

Big Brother Mouse

Annual Report, 2012



Friends:

Seven years ago, I was a student in my last year at Teacher Training College in Luang Prabang. There were no Big Brother Mouse books, and nobody had ever heard of book parties.

If you found an easy book to show to a child in a rural village, probably they could read it but very slowly, often sounding out each word, because they had so little practice reading. If you got the child enthused about reading, it wouldn't have done much good, because there weren't enough books to sustain that enthusiasm.

Today, all that is changing, because of your support. Thank you!

Our 200th book came off the press this week. It's a very special book, intended for villages where we've set up reading rooms. With pictures and short excerpts, it introduces them to more than 100 other books.

Books are still a new thing for families in rural Laos. They don't naturally know all the benefits they can get from the reading room. Families will each have their own copy of this new book. They can spend many hours reading it together; then get more books from the reading room.



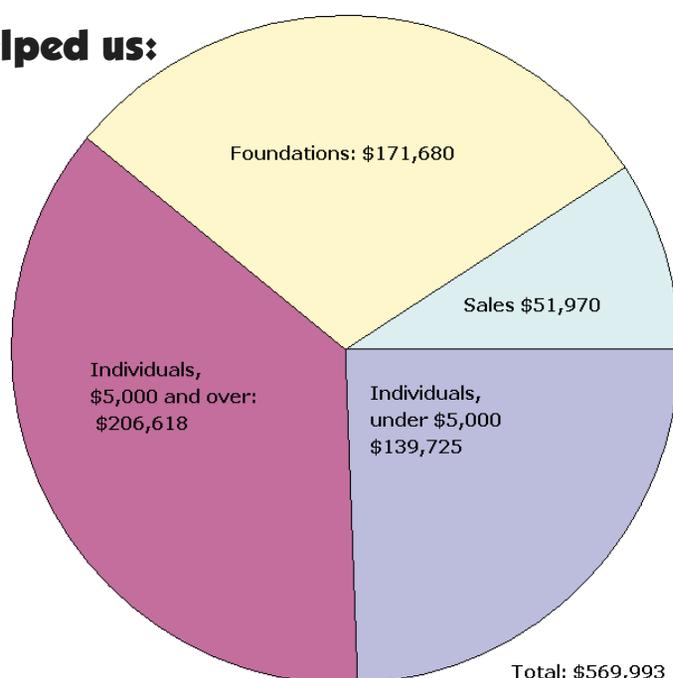
The photo shows me with my wife Kham, and our daughter Neri. She is 20 months old and already loves books; she's pointing to a picture of a ball, and saying the word "ball" in Lao. Thanks to you, many more children in Laos are growing up with books.

—*Khamla Panyasouk, Director*

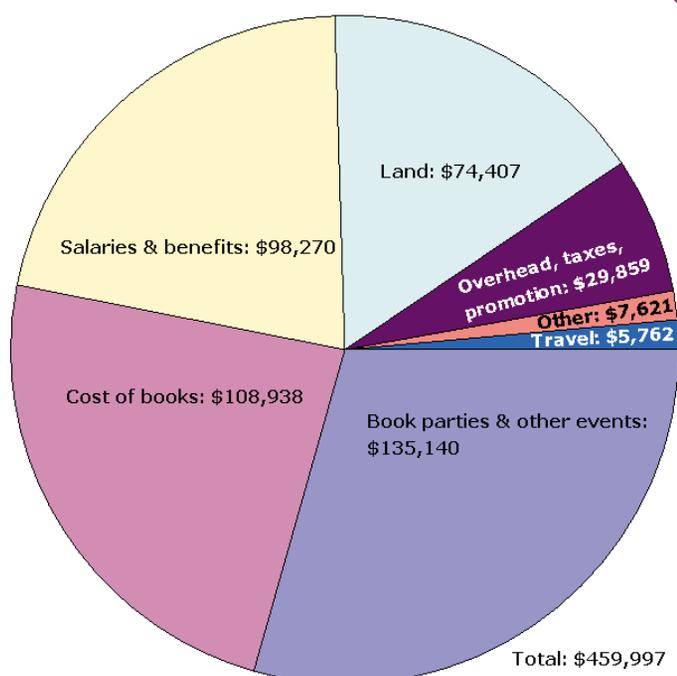
How BBM has grown

	2008	2009	2010	2011	2012
Book parties	196	256	510	544	903
Books donated (1,000)	42	51	134	178	270
New titles published	32	39	30	40	25
Titles reprinted	1	1	4	9	35
Cumulative numbers:					
Village reading rooms set up	32	59	150	191	191
Total titles published	65	104	134	174	199

How you helped us:



And how we used it:



Overhead: Rent for our main shop and office is donated. Sasha Alyson, the full-time adviser, volunteers his time, as do volunteers in other countries. These do not appear in Expenses.

Land: We purchased land on which to build our Discovery World and Learning Center. A special loan from a supporter made this possible.

Income: More than 1/3 of our donations for 2012 arrived in December. This will help us print 40 to 50 books in the first months of 2013 for our new "Silent Reading Time" school program.

What you helped us do in 2012

Discovery Days: At our first Discovery Days, children got to examine fossils and minerals; look through a microscope and a solar telescope; do electronics experiments; take apart an anatomy model; put together jigsaw puzzle maps, and much more.

