



# HSLF ANNUAL REPORT 2023-2024

HOOPOE SHARE LITERACY FUND

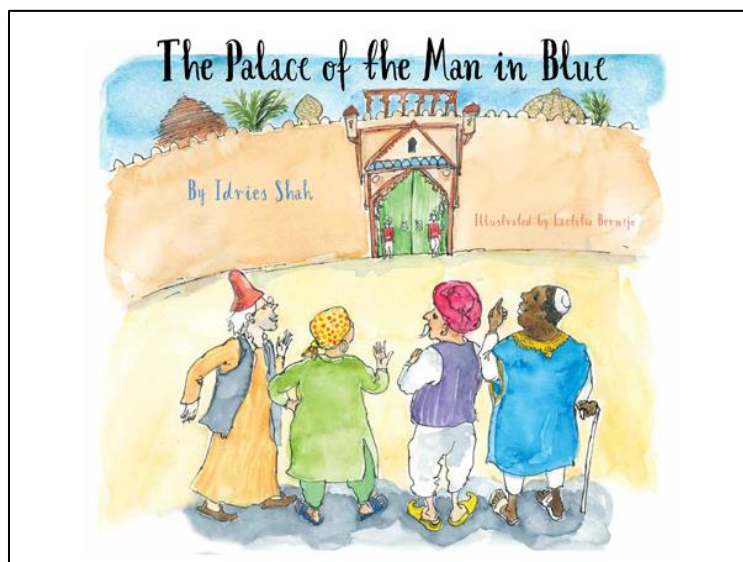
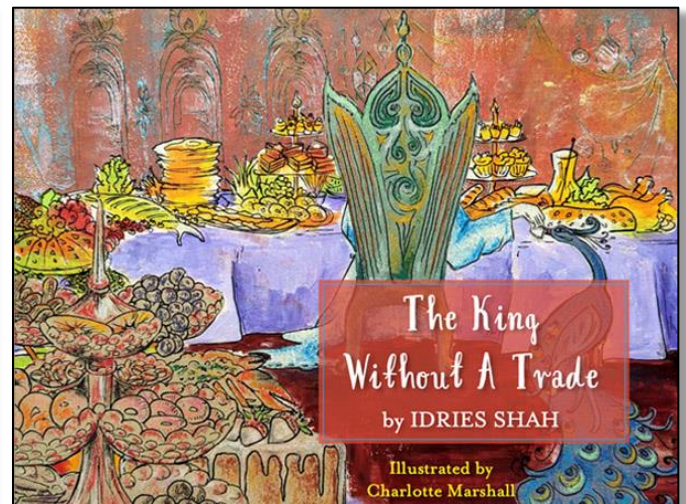
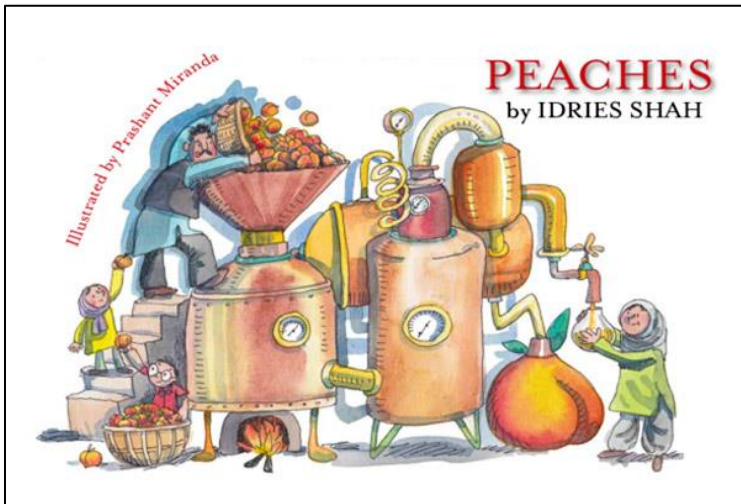
## NEW TITLES AVAILABLE NOW ON AMAZON!

