

A young girl with dark, braided hair is shown in profile, looking down at an open book. She is wearing a yellow top with a floral pattern. The background is a library with bookshelves. The text 'READ TO GROW' is overlaid in large, bold, black letters across the middle of the image.

# READ TO GROW

A DOCU-SERIES SERIES TRANSFORMING GLOBAL LITERACY

# WHO IS READ TO GROW?

Read to Grow donates books to projects in every place where books are scarce

Read to Grow Foundation is a non profit organization based in Hemel, Netherlands that serves to donate books to countries with low literacy rates who need them.

1,481  
PROJECTS

IN

75  
COUNTRIES

with

285  
PARTNERS  
ORGANIZATIONS

Robert Romme,  
chairman



# LITERACY CHANGES LIVES

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**Around 14% of the world's population can not read**



**More than 393 million children have failed to gain the basic literacy skills at age 10**



**COVID created an education crisis that has pushed millions of children into learning poverty**



Literacy-serving foundations and their determined recipients are creating opportunities and powering change in impoverished communities, proving that education and lifelong learning can make a world of difference.

# JOURNEY OF DISTRIBUTING MILLIONS OF BOOKS WORLDWIDE

DISTRIBUTER

**Better World Books**



FOUNDATIONS (SENDERS)

**Read To Grow**



**International Book Project**



**BOOKS FOR AFRICA**



RECIPIENTS

**schools, charities, universities,  
children's homes, shelters..**



# READ TO GROW DOCU-SERIES

**Weekly Episodes, for years to come**

ON A TRULY INTERNATIONAL SCALE

Read to Grow Foundation has been running for over 20 years, shipping millions of books and supporting 1,481 projects in 75 countries.

This long-standing legacy makes our documentary series uniquely positioned to provide an in-depth look at the impact of global literacy initiatives.

The vision for Read to Grow extends far beyond a limited series—instead, we plan to produce weekly episodes indefinitely.

With thousands of orphanages, schools, and shelters around the world receiving book donations regularly, there's no shortage of inspiring stories to tell.

A commitment to weekly episodes ensures that we can continue to amplify the voices of those impacted by literacy initiatives, shining a spotlight on the ongoing efforts to promote education and reading worldwide.

Our audience reach extends far beyond borders, reaching viewers from all corners of the globe.



## ship more books

One of the biggest challenges literacy foundations face is the high cost of shipping books to under served communities.



Read to Grow aims to highlight this critical issue, showing how essential it is to support these foundations not just with book donations, but also with funding for shipping costs.

By raising awareness, we hope to inspire increased financial support to overcome this major barrier and ensure that more books reach those who need them most.



## raise awareness & spark compassion

Show the critical need for books in impoverished areas and how access to reading material can significantly improve education, literacy rates and poverty.

HIGH LEVEL

# GOALS

## get on streaming networks



We aim to broaden our audience by securing distribution on popular streaming platforms like Netflix. By reaching millions of viewers worldwide, we can amplify the message of literacy advocacy and inspire a global movement for change.

## more book donations

Inspire viewers and organizations to contribute to book donation drives and literacy programs.





# TARGET AUDIENCE



**Families**



**Educators**



**Book Lovers**

**500,000 newsletter subscribers goal by 2025**

# DISTRIBUTION AND MARKETING

## PARTNER NETWORKS

Combined, we have an extensive network to promote the docu-series.

**100 MILLION+**  
BETTER WORLD BOOKS CUSTOMERS

**168 COUNTRIES**  
INTERNATIONAL BOOK PROJECT RECIPIENTS

**75 COUNTRIES**  
READ TO GROW FOUNDATION RECIPIENTS

The distribution strategy for Read to Grow is designed to maximize reach and impact, ensuring that the docu-series reaches a global audience and effectively raises awareness about literacy issues.

Our multifaceted approach includes leveraging our existing networks, targeting major streaming platforms, participating in film festivals, and engaging with educational institutions and community organizations.

## EDUCATIONAL INSTITUTIONS

schools, orphanages, shelters, children's homes, universities

Organized screenings and events at educational institutions will engage students and educators, promoting discussions about literacy and encouraging active participation in literacy initiatives.

## COMMUNITY ORGANIZATIONS

We will partner with community centers, libraries, and non-profit organizations to host local screenings. These events will include interactive components such as workshops and panel discussions to engage the audience.

