

Media Awareness

Impact Stories

The partnership between Room to Read and Credit Suisse has been highlighted in key global media including:

THE ASIAN AGE

Business Standard

When you're sure

FINANCIAL REVIEW

CNNMoney

BUSINESSDAY

NEWS YOU CAN TRUST

ALL THE NEWS WITHOUT FEAR OR FAVOR

The Japan Times

Bloomberg

TELEVISION

THE BUSINESS TIMES

The Paper for Decision Makers

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FINANCIAL TIMES

We continue to see how investing in this work makes a difference in children’s lives. In Sri Lanka, 82 percent and 76 percent of students in Tamil-language and Sinhala-language partner schools, respectively, are now checking out library books, a significant indicator that they are forming a habit of reading. In Laos, children finishing Grade 2 in schools that partner with Room to Read have a reading fluency rate 3.5 times greater than those without Room to Read support!

Room to Read

Founded in 2000 on the belief that World Change Starts with Educated Children®, Room to Read’s innovative model focuses on deep, systemic transformation within schools in low-income countries during two time periods which are most critical in a child’s schooling: early primary school for literacy acquisition and secondary school for girls’ education. We work in collaboration with local communities, partner organizations and governments to develop literacy skills and a habit of reading among primary school children and ensure girls can complete secondary school with the skills necessary to negotiate key life decisions. Room to Read has benefited 10 million children across 17,000 communities in Asia and Africa and aims to reach 15 million children by 2020. Learn more at www.roomtoread.org.

CREDIT SUISSE

Through our Global Education Initiative, Credit Suisse supports selected organizations in giving thousands of children and young people access to education and in improving the quality of educational opportunities through school scholarships, teacher training, school refurbishment and learning materials. As part of the Global Citizens Program, suitably qualified employees share their knowledge and skills with our global partner organizations, working several weeks on projects in emerging and developing markets.



Sri Lanka

Prashanth is a Grade 1 student from Kanthapuram Vani Vidiyalayam, a small region outside of Vavuniya’s city center in Sri Lanka. His father, a coconut picker, had been injured when Prashanth was quite small and the young boy’s mother and sisters were forced to provide for the family. The family’s financial struggles began to weigh on Prashanth, and his grades began to decline. Noticing this

change, his teacher began to provide extra support around Prashanth’s reading and writing, using Room to Read’s trainings to help direct those sessions. While progress was slow at first, Prashanth began to excel in his language periods. Prashanth’s mother also became more involved with her son’s school life, making sure that he had a place to study at home. “I thank Room to Read for making my son brighter and happier,” his mother said, and his teacher added, “Now his attendance has improved, and he is always ready to read with a smile on his face.”



Vietnam

A critical element of Room to Read’s Literacy Program is training local writers and illustrators to create local language children’s books. We work with individuals to develop manuscripts and artwork for publication and distribution, with the

goal of building a sustainable and engaged community. This year Phung Nguyen Quang and Huynh Kim Lien, who have collaborated

with us since 2012, won the Scholastic Picture Book Award, for their unpublished picture book The First Journey, the adventures of a little boy named An as he rows his small boat for the first time across the Mekong Delta to school. The continent-wide competition, an initiative of the National Book Development Council of Singapore and Scholastic Asia, judged 135 authors, both amateur and established. “Attending Room to Read’s workshops and learning about children’s classics opened up our imaginations,” Quang and Lien said. “With Room to Read’s support, our vision for our books has totally changed.”



Laos

Houmphone Phakphonekham has been teaching 1st grade for 26 years in the KeoOudom district of Vientiane

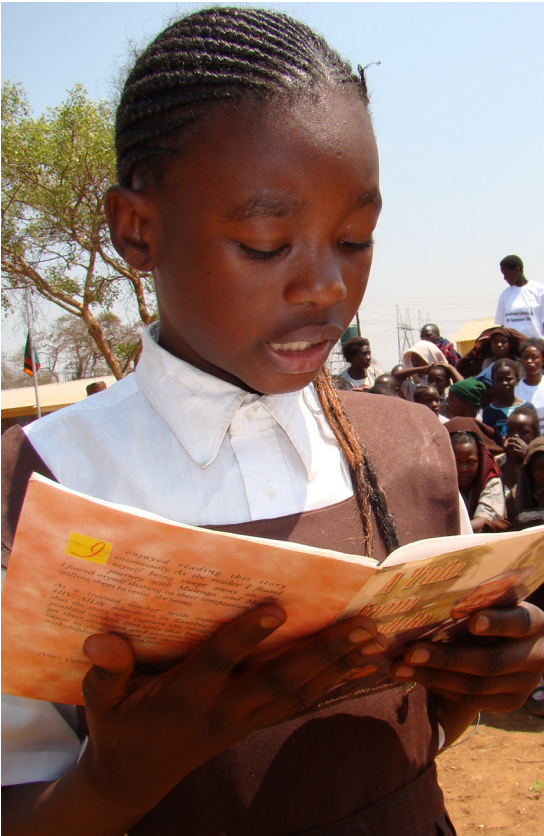
Province, Laos. She is proud to have the longest teaching record in the district, and when Room to Read launched our Literacy Program there, Ms. Phakphonekham provided our team with key information on the needs of her students; she immediately became a

