



Pablo Médiçi (Brocha)  
CONSTRUOS EN EL PELO  
az editora

# Annual Report 2016



Fundación  
Leer

# SECTION 1: INSTITUTIONAL

## Authorities

### Administrative Board

**PRESIDENT:** Carlos Etcheverrigaray

**VICE PRESIDENT:** Félix de Barrio

**SECRETARY:** Jorge Nicolás Labanca

**TREASURER:** Elías Mejalelaty

**PRINCIPAL CHAIR MEMBERS:** María Freixas de Braun, Eduardo García Mansilla, Ignacio González García, Daniel Desein, Horacio Diez, Patricio Guitart, Silvina Hojman Madanes, Fernando Malenchini, Santiago Murtagh, Pedro Simoncini, Mario Vázquez

**ACTING CHAIR MEMBERS:** Jorge Galperín, Matilde Mejalelaty, Aldo Sessa

### Advisory Committee

Dr. Pedro Luis Barcia, Ing. Guillermo Battro, Dr. Jaim Etcheverry, Lic. Víctor García Laredo, Prof. Alfredo van Gelderen, Dr. Mariano Grondona, Sr. José Martini, Dr. Manuel Mora y Araujo, Dr. Alejandro Orfila, Sr. Carlos Padula, Sr. Carlos Pla, Sr. Steven Rockefeller, Dr. Julio Saguier, Dra. Carol Sakoian, Prof. Antonio Salonia, Dr. Juan Carlos Tedesco

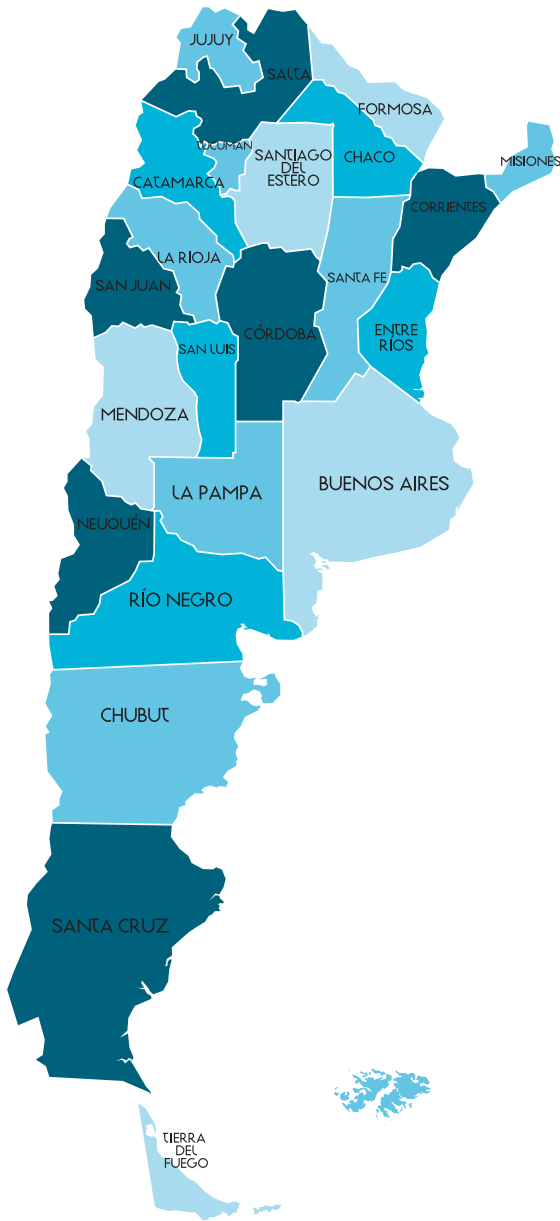
**AUDITORS:** Price WaterhouseCoopers

**EXECUTIVE DIRECTOR:** Patricia Mejalelaty

In 1997 Fundación Leer signed a license agreement with Reading is Fundamental, Inc. (RIF), an organization that since 1966 has worked in the field of reading promotion in the United States of America. In this way, it managed to apply its programs in Argentina, making all the necessary adjustments to adapt them to the local reality. In 2004 Fundación Leer started to work jointly with the Open Society Institute to implement in Argentina its programs Step by Step and Reading and Writing for Critical Thinking dedicated to improve school performance through teaching strategies that promote active learning. These programs include families in the educational process of children, and foster democratic values at school. From its very beginnings, Fundación Leer has developed its own programs whose goal is to respond to specific problems and needs identified in our country.

Fundación Leer will celebrate its 20th anniversary in 2017, and it will do so with new initiatives to take advantage of the use of technology to promote books and reading throughout Argentina. Our objective is that reading becomes again a habit for children at home. The Leer 20-20 Campaign will be launched in May.





## Results over 19 years of work

**7,816**

We implemented 7,816 reading promotion projects in 23 provinces in Argentina and in the City of Buenos Aires.

**2,067,498**

Our programs benefited 2,067,498 children and young people.

**2,011,562**

We distributed 2,011,562 new children and young people literature books in educational institutions and non-formal educational organizations.

**3,623**

We created 3,623 reading areas with new books in schools, libraries and community centres.

**22,301**

We trained 22,301 teachers and adults in reading promotion and literacy.

## The scope of our work

Since 1997 the work of Fundación Leer has expanded throughout Argentina, even to the most remote places, from La Quiaca to the Antarctica. The following chart shows the number of towns that have participated in our projects and in the National Reading Marathon over these years of work.

Province	Cities	Province	Cities
Buenos Aires	804	Rio Negro	91
Córdoba	614	Chaco	87
Santa Fe	325	San Luis	86
Tucumán	316	Jujuy	77
Entre Ríos	243	La Rioja	77
Catamarca	221	Chubut	76
Salta	179	Formosa	59
Mendoza	172	San Juan	56
Corriente	141	Entre Ríos	52
Santiago del Estero	106	Santa Cruz	32
Neuquén	101	Tierra del Fuego	10
La Pampa	95	Antartica	1
Misiones	93	City of Buenos Aires	1
<b>Total</b>	<b>4116</b>		

# Fundación Leer in 2016

**530**

530 educational projects were implemented.

---

**790**

790 adults were trained.

---

**109,513**

109,513 children and young people under 17 years of age participated in our projects.

---

**67,144**

67,144 new children and young people literature new books were distributed in institutions.

---

**83**

83 reading areas were created and provided with new books at schools and other institutions.

---

**719**

719 reading backpacks with books and games were delivered to schools and institutions of the community to be given to children, and thus contribute to the promotion of reading and play at home.

---

**30**

30 Classroom libraries were delivered to 1° and 2° grade to develop reading skills.

---

**645,911**

More than 644,000 volunteers from all around Argentina took part in our campaigns.