## FILM FESTIVALS

We will submit Read to Grow to all major film festivals, including Sundance, Tribeca, Cannes, and Toronto International Film Festival.

Participation in these festivals will generate critical acclaim and media attention.

Screenings at film festivals will provide opportunities for Q&A sessions, panel discussions, and networking with industry professionals, further amplifying the documentary's reach.

## MARKETING PLAN

Our marketing strategy focuses on creating a buzz around Read to Grow.

The first to know about the release of Read to Grow will be our newsletter subscribers, which includes a combined audience from our key partners.

## SOCIAL MEDIA CAMPAIGNS

Targeted campaigns on social media platforms like Facebook, Instagram, Twitter, and YouTube. These campaigns will feature trailers, free literacy workbooks, giveaways, and interactive posts to engage viewers and opt into our newsletter.

## AUTHOR & INFLUENCER COLLABS

Partnering with authors, influencers and literacy advocates will amplify our message and reach a wider audience. Influencers will share content, host live discussions, and encourage their followers to watch the docu-series.

## PRESS RELEASE

Press releases will be issued to announce the release of Read to Grow. We'll arrange interviews with media outlets and encourage reviews from blogs and major publications to build credibility and attract viewership.

# OUTPUTS PLAN

The Read to Grow docu-series series aims to produce a variety of outputs designed to maximize its impact on raising awareness, increasing book donations, and improving literacy rates worldwide.

## Weekly docu-series Episodes

Each episode, approximately 30 minutes long, will feature stories from both the donors and recipients of book donations. The episodes will cover a range of topics including the logistics of book shipments, the impact of literacy on individuals and communities, the ongoing challenges in the fight for global literacy and personal stories (some of which are heartbreaking).

## Website

Our comprehensive website will support the docu-series series, offering additional resources such as detailed stories, behind-the-scenes content, educational materials, and interactive features. The website will also provide information on how viewers can get involved in literacy initiatives.

## Social Media Content

Regular updates, short clips, and infographics will be shared on platforms like Facebook, Instagram, Twitter, and YouTube to engage a wider audience and maintain interest between episodes. This content will be designed to be shareable to maximize reach.

## Press Kits and Promotional Materials

Press releases, media kits, and promotional materials will be created to facilitate coverage in mainstream and niche media outlets. These will include high-quality images, episode summaries, and quotes from key participants and experts.

## Community Screenings and Events

Organized screenings and events in partnership with schools, libraries, and community centers will help reach local audiences. These events will include Q&A sessions, panel discussions, and opportunities for direct engagement with the filmmakers and featured organizations.

# DISSEMINATION PLAN

## Streaming Platforms

The primary distribution channel will be major streaming platforms such as Netflix, Amazon Prime Video, and BBC iPlayer. Securing distribution deals with these platforms will ensure that the series is accessible to a global audience. High production values and compelling storytelling will help the series meet the standards required by these platforms.

## Online Platforms and Social Media

Our companion website and social media channels will be central to our online dissemination strategy. By creating engaging content tailored to each platform, we aim to build a robust online community around the series. This will include regular updates, interactive posts, and opportunities for viewers to share their own stories and experiences with literacy.

