



Saya Suka Membaca

YAYASAN TUNAS AKSARA

Annual Report 2021



Saya Suka Membaca
YAYASAN TUNAS AKSARA



Kurikulum Saya Suka Membaca Tahap Bunyi Huruf



Saya Suka Membaca
YAYASAN TUNAS AKSARA

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1. 2021 Overview

Covid-19 Part 2; Lean Times; New Beginnings

Covid-19 Part 2

The challenge of facing Covid-19 – including personal tragedy – was the main feature of 2021 at Yayasan Tunas Aksara (YTA).

With the roll-out of vaccines towards the end of the first quarter it was possible for our team to begin returning to work, but most schools across Indonesia remained online. Partnerships were cancelled or delayed.

With the second (Delta) wave of Covid-19, the majority of the YTA team were ill, and several were hospitalised. Two of our colleagues lost a parent, and we continue to grieve with them for their loss.

Lean Times

YTA's financial position became increasingly difficult as we moved into Q4 of 2020, and we are grateful to the whole team for accepting the necessity of temporary salary reductions, with highest-paid staff members receiving the greatest percentage cut in pay.

Only regular donations from a small pool of faithful supporters – and a successful crowd funding campaign with GlobalGiving in December 2020 – kept us going and gave us enough “runway” to allow us to survive 2021. We are very grateful to the YTA team and to everyone who gave so generously to keep Saya Suka Membaca alive.

New Beginnings

Towards the end of the year, Indonesia began to move towards its “New Normal”, and we received news that Ministry of Education's the long-awaited *Program Organisasi Penggerak* (POP) would go ahead, albeit with a reduced timescale and much reduced funding. Nevertheless, this project – conducted in partnership with the national Ministry of Education and also the Department of Education in Kupang, East Nusa Tenggara Timor province - enabled us to realise a strategic goal of opening an office in Kupang and building our capacity and reputation in Eastern Indonesia.

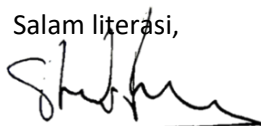
Through POP 37 teachers and 20 Headteachers in 20 schools received Saya Suka Membaca training and curriculum materials; the teachers in turn taught more than 940 Grade 1 students. In future, those that stay as Grade 1 teachers will continue to use our materials with hundreds of students each year. Apart from groups reached online, these teachers were our main beneficiaries in 2021.

The 60% reduction in funding for POP (but unchanged project goals) was very challenging. One positive consequence was that we were forced to accelerate the development of *Bunyi Huruf Lite*, a more cost-effective version of the first level of our curriculum. It was well-received by both teachers and students and greatly simplified the delivery of training. Based on this success, in 2022 we plan to make it a core part of the curriculum, replacing the older version of *Bunyi Huruf*.

November 2022 was a significant milestone for YTA, as the time came for the renewal of YTA's operational board. We would like to take this opportunity to thank the outgoing board members, Derulan, Riris Magdalena, and Maria Sumiatun, for their service. All three will remain on staff. We also welcome the new operational board, led by our Partnership Development Manager, Jean Oberlin Christensen Hutahaeen as Chair, with Kupang-based Marice Mauboy as Secretary, and financial officer Lidya Clarissa stepping in as Treasurer.

We look forward to continued opening-up of Indonesia and to resuming more normal operations in 2022.

Salam literasi,

A handwritten signature in black ink, appearing to read 'Stuart Patience', with a long horizontal flourish extending to the right.

Stuart Patience

on behalf of the YTA 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,¹ yet more than 86% of Indonesian 15-year-olds read at a level too low to gain significant benefits from their secondary education.² 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.

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

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

3. The SSM Team, 2021

Full-time Staff (alphabetical)

Derulan	Mentoring Coordinator and trainer / mentor
Jean Christensen	Partnership Development Manager
Riris Magdalena	Training Manager and trainer / mentor
Mia Sumiatun	Office Administrator and Sales Coordinator

Contributors / Part Time Staff

Oni Djulete	Book Production and Editing
Marice (Nona) Mauboy	Field Manager for Kabupaten Kupang Suka Membaca (NTT Province)
Frida Tampubolon	Project Financial Coordinator – POP-KKSM

Board Members

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

Supervisory Board: Jennie Hamlin, Lukas Kailimang

Operational Board: Jean Oberlin Christensen Hutahaeen (Chair), Lidya Clarissa Edhie (Treasurer), Marice Mauboy (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 2021

Ministry of Education of the Republic of Indonesia, Education Department of Kupang District, NTT, GlobalGiving, Yayasan Tangan Pengharapan, Google for Non-Profits, All Saints Anglican Church, Techsoup, Yayasan Harapan Cera, Global Development Group, Yayasan Charis Indonesia.