Three new titles by Idries Shah are available on Amazon in English and in the following bilingual editions: English-Spanish, English-Ukrainian, English-Arabic. The books are aimed at Ages 8-11. (Go to our website for linking to Amazon for the language(s) you want to order.)

[Peaches](#)

[The King Without a Trade](#)

[The Palace of the Man in Blue](#)







Hoping to relieve the tedium, the king took a voyage to inspect his vast lands.

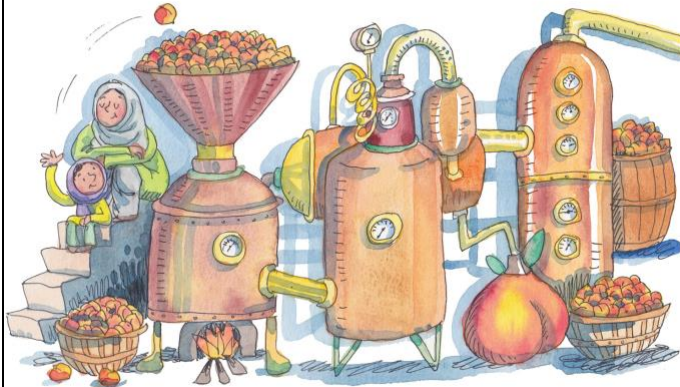


On the way back, a storm blew up, and the royal ship became separated from its escort.



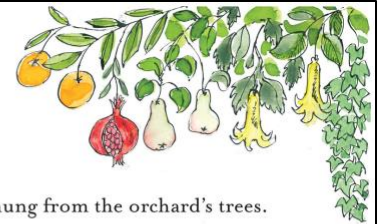
Sample spread *The King Without a Trade*, illustrated by Charlotte Marshall

"What if there is even more to the real thing than this syrup?" wondered the first family. To find out, they tried new ways of preparing syrup.



Sample spread *Peaches*, illustrated by Prashant Miranda

When the meal was finished, the steward took the merchants to see his master's gardens, which stretched as far as the eye could see.



Every fruit imaginable hung from the orchard's trees. Every flower was in perfect bloom in the flowerbeds.



Sample spread *The Palace of the Man in Blue*, illustrated by Laetitia Bermejo

## HSLF BOOK PRINTING AND DISTRIBUTION THIS YEAR

This year we printed over 200,000 books in a great many language editions and have so far distributed 95% of them to children in need.

Details as follows:

### UKRAINE / UK

We printed 9 titles in English/Ukrainian (3,000 copies of each) 27,000 books. Of these books:  
10,000 gifted to UK libraries  
6,000 gifted to UK-based refugee hubs  
3,000 gifted to private homes (hosts for refugees)  
5,000 gifted to Scottish refugee agencies  
3,000 gifted to Ukrainian support centre which helped us set-up the project

### UKRAINE/ POLAND

We printed 9 titles in English/Ukrainian (2,000 copies of each) 18,000 books. All of these books went directly into Ukraine on humanitarian convoys, or were gifted to refugee agencies operating in Poland, by our partners on the ground. We were not charged for distribution. We now have excellent relations with three Polish agencies which have requested books in Polish/English. We have editions in Polish/Ukrainian prepared and we will prepare Polish/English editions for reading online.



Books in Poland being loaded onto humanitarian convoy for Ukraine.

### UKRAINE / GERMANY

Our program in Germany centres on Ukrainian refugees. We have a strong team working to help us in the Munich area. We have a fixer who is a long-time reader of Shah's books. We also have the owner of a logistics company working with us. He has gifted his time, that of his workforce, his lorries, and his warehouse. This is a donation in kind with a value of around \$5,000.