---

**5,219,242**

More than 5,200,000 children, young people and adults participated in the 14th National Reading Marathon.

---

**17,076**

17,076 institutions in **2,671** towns throughout the country participated in the 14th National Reading Marathon.



## SECTION 3: OUR PROGRAMS

**We are a non-profit organization created in 1997 with a clear objective: to contribute to the education of children and young people in Argentina through the promotion of reading.**

**WE WORK EVERY DAY TOGETHER WITH TEACHERS, AUTHORITIES, COMMUNITY LEADERS AND FAMILIES ALL OVER ARGENTINA** providing educational resources, advisory and training for the promotion of reading. We believe that reading and the proximity to books are indispensable for the personal development and full insertion of children in the complex current society.

**WE REACH EDUCATIONAL INSTITUTIONS, SCHOOLS, PUBLIC LIBRARIES, HOSPITALS, HEALTH CENTRES AND HOMES** among others - and coordinate our work with authorities and other key social organizations. We also develop proposals to reach families directly, which play a fundamental role in children's education.

**OUR EDUCATIONAL PROGRAMS SEEK TO IMPROVE EDUCATIONAL CONDITIONS OF GIRLS AND BOYS IN VULNERABLE SITUATIONS AND ENHANCE THEIR READING AND WRITING COMPETENCIES.** Although we work with children and young people from the time they are born to the age of 18, we focus on those attending kindergarten and primary school.

**WE ARE CONSTANTLY IMPROVING OUR INTERNAL PROCESSES,** working more efficiently and maximizing technologies so that more children in Argentina can take advantage of our work.

In this regard, the National Reading Marathon, the contests and other campaigns allow us to work at a national level and transmit our working philosophy on a larger scale.

### Working Areas

In 2016, we worked on the following areas:

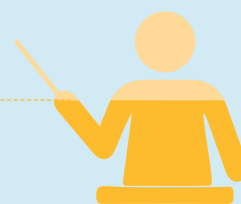
- ▶ **EARLY LITERACY IN CHILDREN DEVELOPMENT CENTRES, KINDERGARTENS AND COMMUNITY ORGANIZATIONS**
- ▶ **LITERACY IN SCHOOLS**
- ▶ **LITERACY IN COMMUNITY ORGANISATIONS**
- ▶ **ATTENDANCE AND ONLINE TEACHER TRAINING**

In 2016, our annual campaign, the 14th National Reading Marathon, again expanded its message from schools to families throughout Argentina and incorporated a schedule of contents and activities for the families to follow through our social networks during that day.

### The impact of our programs

**93%**  
**OF TEACHERS, COORDINATORS AND EXECUTIVES**

surveyed noted changes in the working procedures of their teaching team after the implementation of Fundación Leer programs.



**100%**  
**OF THE COORDINATORS**

surveyed in the programs considered that after the training received it was possible to improve the reading skills of children.



**83%**  
**OF THE PARENTS**

surveyed noted changes in their children after participation in the programs implemented by Fundación Leer at schools.

# Programs

## EARLY LITERACY AND FAMILY READING

### Family of readers

It is a program intended to strengthen families, support the development of language, literacy and to help children develop the love for reading. With this aim, Fundación Leer trains teachers to invite parents to participate in family literacy development workshops in which they learn strategies and concrete ideas to get their children enthusiastic about reading and develop a highly effective literacy environment at home.

The program also provided schools with backpacks of new books and games for the institutions to give to families, and thus contribute to develop reading skills and play at home.

2,504  CHILDREN PARTICIPATED

4,241  BOOKS DISTRIBUTED

to create reading corners, provide backpacks with books and games for children to take to their homes.

85  TEACHERS TRAINED

**THIS PROGRAM WAS SUPPORTED BY:** Banco Itaú Argentina S.A.; Falabella S.A.; Fondation Air Liquide; Pan American Energy LLC; TGN Transportadora de Gas del Norte S.A.; Transener S.A

“Once we implemented the Family of Readers program, parents reported to us when they read the books and which games they played; the majority drew pictures about the subject. Nearly all of the families commented that they had a good time together and that the children really liked the material. They told us with delight that they were excited by the positive changes not only in the interest of their children in reading and in the books, but also their own interest in the program”.

Teacher of Integral N° 1 “Juanito Laguna” Kindergarten, San Cristóbal, City of Buenos Aires.

### Read with us and Libraries in Companies

It is an in-company campaign to promote reading among the businesses’ employees and their families in their daily lives. For four months, the participants committed to read with their children twenty minutes a day.

Several companies have also contacted Fundación Leer to accompany several events and in-house actions for children with activities to promote reading.

In addition, Fundación Leer creates an in house children’s library so that participants can take books home to read with their children. Children also receive a “calendar” where they put stickers to register the days they read at home.

2,611  CHILDREN PARTICIPATING

2,541  BOOKS DISTRIBUTED

to create in-house libraries, to create company libraries, or to be given to children

**THIS PROGRAM WAS SUPPORTED BY:** ABB Argentina; Asociart S.A.; Interbanking S.A.; Savant Pharm S.A.; Tarjeta Nevada, Tarjeta Naranja, General Electric Int., TP Vision y Total Especialidades

“Participating in this program was a great experience in every sense. As much for those that coordinated the project as for the parents and adults that came and showed their interest in participating and received new tools for sharing reading at home.”

Coordinator of Read with us

## LITERACY AT SCHOOLS

### Creating Reading Corners at Schools and Donating Books to improve libraries

This is a reading promotion program which improves the educational opportunities of socially vulnerable through the creation of children libraries – called Reading Corners. The program strengthens teacher training to give reading a more relevant position in schools' everyday life.

8,504  CHILDREN PARTICIPATING

6,854  BOOKS DISTRIBUTED

28  TEACHERS TRAINED

**THIS PROGRAM WAS SUPPORTED BY:** Aluar Aluminio Argentino S.A.I.C., Banco Patagonia, BGH S.A., Bunge Argentina, Falabella, Fundación Acindar, Global Giving, Henkel S.A., HSBC Argentina Holding S.A., Importadora y Exportadora de la Patagonia – La Anónima, Promaíz S.A., UPS Foundation, Vitol Charitable Foundation.

Teacher of Primary School N° 25  
"Guillermo F. Gaebeler", Lanús,  
Buenos Aires.

"I know this school well since I studied there and spent a great part of my life in that place. To see this growth fills me with pride and happiness. I've always supported this community of parents and children because they really need all our help. The Reading Corner and the reading material that was donated meant a tremendous growth for us. For me and the rest of the teaching team, it's magical, like a dream coming true. Working as a team makes everything easier and above all makes it possible."

### Reading Marathons and Daily Reading Workshops at Schools

It is an educational program intended to educate children as autonomous readers, that is, children who usually turn to books for entertainment and information. The program provides children with the opportunity to choose and take home books in three events called Reading Marathons.

