



# Books & Beyond

## Reading Club

Annual Report  
2019-2020

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## A welcome from our Founder, Barbara Kwok

2020 was a year that presented Books & Beyond with plenty of challenges. As an NGO with a unique structure, we took it upon ourselves to take those challenges head on, utilizing our efficiency and adaptability to create unique solutions. Instead of cancelling our classes due to COVID-19, we transformed our curriculum into Zoom-friendly programs so that we could stay connected to our students. This academic year we conducted 70% more Interactive Storytelling classes and added new initiatives (e.g. Mentorship Program) to our holistic English Reading Enrichment Scheme.

I would like to thank more than 1,000 Books & Beyond volunteers for their continued hard work, effort, and energy to serve. Most of all, I would like to recognize their resilience for persisting through this difficult period.

In the coming months, we will continue expanding our work with junior secondary school students through the Conversations That Matter program. We will also continue focusing on providing high quality curriculums to our partner schools and recruiting motivated volunteer teachers in our programs.

Beyond our work, we will continue developing our leadership teams to better achieve our goals. Due to the conditions we have faced this year, we have placed an emphasis on utilizing technology to ensure that our manpower is effectively deployed. Finally, we will further expand our service by seeking more long-term partnerships with our supporters.

Our mission, as ever, is to unlock the potential in all our children and our volunteers. I am excited to the growth of Books & Beyond and working together to ensure even more young people are given the priceless learning of English language and personal development.