We printed 9 titles in English/Ukrainian (2,000 copies of each) for a total of 18,000 books. To date, around 11,000 of the 18,000 books in these dual languages have been distributed by our partners IBARUS GmbH to various organisations, including libraries and schools which support Ukrainian refugees both in Bavaria and other parts of Germany. As we expected, the distribution has led to requests coming for more books; both from Ukrainian families and from other asylum-seeker groups (such as Afghans and Syrians).

Elementary teachers have been quick to recognize the potential of the books, with some reporting how difficult they are finding it to engage with Ukrainian refugee children, especially boys (almost all of whom have arrived without their fathers). They add that in almost all cases, the children and their families appear to be waiting to return home – which is very different to other asylum seekers hosted in the area since 2015. This determination



to remain true to their heritage means that dual-language books have been snapped up – both by teachers wishing to encourage bridge building between the communities and by Ukrainian families wishing to supply Ukrainian books to their children so as to continue their education in their mother tongue.

## GERMANY

During the distribution of German/Ukrainian books in the Munich area, we were repeatedly asked for books in other refugee languages and German. In response, we have prepared 3 titles in German/Dari, German/Arabic and German/Turkish. Our team in Germany is currently fundraising to cover the cost (15,000 euros) of printing these.

## HUNGARY

We printed 9,000 books (Hungarian/English) in the Netherlands, which were shipped to Hungary in March 2023. Prior to these 9 titles being allowed entry into Hungary, the pdfs had to be inspected by the Hungarian Ministry of Education, to ensure that they were not promoting homosexuality. The books have been stored free of charge by Oltalom in Budapest, an NGO which helps vulnerable people (including refugees and victims of abuse). Distribution of the books in Hungary will be complete by Christmas. These books have gone to:

- Residential homes
- Maternity homes
- Schools (elementary and high schools)
- Women's shelters
- Refugee shelters
- Children's homes
- Cultural centres
- Roma communities

## MEXICO AND LATIN AMERICA

We shipped books in bulk to Ecuador and to Colombia, Nicaragua, and Guatemala. We have distributed books widely in Mexico – both in urban areas such as Mexico City and at border crossings, where there are large numbers of migrant families being held. In 2022-2023, we printed 12,000 English/Spanish books in Mexico City. These books have gone to:

- Guatemala: Cooperativa, community school
- Nicaragua: La Esperanza Ganada, education support project
- Colombia: Biblio Burro Donkey library run by a former teacher
- México, Cd. Juárez (Border, El Paso, Tx) Director: Cristina Coronado: 2,200 books delivered to different immigrant projects; mostly: Mexicans, Haitians, Venezuelan, Salvadorians
- México City: Soñando Mariposas, A.C., children's victims of domestic violence and trafficking
- México City: Primary Domingo Martinez Paredes, to street children that cannot easily access education



Colombia: Biblio Burro



Guatemala: Cooperativa



Nicaragua: La Esperanz

## AFGHANISTAN

Given the current situation in Afghanistan, we feel enormously grateful to our partners on the ground who continue to distribute books.



Our [Books for Afghanistan](#) program, in conjunction with our partner KOR in Afghanistan, printed 42,000 Dari and Pashto Hoopoe bilingual books along with 16,000 English versions at the beginning of this year. KOR, working with private parties and NGO's in Afghanistan under often risky conditions, has been able to distribute 31,778 of these books to educators and organizations desperate for educational materials for their students.