Throughout the project children register the books read in a Reading Diary - a printed material with an attractive design – which is an essential fun element of the program.

In addition, the program strengthens teachers' knowledge as to the teaching of literary texts and their key role as reading mediators.

6,271  CHILDREN PARTICIPATING

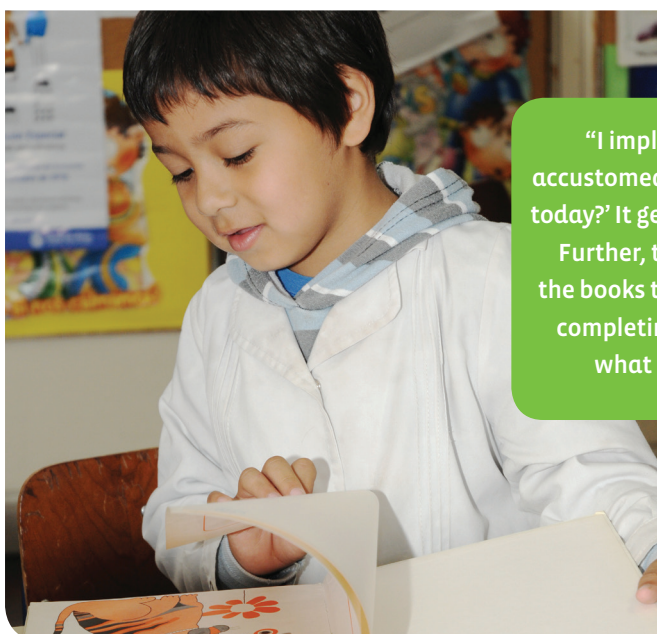
4,518  BOOKS DISTRIBUTED

440  TEACHERS TRAINED

**THIS PROGRAM WAS SUPPORTED BY:** BGH S.A., ExxonMobil, General Mills Foundation and private donors.

"The program was very interesting; I think it's a great idea and initiative for children to be able to have bibliography and books of excellent quality as those received. Also, I think it's great for children to have this material at home, to have them at their fingertips. It was great progress in the work of the educational team, and is very satisfying to see the results".

Teacher of Primary School N° 25,  
"Mariquita Sánchez de Thompson"Beccar, Buenos Aires.



“I implemented the workshops three times a week. Children get accustomed to it and they asked me: ‘Miss, do we have reading workshop today?’ It generated a commitment to reading and literary conversations. Further, the Reading Diaries made children to be more involved with the books that were at school, they showed their interest in reading and completing the Reading Diaries and conversations were held around what they read. The experience was productive for everyone.”

Teacher of EPB N° 11 “Carlos Octavio Bunge”, Troncos del Talar, Buenos Aires.

## @Leer - Boy and Girls Network

@Leer – Boys and Girls Network is a program aimed at boys and girls from 4th to 7th grade at primary schools. It is implemented entirely through the Internet via Fundación Leer virtual campus [www.campus.leer.org](http://www.campus.leer.org), and addresses the development of life skills in children, focusing on the practices of reading and writing. In this virtual space teachers have also access to online material to deliver to children and use in the classroom.

1,249  CHILDREN PARTICIPATING

120  BOOKS DISTRIBUTED

54  TEACHERS TRAINED

THIS PROGRAM WAS SUPPORTED BY: Falabella S.A.,  
Fundación Essen

## Reading Science

It is a program that seeks to develop children logical thinking skills as the basis to understand and face the reality around them. To do so, teachers are trained on scientific thinking and the strategies children have to address texts of this type. The project also involves the creation of corners with science books.

148  CHILDREN PARTICIPATING

276  BOOKS DISTRIBUTED

9  TEACHERS TRAINED

THIS PROGRAM WAS SUPPORTED BY: DART Argentina S.A.

Vice-Director of School No. 47  
“Ricardo Rojas”, Maquinista Savio,  
Buenos Aires.

“The program was highly successful. It was achieved due to the responsible action and the commitment of teachers. The ties between the school and the community were strengthened, which were translated into more participation by the community, facilitating also creativity and innovation.”



## Reading and writing in action

The Reading and writing in action program aims at improving children reading and writing skills at primary schools. In the field of writing, children as true 'writers' learn to draft narrative, informative and opinion texts, which are later spread in their communities. In 2016, the program was implemented in 10 schools in the province of Salta, covering more than 50 teachers and more than 1,800 first and second grade students, including rural institutions that joined in the proposed activities. Further, 30 Classroom Corners were created for the participating institutions in Salta.

1,843  CHILDREN PARTICIPATING

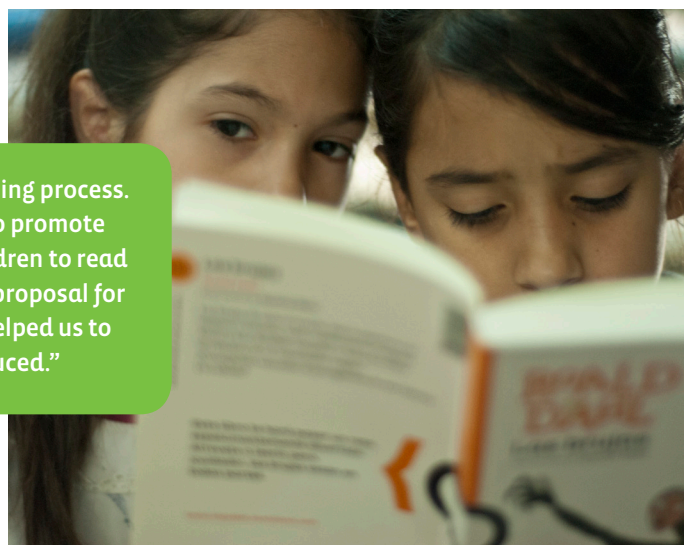
1,566  BOOKS DISTRIBUTED

79  TEACHERS TRAINED

THIS PROGRAM IS SUPPORTED BY: Hempel Foundation

“There was a significant change in the teaching and learning process. Now we have an immensely amount of rich materials to promote reading. The books sent for the classroom motivated children to read and made them feel like great readers. The clarity of the proposal for working with written narrative and informative texts helped us to organize ideas and improve the written texts produced.”

Second grade teacher, School N° 4078  
“Dr. Bernabé Lopez”, Salta



## COMMUNITY LITERACY

### The Reading challenge

The Reading challenge is a reading promotion program that seeks to strengthen the bond libraries establish with their surrounding community and nearby schools.

The program provides libraries with mobile reading corners called Reading Carts. With these, librarians visit the local institutions to offer children access to books. While the cart remains at one school, children record their readings in an attractively designed printed material called The Reading Album.

