



Saya Suka Membaca

YAYASAN TUNAS AKSARA

# Annual Report 2020



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# 1. 2020 Overview

Covid. Changes. Foundations for the future.

## Covid-19

As for so many people worldwide, the Covid-19 pandemic has caused huge disruption to our work:

- Many of our plans and new partnerships were put on hold as face-to-face learning was stopped in schools across Indonesia;
- Donors who had been supporting YTA redirected donations to support existing projects;
- Book sales and other sources of income dried up, putting us in a tight situation financially;
- Our team spent about two months working from home during lockdowns, managing the switch well despite unreliable internet connections and tricky home-working conditions;
- Other contributors and volunteers were spread out across the world, leading to staggered working days with only a few hours of overlap for working together.

## Changes

Meeting the challenge of Covid-19 prompted us to find new ways of working so that we could stay productive and keep serving teachers and children from poor communities and also invest in improvements to strengthen YTA for the future.

In addition to becoming comfortable with working remotely via Zoom, the team have spent time making improvements to our curriculum and creating online lessons demonstrating the *Saya Suka Membaca* method. We also delivered *Saya Suka Membaca* training online for the first time.

This is also the year when *Saya Suka Membaca* officially started its second program, *Membaca Adalah Petualangan* [Reading is an Adventure], which complements our main *Saya Suka Membaca* program by developing high-quality, culturally relevant early reading books designed to delight children and to support them as they grow as independent readers.

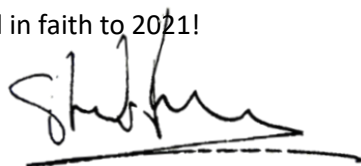
## Foundations for future impact

We've also spent time strengthening our foundations as an organisation, including a review of our organisational structure so that SSM, MAP and other new programs can flourish under the umbrella of Yayasan Tunas Aksara. We've begun a deep overhaul of our financial systems, making them stronger and more efficient. Finally, we've developed a range of new fundraising materials, and begun work on review of our Safeguarding policy (formerly Child Protection) to include new sections on the Prevention of Sexual Exploitation and Harm.

The world changed in 2020 – but we've learnt and grown, and feel ready to make a deeper impact in 2021 as we look forward to the loosening of restrictions and a return to face-to-face activities. We are tremendously grateful to the whole YTA team of staff and volunteers, and to all of our faithful donors and supporters who have enabled us to keep going through a very challenging year.

We look forward in faith to 2021!

Salam literasi,



Stuart Patience  
On behalf of the board

## 2. Saya Suka Membaca: Vision and Mission

“Children across Indonesia learning to love reading.”

### What do we do? Why is it important?

We work for a future where all of Indonesia’s children can learn to read, and to love reading.

The skills of **literacy** are among the most powerful tools that we can give to our children, skills that bring a lifetime of benefits. Simply put, **reading changes lives**.

Reading is an **essential skill for living** in the modern world. Almost everything we do – from catching a bus to voting, from getting medical care to staying in touch with loved ones – involves reading.

Reading is the **key to learning**, the skill which allows us to unlock a world of other skills. It’s the foundation of a good education, enabling us to be happier, healthier, and more productive.

Lastly, reading is a **source of huge enjoyment and enrichment**, a ‘window on the world’ that broadens our perspective, plants seeds of imagination and empathy, and sparks creativity.

### Why is this especially important for Indonesia?

Indonesia’s reported literacy rates are high,<sup>1</sup> yet more than 86% of Indonesian 15-year-olds read at a level too low to gain significant benefits from their secondary education.<sup>2</sup> Improving the literacy skills of Indonesian children is fundamental to improving educational quality and equity in Indonesia.

This is crucial for Indonesia’s economic future. The digital economy depends on a highly literate workforce and a broad base of well-educated consumers. With the world changing fast, life-long learning – founded on literacy skills and a love of learning – is critical to our economic success.

### How do we do it?

Our program is based around an effective and easy-to-use curriculum for teaching reading, supported by culturally-relevant story books written to support Indonesian children as they learn to read. We train teachers to use these tools effectively so that children taught using SSM can experience the pleasure of reading successfully at an early stage. This helps them to develop confidence, imagination and curiosity, and positive attitudes to school and learning.

### Staying Focused

All of our resources are either focused directly on realising our vision or on necessary supporting activities. We’re always looking for ways to serve more teachers and children more effectively and sustainably, and we’re delighted to be part of a growing movement of groups across Indonesia who are committed to realising the vision of quality literacy education for all.

### P.S. What do we mean by ‘reading’?

It’s important to be clear what we’re talking about when we say ‘reading’: we don’t simply mean kids knowing some letters and being able to spell out a few words. We’re talking about literacy in the deep sense of being able to read with fluency and with critical understanding, and able to write both to communicate and to think. These are the deep skills that will lead to transformed educational and life opportunities for our children, and to a transformed future for Indonesia.