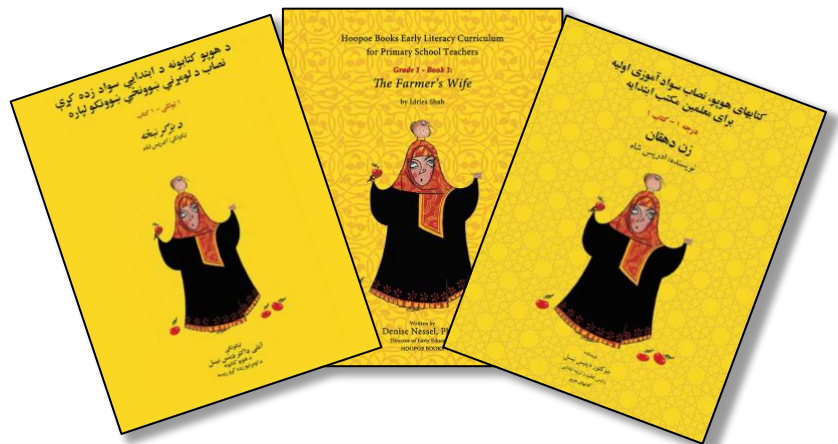


Book orders being picked up at the KOR warehouse in Kabul, Afghanistan

**Looking ahead:** We will need to replenish our Dari-Pashto bilingual titles in Kabul sometime in early in 2024 and are currently researching how to get them printed and delivered. This will be difficult as currently it is not possible to print and bring books in from Pakistan due to border restrictions. Within Afghanistan there are now only 5 printing companies that are still in operation, and these are having difficulties getting paper and supplies. Under these circumstances, when we can locate a printer, we are anticipating increased printing costs.

**Dari and Pashto Teachers Guides** for Grades 1-6 are now available for twelve of the Hoopoe titles on the Books for Afghanistan website

(<https://booksforafghanistan.org/teacher-guides/>). Each grade level has two books for convenient and easy downloading and provides step-by-step guidelines for 6-7 days of instruction. These guides are available in English, Dari and Pashto editions. KOR has indicated that there are requests for printed versions of the Teachers Guides. Printer files for these will be made available as soon as we find a viable printer to work with in Afghanistan.



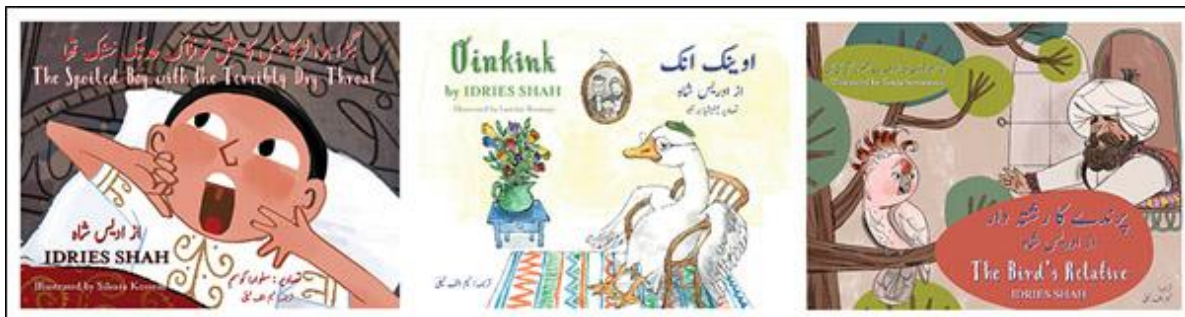
**Dari, Pashto and English Audiobooks:** ten more titles were recorded this year and are now available to download from the BFA website: <https://booksforafghanistan.org/books/>.

In early 2022, Dari and Pashto editions of six of our books were made available for free on the Rosahan mobile network via the 234 service, operated by Viamo and Roshan. Since then, consistently high numbers of people have listened to Hoopoe Books in Afghan languages on these platforms. Around a quarter of those listening are in Kabul, with Dari speakers making up the majority of listeners. A high percentage are listeners aged under 18, yet we are happy to report that a large number of women are listening, many of them being aged between 18 and 44 years.

## PAKISTAN

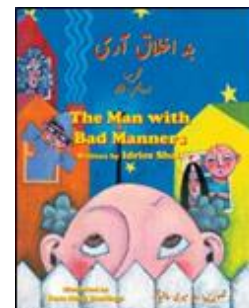
We printed in Pakistan 30,000 Urdu-Sindhi bilingual titles that were delivered in January to Alif Laila Book Bus Society, our partner in Lahore, India. To date, they have distributed 11,585 of these books via their mobile libraries. These books are also available online through their website (<https://www.aliflaila.org.pk/hoopoe-books/>).