50,529  CHILDREN PARTICIPATING

12,126  BOOKS DISTRIBUTED

10  TEACHERS TRAINED

46  CENTERS & 251 INSTITUTIONS

in Buenos Aires, Chubut, Córdoba, Corrientes, Neuquén, Río Negro, Santa Fe, Santa Cruz and Tierra del Fuego.

THIS PROGRAM WAS SUPPORTED BY: S.A. Importadora y Exportadora de la Patagonia – La Anónima

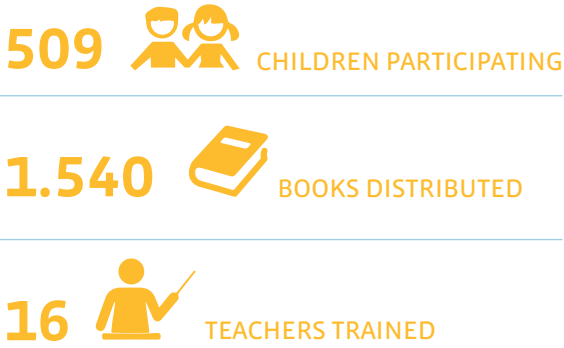


“The Reading challenge experience was excellent. The program allowed the library to open its doors to primary schools in Morteros and encouraged children and teachers to read and work with original bibliographic material. It required a lot of work and great effort throughout the year but we always had the support of La Anónima of our city and the library commissions that collaborated and supported the activities. The Reading Challenge program was a splendid “Cultural movement” which involved children at schools who sometimes are not aware of the activities of the library, even though they recognize its beautiful building that lies in a natural environment of parks and artificial lakes and is the most frequent walk of the city of Morteros.”

Librarian of the Popular Library “Cultura y Progreso”, Morteros, Córdoba.

### Reading corners in Libraries

The main objective of this program is to strengthen the role of libraries as reading promotion actors in the community. As part of this project, libraries receive new children books to create Reading Corners and gather the community around reading promotion activities.



THIS PROGRAM WAS SUPPORTED BY Pan American Energy LLC; S.A. Importadora y Exportadora de la Patagonia – La Anónima

“We are very happy to have this beautiful corner for children in our community. It is of a great cultural value and I am sure that it will be a meeting point for families and children. I would like to thank all the people who made this project possible. It is a dream came true for all the community. Since the day of its opening, the reading corner has been full every day, and those who could not come that day, but discover it later, come in and ask if there is a reading corner here. Also mothers come and visit us and even stay reading and playing with their children. The didactic games received are also excellent. We have to tell parents that it is 8pm and the library is closing, because if not they will stay. We are very happy with the corner, since it has changed the life of the library and the neighbourhood”

Librarian of the Public Library “Rosa de Amaya”, Trelew, Chubut.

## Reading corners in Community Centres

This program improves the educational opportunities of vulnerable children through the creation of children's libraries in community spaces daily visited by children and their families.

Fundación Leer understands that literacy development is essential for children's development, and educational success. With this aim in mind, the program not only creates reading corners and trains community leaders, but also has managed to achieve that reading and language development has a relevant place in families' everyday life.

"I am very happy because this year we were able to open four new Reading Corners. Many children, parents, neighbors and members of institutions in the neighborhood joined the initiative. This project was promoted in the media, and it was very moving to see children and adults so touched. Further, this is teamwork in every sense; it's the time when we realized the importance of working together: families, institutional teams and authorities."

Coordinator of Child development centres, Formosa.

723  CHILDREN PARTICIPATING

2,154  BOOKS DISTRIBUTED

59  ADULTS TRAINED (COMMUNITY LEADERS AND REPRESENTATIVES):

THIS PROGRAM WAS SUPPORTED BY: Aluar Aluminio Argentino S.A.I.C., Fondation Air France; Henkel Argentina S.A.; Pan American Energy LLC



## Reading corners in health centres

Reading Corners are created in places where children and their families regularly attend, such as health centres and hospitals.

Reading Corners provides paediatric health institutions with resources to be incorporated in different stages of the care process. It provides children with moments of joy and support and this helps them to deal with difficult situations they have to face.

3,650  CHILDREN PARTICIPATING

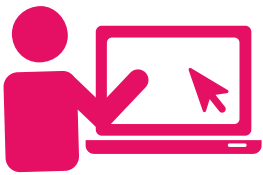
2,000  BOOKS DISTRIBUTED

THIS PROGRAM WAS SUPPORTED BY: Penguin Random House

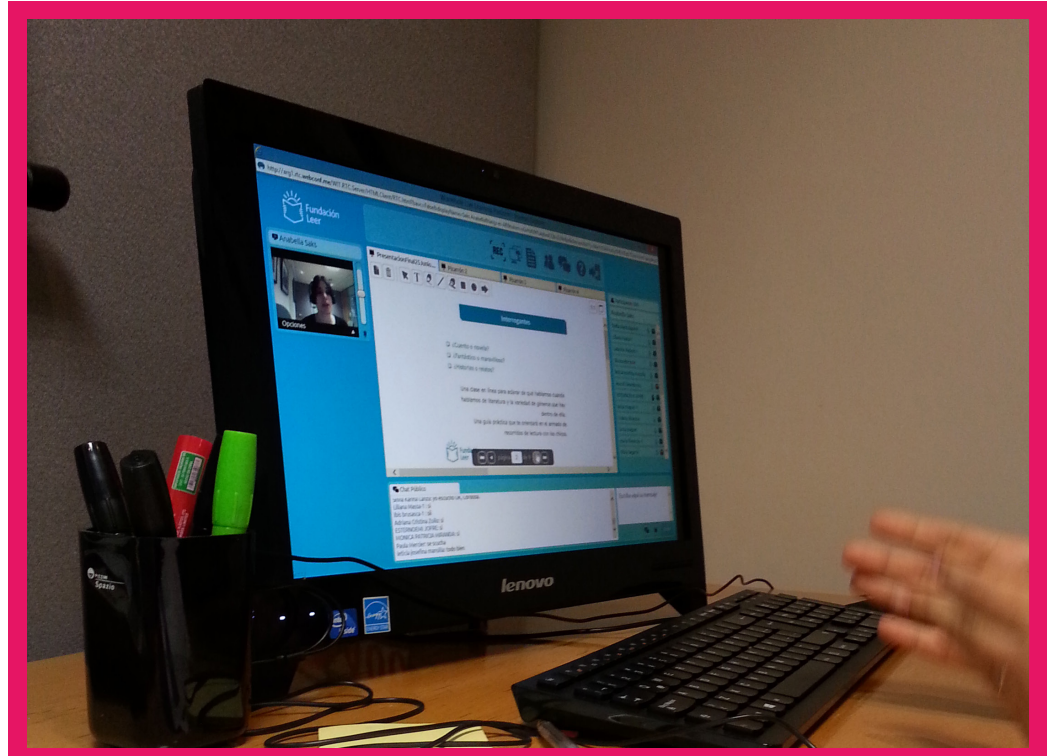
## • TEACHER TRAININGS

### ➤ Online training as part of the National Reading Marathon

We offer training for the winners of the book raffles in the National Reading Marathon. In these virtual encounters, tools and strategies were shared for the use of the reading material received by the institutions, whose direct beneficiaries are children.



