

www.bluepack.org

Because they deserve a future.

Dear Friend:

After September 11, 2001, many Americans looked for ways to act – to make a positive contribution in a world that suddenly seemed more uncertain and more dangerous – but also more inter-connected. The world continues to be a dangerous place. Just in the past year our attention has been turned to new conflicts in the Middle East, India and Pakistan. While these new troubles capture headlines, the children of Afghanistan continue to await the help the world so generously offered months ago.

The stories of restarting the education system in Afghanistan have touched our hearts: stories of girls and boys eagerly flooding into newly reopened schools. For the first time in a generation, girls can go to school. These stories represent the hope of a country trying desperately to rebuild after decades of war and destruction. And yet, their schools lack even the basics of books, paper, pencils and chalkboards. Teachers and students struggle in classrooms of more than 50 students that often have open holes where windows used to be.

We invite you to be part of The BluePack Project and to help us let people know these children still need our help. In the past year we at AED have developed and distributed 40,000 BluePacks—specially made backpacks filled with education supplies—to Afghan children residing in refugee camps scattered on the border with Pakistan. At the request of the Afghan Embassy, we are extending that program to the new schools opening all over the struggling countryside and cities of Afghanistan.

AED's BluePack is a simple, low-cost and low-tech tool that will put into the hands of Afghan children the minimal tools they need to practice writing and arithmetic at home and at school.

The supplies include pencils, pencil sharpeners, erasers, rulers, writing tablets, chalk and chalkboards, as well as ink, traditional bamboo pens and wooden "takhti" writing boards. The BluePacks will also contain soap, brushes, combs, and a few toys (ball and jump rope). They will be delivered to the most underserved children, who live in towns and cities outside Kabul, the capital of Afghanistan.

The BluePack Project addresses both the immediate need to provide school supplies to children and the ongoing need to rebuild the overall education system in Afghanistan. Each BluePack costs \$10, and a portion of the funds raised will go to teacher training and other initiatives to help rebuild Afghanistan's capacity to educate its children.

Afghanistan today is undergoing an enormous transition **and there is a tremendous need for education**. The government and its people are united in the vision that

Afghanistan's children must return to school. AED has worked for more than 30 years to promote effective schooling in developing countries. We know what it takes to build education systems that work. We also know that effective education begins with putting the simplest of tools in the hands of all children and at the disposal of parents and teachers to support those children.

Our goal is to raise \$2 million—enough for 200,000 BluePacks. They will be produced in the region and distributed in time for the beginning of their school year.

Help us provide these simple learning tools, which are so badly needed now. Help us develop knowledge—now—in every child.

Please find enclosed additional materials on The BluePack Project or visit www.bluepack.org. We also invite you to learn more about AED at www.aed.org.

Sincerely,

Stephen F. Moseley
President and Chief Executive Officer