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<sup>1</sup> See <https://data.unicef.org/country/idn/>

<sup>2</sup> See <http://headfoundation.org/2017/07/05/education-in-indonesia-literacy-is-the-key-to-learning/>

## 3. The SSM Team, 2020

### Full-time Staff (alphabetical)

<b>Derulan</b>	Mentoring Coordinator and trainer / mentor
<b>Jean Christensen</b>	Partnership Development Manager
<b>Riris Magdalena</b>	Training Manager and trainer / mentor
<b>Mia Sumiatun</b>	Office Administrator and Sales Coordinator
<b>Iyepi Yulista</b>	Financial Coordinator

### Contributors

<b>Oni Djulete</b>	Book Production and Editing
<b>Marice (Nona) Mauboy</b>	Field Manager for Kabupaten Kupang Suka Membaca (NTT Province)

### Board Members

**Founding Board:** Didiek Kartiarso (Chair), Stuart Patience, Kristen Hoatson.

**Supervisory Board:** Jennie Hamlin, Sri Nurani Kartikasari, Sha-Rin Low, Endang Susanti.

**Operational Board:** Derulan (Chair), Riris (Treasurer), Maria Sumiatun (Secretary).

### Volunteers, Freelancers, Consultants and Contributors

Lidya Clarissa, David Day, Karen Day, Evert Langbroek, Faishal Ramzy, Abigail Nauli, Rebekah Nivala.

### Donors, groups using SSM, and other partners 2020

GlobalGiving, Yayasan Tangan Pengharapan, Yayasan Usaha Mulia, Google for Non-Profits, All Saints Anglican Church, Techsoup, Yayasan Perahu Nusantara, PT Dinda Arkan Raya, PT Sinar Inti Karya, Yayasan Harapan CeraH, Global Development Group, Yayasan Charis Indonesia, Dinas Pendidikan Lombok Utara, Yayasan .

## 4. SSM: Impact

### Impact by Numbers

Indicator / Year	2020	2019	2018	2017
Teachers Trained	10	98	75	33
Mentoring Visits	0	450	105	148
Number of children being taught with Saya Suka Membaca	4000 [Estimate]	3,845	4,681	1,800
Books Supplied to Partners	-	11,228	3,648	6,185
Visits to Website <i>Unique Page Views</i>	9,213	5,875	78,776*	146,580*
Views of SSM Videos	10,598 views 7,338 minutes	11,996 views 4,872 minutes	1652 views 1,480 minutes	1279 views 2,415 minutes
Program cost per-child served	-	Rp. 376,807**	Rp. 110,000	Rp. 212,000
Team (full-time)	5	5 (10*)	5	4
Team (consultant or part time)	7	6	4	3

*\*Website visits decreased after our google ad-grants partnership lapsed. So far Google for Nonprofits has not responded to our requests to reactivate it. \*\*Increase due to the Australian Government funded INOVASI program*

## 5. Report on Activities: Yayasan Tunas Aksara

### Saya Suka Membaca in the Classroom

The Covid-19 pandemic put a halt to all face-to-face teacher training and mentoring in most Indonesian schools for the majority of 2020. Encouragingly, several of our partners running small schools and study centres continued to support the children they teach through small-group teaching and house visits.

### Teacher Training and Mentoring

“...Skilled and caring teachers...”

The year began with Riris visiting Malang to train teacher trainers from Yayasan Charis Indonesia – an exciting development as we seek for ways to grow our impact. The visit was cut short by the onset of the pandemic, but the Yayasan Charis Indonesia team have integrated SSM training into their Initial Teacher Training course and have gone on to train more than 20 teachers.

Plans for a major partnership with the Indonesian Government under the Program Organisasi Penggerak (POP) program, in which we would train approximately 35 primary school teachers, have been delayed due to the pandemic.

In the middle of the year the team has focused on creating video lessons using our materials, producing 33 videos for teachers, parents and children to use to teach reading. In October, we trained 3 further teachers in our first online training.

With all major projects on hold and no face-to-face teaching happening, the team made no mentoring visits in 2020.

## Curriculum

"... effective, engaging, easy to use..."

Work has continued on revised materials and posters for the Bunyi Huruf level of our curriculum, which is now nearing completion with only posters for vowels remaining. These posters and stories are the foundation for SSM Lite, which is currently in draft form.

## Reading Books and Materials

Levelled. Culturally Relevant. Fun to Read.

### Membaca Adalah Petualangan

One exciting development of 2020 was the establishment of the Membaca adalah Petualangan (MAP) program as a sister program to Saya Suka Membaca. MAP aims to meet the need for high-quality reading books suitable for children who have learnt to read and are progressing with independent reading (more on MAP later).