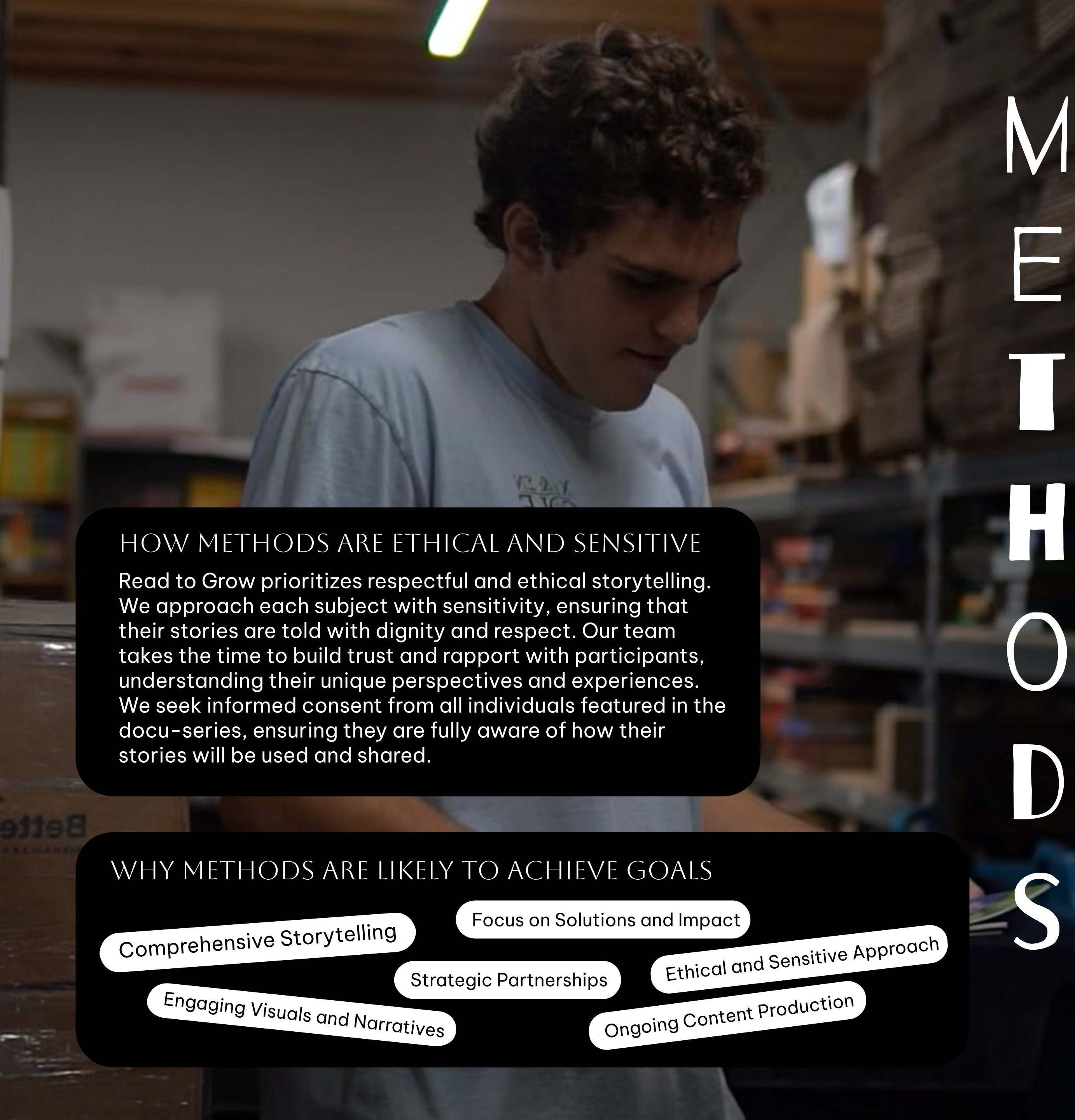
## Educational Institutions

Collaborations with schools, universities, and educational organizations will be crucial for reaching younger audiences and educators. We will offer free access to the series and accompanying educational materials to these institutions, encouraging them to incorporate the content into their curricula and extracurricular activities.









# METHODS

## HOW METHODS ARE ETHICAL AND SENSITIVE

Read to Grow prioritizes respectful and ethical storytelling. We approach each subject with sensitivity, ensuring that their stories are told with dignity and respect. Our team takes the time to build trust and rapport with participants, understanding their unique perspectives and experiences. We seek informed consent from all individuals featured in the docu-series, ensuring they are fully aware of how their stories will be used and shared.

## WHY METHODS ARE LIKELY TO ACHIEVE GOALS

Comprehensive Storytelling

Focus on Solutions and Impact

Strategic Partnerships

Ethical and Sensitive Approach

Engaging Visuals and Narratives

Ongoing Content Production

### Teaching Learners

Read to Grow aims to reach a broad and diverse audience, as literacy is a universal concern that impacts everyone.

However, we have identified specific groups who play a crucial role in the literacy ecosystem and stand to benefit the most from our docu-series message.

### People with Many Books

Individuals and families who have an abundance of books are a key target audience for "Read to Grow." By highlighting the vast number of people who lack access to reading materials, we encourage those with excess books to consider donating to literacy programs.

Our docu-series showcases the profound difference that book donations can make, inspiring viewers to share their resources and contribute to closing the literacy gap.