Early this year, Alif Laila also received our donation of 3,000 each of the three new Urdu-English Kashfi's Children titles: *Oinkink*, *The Spoiled Boy with the Terribly Dry Throat*, and *The Bird's Relative*.



Book covers for the 3 new Urdu-English Kashfi's Children titles

We are currently completing the final edits on a new Urdu-English edition of *THE MAN WITH BAD MANNERS* and look to have 3,000 each of these titles printed in Pakistan during the first quarter of 2024.



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## BOOK PRINTING AND DISTRIBUTION PLANS FOR 2024 - 2025

### MOROCCO



Our program in Morocco is moving faster than we had initially expected it to. The breakthrough has come in three areas:

**1. Enfants du Désert**, which is a French-founded NGO working in the Moroccan Sahara, has requested Hoopoe books in the dual languages of Arabic and French. The NGO's founder, Laëtitia Chevallier, who has seen digital copies of our titles, says:

*"These books are beautiful and are perfectly adapted to the needs of Moroccan children."*

We have agreed to donate books in bulk to Enfants du Désert. The books provided by us will be printed in the dual languages of Arabic and French. This second language serves the desire of young people in this North African country to further their chances in education and commerce. With this ability comes their chance to find jobs in tech, tourism and business or to continue their studies, either online or overseas.





Because books cannot be carried freely into Morocco, we have managed to get a car signed up in 2024 4L Trophy, which is a humanitarian convoy of vehicles which carries school supplies from France to rural schools in the Moroccan Sahara. Each “team” is responsible for funding its own trip and its own cargo.

We have permission from the rally organisers to carry Hoopoe books as our cargo. We have to date raised 50% of the funds needed to make the trip and we are desperately looking for sponsors to help us fund the remainder. We have a printer lined up in the UK to print 1,000 copies of 5 Hoopoe titles (at a reduced rate of \$1.90 a copy). This is in-kind donation of \$3,600. Our titles in French/Arabic are ready to print.

**2.** We are building strong relationships with the founders of like-minded organisations. One such person is **Amina Hachimi Alaoui at Yanbow al Kitab**, which is a Moroccan printing house, specialising in books promoting reflection and intelligent learning. Yanbow requires all rights to the books which they distribute, so we will not let them have ours. However, they have been extremely helpful in their advice on how to get books passed by the Moroccan Ministry of Education. They too assure us that our titles are perfectly suited to Morocco.

**3.** We are reaching out to policy-makers and those pushing for change in education in Morocco. The most notable of these is Dr. **Leïla Mezian-Benjelloun (the wife of Othman Benjelloun)**, Chairman and CEO of BMCE Bank – which is one of the most prominent banks in Morocco). Dr Mezian-Benjelloun has founded a number of schools, to which she manages the supply of educational materials. Furthermore, she is seen as the most influential person in bringing Amazigh (Berber languages) into schools.



Schooling in Morocco is compulsory until the age of 15, but in reality, most rural children (especially girls) fail to attend. Well-stocked classrooms and programs encouraging parents to keep their children in school are vital.



## SYRIA AND TURKEY

In addition to making our books available for refugees from Afghanistan and Ukraine, we have translated into Arabic and Turkish, with the view to better serving Syrian refugees, in the UK and in the European Union. We now have 15 out of 18 titles in Turkish/Arabic editions. We plan to make these available in printed form in libraries and have already started making them available in refugee reception centres, refugee hubs and community centres. In the long-term, we will also offer them as read online editions for Turkish and Syrian diasporas.

