Zartnir Educational NPO
Creating interactive reading clubs in schools of Armenia & Artsakh since 2017

Zartnir.am
Patreon.com/zartnir
Zartnir creates equal opportunities for school students in Armenia and Artsakh to access the education of 21st century

Zartnir purchases great books in Armenian language and creates interactive reading clubs, mostly in rural schools.

Reading positively influences personal development in various areas and as scientifically proven by countless researches is one of crucial keys to a successful educational system.
**MISSION**

- Create equal opportunities for school students in Armenia to access education of the 21st century

**GOALS**

- Teach those who read to comprehend a book
- Recuperate desire in those who abandoned reading
- Awaken interest in reading to those who do not read

**VALUES**

- Selfless desire to provide opportunities for youth development in Armenia
- Aspiration to spread tolerance, freedom of speech and an ability to think critically and creatively
- Belief that we can change the future of Armenia
POSITIVE IMPACT OF ZARTNIR

TEACHERS’ FEEDBACK

- report academic progress of students who participate in Zartnir 54%
- respond that students have a positive change in their basic skills 69%

STUDENTS’ FEEDBACK

- of students mention Zartnir’s impact on academic progress 83%
- Are absolutely happy to be in Zartnir 97%
WHY DO WE DO IT: HUGE ISSUES IN EDUCATION

It is proven that people with less financial capital are less likely to get access to high quality education.

Persistence of the current economic climate might lead to further losses in Armenia’s human capital: 35% of Armenia’s school students at late primary school are unable to read and understand a short, age-appropriate text by age 10 [World Bank].

BUT IS EVERYTHING SO HOPELESS?

Multiple research studies have found that there is an effective and affordable tool to reduce inequality in education and improve access to it—book & reading.
**ZARTNIR MAXIMIZES RETURN ON INVESTMENT**

Zartnir covers all stages of reading’s influence and contributes to the success Armenia’s educational system.

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<thead>
<tr>
<th>THREE STAGES</th>
<th>DESCRIPTION</th>
<th>ZARTNIR COVERAGE</th>
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<tbody>
<tr>
<td>Books: Inspiration for Personal Development</td>
<td>Being surrounded by books is proven to inspire continuous development of children irrespective of variations in socioeconomic status of families</td>
<td>✔</td>
</tr>
<tr>
<td>Reading: Foundation for Personal Success</td>
<td>Reading positively affects academic success and earnings in later life. Reading develops emotional intelligence, vocabulary and expression of thoughts in both oral speech and writing</td>
<td>✔</td>
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| Reading literacy: Basis of Educational System’s Success | **Reading literacy** is highlighted as one of the main criteria for the success of the country’s educational system  
* Reading literacy is a process whereby a person reads books on a regular basis, enjoys reading, gains knowledge and is thoughtful about what he or she reads. | ✔                |

*Most organizations’ scope*
## HOW DO WE DO IT: THROUGH READING CLASSES

<table>
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<th>THREE STAGES</th>
<th>DESCRIPTION</th>
<th>ZARTNIR ACTIONS IN DETAILS</th>
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| Books: Inspiration for Personal Development | Purchase great new books in Armenian | • Purchase of books in Armenia in Armenian language  
• Transportation of books to schools  
• Teacher provides each student with a book  
• Most kids and their families receive first books in life |
| Reading: Foundation for Personal Success | Provide books to students to read | • Students read great books which most of their families cannot afford to purchase  
• On average, Zartnir students read 5-6 books per year  
• They develop love towards books and engage their friends in reading |
| Reading literacy: Basis of Educational System’s Success | Run weekly interactive classes to discuss books | • Teachers organize weekly interactive classes  
• Teachers fully engage students into discussions  
• After books are read, students write essays and debate about the book |
## COMPANIES BENEFIT FROM CSR

| CHEAPER COST OF CAPITAL |  ▪ Companies with developed CSR activities receive 1-4% lower credits rate  
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<th>▪ Companies with developed ESG receive till 10% lower credit rates</th>
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| HIGHER ATTRACTIVENESS FOR INVESTORS |  ▪ Developed CSR brings to 4-7% higher profitability  
|                         |  ▪ Market value of a company grows on 40-80% faster if there are developed relations with social and environmental NGO/NPOs |
| EASIER TO ATTRACT NEW TALENTS |  ▪ 64% of millennials would not agree to join a company if it does not have successful CSR cases |
| LESS TURNOVER OF EMPLOYEES |  ▪ Socially responsible companies have lower turnover by 25-50% |
**WAYS OF SUPPORT** | **DESCRIPTION** | **BENEFITS**
--- | --- | ---
Zartnir Partner | A company finances:  
- 1 title of book, 30 pieces  
- 6 times books shipping to school  
Yearly: $300 per school | Company name added in:  
- Partners list on zartnir.am  
- In our presentation  
- According information to be placed in our social media  
- Other benefits that we may agree on, e.g., stamp on a book “Donated by Company name”  
- Reporting per agreed terms and periods

Zartnir Development Partner | A company finances:  
- 6 title of books, 30 pieces each  
- 6 times books shipping to school  
- Gift books to students: 1 per each student  
Yearly: $1,411 per school |  |