### Families; Parents & Children

Parents are fundamental to fostering a love of reading in children. Read to Grow provides parents with compelling stories and practical insights into the importance of literacy for their children's development. By illustrating the benefits of access to books and education, we encourage parents to prioritize reading in their homes. The docu-series also offers guidance on how parents can get involved in literacy initiatives, whether through donations, volunteering, or advocacy.

### Educators

Educators are on the front lines of the fight for literacy, and Read to Grow is a valuable resource for them. The docu-series provides teachers with powerful examples of how literacy programs and book donations can transform lives and communities. By incorporating the docu-series into their curriculum, teachers can spark meaningful discussions about the importance of literacy and encourage students to become active participants in literacy initiatives.

# SPONSORSHIP PACKAGES

**x1 Episode = \$6,000**

SINGLE	X1	\$6,000
MONTH	X4	\$24,000
QUARTER	X12	\$72,000
HALF YEAR	X26	\$156,000
YEAR	X52	\$312,000

## Film Materials

High-quality cameras, audio equipment, and lighting are necessary to capture compelling visuals and interviews in diverse locations.

## Travel Expenses

Travel costs include transportation, accommodation, and meals while traveling worldwide to different communities and literacy organizations.

## Post-Production

Editing, sound design, color grading, and other post-production tasks are crucial for creating polished and impactful episodes.

## Licensing

Obtaining rights for music, archival footage, and securing distribution on streaming platforms may require additional funding.

## Cinema-Ready

Investing in high-end cameras approved by streaming platforms like Netflix ensures that our production meets the rigorous standards for cinematic quality.

## Promotion

Marketing efforts to promote each episode, including social media campaigns, press releases, and outreach to educational institutions and literacy organizations, help maximize the docu-series's reach and impact.

## ON-SCREEN ACKNOWLEDGMENT

Your company logo and name will be prominently featured in the opening and closing credits of each episode of "Read To Grow."

This on-screen acknowledgment ensures that viewers recognize your support as they engage with the docu-series.

## DIGITAL AND PRINT MATERIALS

We will optionally include your company logo and name in our digital and print promotional materials, such as social media posts, press releases, and event flyer's.

This widespread visibility ensures that your support reaches a diverse audience both online and offline.



# CREDITS

# A WIN-WIN SPONSORSHIP IN GLOBAL LITERACY

Read to Grow presents a unique opportunity to fill a gap in the docu-series landscape, as there currently isn't a series of this nature available on major streaming platforms like Netflix, BBC, or Amazon.

By showcasing the efforts of literacy foundations and the stories of recipients, our docu-series series has the potential to captivate global audiences and inspire meaningful change.

Sponsoring an episode of Read to Grow is a win-win proposition. As major companies continue to donate millions of books annually to under served communities, our docu-series serves as a powerful tool to amplify their mission.

By featuring these organizations and their impactful work, we not only raise awareness about the importance of literacy but also highlight the ongoing efforts to address global literacy rates.

The recipients of these book donations are the ultimate beneficiaries of our docu-series.

By sharing their stories, we provide a platform for their voices to be heard and their experiences to be celebrated.

Through the power of storytelling, Read to Grow demonstrates the profound impact that access to books and education can have on individuals and communities worldwide.

By sponsoring in Read to Grow, companies have the opportunity to align themselves with a meaningful cause while also reaching a global audience.

Together, we can work towards solving global literacy rates and creating a brighter future for generations to come.

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**...IT'S ALSO A SAVVY  
FINANCIAL DECISION**

AS A REGISTERED NON-PROFIT ORGANIZATION, CONTRIBUTIONS TO OUR DOCU-SERIES ARE TAX-DEDUCTIBLE.

YOUR SUPPORT NOT ONLY EMPOWERS GLOBAL LITERACY EFFORTS BUT ALSO PROVIDES A VALUABLE TAX BENEFIT FOR YOUR COMPANY.

# CO-DIRECT

Read to Grow is more than just a docu-series; it's a mission to highlight the transformative power of literacy. Through compelling interviews and on-the-ground storytelling, each episode aims to showcase the impact literacy foundations have by donating millions of books, and how these donations are changing lives in under served communities.

## GOT A SUGGESTION?



As a sponsor, you have the unique opportunity to co-direct an episode of Read to Grow.

