

## Frequently Asked Questions



### **What is The Blue Pack Project?**

The BluePack Project is an initiative by the Academy for Educational Development (AED) to provide specially made blue backpacks filled with basic school and hygiene supplies to individual Afghan children. 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), subject to minor equivalent changes.

The BluePacks 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.



### **How can I become involved?**

Simply visit our Web site, [www.bluepack.org](http://www.bluepack.org) to see how your organization/school can help. You can also donate online or fill out the donation form, and mail it to AED. Just click “Donate Now” at the site. Credit card payments and checks are accepted.



### **Where are the kits made?**

The BluePacks and the school supplies are being produced in the region, and plans call for them to be assembled by Afghan war widows in order to provide employment opportunities. The \$10 cost covers materials, production, assembly, transportation and distribution, and a portion of the funds will go toward teacher training and other long-term education initiatives.



### **Why do Afghan children need our help?**

More than 10 million children in Afghanistan suffer from the effects of multiple catastrophes. According to information from the American Red Cross and UNICEF, one in every three Afghan children is an orphan. In some parts of the country, there has been no school for more than 10 years. As the country works towards reconstruction, many children now have their first opportunity ever to attend school, but they lack even the most basic supplies. Most children have never owned a pencil or sheet of paper. These children deserve a future. The BluePack Project will give children concrete evidence that their desire to learn is supported.



## Who supports this project?

Many people! First Lady Laura Bush, in remarks at the United Nations March 8, 2002, said, “This great effort deserves your support,” as she held up a BluePack. Haron Amin, the Charge d’ Affaires from the Afghan Embassy, said in his letter to Stephen F. Moseley, president of AED, “When I saw the photos taken of the children receiving the kits, I could see the delight and curiosity on their faces. . . . I want you to know you have the complete support of the Embassy of Afghanistan and Afghanistan’s leadership in this endeavor.”

Other supporters include: America's Fund for Afghan Children, New England Association of Schools and Colleges, National Association of Elementary School Principals, National Association of Secondary School Principals, and American Association of Colleges for Teacher Education.



## What is the overall goal?

AED’s goal is to raise \$2,000,000 – enough for 200,000 BluePacks and help to support the rebuilding of Afghanistan’s education system.



## Are deductions tax deductible for individuals?

AED is a 501(c)(3) organization; deductions are tax deductible to the extent provided by the law. Visit [www.bluepack.org/policy.html#disclosure](http://www.bluepack.org/policy.html#disclosure) to view AED’s disclosure statement.



## How can I get more information?

Contact Peter B. Johnson, Senior Vice President, Global Resource Development and Cause Marketing at [pjohnso@aed.org](mailto:pjohnso@aed.org) or 202-884-8896; 1825 Connecticut Ave., NW, Washington, D.C. 20009.