ONLINE

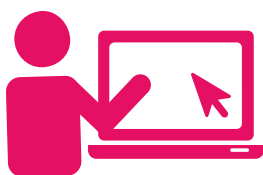


### ➤ Online and classroom training to teachers

Classroom training on reading comprehension, as well as through our virtual campus is provided to teachers.



IN PERSON



ONLINE



## SECTION 3: FUNDACIÓN LEER IN THE COMMUNITY

### FUNDACIÓN LEER AND THE COMMUNITY

- **“MY FIRST BOOK” CAMPAIGN.** As a result of “My First Book” campaign, thanks to the donations received, we delivered new books to children in Kindergarten N° 14 D.E. 21 in Villa Lugano, which they could keep and take home. In addition, that day, children and teachers enjoyed stories read aloud by a group of volunteers.

- **READING SPACES IN TRAVELLING FAIRS OF THE CITY OF BUENOS AIRES.** We participated in fairs organized by the City of Buenos Aires in the neighbourhoods of Almagro and Monserrat. During these events we put together a mobile reading corner and invited the community to share with us the experience of reading by participating in fun activities and reading aloud books.

- **CREATIVE WRITING COMPETITION, “YOUR STORIES ARE TURNED INTO BOOKS”.** Together with HSBC Argentina, young people between 11 and 18 years old participated in a creative writing competition. The winners’ stories were put together in a printed publication. At the same time, the schools of the winners received 150 children’s literature books to enlarge their libraries.

- **READING SPACE IN THE CULTURAL CENTRE OF SCIENCES.** We were invited by the Ministry of Science and Technology of Argentina to participate in the activities of the Cultural Centre of Sciences. We set a reading space for four days stocked with books related to science and science fiction. We also organized workshops and read aloud with volunteers and the community participating there.

- **CHILDREN’S DAY CELEBRATION.** Together with TP, Fundación Leer organized reading spaces so that their employees could spend time reading and participating in recreational activities together with their children.

- **CHILDREN’S LIBRARY IN TARJETA NARANJA.** Together with the company of Córdoba we built a children’s library with 150 new books especially chosen by a team of specialists from Fundación Leer. The purpose of the library is that employees use the reading material and take the books to their homes to share with their families.

- **“FAMILIES AT SCHOOL”.** We provided twenty-five training sessions to parents of children aged between 45 days to 5 years within the framework of the “Families to school” program organized by the Government of the City of Buenos Aires. These workshops were aimed at making families aware of the importance of their role in getting children interested in reading.



Over 9,000 participants have already joined in the “Reading in Summer” and “Reading in Winter” campaigns, and every Friday they received a story for adults and a story for children to read in mobile devices and computers.

## SECTION 4: 14th NATIONAL READING MARATHON: at institutions and families

In September 16, 2016, 5,219,242 children, young people and adults from all the regions of Argentina joined the campaign to communicate to society the importance of reading for the present and future of our children. The day started with an opening ceremony and activities for 600 children in the Vatican Square.

At the same time, all over Argentina activities were conducted by the participating institutions: books read aloud, oral narrations, theatre plays and games among other initiatives proposed by the communities themselves.

# 14th National Reading Marathon: More than 5,200,000 children, young people, and adults said “yes” to reading. Like last year, families also participated from their homes.

### ► The Marathon on social networks

The Marathon had a strong presence in the social networks through a content agenda that included games, activities, stories and interviews with authors and illustrators. Further, those that joined the Marathon could have access to a digital library with 100 classic books to read online, as well as 'La remolacha gigante' written by Cristina Majcus.

### ► Media Campaign

With the participation of Soledad Pastorutti a campaign was launched in the media with works for radio, television and the graphic media.

### ► Youtube Channel

The campaign also went viral in our channel. Many celebrities participated by reading or telling stories, such as the writer Ruth Kaufman, and the actresses Gipsy Bonafina, Jorgelina Aruzzi and the TV presenter "Chino" Leunis, who read out loud books.

### ► The Marathon within families

Once again families participated in the Marathon under the slogan "For a child to read not only show him a book, but also show him a reader". More than 65,000 families celebrated reading together with Fundación Leer.

Para que un chico lea, no le muestres solo un libro.  
Mostrale también un lector.

[www.leer.org.ar](http://www.leer.org.ar)  
Seguinos

Ana, teacher at Secondary School No. 6,  
El Dorado, Buenos Aires

“This year proposal consisted in taking a public area as a space for citizenship education. Poetry became a pretext for the gatherings. Pupils of Secondary School No. 6 left their classrooms and took over the streets, the square, and the pavement. Seeing many young children together generated curiosity, and a desire to find out what they were doing, what was behind all that noise. Behind all that hum caused by reading we sought to create a flurry of activity that invited people to join us, take a book and listen to a voice.”

“It was a complicated day for me at work, but we celebrated the marathon in the afternoon at home. Four friends of my son between 10 and 11 years old came home. Each brought a book and discussed what it was about. My son talked about ‘The Little Prince’ that he had read some time ago. It was a lovely gathering with a variety of books.”

Hilda, participant in the Marathon in the families

“Thank you for this campaign that promotes reading! Each year more institutions, families and children take part. It’s lovely to be part of this celebration, in my case, I participated in my school and with my children at home, it was amazing how they got involved with the activities.”

Laura, participant in the Marathon in the families

## ► The Marathon in numbers

**5,219,242** children, young people, and adults participated

**17,076** institutions (schools, libraries, and community centers)

**2,671** cities

## SECTION 5: OUR VOLUNTEERS

### VOLUNTEERS SUPPORT OUR WORK

Thanks to the support and commitment of our volunteers we were able to participate in events and accomplish multiple projects. Many of them participated in the 42nd International Book Fair, in the travelling fairs of the Government of the City of Buenos Aires, and more than 600,000 adults joined us to read in the 14th National Reading Marathon in different parts of the country.

Romina, volunteer

“Voluntary work is a daily practice that involves commitment to others and to you. For me, to be able to participate in the activities together with Fundación Leer was a great learning experience; above all I learnt that no matter how small our contribution is, it is a big help in such an immense work. I love participating and feel committed to this cause.”