Your sponsorship not only supports the production but also allows you to suggest an organization or school, shelter, orphanage or community that aligns with your vision and values.

An episode will be filmed in the recommended location, capturing the stories of those whose lives are being

## HOW IT WORKS

### Suggest an Organization

As a sponsor, you can propose a literacy foundation, school, or community that you believe deserves to be highlighted. This is your chance to shine a spotlight on the impactful work being done in places close to your heart.

### On-the-Ground Filming

Once your suggested organization is selected, we will travel to the location to film. Our team will conduct in-depth interviews with foundation members, beneficiaries, and community leaders to capture authentic and inspiring stories.

### Create Impact

Your sponsorship will directly contribute to the production of an episode that not only tells a compelling story but also raises awareness about the importance of literacy and education.

TOGETHER, WE CAN CREATE A BRIGHTER, MORE LITERATE FUTURE FOR ALL

## SPONSORSHIP IMPACT

Sponsoring Read to Grow is an investment in the future of global literacy. Your support will enable us to tell powerful stories, raise awareness, and drive action to reduce literacy poverty, ship more books, secure more donations, and engage audiences worldwide.

REDUCE

LITERACY POVERTY

SHIP

MORE BOOKS

REACH MORE

PEOPLE



# INTENDED IMPACT

The Read to Grow docu-series series aims to create a profound and lasting impact on global literacy by telling the powerful stories of literacy foundations and the recipients of their aid.

Our goal is to shine a spotlight on the critical issue of literacy poverty and inspire actionable change across communities worldwide.

contribute to sustainable improvements in global literacy rates

bring attention to the pressing issue of literacy poverty

encourage more to contribute to book donation programs

serve as an educational tool

inspire viewers to get involved



## Environmental Impact

READ TO GROW SAVES 300.000 M2 FOREST  
Recycling and up-cycling of 1,000,000 books.

Read To Grow contributes also to a better environment. Read to Grow has investigated how many trees were saved with the recycling of 500.000 books.

The number of books equals 3000 trees or 300.000 m2 of forest

Currently, Read To Grow have a Tree program to compensate our CO2 output with planting over 100 trees locally and 300 trees in DR Congo from 2020 to 2025



## Accessibility

Accessibility is a key component of our mission. Read to Grow will provide subtitles in multiple languages to ensure that viewers from diverse linguistic backgrounds can fully engage with the content.

By making the docu-series accessible, we aim to reach a wider audience and foster inclusivity in our efforts to promote literacy.

SUBTITLES



INCREASED SHIPMENTS.

## SUSTAINABILITY AND IMPACT

### **Sustainable Practices**

The importance of sustainability is emphasized in all our capacity development activities. This includes promoting the use of recycling books for donations, encouraging the development of local publishing industries, and supporting environmentally friendly practices in book production and

### **Long-Term Support**

Read To Grow establishes long-term partnerships with communities and organizations, creating an eco-system so that those who have access to books, know how to regularly donate to those who do not have access to books.

### **Impact Measurement**

To ensure that capacity development efforts are making a real difference, we implement robust impact measurement frameworks.

This includes tracking literacy rates, educational outcomes, and community engagement levels over time. By continuously assessing our impact, we can refine our strategies and maximize our effectiveness - following this up in future episodes.

## TRAINING AND EDUCATION

### **Workshops**

We will organize workshops in communities featured in the docu-series. These sessions will cover topics such as reading clubs, book management, and community book donations.

### **Educational Materials**

In addition to our docu-series episodes, we will develop and distribute a range of educational materials, including guides for setting up community book drives and running reading clubs.

### **Online Learning Platforms**

Leveraging technology, we will create online courses and webinars that provide ongoing education and training opportunities. These digital resources will be accessible to a global audience, enabling us to reach and support communities that may not be able to attend in-person events.

## COMMUNITY EMPOWERMENT

### **Leadership Development**

Developing strong local leadership is key to the sustainability of literacy initiatives. We offer leadership support that equip community leaders with the skills needed to advocate for literacy, receive books, and inspire others to take action.

### **Volunteer Engagement**

Encouraging volunteerism is a core component of our capacity development strategy. We help communities establish volunteer programs that harness local talent and enthusiasm. These volunteers can help with outreach for book donations and help with the sorting of these books.