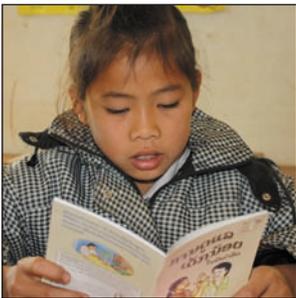


Teacher training: Today's teachers have no experience using fun books in class. We provided training for 700 teachers. They practiced reading aloud, and we gave them each a set of 70 books. They'll return to rural villages throughout northern Laos with books, a love of reading, and the skills to share that love.

Books improve lives: After we took books to set up a reading room in one village, a farmer said, "I'd like a book about why do my chickens die." So we got it researched and written. That was one of 25 new books we published this year.



Children say thank-you!



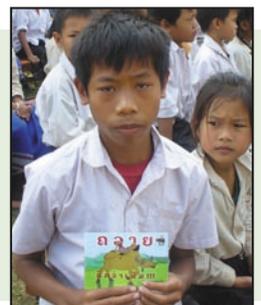
Janta: I like to read Big Brother Mouse books in my free time, and with my friends. Some books I like are *The Polar Bear Visits Laos*, and *Baby Care*.

Every week I trade my book with the teacher, and then read a new book to my little brother.

Bounmy: I like to read BBM books. I can gain education from them and it's fun to read them. And I like to play games and activities with BBM teams very much.

I want to read more BBM books. It's fun! I never owned a book before. I sometimes go to borrow books from the school. Now I have already finished reading *New Improved Buffalo*, *Grasshopper War* and *The Cat that Meditated*.

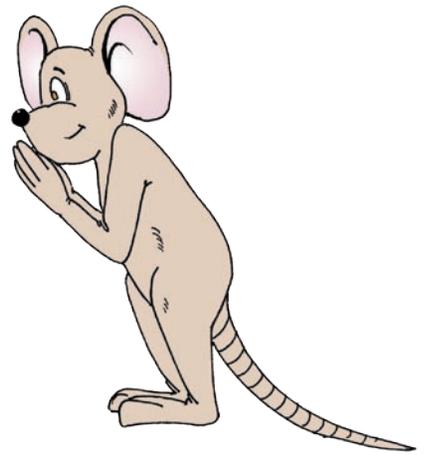
I'm so glad that BBM brings books to help us. I learn a lot of new things. And I would like BBM to come back again.



ຂອບໃຈຫຼາຍໆ! Thank you!

Big Brother Mouse would like to thank the many individuals, organizations, businesses, and foundations that made it possible for more children than ever before to own their first book.

But words alone cannot do the job. To know how we really feel, please look at the pictures of thousands of children enjoying their first book, in the Photo Album of our website.



\$25,000 and above

Planet Wheeler Foundation
Manoj Paul
The Cubit Family
Lyle and Agnes Schaller
Laos Literacy Project

\$5,000-\$24,999

The Bengier Foundation
Bruce Schaller
CLSA Chairman's Trust
Dawn Wheatley
Embassy of Switzerland to Laos
Global Fund for Children
Peggy Horn
Rev. Arthur Peterson
Robert Smith & family
Sasha Alyson
The United States Embassy in Laos

\$1000-\$4999

Alice Vandervoort
Anne-Marie Spagnolo
Anonymous
basmati - authentic help
Becky Schaller
Beh Kim Chin & Chan Kean
Eng with Friends & Relatives
Brian & Gerry Warren
Burke Strickland
Charles Felsenthal
Chris Ashton & Emma Morton
Christopher Thomas and Connie
Potter
Daniel Starta

Dave Schaller
Deborah Deitsch-Perez
Doug Ewart
Dunannie School (Bedales
Schools), Petersfield, UK
Erninga Viscita Manzo
Gill Harwood
Google
Hannah Broessler, Astrid Reitter
and friends
James Marsden
Jo Kelly
Joanna Kafarowski
Julie McIntyre
The Keene Family, in honor of
their family and friends
Laura Dixon
Marco & Evelyne Spaargaren
Maria Victoria Garcia Muela
Marjorie Sippel
Michaela Striewski-Bonizzato &
Family
Miki & Anja Striewski-
Bonizzato
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Nicole Gill
Ray Faulkner
Robert Moyer, Cathy Lee, and
Jason Moyer-Lee
Save the Children
Sponsors of Charity Spring
Lamb Race in Ireland
Sue Osborne
Susie Pitlick
Tammachat Natural Textiles
Travel Indochina

Yatai and A World In Need
Year 2 2012, Morris Hall,
Melbourne Girls Grammar
School
Zena Carter

\$500-\$999

Adam Lipson, with donations
requested for his Bar Mitvah
Beth Hardy
Brian Veale
Butterfield and Robinson
Charles Felsenthal (Hancock
Matching Donation)
The children of KVV Brande-
voort, Helmond
Christine Grove
David Millar
Fiona Clark
Hopetown School
Ian Terry
Jackie Cunliffe
Jane and David Burren and
Jacinta Lean
Judy Mckay
Kemp Johan
Laos Mood Travel
Malcolm Ruddiforth
Mrs. McCarthy's 2nd Grade
Class
Ortrud Borchardt
Pippa Dean
Port of Melbourne Corporation
Staff - Christmas Raffle
Rosalie Kievith
Royce Mussman
Vicki Lyall