4. SSM: Impact

Impact by Numbers

Indicator / Year	2021	2020	2019	2018
Teachers Trained	47	10	98	75
Mentoring Visits	~60	0	450	105
Number of children being taught with Saya Suka Membaca	5000 [Estimate]	4000 [Estimate]	3,845	4,681
Books Supplied to Partners	1,070	-	11,228	3,648
Visits to Website Unique Page Views	8,548	9,213	5,875	78,776*
Views of SSM Videos	6,403 views 5,256 minutes	10,598 views 7,338 minutes	11,996 views 4,872 minutes	1652 views 1,480 minutes
Program cost per-child served	Rp. 140,000	-	Rp. 376,807**	Rp. 110,000
Team (full-time)	4	5	5 (10*)	5
Team (consultant or part time)	8	7	6	4

*Website visits decreased after our google ad-grants partnership lapsed. So far Google for Nonprofits has not responded to our requests to reactivate it.

5. Report on Activities: Yayasan Tunas Aksara

Teacher Training and Mentoring

“...Skilled and caring teachers...”

After all activities were cancelled in 2020 and the first half of 2021, we were delighted to launch our partnership with the Indonesian Ministry of Educations *Program Organisasi Penggerak* (POP) in Kupang on the island of Timor, East Nusa Tenggara Province (NTT), called *Kabupaten Kupang Suka Membaca*.

37 teachers from 20 schools are being equipped with Saya Suka Membaca materials and training, and the team based in our Kupang office will deliver approximately 1 mentoring visit per teacher per month to support them in implementing the curriculum effectively.

This partnership, which began in September 2021 will run for two academic years spread over three calendar years, finishing in June 2023.

In December 2021 we delivered a one-day training using the “SSM Lite” curriculum to teachers in Krendang, West Jakarta, in partnership with Yayasan Binsa Berdaya Bangsa. The teachers repsonded well, and we were happy to resume program delivery in Jakarta, in line with our strategy.



Training for KKSM



Students learning to read with SSM



Meeting the education department

Curriculum

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

Kabupaten Kupang Suka Membaca pushed us to turbocharge our curriculum development. Cost-constraints caused by government funding cuts meant that it was not possible for us to deliver the full SSM curriculum as planned, so we decided to pilot “SSM Lite” in place of the usual first level of our curriculum. The main change in design is the integration of our full-colour Bunyi-Huruf posters into an A3 teachers book and removing a set of A4 story books, which are used at a later level of SSM.

From the response of our trainers and the teachers in Kupang, it was clear that the simplified materials were a success – and we have now adopted them as part of the standard SSM package, increasing the quality of our materials while at the same time reducing the price of the curriculum package, making it more accessible to users.



New-look SSM Curriculum



Teacher training using the new curriculum

Reading Books and Materials

Levelled. Culturally Relevant. Fun to Read.

In addition to the ongoing program of editing and improving our reading books, 2021 marked the release of the *Saya Suka Membaca* reading app!

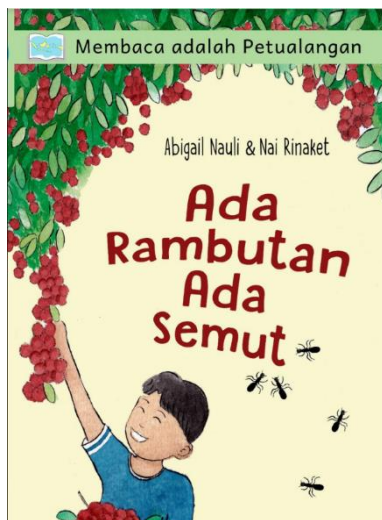
The app is very simple, and is not designed to compete with more sophisticated “learning to read” apps. Rather, it is a platform that provides free electronic access to a number of early SSM books, and invites parents to purchase additional books at a cost equivalent to a day’s pocket money for many children. The app represents a small step towards getting more reading materials into homes.