The stories have proved to be very popular with organisations in the UK, and elsewhere, working with asylum seekers and victims of torture. Day Centre Leaders at Southwark Day Centre in London, for example, telling us that their groups have been far more animated and open since they started discussing the stories. We have introduced storytellers to help centre teams bring readings to life. Our plan is to continue to make strong connections within the Syrian community and then go to print in Arabic/English and Arabic/Turkish to best serve them.

## NEW TITLES FOR 2024 IN PRODUCTION

Several new Hoopoe titles by Idries Shah are in production. Completed artwork should be here by the end of February 2024 and translations in a number of languages are in progress. Initially, the new titles will be available in 15 language combinations, with new combinations being made available as we have them.

*The Tale of the Sands* – Egyptian illustrator

*The Man, the Tree and the Wolf* – Kazak illustrator

*The Boy Who Couldn't Hear* – Brazilian illustrator

*The Onion* – Colombian illustrator

*The Rich Man and the Monkey* – Serbian illustrator

*The Ants and the Pen* – Brazilian illustrator

*Melon City* – Dutch illustrator

*Speak First and Lose* – Canadian/Indian illustrator

*The Horrible Dib Dib* - Egyptian illustrator

*After a Swim* – Croatian illustrator

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## HOOPOE SHARE – NEW PARTNERSHIP & NEW PLATFORM

Hoopoe has a well-established humanitarian book production and distribution programme, which we are seeking to complement with an affordable, subscription-based online service for libraries and institutions. This service will make available read online children's books, animated stories, and a forum in which users of our material can connect.

To accomplish this new platform, HSLF has partnered with Kashfi's Children (KC) in the UK. KC has the international connections and the technical expertise this new program requires and will be entirely responsible for the creation and administration of the new platform and program, under the direction of Safia Shah. Ms Shah, as Director of HSLF, will be the liaison between both parties.

## ANIMATIONS FOR HOOPOE SHARE (NEW) PLATFORM

To date, we have four celebrity narrators, and we are in negotiations with several others. This is a Dropbox link to an animation narrated by Stephen Fry:

<https://www.dropbox.com/s/a92atol23i44o3v/Story%201%20Fix%201-2.mp4?dl=0>

Meanwhile, we have commissioned professional voice artist Jacqueline Cloake to voice the stories so that we

can get them up on the platform. This means we must no longer wait for celebrities to fit us into their schedules. The plan is to keep approaching celebrities and to use their narrations as they become available.

**October 2023, Jacqueline Cloake has so far recorded:**

1. *The Silly Chicken*
2. *The Bird's Relative*
3. *Peaches*
4. *The Lion Who Saw Himself in the Water*
5. *The Man with Bad Manners*
6. *The Farmer's Wife*
7. *The Old Woman and the Eagle*
8. *The Palace of Man in Blue*
9. *The King Without a Trade*
10. *The Magic Horse*

**We also have these readers:**

Stephen Fry — *The Spoiled Boy*

Lynne Franks — *Fatima the Spinner and the Tent*

Matt Lucas — *The Clever Boy and the Terrible, Dangerous Animal*

Hugh Bonneville — *Oinkink*

Olivia Colman — *Neem the Half Boy*

Total is 15 out of 18 stories voiced and 11 stories out of 18 voiced and animated.



Olivia Coleman, Matt Lucas, Hugh Bonneville, Stephen Fry





Miguel Rodarte

Eugenio Zanetti

Diego Luna

We are still in the process of approaching Jeff Goldblum, Madonna, Nicole Kidman, Laura Dern for further voice, together with a number of prominent Spanish speakers, pictured here.

### PROPOSED PROGRAM

By asking those in a position to pay a small subscription, we will be in a better position to expand the reach of our printed books and offer our online services free of charge to children in need all over the world. **HOOPOE SHARE** is the new platform upon which we will make available the entirety of our material online. The platform will operate in addition to our current print commitments (such as those in Pakistan, Afghanistan, and Mexico).