Barbara Kwok



# I. Our Mission & Ethos

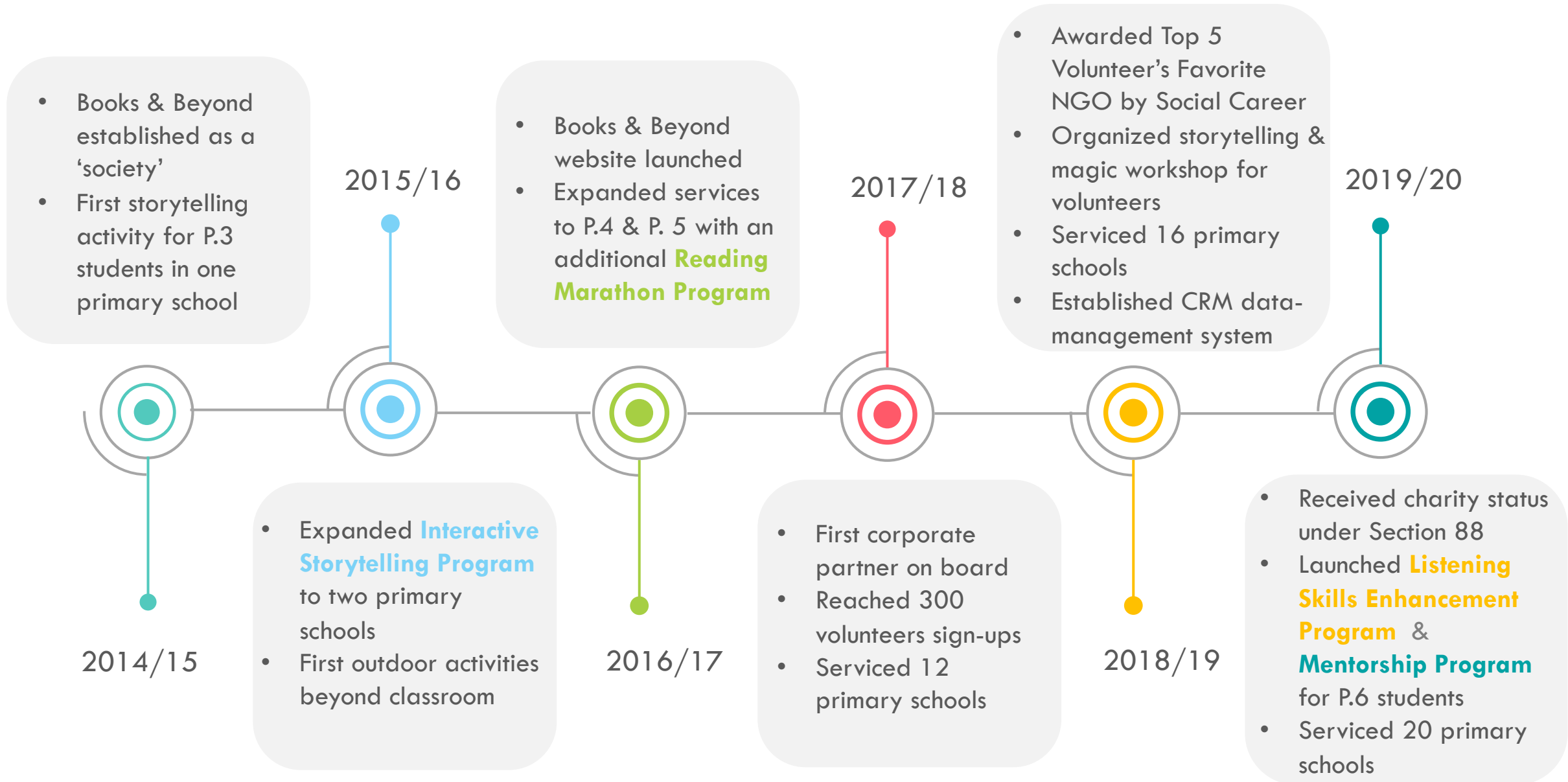


Our Mission: We promote Social Emotional Learning to develop the skills, empathy and resilience to help our students build confidence, so they can positively contribute to any community .

The ethos of our programs is based upon the **five principles of Social-Emotional Learning.**



## II. Our Milestones



### III. Our Programs in 2019/20



## English Reading Enrichment Scheme

Our English Reading Enrichment Scheme is designed with a **holistic approach**.

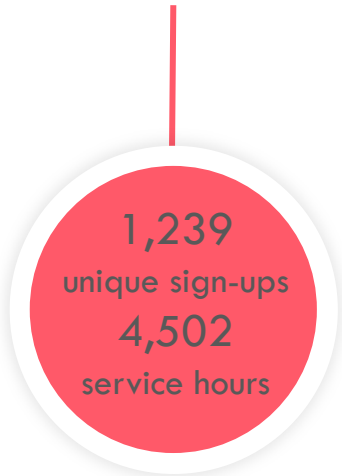
Our goal is to nurture senior primary students into lifelong readers and learners.