Membaca Adalah Petualangan

“Reading is an adventure” – the next step in learning to read

SSM was delighted to publish the second book in the MAP series of books, which aim to provide a “ladder” of reading books that takes children from reading short illustrated stories to chapter books over 4 levels of increasing complexity.

In 2021 we celebrated the publication of *Ada Rambutan, Ada Semut*, a beautifully illustrated, winsome story of a boy battling against ants as he sells rambutan with his uncle. Thanks and congratulations to Abigail Nauli and the MAP team.



Introducing the newest book in the *Membaca Adalah Petualangan* series: *Ada Rambutan, Ada Semut*

6. Support Functions

Sales

Although book sales were lower in 2021, our income from training and curriculum picked up, so that our gross income from activities almost doubled – a vital source of income.

Partnership Development and Fundraising

The significant income raised through GlobalGiving.org at the end of 2020 was received at the start of 2021, which along with the generous support of regular supporters enabled us to continue operating through the lean months of the Covid-19 pandemic.

Program Management

Financial Management

Evert Langbroek and treasurer Lidya Clarissa have continued to do excellent work in formalising and automating our financial processes, and we're grateful for all their hard work!

One big success story of 2021 was the recruitment of Frida Tampubolon as a part-time financial coordinator for the POP Project. Ibu Frida came highly recommended, and as made an excellent start supporting the team in coordinating with the Ministry of Education in creating budgets and accounting for money spent.

Team News

We were delighted to welcome Frida Tampubolon to the SSM team as Project Finance Coordinator – POP.

At the end of 2021 we said goodbye to long-term staff member and former Board Member Derulan, who is moving on after getting married earlier in the year. We're thankful for her years of service at YTA, and wish her all the best for the future!

7. Looking Back, Looking Forward

A review of our goals from 2021

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.

#	Target 2020/2021	Result 2021
1	Review the job descriptions of all staff members	Review of job descriptions for staff was completed – although flexibility has been required due to the Covid-19 Pandemic
2	Make and begin to use a training plan for the staff to improve their skills in core areas	Upskilling the team has been a mixed success as we've been forced to work from home for much of the year, and to focus on immediate needs of fundraising and curriculum development.
3	Recruit a financial coordinator to improve financial systems and management	Recruited a part-time Project Financial Coordinator in October 2021.

Goal 2: Develop the SSM program

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

#	Target 2020/2021	Result
1	Conduct a review of all levels of the SSM curriculum	We completed a review of the entire curriculum. This improved the quality of our materials, but also highlighted the long-term need for a deeper review.
2	Create "SSM Light" – a single-book phonics resource to supply to teachers at a low price	"SSM Light" is now complete, and has been a great success.
3	Make a clearer "offer" of SSM materials for TK and SD levels.	The offer of SSM is increasingly clear at SD level. Work is needed to update our pre-school (TK) materials.
4	Create new teaching and training videos for YouTube	We have not created any additional training videos, although this remains a long-term goal.
5	Reactivate Google Ads for Non-Profits	Despite repeated emails and consultations with Google staff, our Google Ads grant account remains suspended. It is unclear when it will be possible to reactivate it.
6	Create an English language version of our website for fundraising and partnership development	Completed.
7	Develop a "friends of SSM" advisory board	Renewal of YTA Board completed November 2021. "Friends of SSM" remains undeveloped.

Goal 3: Grow to increase our impact

Move towards achieving our vision

#	Target 2020/2021	Result
1	Reach more children through new and existing implementation partnerships	Limited success due to Covid-19 pandemic. The POP-KKSM program enabled us to reach an additional 941 teachers.
2	Double the number of views of videos and visits to our website	Without Google Adgrants directing traffic to our website and youtube page, growth has stalled.
3	Increase our presence and frequency of teacher training and mentoring in Jakarta	Training for 10 teachers in Krendang, West Jakarta, in December 2021.
4	Develop new partnerships to serve in NTT or NTB provinces	New partnership with Ministry of Education (POP-KKSM) begun.
5	Increase income from donations and book sales	≈64% increase in donations compared to 2020 ≈56% decrease in book sales compared to 2020 ≈76% increase in income from program activities (including sales) compared to 2020

8. Financial Statements 2021

Financial reports available on request.