### **Public Awareness Campaigns**

Effective advocacy and awareness-raising are essential for driving community support for literacy. We work with community leaders to implement public awareness campaigns that highlight the importance of literacy and the benefits of reading such as having a market stall on the Sunday Market, or library events.

## ORGANIZATIONAL STRENGTHENING

### **Partnership Development**

By connecting local organizations with international literacy foundations and donors, we help build robust networks of support. These partnerships can create their own eco system of sending and receiving books to each other. The end result being the recipients can get the reliable resources they need to improve education and literacy in their location.

### **Receive Books**

We assist organizations in identifying and securing funding opportunities. This includes advice on donor engagement. By improving their ability to receive books, we empower organizations with the tools to expand their reach and get closer to their learning goals without the fear of rejection.

### **Monitoring and Evaluation**

Implementing effective monitoring and evaluation systems is crucial for assessing the impact of literacy initiatives. We provide assistance and tools to help organizations track their progress, measure outcomes, and use data to improve their programs. This capacity for self-assessment ensures that literacy projects are effective and continuously improving.

The Read to Grow docu-series series is not just about raising awareness; it is also a anchor for building capacity within communities to improve literacy and education outcomes. Our approach to capacity development focuses on empowering individuals, organizations, and communities with the knowledge, skills, and resources they need to sustain and expand literacy initiatives.

# CAPACITY DEVELOPMENT

# KEY CREATIVE PERSONNEL



**100% Creative Control**

Celina's multifaceted background, unwavering dedication, and powerful storytelling abilities make her the ideal advocate for the Read to Grow docu-series.

**106 countries visited**

**qualified & certified**

## BACKGROUND

Celina, (British) is the director of "Read to Grow," brings a wealth of experience and expertise to the docu-series series. As the daughter of the founder of Read to Grow Literacy Foundation, which has been making strides in combating global illiteracy for over two decades, Celina has been immersed in the world of literacy advocacy from a young age.

With a background in education and a career spanning over 12 years as a visual artist, she possesses a unique blend of skills that uniquely positions her to tell the compelling story of the foundation, its partners, and the

@queenofvitality

## ACCOUNTABILITY

Celina's deep personal and familial connection to the Read to Grow Literacy Foundation underscores her unwavering commitment to the cause. Her role as both the director of the docu-series series and a former C-level executive in the education industry demonstrates her accountability and dedication to driving positive change in global education. Her passion for literacy and education advocacy is evident in every aspect of her work, ensuring that the docu-series is not only impactful but also a catalyst for real-world change.

## POWER AND POSITIONALITY

Celina's extensive experience as a filmmaker, qualified teacher, and former executive in the education industry positions her as a powerful advocate for literacy and education reform. With a thorough understanding of the challenges faced by schools, children, and educators worldwide, she brings a unique perspective to the storytelling process.

Her global network, cultivated through years of travel to over 100 countries and her close ties to Read to Grow Foundation and its partners, grants her unparalleled access to interview CEOs of book companies and the recipients of their donations. This access allows her to tell a comprehensive and authentic story that sheds light on the multifaceted issues surrounding global literacy.

## STORYTELLER STATEMENT

My mission as the storyteller behind Read to Grow is to amplify the voices of those affected by illiteracy and to inspire meaningful action. With my extensive background in education (UK), my creative vision as a visual artist, and a personal connection to the Read to Grow Foundation, I am uniquely positioned to weave together a narrative that not only educates and informs but also motivates viewers to join the fight for global literacy.