2020 saw the publication of *Nenek dan Sayang*, written by Rebekah Nivala and illustrated by Amanda Krishna. We're delighted to be partnering with authors in innovative ways to bring new books into the world!



membacaadalahpetualangan ...

membacaadalahpetualangan Coming soon!  
Nenek & Sayang ditulis secara khusus untuk anak usia dini. Tapi buku ini juga dapat dinikmati oleh anak yg lebih dewasa. Preorder dibuka mulai tgl 20 Juni 2020.  
@sayasukamembaca  
@akrishnaart  
@rebekahnivala

Ringkasan cerita:  
Nenek dan Sayang suka bertualang bersama-sama. Sayang sering khawatir bahwa dia akan terpisah dari Nenek dalam petualangan mereka, namun Nenek berjanji untuk selalu mencari Sayang sampai ketemu. "Bagaimana kalau aku tersesat waktu naik gunung?" Apa yang akan Nenek

14 likes  
JUNE 18, 2020

Add a comment... Post

## **SSM Online**

### **Website**

In 2020 we launched an English Language version of our website. The site receives about 1000 monthly visitors. We continue to wait for GoogleAds for NonProfits to reactivate our account in order to increase our traffic, despite repeated requests.

### **Youtube**

See "Training" for more information about our Youtube channel. Our videos were viewed over 10,000 times in 2020.



## 6. Support Functions

### Sales

2020 sales were significantly down on previous years, mainly due to the cancellation of many education programs and tighter budgets at our partner organisations. Nevertheless, we've maintained a steady trickle of sales at a time when every piece of income matters. One new development was the launch of a new sale channel – a shop on Tokopedia. We've had a trickle of sales through this channel in response to promotions on social media, and we aim to increase this in 2020.

### Partnership Development and Fundraising

One big news item for 2020 was that YTA was one of only 156 organisations across Indonesia accepted for the Ministry of Education's *Program Organisasi Penggerak*, a program that aims to test the effectiveness of education interventions from sources outside the ministry in the hope of taking those that work to scale. It took a lot of work to prepare our proposal, so we're disappointed that this significant partnership has been on hold since July 2020 due to the Covid-19 pandemic. There are rumours that the project will restart in mid-2021. Special thanks to Jean Oberlin and Nona Mauboy for their hard work in preparing our proposal under tight deadlines.

### Program Management

#### Financial Management

Improving our internal financial systems was a key organisational priority for 2020, and we were delighted when Iyepi Yulista joined our staff in January. She played a key role in completing our reporting for the INOVASI program at the start of the year and made many improvements to our internal processes before leaving her role as Financial Coordinator in December. Evert Langbroek has also played an important role in improving and automating financial processes, and we're very grateful for him for overseeing our operational finances while we wait to recruit a new financial manager.

#### Team News

2020 saw the arrival and departure of Iyepi Yulista (see above). We're grateful for her partnership in this work and her contribution throughout 2020.

## 7. Looking Back, Looking Forward

A review of our goals from 2019

### Goal 1: Build the Team

Invest in the team so that we work well together, remain focused on the vision, mission, and values of SSM, and are able to do our jobs to a high standard.

#### Previous Targets

*Targets for 2020:*

1. Review the job descriptions of all staff members
2. Make and begin to use a training plan for the staff to improve their skills in core areas
3. Recruit a financial coordinator to improve financial systems and management

#### Results 2020:

The Covid-19 pandemic has pushed us all out of our comfort zones as most of our normal activities were stopped by lockdowns and the suspension of face-to-face schooling. We have all needed to be flexible, and as a result the job description review is still ongoing. Staff have received training in video production, and in operating new financial systems. The recruitment of financial coordinator was a success – but with her departure becomes a repeated target for 2021.

### Goal 2: Develop the SSM program

Continue to improve the quality of our program and our ability to deliver it.

#### Previous Targets:

*Targets for 2020:*

- 1) Review all levels of the curriculum for errors and ease of use
- 2) Create "SSM Light" – a single-book phonics resource to supply to teachers at a low price
- 3) Make a clearer "offer" of SSM materials for TK and SD levels.
- 4) Create new teaching and training videos for YouTube
- 5) Reactivate Google Ads for Non-Profits
- 6) Create an English language version of our website for fundraising and partnership development
- 7) Develop a "friends of SSM" advisory board

#### Results 2020:

We have accomplished goals 4 and 6, and made progress towards goals 1, 2, and 3. We have failed to achieve goal 5, despite repeated emails to Google Ad-Grants, who have not responded to our queries through a range of channels.

### Goal 3: Grow to increase our impact

Move towards achieving our vision

### **Previous Targets:**

1. Reach more children through new and existing implementation partnerships;
2. Double the number of views of videos and visits to our website;
3. Increase our presence and frequency of teacher training and mentoring in Jakarta;
4. Develop new partnerships to serve in NTT or NTB provinces;
5. Increase income from donations and book sales.

### **Results**

None of these targets have been met, although there has been an increase in viewing time of our videos on Youtube (Goal 2). The covid-19 pandemic has been hugely disruptive to our programs this year.

## **8. Financial Statements 2020**

*Available on request.*