### CORPORATE VOLUNTEERS

#### FRIENDS TELL STORIES

**WE RECEIVED VOLUNTEER HELP FROM:** Aegis Actionline Argentina S.A., Aluar Aluminio Argentino S.A.I.C., Autopistas Urbanas S.A., Banco de Galicia y Buenos Aires S.A., Banco Itaú Argentina S.A., Banco Santander Río S.A., Falabella S.A., Ford Argentina, Fundación Baf – Baf, General Mills Foundation, Nuevo Banco de Entre Ríos S.A., DART Argentina S.A., OAS – Pan American Development Foundation – EMC, TOTAL Especialidades Argentina S.A., Transba S.A., Western Union Financial Service, Inc.

#### PRODUCING TEACHING MATERIAL

**WE RECEIVED VOLUNTEER HELP FROM:** Banco Patagonia S.A. y Grupo Assa.

#### Creation and refurbishment of Reading Corners

**WE RECEIVED VOLUNTEER HELP FROM:** Banco Santander Río S.A., Citibank, N.A., Federal Express Corporation, OAS - Pan American Development Foundation - EMC.



7,220



CHILDREN PARTICIPATING

5,701



BOOKS DISTRIBUTED

33



TEACHERS TRAINED



# SECTION 6: MEDIA PRESENCE

## FUNDACIÓN LEER IN THE MEDIA

### LA NACION

#### MARATÓN DE LA LECTURA

Cinco millones de personas, unidas en la pasión por los libros

CULTURA PÁGINA 22



#### Maratón de la lectura. Una carrera para contagiar la pasión por los libros

En maratón durante todo el día con epicentro en la Plaza del Vaticano y actividad en todo el país, entre chicos y grandes, se inscribieron 5 millones de personas

**7 maneras para alentar a los chicos a leer**

- 1 Elegir libros en papel**
- 2 Suscribirse a los diarios**
- 3 Programar la lectura familiar**
- 4 Escuchar audiolibros**
- 5 Regular el tiempo**
- 6 Leer los libros en voz alta**
- 7 Zonas libres**

### Clarín

#### Fundación Leer

Ya hay 5 millones de inscriptos para la Maratón de Lectura

Con organización de la Fundación Leer, el viernes se llevará adelante la edición número 14 de la Maratón Nacional de Lectura, con actividades que promoverán ese hábito entre los más chicos. Los organizadores indicaron que ya se inscribieron en la web oficial casi cinco millones de personas. La propuesta incluye compartir lecturas en línea, así como materiales didácticos. Habrá un acto central el viernes, a las 8.30, en la Plaza del Vaticano, Viamonte y Libertad.



Incentivo. Para los más chicos.

### PERFIL



CONVOCATORIA. El evento principal tuvo lugar en la Plaza del Vaticano, al lado del Teatro Colón.

#### Participaron 5 millones de personas

### Récord en la maratón de lectura

**GABRIELLA BOTELLO** "En la casa, la escuela o la biblioteca a la Maratón Nacional de Lectura no le importa el dónde, sino contagiar el amor por los libros. Y ayer, en su 14ª edición, la carrera cumplió la meta con una participación récord de más de 5 millones de chicos y adultos que leyeron en simultáneo en todo el país, en más de 17 mil instituciones. La Fundación Leer, que organiza la maratón desde hace 13 años, convocó desde jardines de infantes y centros comunitarios hasta bibliotecas y escuelas primarias para realizar, tanto online como en instituciones, a lo largo de todo el día. Hubo eventos en todo el país. El principal tuvo lugar en la Plaza del Estado del Vaticano, al lado del Teatro Colón, donde más de 500 chicos disfrutaron de lecturas de cuentos y música. En el sitio web de la Fundación Leer, los contenidos, que fueron ordenados según temas y edades, tuvieron muchas descargas durante todo el día. A los libros se les sumaron cuentos en video, juegos literarios y otros recursos educativos, además de una encuesta que indaga sobre los hábitos de lectura. "Si llegamos a cinco millones de personas, es porque hay una población que entiende que una Argentina lectora es posible, y eso sólo se puede hacer realidad entre todos", señaló Patricia Mejía, directora ejecutiva de la ONG.

### EL LITORAL

El diario de Santa Fe



EN EL IPEI MARATON DE LECTURA

En el marco de la Maratón Nacional de Lectura, la Escuela Superior y Superior de Comercio Nº 46 Domingo G. Silva organizó una jornada de lectura con la colaboración del Ipei Leonardo Da Vinci, en las instalaciones de esta última institución. Participaron todos los alumnos del turno nocturno de la escuela Domingo Silva, muchos de ellos jugadores de inferiores. Se llevaron adelante diversas actividades, tales como lectura de cuentos en forma grupal y posterior análisis, puesta en común de producciones que los alumnos habían realizado para el concurso literario así como también la participación de una charla en la que el periodista Javier Farías disertó acerca de los distintos usos del lenguaje. Se trató de una jornada productiva en la que hubo espacios de reflexión y tiempos para el disfrute de la literatura. FOTO: MARIEL FABATA