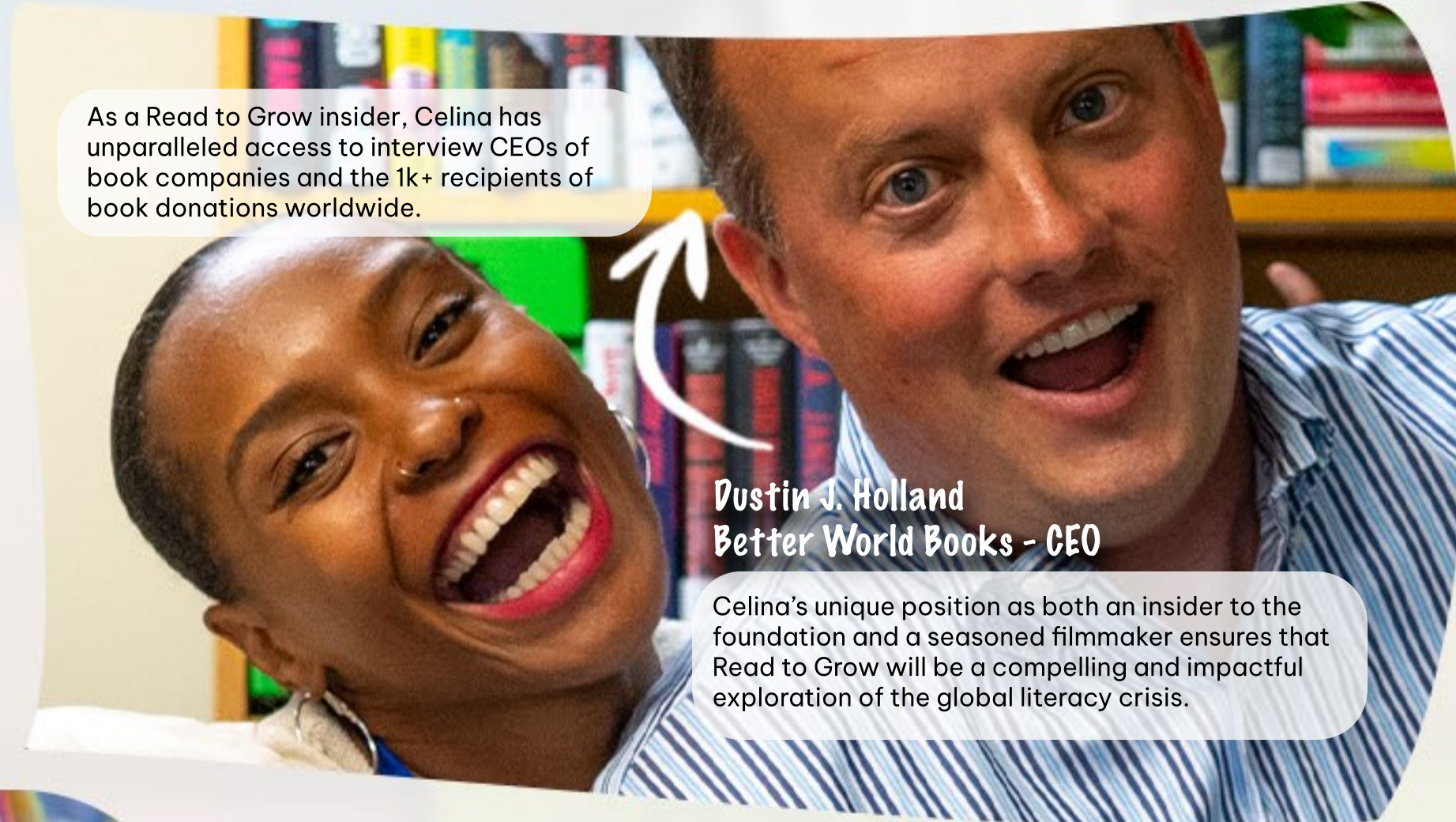
Through storytelling and a dash of wanderlust, the aim is to create a binge-worthy docu-series that not only raises awareness but also drives tangible change, ultimately transforming the lives of individuals and communities around the world.

I have worked with over 1,000 schools in the UK and some in South Africa, and the USA, giving me firsthand insight into the challenges and opportunities within the education system.

My relationships with over 6,000 parents, established through my position in the education industry, provides me with a deep understanding of this target audience.

Creatively, I possess the vision and technical skills necessary to craft a compelling and impactful docu-series that resonates with audiences worldwide.

As a Read to Grow insider, Celina has unparalleled access to interview CEOs of book companies and the 1k+ recipients of book donations worldwide.



**Dustin J. Holland**  
Better World Books - CEO

Celina's unique position as both an insider to the foundation and a seasoned filmmaker ensures that Read to Grow will be a compelling and impactful exploration of the global literacy crisis.

**Adobe Suite Certified**



**Stacie Musser**  
Director of Operations  
International Book Project

**the docu-series has the potential to captivate audiences, inspire action, and drive real-world change.**



**Sra. Wendy Rodriguez,**  
Colegio Bambini Mao, Headmistress



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**LET'S DO THIS THING!**