do we know that we are sustainable as a foundation?

Sustainability efforts have always been a priority. We have come up with different programs to ensure that AGFI will eventually be self-reliant in terms of funding its programs. We have actively sought for partners, thus our projects with ICCP Group Foundation and San Miguel Foundation that helped us reach our donation targets for the year. We also have tried encouraging personal donations through our webpage and social media sites.

Another way proven effective is through small, frequent fund raisers similar to the workshops we offered last October 24 at Adarna House. The first workshop, entitled “Making Books for your Toddler”, facilitated by Adarna House product development manager Eli Camacho, had a total of 18 participants. “How to Tell Stories”, a storytelling workshop facilitated by Teacher Dyali Justo, had 12 participants. Funds raised from both workshops totaled Php 11, 758. We intend to pursue more of these workshops in the future.

Another effort that is bringing tangible results is our selling of early literacy bundles at the Adarna bookshop and pop up sales. At the recent Manila International Book Fair alone where the bundles were first available, we were able to sell 395 units amounting to Php 39, 105.



(a) Fund raiser poster (b) Early literacy bundles at the Manila International Book Fair.





But the discussions at the strategic planning session made us rethink what we mean by sustainability. It is not the foundation that we want to be sustainable; it is the work we do and the advocacy we represent. Sustainability is not about sourcing funds, it is about making our Unang Aklat Municipality program replicable and scalable. It is working on the program so that it is readily assimilated into existing systems of local government units. It is working towards a sounder proof of concept for our programs through documentation, signed MOAs with partners, development of manuals, institutional capacity building of local government unit counterparts, robust monitoring and evaluation as well as enabling legislation for the funding and implementation of early literacy programs. It is putting the word out that our advocacy is relevant through our participation in conferences and our presence in social media, through the dissemination of our research results. It is working hard so that all our programs are well implemented and that we are able to extend our reach.

Thank you, everyone, for taking part in the strategic planning session and allowing us to pick your brains. The time you spent with us has inspired us to plan and work even harder and better in the coming year.

Para sa batang Filipino,



Ruth Martin-De Guzman



**ADARNA GROUP
FOUNDATION, INC.**
Bawat Batang Filipino Nakababasa