Zartnir New school partner | A company finances engagement of 10 schools:  
- 10 sets of books  
- Yearly delivery costs for 10 schools  
- Program operating costs  
Total project fee: $3,600 |  |
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<td>Engaging your employees to support</td>
<td>Dissemination of a letter among Company employees engaging to subscribe on monthly payments on <a href="https://www.patreon.com/zartnir">www.patreon.com/zartnir</a> page starting from just less than $2 per month</td>
<td>Names and surnames of employees who donate $25 and more will be written on books (quantity is based on how many books their donation cover): “This books is purchased thanks to Name Surname”. All Patron names are added in some of Zartnir videos at the end of videos, e.g. <a href="https://youtu.be/r7pcv0hbD-s">https://youtu.be/r7pcv0hbD-s</a></td>
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These and other kids read books for free because Zartnir purchases the ones and organizes interactive classes thanks to donations.
To hit 100 schools engaged in Zartnir and support their operations, the program needs USD 24K in 2022.

In 2022 educational year, out of which 4K are raised through https://www.patreon.com/zartnir yearly. Before sanctions to Russian banks, we raised 12K through Patreon yearly.

Remains 20K

We do not expect that one company will cover the whole amount.
WHY ZARTNIR [1/5]: APPROVED AND RECONGNIZED IN ARMENIA...

Zartnir is officially approved and recognized by the Ministry of Education, Science, Culture, and Sport of the Republic of Armenia. The Ministry also states the positive influence of Zartnir on academic score’s development and its continuous positive effect of school students’ development.
Zartnir is officially approved and recognized program for Matching Donation Program of Apple.

To achieve that, we have passed obligatory due diligence from three organizations that measured:

1. GlobalGiving: organization's details incl. legal information, mission & impact, organizational documents, financial information incl. two years reporting & forecast, payment method and staff list incl. advisors
2. Benevity: program description and payment method
3. Techsoup: program documents, incl. legal information
WHY ZARTNIR [3/5]: RAPIDLY DEVELOPING ORGANIZATION WITH CLEAR TRACK RECORD

SEPT 2017
PROGRAM STARTS IN 2 SCHOOLS (MASIS AND ARMAVIR MARZES)

SEPT 2018
6 SCHOOLS JOINED FROM LORI, STEPANAVAN, ARMAVIR, TAVUSH, BERDZOR, SHIRAK MARZES

APR 2019
AmeriaBank employees donated ~1,500 USD and visited 4 Zartnir schools

JUL 2019
REGISTRATION OF ZARTNIR NGO IN ARMENIA

SEP 2019
PLUS 3 SCHOOLS IN GEGHARKUNIK, LORI AND YEREVAN

JAN 2020
FIRST PAID EMPLOYEE JOINED ZARTNIR

FEB 2020
PLUS 11 SCHOOLS (2 IN GEGHARKUNIK, 4 IN TAVUSH, 3 IN ARAGATSOTN, 2 IN LORI MARZES)

APR 2020
PAN-ARMENIAN “ESSAY WRITING” COMPETITION JOINTLY WITH EDIT PRINT, RA MINISTRY OF EDUCATION, SCIENCE, CULTURE AND SPORTS
WHY ZARTNIR [4/5]: SUSTAINABLE ORGANIZATION WITH MORE THAN 4 000 BENEFICIARIES…

50 CLASSES

1 000 DIRECT BENEFICIARIES

2+ GRADES

3 000 INDIRECT BENEFICIARIES

12 REGIONS (incl. ARTSAKH)
WHY ZARTNIR [5/5]: ...AND YET THERE IS A QUITE A JOURNEY TO GO TOGETHER

100 SCHOOLS BY SEP 2022
100 SCHOOLS ARE MORE THAN 10% OF REGIONAL SCHOOLS

95% SCHOOLS BY SEP 2027

ZARTNIR AIMS TO BECOME A PROGRAM THAT IS ENROLLED IN VAST MAJORITY OF SCHOOLS OF ARMENIA AND ARTSAKH
OUR PARTNERS AND ADVISORS

ANTARES Publishing House
Provides books at a discounted price since 2017.

Edit Print Publishing House
Provides books at a discounted price since 2019.

Haypost
Ships books on a commercial basis under a contract since 2020.

Zangak Publishing House
Provide books at discounted price since 2021.

DiVine & Partners
In Vino and its partners Tapastan, The Club and Trinity Canyon Vineyards support Zartnir by spreading information about the program through flyers, posters, emails and social media and by collecting donations at their venues as well as contributing from their revenues.

Our Advisors

Vahe Baloulian
Partner, DiVine and Partners
DiVine and Partners brings together The Club, Tapastan, In Vino, and Trinity Canyon Vineyards in Armenia, The Stage and Malaga Cove Ranch Market restaurants in the USA.

Tigran Saakyan
Partner, McKinsey & Company
Focusing on strategy development and transformational changes for companies in mining, metals and oil & gas industries.
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elyasahakyantfa@gmail.com

ABOUT US

Founder’s presentation at Armenians Forward Together Forum (2021):
https://www.youtube.com/watch?v=PpD753PVSOQ

Zartnir volunteers at First Channel of Armenia, the Morning Show (2021)

Interview of the Founder on Shant TV (2019):
https://www.youtube.com/watch?v=kM1ZVLXYojQ

https://zartnir.am
https://www.patreon.com/zartnir
www.facebook.com/Zartnirchallenge