Web designers and coding specialists Pretty Simple, based in Cape Town, South Africa, are building us a bespoke platform upon which we will make available our material, as read online and animations, while providing a safe forum for readers and listeners of our material to exchange news and views. Pretty Simple is charging us \$11,000 for this platform (a reduction of \$19,000 – because they feel inspired by what we do). We have paid half of this.

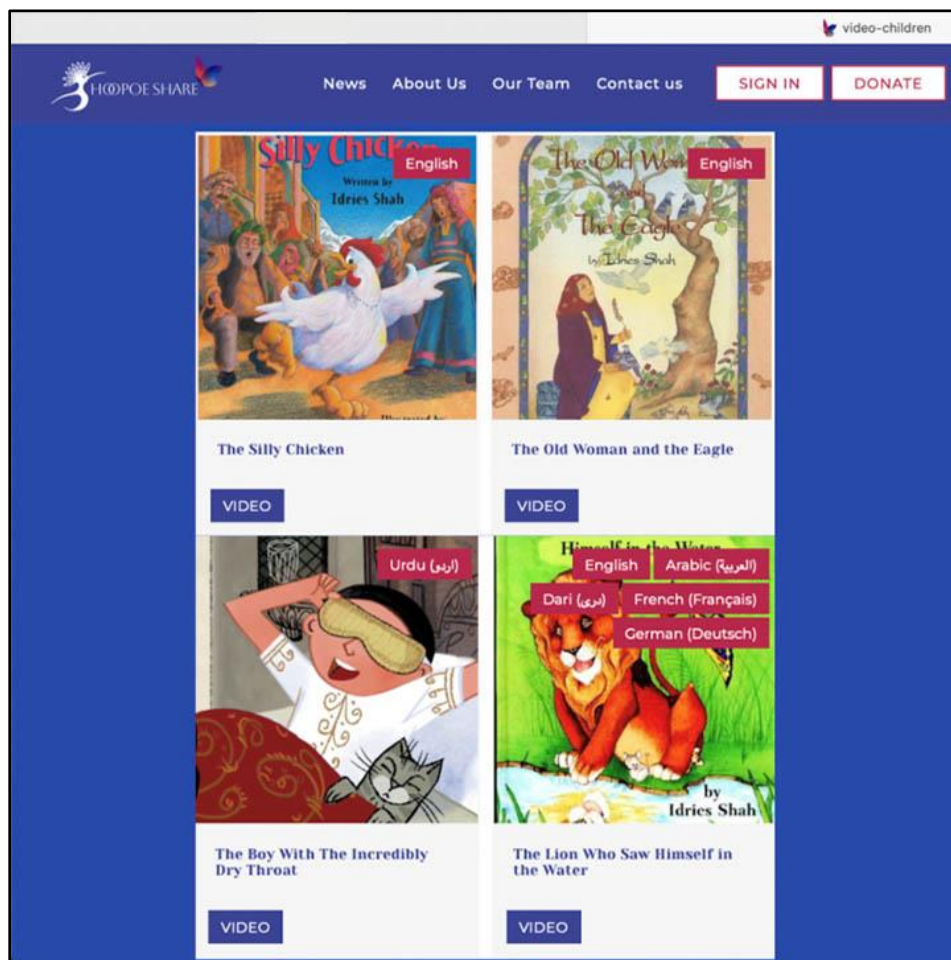
By launch date, which we hope will be Spring 2024, the platform will contain 18 children's stories, plus support materials (detailed below).

#### There will be 4 user types:

- Paid users – such as libraries, private schools, larger NGOs (i.e., those with a budget) which will pay a small annual subscription for unlimited access to the platform.
- Free users – such as smaller NGOs, community schools, online classrooms for girls in Afghanistan, rural schools in Nepal, West Africa, educational programs in the Amazon rainforests and so forth. Such users will have unlimited access to all of our material free of charge.
- Child users – they will have access via either a free user or paid user – and they will only be able to sign in with adult supervision. They will have access to only read and watch online options (i.e., no access to connect with others).
- Random users – i.e., people who come across the platform by chance. They will have no access to the material but will be able to read about what we do, why we do it, etc., and they will be invited to contact us to access our services as either a paid user or a free user.