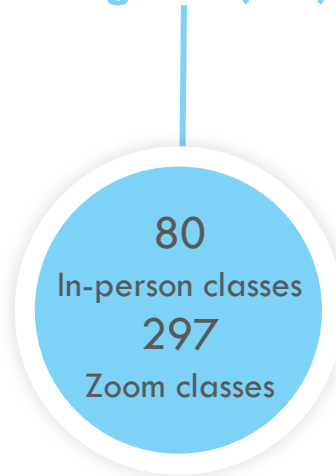
# Our Impact At A Glance 2019/20



## No. Of Volunteers



## Interactive Storytelling Program (P.4)



## Listening Skills Enhancement Program (P.6)



## Reading Marathon Program (P.5)



## Mentorship Program

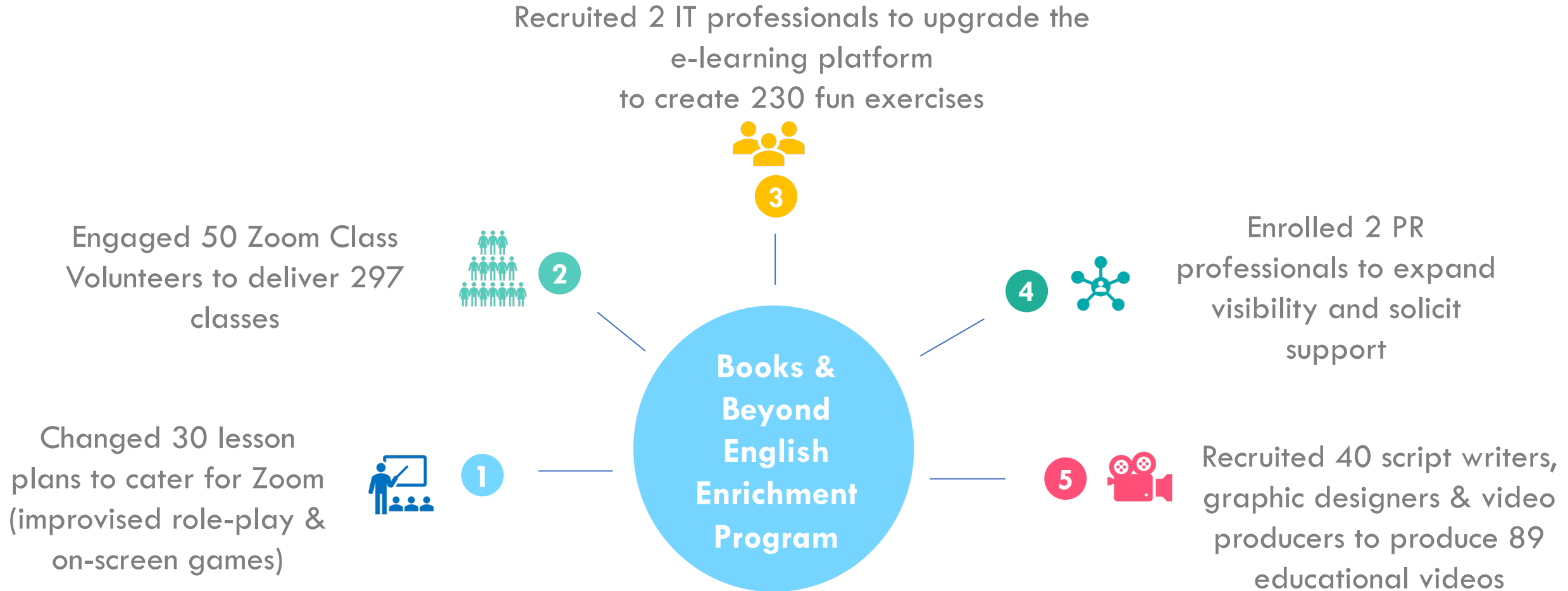


## No. of Beneficiaries



# Our Performance 2019/20

## What Did We Do To Face The Covid-19 Challenges







## Interactive Storytelling Program

Due to school closure because of Covid-19 starting from January 2020, we could only conduct 80 in-person classes out of the 220 scheduled classes. To continue the program, we swiftly re-designed the program format from in-person classes to Zoom classes. By creating 30 new Zoom lesson plans with animated on-screen games, videos and improvised role-play based on a new small class setting, the students were more engaged with the learning content.

The platform enabled us to further collaborate with volunteers without physical boundaries or time zone restrictions from the likes of Credit Suisse Singapore, UC Berkeley alumni in San Francisco, BlackRock and more.

At the end of the academic year of 2020, we conducted a total 377 Interactive Storytelling Classes which exceeded our schedule by 70%.





## Reading Marathon Program



Since all Reading Marathon in-the-classroom activities were cancelled, we produced 10 reading and writing skills videos with the help of our video production volunteers and 230 fun exercises by our 2 IT professionals to upgrade the e-learning platform.

The videos helped students learn applicable skills that helped them excel in reading and writing online.

Since some of the students were not in Hong Kong, total number of unique reading of this academic year was 2,520 which was slightly below our target of 3,000.





## Listening Enhancement Program

We kicked off the new Listening Enhancement Program in one of our partner schools with great success.