resource, helping to develop materials, organize meetings, and mobilize the community. Prior to Room to Read’s work in her school, Ms. Phakphonekham’s students often struggled to meet national standards, with the majority of the class falling below the average reading scores. However, last year, 80% of her students reached the “outstanding” level, and the remaining 20% were average or above-average. “I would like Room to Read to expand to every primary school in Laos and to integrate its techniques into the school curriculum,” she exclaimed. “I have never seen any literacy program here have such strong success.”



Room to Read and Credit Suisse

Ten Years of Partnership: 2005–2015



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Room to Read believes that World Change Starts with Educated Children.® Room to Read envisions a world in which all children can pursue a quality education that enables them to reach their full potential and contribute to their community and the world. This is very closely aligned with Credit Suisse’s Global Education Initiative goals of improved access and quality of educational opportunities for disadvantaged children.

Financial Support

Initial Funding

Credit Suisse and Room to Read have a well-established relationship that began through Credit Suisse Asia Pacific in 2005, which funded Room to Read’s post-tsunami efforts in Sri Lanka, and various projects in India. In 2008, Credit Suisse became the largest corporate funder of Room to Read’s Girls’ Education program across India and Vietnam, funding the education of 850 girls at risk of dropping out of school.

School Infrastructure & Libraries

Room to Read has been a key partner in Credit Suisse’s Global Education Initiative. The first Credit Suisse grant (2008 and 2009) was used to fund work in parts of Asia, Zambia and South Africa. Funds were used to sponsor the construction of 40 preschools, primary and secondary schools in Laos, Nepal, Sri Lanka

and Vietnam over two years, benefiting 16,792 students. Through the School Libraries program, 37 libraries in India, South Africa and Zambia were set up, benefiting another 16,480 students. Funds were also used for the expansion of Room to Read’s operations, focusing specifically on operations in its first two African countries – South Africa and Zambia.

Reading & Writing Instruction

In 2010-2011, Credit Suisse began supporting Room to Read’s 2010-2014 strategic plan to strengthen reading and writing instruction in the classroom. Funding was awarded for literacy pilots across Laos, Sri Lanka and Vietnam. The results of the pilots paved the way for reading and writing instruction to become a core component of Room to Read’s Literacy Program. Since then, through Credit Suisse support, 742 teachers were trained to ensure high-quality, student-centered lessons for

15,037 students. It is anticipated that the broader impact of the grant support will far transcend these participant numbers. By investing in the start-up phase of Room to Read’s literacy work, Credit Suisse made a strategic contribution to Room to Read’s capacity to build a scalable, replicable program that can be adopted by other governments and NGOs. Ultimately, Room to Read hopes their work will make a substantial contribution to both governments’ curricula and the field of early-grade literacy for decades to come. More recently, from 2013-2015, Credit Suisse has continued its funding for Room to Read’s evolution through core support in the growth of strong international operations, the development of its 2015-2019 Strategic Plan, and through major events that attract investment in Room to Read’s programs. Credit Suisse has also continued to support key program initiatives in Laos, Sri Lanka, Vietnam and Zambia to ensure high quality programs for children in many communities across these four countries.

In-Kind Support

Office Space

In addition to monetary donations, Credit Suisse donates free office space for a small staff of Room to Read fundraisers in Hong Kong, Tokyo and Sydney, now totalling more than 9 desk spaces. This enables Room to Read to invest more of its funding directly into programs.



Global Engagement

Global Citizens Program

Credit Suisse employees are selected to go on one week and in some cases longer assignments for strategic projects. Since 2010, a total of 38 Credit Suisse employees have provided capacity-building on a broad range of topics such as administration systems, project management, financial forecasting and social impact investing for Room to Read country and global office teams around the world.

Employee Engagement

Credit Suisse’s CFO Division employees across the bank raised funds for Girls’ Education in Laos, supporting secondary school education for 151 girls. Credit Suisse’s e-learning Solutions Team produced a “Literacy Nugget” video for Room to Read that highlights the importance of literacy in everyday life and features case studies from Room to Read’s work. Several Credit Suisse employees are active in Room to Read’s volunteer chapters in their respective locations, raising awareness for global education through community based events.