lanacion-com

Maratón de lectura. Una carrera para contagiar la pasión por los libros

5.219.242 17.076

LA NACION

Comienza la Maratón Nacional de Lectura

Importancia

## SECTION 7: ACKNOWLEDGMENTS

### Fundación Leer deeply appreciates the support given throughout the year by the following persons:

Carol Rasco, President and Executive Director, RIF; Sarah Klaus, Open Society Institute; Dierdre Williams, Open Society Institute; AMA Asociación Médica Argentina; Jorge Ader; María Victoria Alcaraz; Miguel Aller; Paula Anias; Nicolás Antelo; Dr. Miguel Armando; Dr. Tomás Armando; Juan José Badano; Pedro Luis Barcia; Nora Biglia; Marisa Blaiotta; Osvaldo Blanco; Federico Braun (P); Nicolás Braun; Giselle Boyer, Canela; Facundo Casillas; Gonzalo Carrasco; Milva Castellini; Daniel Cintrán; Graciela Ciro; Alberto Colinas; Ana Costa Méndez; Félix de Barrio; Eduardo D'Alessio; Horacio Diez; Cristian Dzwonik – NIK; Jorge Esponda; Wenceslao Esponda; Carlos Etcheverrigaray; Jorge Figueras; Carlos Fernández Méndez; Eduardo Ferrari; Alejandra Ferreti; Carlos Fiks; María Freixas de Braun; Alberto García Hamilton; Fatty Iastrebner, Mariana Iesulauro; Sebastián Iglesias; Marcelo Galperín; Eduardo García Mansilla; Sergio Garrido; Pablo Gianella; Ignacio González García; Martín Gómez; Diego Gourdy Allende; Carolina Guelman; Miguel Gusmano; Silvina Madanes; Mariana Iesarauldo, Tahyana Imaz; Sebastián Iglesias, Gerardo Gustavo Kabbache; Ariel Klein; Gustavo Koniczer; Jorge N. Labanca; Miguel A. Laruffa; Mariela Lipschitz; Javier López Llovet; Catalina Lucas; Cristina Majcus; Fernando Malenquini; Roque Malenquini; Ezequiel Mandelbaum; Nicolás Marcicano; Silvana Marcovich; Facundo Marino Martínez; Domingo Marra; María Laura Martín; Gabriel Matijas; Elías y Matilde Mejalelaty; María Montesó; Lucrecia Monti; Mariel Morita; Norberto Morita; María Marta Muñoz; Santiago Murman; Santiago Murtagh; Valeria Naya; Emmanuel Nogueira; Jorge Ouviaña; Héctor Parreira; Soledad Pastorutti; Román Pellegrino; Luis Picone; Pablo Pinkus; Sonia Pino; Ana María Pirra; Carlos Pla; José Pochat ; Adrián Puente; Carlos Rago; Cristina Ramos; Paula Ramos; Dr. José Luis Rinaldi; Rotary Club de Buenos Aires; Nicolás Rodríguez Oneto; Katherine Ordoñez; Nancy Rodríguez; Francesco Rovetta; Julio Saguier; Agustina y Claudio Saladino; Antonio Salonia; Vicky Salías; Silvio Sampredo; Diego Santilli; Rodrigo Serrats; Tito Schuticchio; Pedro Simoncini; Sociedad Argentina de Pediatría; Fernando Tchechenistky, Marta Tirri; Mariano C. Tomatis; Nora Trumper; Alfredo Van Gelderen; Paula Velasco Gadea; Felipe Videla; Dylan Williams; Noris Zerdá.

We thank education authorities, teachers and educational leaders who opened their doors so we could contribute to improve child literacy in Argentina. We thank the institutions, companies, publishing houses and foundations that joined and supported us with the development and implementation of our programs.

We also thank the commitment and generosity of each volunteer, individual donors and members of the foundation. We gratefully thank the whole team of Fundación Leer.

### Supported Fundación Leer activities in 2016

#### SUPPORT AND STATEMENTS OF EDUCATIONAL INTEREST AWARDED TO FUNDACIÓN LEER.

**INSTITUTIONS AND ORGANIZATIONS:** Academia Nacional de Educación; Asociación Médica Argentina; OEI Organización de Estados Iberoamericanos para la Educación, la Ciencia y la Cultura; OMEP Organización Mundial para la Educación Preescolar.

**PUBLIC ENTITIES:** Ministerio de Educación y Deportes de la Nación; Presidencia del Senado de la Nación; Dirección General de Cultura y Educación de la Provincia de Buenos Aires; Ministerio de Educación del Gobierno de la Ciudad Autónoma de Buenos Aires; Ministerio de Educación, Cultura, Ciencia y Tecnología de Chaco; Ministerio de Educación y Cultura de Chubut; Ministerio de Educación y Cultura de Córdoba; Ministerio de Educación y Cultura de Corrientes; Consejo General de Educación de Entre Ríos; Ministerio de Cultura y Educación de La Pampa; Ministerio de Educación de la Provincia de La Rioja; Dirección General de Escuelas de Mendoza; Ministerio de Cultura y Educación de Misiones; Consejo Provincial de Educación de Neuquén; Ministerio de Educación de Río Negro; Ministerio de Educación de Salta; Ministerio de Educación de San Juan; Consejo Provincial de Educación de la Provincia de Santa Cruz; Ministerio de Educación de la Provincia de Santa Fe; Ministerio de Educación, Cultura, Ciencia y Tecnología de Tierra del Fuego; Vicejefatura del Gobierno de la Ciudad Autónoma de Buenos Aires, Programa Leer para Crecer (Ministerio de Educación del Gobierno de la Ciudad), Vialidad Nacional (Ministerio de Transporte, Presidencia de la Nación).

## Supported the implementation of educational programs and campaigns:

ABB Argentina; Aegis Actionline Argentina S.A.; Agropecuaria Cantomi S.A.; Aluar Aluminio Argentino S.A.I.C.; Apex América; Asociart S.A. Aseguradora de Riesgos del Trabajo; Atento Argentina; Autopistas Urbanas S.A. (AUSA); Banco de Galicia y Buenos Aires S.A.; Banco Hipotecario S.A.; Banco Itaú Argentina S.A.; Banco Patagonia S.A.; Banco Santander Río S.A.; BGH S.A.; Boskalis International B.V.; Bunge Argentina S.A.; Call Quebec S.R.L.; Carrefour; Centro Hogar Sodimac Argentina S.A.; Citibank, N.A.; Culligan Argentina S.A.; DART Argentina S.A.; Esso Petrolera Argentina S.R.L.; ExxonMobil; Fábrica Austral de Productos Eléctricos S.A. – FAPESA; Falabella S.A.; Federal Express Corporation; Fondation Air France; Fondation Air Liquide; Ford Argentina S.A.; Ford Argentina S.A.; Fundación Acindar; Fundación Andreani; Fundación Baf - Baf Capital; Fundación Essen; Fundación Itaú; Fundación Noble; General Electric International, Inc.; General Mills Foundation; GlobalGiving; Grupo Assa; HDI Seguros Argentina S.A.; Help Argentina; Hempel Foundation; Henkel Argentina S.A.; HSBC Argentina Holding S.A.; Interbanking S.A.; Mercado Abierto Electrónico S.A. (MAE); Nuevo Banco de Entre Ríos; OAS - Pan American Development Foundation (PADF); Pan American Energy LLC; Promaíz S.A.; Rotary Club; S.A. Importadora y Exportadora de la Patagonia; Salesforce; Savant Pharm S.A.; Syncromind; Sportpro; Sodexo Argentina S.A.; Sugar & Spice S.R.L.; Supermercados Vital; Tarjeta Naranja S.A.; Tarjeta Nevada; Tecpetrol S.A. Suc. Casa Central; Telemercado S.R.L.; TGN Transportadora de Gas del Norte S.A.; Tito Gonzalez Automotores; TOTAL Especialidades Argentina S.A.; Transba S.A.; Transener S.A.; TP Vision; UPS Foundation; Vitol Charitable Foundation; Western Union Financial Services Argentina S.R.L.

## Donations in kind:

3M Argentina; 3PL S.R.L. - Soluciones Logísticas Integrales; BGH - Informática Fueguina S.A.; Coca Cola de Argentina S.A.; Cablevisión - Fibertel; Edding Argentina S.A.; Escribanía Esponda; ExxonMobil; Fairco S.A.; Fundación Andreani, Ilhsa; Lexmark International de Argentina Inc. Sucursal Argentina; Microsoft Argentina; Noetinger Armando Abogados; OCA; Tateti e Hispanitos Spanish Playgroups; Tasa Logística, Tener S.A., Teatro Colón, Tener S.A.; Virtual Selle; Young & Rubicam.