Besides the 10 classroom sessions we conducted before Covid-19, we recruited 40 script writers, graphic designers and video producers to produce 89 English listening skills videos. They not only allowed students to learn the 13 skills in depth, but also note-taking techniques that are transferable to all subjects. Over 880 exercises were submitted by 55 students.

The school teacher reported that the student's mock tests have improved by 40% as a result of learning from our program.





## Mentorship Program

Students moving from primary to secondary school are entering a new phase of their lives. We addressed these challenges by creating the transition to secondary school Mentorship Program.

32 mentors and mentees were paired up for this program. Mentors supported their students' academic development and motivated students to expand their life perspectives.

# Financial Report 2019/20

## FUNDING INITIATIVE

Books & Beyond Reading Club receives no government funding or support. We provide our English Reading Enrichment Program to 20 partner schools at no charge with the support of more than 1,000 corporate and individual volunteers.

The minimal expenses of the organization are funded by donation received from individuals and Books & Beyond Angel Fund of the Founder.

The financial summary is based on audited financial statements from September 1, 2019 to August 31, 2020.

<b>INCOME</b>	HK\$
Donation	145,000
<b>EXPENDITURE</b>	
Activities Cost/Book Purchase	63,696
Auditor's Fee	5,000
Bank charges	2,356
Cleaning	4,970
Computer & Accessories	5,742
Legal & Professional Fees	25,340
Printing & stationery	6,378
Sundry Expenses	7650
Telephone & internet	7,292
Transportation	<u>20,644</u>
<b>Total Expenditure</b>	149,068

# IV. Our Management



Books & Beyond Reading Club is a volunteer-run charitable organization. The core Books & Beyond management team runs the daily operations of the organization as well as develop and execute our strategy for the future.

As we continue to exponentially grow, we have appointed additional senior management team members to oversee the increasing demands of different operational aspect of each program.

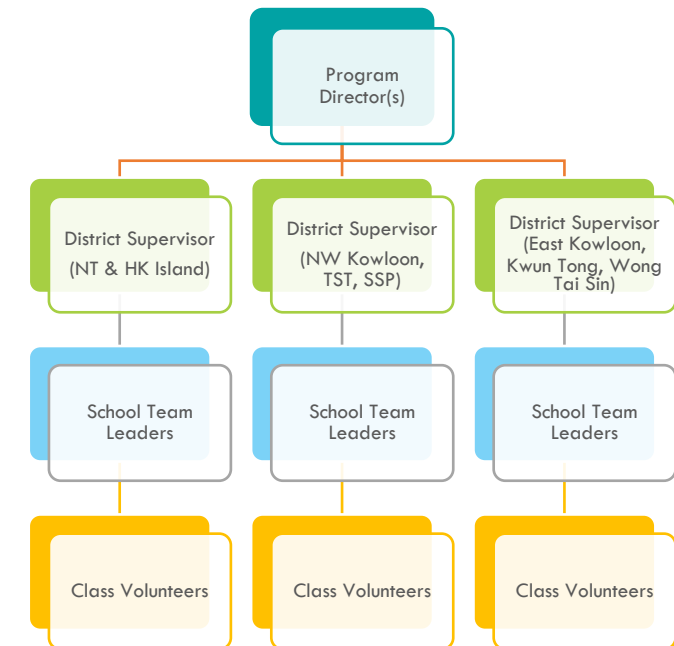
Besides administration volunteers, we deploy a leader-based team structure where the Program Director(s) is/are supported by School District Supervisors, School Team Leaders and Class Volunteers.



Our unique structure allows us to:

- Bring in passionate volunteers who are driven to help us accomplish our goals
- Assign them to programs that best fits their skillset
- Free the core management team to focus on big-picture planning

This organizational structure can help distribution of workload and delegation of responsibilities.