Rough example of Hoopoe Share – landing page



Work in progress, animations and read online books are currently being loaded onto the new platform. We have over 400 language combinations that need loading.



## WHAT WE WILL OFFER

We are currently making a database of all languages and language combinations requested. Using this data, in order to serve the need for online high-quality, dual-language material, HOOPOE SHARE will offer:

- Animations narrated in English – read by celebrities and well-known voices, with second language subtitles. There will be a choice of 20 languages. **The user will select the languages in which they are interested at log-in (which can be changed at a later time as needed).**
- Selected narrations in Spanish, Dari, Pashto, German, French, Portuguese, Arabic and Urdu – with English subtitles.
- 18 read online fully illustrated children’s storybooks. This number will increase to a total of 30 titles by the end of 2024.
- **The About Me** series, offering practical insights for pre-teen and teenagers, to help them better understand themselves and others.
- **Reader’s Theatre**, with downloadable, printable instructions and scripts. This will be an extended version of what is already available on the Hoopoe website.
- Activity packs (in English, Spanish, Dari, Pashto, German, French, Portuguese, Arabic and Urdu). These are fun projects at home or school, using scrap-based, everyday materials. Again, these will be expanded activities, offering more choice than that currently on offer.
- **Read Together** manuals for parents and teachers (currently in English and Spanish) these will be extended to other languages Dari, Pashto, German, French, Portuguese, Arabic and Urdu).
- Detailed lesson guides for teachers and parents (Pre-school - Year 8).

## ENTERTAINMENT AND LEARNING ROLLED INTO ONE

Like all Hoopoe stories, the material offered will be entertaining and beautifully illustrated, captivating children and helping to develop their attention span. The text will build linguistic fluency and competence, especially when children know the stories so well that they join in telling and retelling them. Because the language of stories is somewhat different from everyday language, a child’s language will be refined and enriched by listening to stories on the platform. With stories as models, children will learn to order their thoughts and to express themselves in meaningful and engaging ways.

**As always, the stories available are designed to:**

- Make reading and language fun
- Promote a love of reading and language
- Encourage critical-thinking and problem-solving
- Act as a springboard for discussion
- Entertain
- Encourage family time with a book
- Expand the choice of available high-quality material
- Increase a child’s personal understanding as well as understanding of others
- Promote tolerance and a desire to share commonalities and differences with others

**In addition to this, the multitude of languages available will play a vital role in preserving the cultural heritage of the children we serve.**

## ONE THOUSAND STORIES

As well as the animations and read online books and associated support materials, HOOPOE SHARE will offer a forum in which children and young people reading our books will have an opportunity to share their own thoughts. This carefully curated facility will not allow young people to connect directly, but it will offer monthly readings and storytelling and cultural exchanges, in which classrooms will be able to join us at the same time. We have started to trial this communal storytelling.



This is a school in Nepal which recently requested books. We do not have the funds to supply them, and to do so in the future would not be practical because the road access is so dangerous. But the teachers do have smartphones and a laptop so we could get our material to them via our new platform HOOPOE SHARE.



This is a local school in Tanzania. Our contact there says: **“The kids are amazing, so loving, so thoughtful and they love learning.”** The school is based on donations. There’re 340 students from preschool to grade 7th. Half of the kids pay and the other half attend from donations. They don’t have books at all although they love to read. Some reread the couple of old books they have, or they read their notes from class. All the teachers have a smart phone and there’s a top up in a booth close to the village!

We are currently making a database of all requests for books and asking whether those asking would be equally interested in accessing our online materials free of charge.

**TOTAL FUNDS NEEDED to complete our HOOPOE printing, distribution, and new platform plans: \$75,000.00**