## Accompanied the dissemination of programs and campaigns:

ADEPA; ADIRA; AEDIA; ARBIA; ARPA; Aspen/Canal 9; Asociación Civil Contenidos; Atacama Publicidad; Avenida Publicidad; Billboard Publicidad en Vía Pública; Cablevisión - Fibertel; Cadena 3; Canal 26; Carrefour; Clarín; Crónica; Diario El Ancaesti; Diario el Sol; Diario El Viajero; Diario Formosa; Diario Jornada (Comodoro Rivadavia); Diario La Capital; Diario La Unión; Diario La Voz de Jujuy; Diario Los Andes; Diario Nuevo Día; Diario Primera Edición; DirecTV; EDIBA; Filmsuez S.A.; Fundación La Nación; Génesis Coronel Pringles; Girola Vía Pública; Grupo PRISA; Grupo Televisión Litoral S.A.; Grupo Vía; Índigo Music Design; Radio Infinito 90.1 Santa Teresita; Infomedia; Interbanking S.A.; La Mañana de Cipolletti; La Mañana de Córdoba; La Mañana de Roca; La Nueva Radio de Coronel Suarez; La Red; La red FM 91,3 Mar del Plata; Latinstock Digital; Lu 4 Radio Patagonia; Mall Space Media; Media Max; Metrovías; Mitre AM y FM; Nuevo Diario (Santiago del Estero); Perfil; Publiceras S.R.L.; Publiexpress; Radio Nuevo Mundo; Radio Rivadavia; Revista Intercole; Revista Planetario; SubteTV; Telefé; Vía Pública Patagónica; Vía Pública Sarmiento; Vocación - Litoral de Santa Fe.

## Publishing houses that supported the work of Fundación Leer:

Alfaguara Infantil y Juvenil; Arte a Babor; A-Z Editora S.A.; Catapulta Editores; Del Naranjo S.R.L.; Edebé S.A.; Ediciones Abran Cancha; Ediciones Colihue S.R.L.; Ediciones de la Flor S.R.L.; Ediciones Del Eclipse S.R.L.; Ediciones El Narrador; Ediciones Iamiqué S.A.; Ediciones Santillana Argentina; Ediciones SM Argentina; Editorial Albatros S.A.C.I.; Editorial Artemisa S.A.; Editorial Atlántida S.A.; Editorial Comunicarte; Editorial El Ateneo - Grupo Ilhsa S.A.; Editorial Estrada S.A.; Editorial Guadal S.A.; Editorial La Brujita de Papel; Editorial Océano Argentina S.A.; Editorial Puerto de Palos S.A.; Editorial Sigmar S.A.C. e I.; Editorial Vértice; Fondo de Cultura Económica; Fundación Edelvives; Fundación Stambulian; Grupo Claridad; Kapelus Editor S.A.; La Bestia Equilátera; Limonero Textos S.R.L., Modelo para Armar S.R.L. - Gárgola Ediciones; Penguin Random House Grupo Editorial; Pequeño Editor; Pictus S.R.L.; Riderchail Editions S.R.L.; V & R Editores.

# RESOURCES AND THEIR APPLICATION

## Ordinary Resources

Sponsors and Donors	\$	\$
In Cash	16,594,159	
In services and products	2,997,804	
Subtotal		19,591,963

## Other income

Net financial results	4,177,353	
Subtotal		4,177,353
Total		23,769,316

## Application of Resources

Program expenses	20,656,845	
Administrative expenses	844,265	
Depreciation charges	64,186	
Total		21,565,296

## OUTLOOK

Fundación Leer celebrates its 20th anniversary in 2017, a milestone in our history that fills us with happiness and excitement.

Argentina is still undergoing a process of economic and social crisis, which worsened in the first few months of the year, and once again poses a challenge to us. As a result, the levels of poverty have increased, teacher strikes complicated the commencement of school classes, and some sectors of the economy faced a fall in their activity, which means, to some degree, that the possibilities to expand the funding of Fundación Leer by the corporate world are limited. This context requires more than ever that Fundación Leer remains vigilant to the changes, as much as those occurring at a macro and microeconomic levels in the country and in the world at large to make sure that without abandoning its mission, they are able to adapt the levels of its activity to the existing financing possibilities.

In 2016, Fundación Leer team, motivated by its 20th Anniversary, was concentrated on the hard work of launching a

new campaign aimed at helping families to create a space for reading in their daily lives. Within the context of these celebrations, Leer 20-20 was launched, a new campaign in which Fundación Leer once again gathers together publishing houses, authors and illustrators to bring the magic of books to children.

A digital platform, with free access from mobile phones, tablets and net books, allows us to break through the barriers built by distance and put new digital books into children hands. Thanks to the support of Fundación El Libro, this campaign will be launched in the prestigious 43rd International Book Fair. With the invaluable collaboration of Young & Rubicam and Diva Producciones, Fundación Leer will have a television spot to make citizens aware of our cause and the invaluable role that the family has in the education of children as readers.

As regards our educational projects, Leer 20-20, created as from a digital platform, will put new books for children and young adults in the hands of children who do not have access to technology. An original system for registering the books read in this campaign allows us to have an idea of the amount of books read by children all over the country. This year the focus will be placed on the distribution of Reading Backpacks, with 30 new books in each of them, with the purpose of creating classroom libraries, and thus enabling a daily reading activity and the loan of books by the school.

Lastly, the National Reading Marathon that in 2017 celebrates its 15th anniversary will be also an opportunity to continue expanding the mission of Fundación Leer all over the country.

On an internal level, thanks to the invaluable support of Fundación Hnos Rocca and Virtual Company, we are making a change to our systems that we are sure will have a favourable impact on the strategy of Fundación Leer, which seeks to work closer to people and their families and support the education of children as readers for the rest of their lives.



**The financial statements of Fundación Leer are audited every year by PwC Argentina; who have issued on April 20, 2017 their unqualified report for the year ended December 31, 2016. To obtain a complete copy of these financial statements, please contact our Executive Office, Fundación Leer, Av. Cerviño 4407/17 1st floor (C1425AHB), Buenos Aires, or send an email to [info@leer.org.ar](mailto:info@leer.org.ar).**



Fundación  
Leer

Av. Cerviño 4407, 1º piso | Buenos Aires, Argentina | Tel-Fax: 54.11.4777.1111

 [www.leer.org.ar](http://www.leer.org.ar)

 [info@leer.org.ar](mailto:info@leer.org.ar)

 [desafio.leer.org](http://desafio.leer.org)

 [/fundleer](https://www.instagram.com/fundleer)

 [/fundacionleer](https://twitter.com/fundacionleer)

 [/fundleer](https://www.facebook.com/fundleer)