# V. Future Plans



In 2020/21, we intend to:

## Current Programs

- Recruit additional 20 core team leaders with the support of our volunteers recruitment NGO partners (Time Auction, HandsOn & Social Career) to expand our work to 3 more schools.
- Further enhance our creative and innovative curriculum to conduct Interactive Storytelling Classes in a fun and engaging way.
- Expand the service of Listening Enhancement Program to 2 more schools.

## New Program

- Develop and introduce a new program, Conversations That Matter, serving junior secondary school students.
- Expand the Mentorship Program and turn it into a youth program in a long run.

## Administration

- Effective use of technology and data management to improve the efficiency of our program execution and running our daily activities.



# VI. Our Team & Acknowledgements



## Founder

Barbara Kwok

## Program Director

Pui Pui Yau  
Richard To  
Leonora Ip

## School Team Leaders

Adele Lo	Janet Yau
Arjun Dinakar	Jocelyn Au
Benjamin So	John Ko
Benjamin Foo	Justine Li
Chris Wong	Kelly Ching
Donna So	Leon Shum
Elvis Lau	Louis Tong
Fiona Ho	Madeline Liu
Françoise Lam	Michelle Chan
Gavin Craw	Malgo Phalaris
Hilda Ng	Paul Yi
Jacqueline Yu	Sabrina Tam
Jamie Zhan	Sibyl Chun
Jamie Law	Tiffany Wong
Janet Tsang	Wendy Ho

## Skill-based Volunteers

### IT & CRM System

David Wu

### Data Management

Marwood Liu

### Public Relations

Isaac Cheung  
Tanya Gurka

### Video Production

Adrian D'Silva	John Ko
Annie Tso	Kit Lam
Arnav Sethi	Lauryn Kurniawan
Colin Mak	Madelaine Liu
David Leung	Michelle Yeung
Gianna Lo	Sibyl Chun
Heidi Ma	Tiffany Tong
Holam Leung	Valerie Tse
Jane Chung	Yoyo Lie

### Curriculum Development

Annissa Suen  
Colin Mak  
Gavin Craw  
John Ko  
Samantha Ko  
Roxy Tam  
Sandra Leong

## Partner Schools

### Hong Kong Island

SKH Chi Nam Primary, Pokfulam  
Buddhist Wong Cheuk Um Primary, Causeway Bay

### Kowloon

Buddhist Wong Cho Sum Primary, Tseung Kwan O  
Jordan Valley St. Joseph's Primary, Kowloon Bay  
Ng Wah Catholic Primary, Kowloon City  
Our Lady of China Catholic Primary, Kwun Tong  
Sau Mau Ping Catholic Primary School  
Shamshuipo Kaifong Welfare Association Primary  
Sharon Lutheran Primary, Tai Kok Tsui  
SKH Holy Cross Primary, Choi Hung  
SKH St. Thomas' Primary, Shamshuipo  
The Hub  
Li Ping Memorial School, Yau Ma Tei

### New Territories

CCC Fong Yun Wah Primary, Tin Shui Wai  
CUHK FAA Thomas Cheung School, Shatin  
Evangelical Lutheran Church Social Service Centre -  
Kwai Hing  
Leung Sing Tak Primary, Taiipo  
Shek Lei St. John's Catholic Primary, Kwai Fong

### Abroad

No. 3 Primary School of Zheng An, Zunji, Guizhou,  
China  
Dongguan Foreign Language School  
Escola De San Jose De Ka-Ho, Macau

## Corporate Partners

Adidas Group  
Berkeley Club of Hong Kong  
BlackRock  
Chinese International School  
Credit Suisse (Hong Kong) Limited  
Department of Justice Staff Club  
Goldman Sachs  
HandsOn Hong Kong  
Hong Kong International School  
Hong Kong University – PGDE TCSL Program  
Julius Baer  
Mayer Brown JSM  
Morgan Stanley  
Nomura International (Hong Kong) Ltd  
PricewaterhouseCoopers Limited  
Social Career  
Time Auction