



Eirya Foundation

Annual Briefing 2015

Eirya Foundation 美國爾雅基金會

Silicon Valley, California



Message from the Team



It takes a team to start an adventure.

As I look over the accomplishments in the past year, I am grateful for the contributions of every volunteer and donor, and also every teacher, school administrator, community leader, parent and child who has been a part of our program and enjoyed the books. I believe a group of people with vision, passion and the commitment to execute is the most vital part in the growth of our organization and our adventure, today and forward.

The children's Chinese reading initiative started three years ago when a few friends who are parents or teachers in the Silicon Valley brainstormed together about what does it take to nurture bilingual reading for children learning second languages? How to select Best Fit second language books for children? How to bring better content that inspire our children to explore the world with not only language tools but also open minds and open hearts? We wanted to find a solution together and turn it from a vision into reality.

Starting from piloting the ideas, we have since set up a mobile library service with local schools; collected thousands of Chinese children's books and brought them into classrooms; organized reading time with children along with music and art & crafts activities; and we continuously collect feedback from teachers, parents and children to improve our program.

In 2015, we've reached many new milestones: officially incorporated in January and received 501(c)(3) nonprofit organization tax-exempt status from the IRS and State of California; received the first gift from the public; collected children's Chinese books from publishers around the world; established a volunteer team of 30; and served 20 sites with more than 3,000 PreK to Grade 6 children.

In 2016, we will continue to focus on reading research and book lists. Our mini grants will expand to more teachers and community leaders to support reading programs. Also more funding support, reading experts advice, awards and certificates will be available for young readers to create and accomplish their own reading projects!

Thank you again for your support to Eirya Foundation!

*Stella Su
Founder of Eirya Foundation
Silicon Valley, California | February 2016*



About Eirya Foundation

Eirya Foundation is a 501(c)(3) independent nonprofit organization based in Silicon Valley, California. It was incorporated in California and received IRS tax exempt status in 2015.

The mission of Eirya Foundation is to make quality educational content available and accessible to educators and children through research, content development and community outreach.



Eirya Foundation started BookKnock program to enrich children's second language reading with good books

- Currently we focus on Chinese books for PreK-6 graders as second or heritage language learners.
- Our goal is to enrich Chinese reading with good books and nurture lifelong readers with bilingual literacy.



We focus on thoughtfully-selected book list and work closely with users through reading program grant and support



- 1 **Research-based Book List and reading plan to complement** Mandarin curriculum, textbook and class theme
- 2 **Grants & Support** to facilitate teachers, parents and young readers to kick start fun, measurable and sustainable Chinese book reading programs



We have been supporting over 20 schools and communities for Chinese reading programs

May 2015: Books leveled, categorized, labeled and delivered for Classroom Book Corner
Yew Chung International School, Mountain View



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July 2015: Community Event, Fremont

August 2015: Yew Chung International School, Mountain View

October 2015: Fair Meadow Elementary, Palo Alto



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November 2015: Fair Meadow Elementary,
Palo Alto



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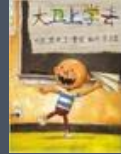









August 2015: Jingying International Chinese School, Sunnyvale

Story time followed by moon cake making



Sample Books for Themes Story Time and Reading Plan

Theme	Topic	Timeline	Book	Activity	Objectives	Theme	Topic	Timeline	Book	Activity	Objectives
"Come and play with the Snowman"	Winter Holidays	Winter		Play with paper snowman and Christmas card	Family, Friendship, Courage	"First School Day"	New School and New Friends	Summer/Fall		Book cover tracing & calligraphy	New Adventure and Adaptability
"Spring Day, Spring Roll"	Chinese New Year	Spring		Make paper spring roll	Culture, Nature	"Harvest"	Autumn and Moon Festival	Summer/Fall		Play dough moon cake and maple leave bookmark	Culture, Literature, Nature
"Why does the little boat go to the big harbour?"	Travel	Spring/Summer		Origami – paper boat	Friendship, World Exposure	"Panda and Polar Bear"	Animals	Year-round		Make a panda hat	Nature, Exploration
"How can you make soup with stones?"	Community	Spring/Summer		Make paper vegetables and put in a pot - learn how to say the name of the vegetables	Generosity and Trust	"Fashion in the ancient times"	Art Craft	Year-round		Chinese fashion doodle & design	Culture, History
						"Have you ever 'counted' the moon?"	Poems with Moon	Fall		Draw moons in different phases (silver pencil on black board paper)	Nature



Feedback from educators and communities

"BookKnock is instrumental in blending the best of East and West with a wide variety of quality high interest books in Chinese for children of all reading levels. Due to the generosity of Eirya Foundation and BookKnock, students have enjoyed countless opportunities to surround themselves with rich text, beautiful illustrations, and stories that bring friends and families together in the journey of learning Chinese. Thank you for helping our school spread the joy of reading in Chinese amongst our community!"



—— Ms. Annette Hanson, Principal,
Yew Chung International School Silicon Valley

"BookKnock has supported us to set up and manage the children's book library from the beginning to today. The library is warmly welcomed by parents and has served more than 50 young readers. Thanks very much for all the efforts of BookKnock!"

—— President Sun,
Cambridge Chinese Community Center, UK

"Thank you for doing this for the kids. Let's serve the community together."



—— Dr. Jerry Yang, Executive Director,
Head Start Kai Ming School in San Francisco

"Really appreciate the high quality books provided by BookKnock. Beyond books, BookKnock enables the community who would otherwise not be able to organize wonderful story times and reading programs, supports the teachers who would otherwise not be able to get the resources they need for their Chinese classes. I feel really lucky to have the service of BookKnock in my community."

—— Ms. Xiao,
Founder of Book Worm Reading Club and Parent Volunteer



Researchers, Advisors and Passionate Volunteer Team

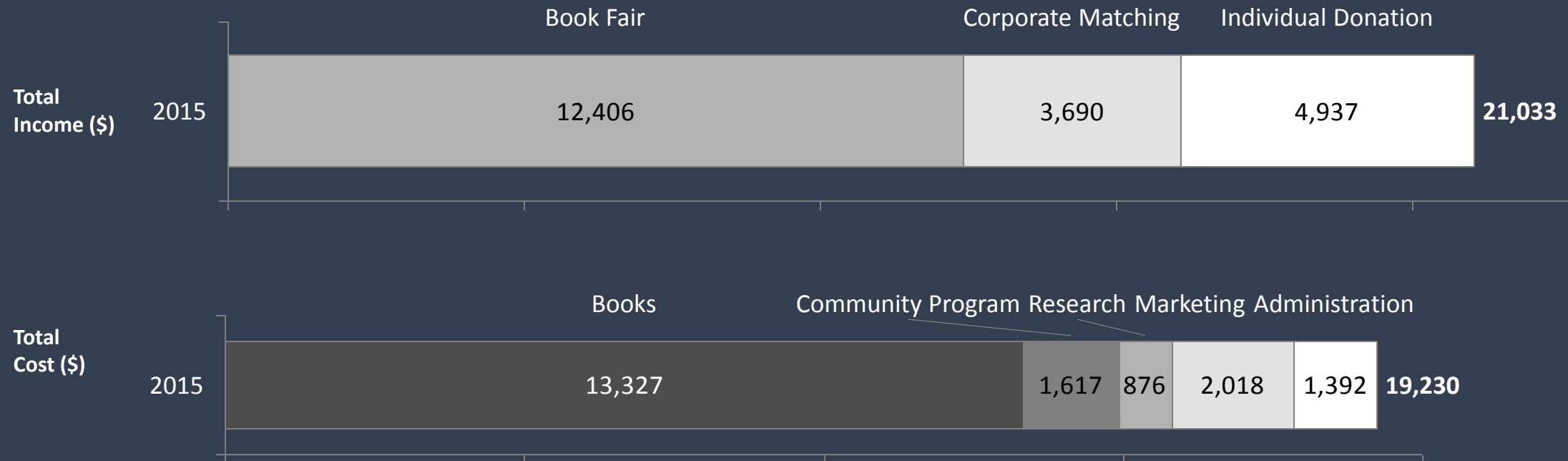


Our advisory board and research team includes local teachers, school administrators, librarians, researchers and reading specialists in the Bay Area and the US who have extensive experiences in teaching (Chinese as second language), language education research, early childhood development, family education, publishing, library management, user experience design, statistics and data analytics.

BookKnock also has a team of ~30 passionate and talented local volunteers who are parents and working professionals



Financial Summary



Notes:

- Research includes conference registration and travel, research team meeting, seminars and workshops
- Community program includes mini grant, story time art crafts supplies and book delivery cost
- Marketing includes website, email hosting, marketing collateral, and fundraising (paypal payment fee)
- Admin includes corporation registration (Federal, State, County, City), trade registration
- Sales tax collected and filed separately



All the friends, donors and volunteers made it possible together

Founder Circle (>=\$5,000)

Anonymous Julie Liao Stella Su/ Min Pan

Board Circle (\$1,000-\$4,999)

Jessica Xu / Yi-Wat Chang Victor Chang Celia Luo Jing Wu David Zhu

Friend Circle (\$1-\$999)

Vicki Chiu Xiaonan Duan Harry Ke Yi He Jes Lee Steven Lian
Jenny Liu Tracy Liu Lingling Niu Pengju Qi Mingyu Qu Amy Scott
Abel Wang Xisha Wang Watson Wat Yuqing Wang Kexue Wei Xirui
Xie Carol Xu
Xin Ya Qiuyue Yang Wenya Yang Jiace Yu / Meng Ye Haixia Yu Landi Yu
Amanda Zhang Charles Zhang Qian Zhang Yanyan Zhao Nicole Zhou

Corporate Matching

Apple Amazon Google HP Microsoft Rovi Corporation Yahoo!

Volunteers

Vicki Chiu Yuping Du Xiaonan Duan
Karen Hong Jianwen Lang Jenny Liu
Chang Liu Xia Liu Xiaoling Mao
Min Pan Amy Scott Charity Shi Jizhen Sun
Crystal Tai Mingyu Qu Huidui Wang
Sarah Wang Yuqing Wang Jing Wu Jing Xiao
Abby Xu Jessica Xu Wenya Yang
Haoyun Yin Naishi Yu Kun Yue
Frances Zhan Amanda Zhang Charles Zhang
Richard Zhang David Zhu Sophie Zhu

*Thank You All
For Your Support!*





Enrich Chinese Reading with Great Books

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