

TUKTUK







CONTENTS

1-2	Intro
3-6	The Problem
7-8	Cambodia Moving Forward
9-10	Our Journey
13-14	TukTuk in a Nutshell
15-22	Our Impact Model
23-26	Words From Friends
27-30	Projects
31-34	The Big Goal
35-36	Action Promise
37	Get Involved?

WE ARE TUKTUK

We empower early childhood educators with the tools for growth.

Hey there, how ya doing?
Wherever you're reading from, thanks for checking us out, it really means a lot. If you hadn't noticed, we are TukTuk (funny name, right?). We're a small charity based in the middle of Cambodia, our office is located in Pursat City. We love it here, it's modest but developing (there's even a pizza shop now).

Our charity is growing steadily, with our Khmer team leading the way (they're also big fans of a karaoke night). We specialise in educational empowerment and sustainability, focusing on early years schooling. And yep, you guessed it, we travel to communities by our trusty tuk-tuk. Our mission is to drive educational access for all.



*So, why
do we
exist?*

THE RESOURCE GAP

A resource gap is restricting Khmer education, and it goes beyond missing pens and paper. There's a lack of support and structure.

Too often, communities are unable to reach their potential, with many students and parents disengaging entirely. This means a generation of children miss the enormous value of education.

When basic skills aren't taught in early years, deeper personal and social issues become increasingly prevalent.

TukTuk is here to change this.

57% of Khmer children miss out on early education.*

At primary school level, 25% of children are unable to write a single word.*

Only 1 in 2 Khmer children attend secondary school.*

* Source: Unicef Cambodia (2018) & Phare (2015)



“Early childhood education is the key to the betterment of society”

- Maria Montessori

Cambodia is looking into the future.....



Cambodia is taking big leaps forward. People are optimistic and ready to build opportunity. The government is supporting this drive by increasing spending on education. Literacy rates, the standard of living and access to technology is rising. However, many challenges remain, particularly in early years care. Even with

new infrastructure, 1 in 3 children under five remain developmentally stunted^{*}. A lack of resource access restricts further progress, especially for rural communities. In recent years we're seeing a shift, 50% of the population now own a smartphone - digital technology presents new opportunities for Cambodia to strive forward.

^{*} Source: World Bank (2019)

OUR JOURNEY



We've changed a lot, but we haven't changed at all.

Adrian Paschkow, Founder

“

TukTuk began from a series of random life coincidences. I'd left my job in Australia, travelled for a year and somehow ended up in Cambodia. I was working in villages during my time at another NGO, but I wanted to do something different. So, TukTuk was born. The plan was to bring positive education to classrooms and rural villages.

Things didn't always go smoothly. Our first attempt to engage with a village was, how should I say, a learning curve. Some friends and I tried to set up a movie night - all we had was a projector, a laptop, and a budget sound system. However, we soon realised the limitations of our set up. The only power source was sixty-metres away, and the cows kept tripping up the extension-lead. Even though our movie night didn't work, I learned about resources that day.

After that event, I kept coming back to the same conclusion: the lack of resources is holding communities back. So, I built ways to supply what's missing (some more elaborate than others). Our most famous project is the TukTuk Theatre - a tuk-tuk with a TV and a contained power source. The next project was getting books in schools, so we devised our Mobile Library. These days the educational tools we're building are far more tailored.

We've evolved a lot, we've become more focused. What started with getting supplies into schools and bringing activities to villages, has turned into tackling an entire education system's resource gap. It's a lofty goal, but we still follow the same principles as we did at the beginning. We've changed a lot, but we haven't changed at all.

”

TukTuk is a
vehicle for
educational
growth.



WHAT WE DO

(in a nutshell)

Our core principle? Give children a positive early education. That's it, that's the benchmark. It's not a magic idea or an unattainable goal. We simply want, as our Khmer staff say, *"to let children dream big"*.

WHY?: Early childhood sets the path for a whole life. The first five years have a crucial impact on a child's future, from cognitive ability to wellness to societal status. Yet many barriers hold communities back. Often simple logistics is all that's needed to make a life of change.



HOW?:

It's all about conversation. We talk to educational leaders, discover what they're missing, and fill the resource gap. Then we provide tailored educational materials and forums for communities to speak and better their education together.



Our Impact Model

The 3-Wheel Approach

Our impact model tackles ground-level barriers. The only road to long-term growth is empowering real people with tools and ownership.

Build, Access, Sustain



BUILD - Plug the Gap

Firstly, we're filling in what's missing. This is no small task.



Our team is continually expanding the resources we offer. Everything from worksheets and lesson plans to self-published children's books, educational music and videos, 100% in Khmer and tailored to the curriculum. We call this collection our Resource Bank.

The next step is building spaces, both digitally and physically, for educators to access resources. This is where in-person workshops and our Digital Library come in. The aim is to ensure communities are never held back by a simple lack of educational resources.



ACCESS - Talk then Supply

The second step is getting materials in the hands of Khmer communities.

Having a chat, that's the key to giving educators resources. We know every community has different needs, so we tailor how we share educational materials based on what they tell us. Through a mix of traditional and innovative methods, we're able to give teachers and communities full access to our Resource Bank, plus additional support.

With innovations like the AccessBox, our digital-solar-hotspot, we can give communities free access to resources, regardless of their internet and power. And the more we talk to local leaders, the more we can tailor tools to their needs.



SUSTAIN - Empower & Support

Finally, we enable local people to own and drive their educational growth.



We open dialogue for everyone. By giving people physical and digital opportunities to speak, we empower educational ambassadors, build pride, and create sustainable change across entire communities. After all, education goes beyond the classroom.

As of 2019, we formed the TukTuk Network, a mixture of digital spaces and meet-up incentives for local education leaders. Our goal is to eventually hand over all resource creation to this Khmer led teacher community.

“

”

WHAT OUR FRIENDS SAY ABOUT TUKTUK:

“We want all our teachers using the Digital Library. When this happens our education system will be rich in learning materials, teachers will have access to so many different tools, lesson ideas and games to encourage play and thought.” - Vann Somaly, Pursat Department of Early Childhood Education





"The bottom line is this: we want children to be enthusiastic about learning. The different methodologies used by TukTuk help create the best classroom environment possible - this makes a huge impact on children's experience. We continue to support TukTuk because they deliver and communicate both the successes and challenges."

**- Manon Mitchell, Calgary
Rotary Club, Grant Director**

"Since TukTuk started helping, the children are much happier and attendance has even increased."

**- Jit, Preschool
Teacher**



OUR PROJECTS

Resource Bank

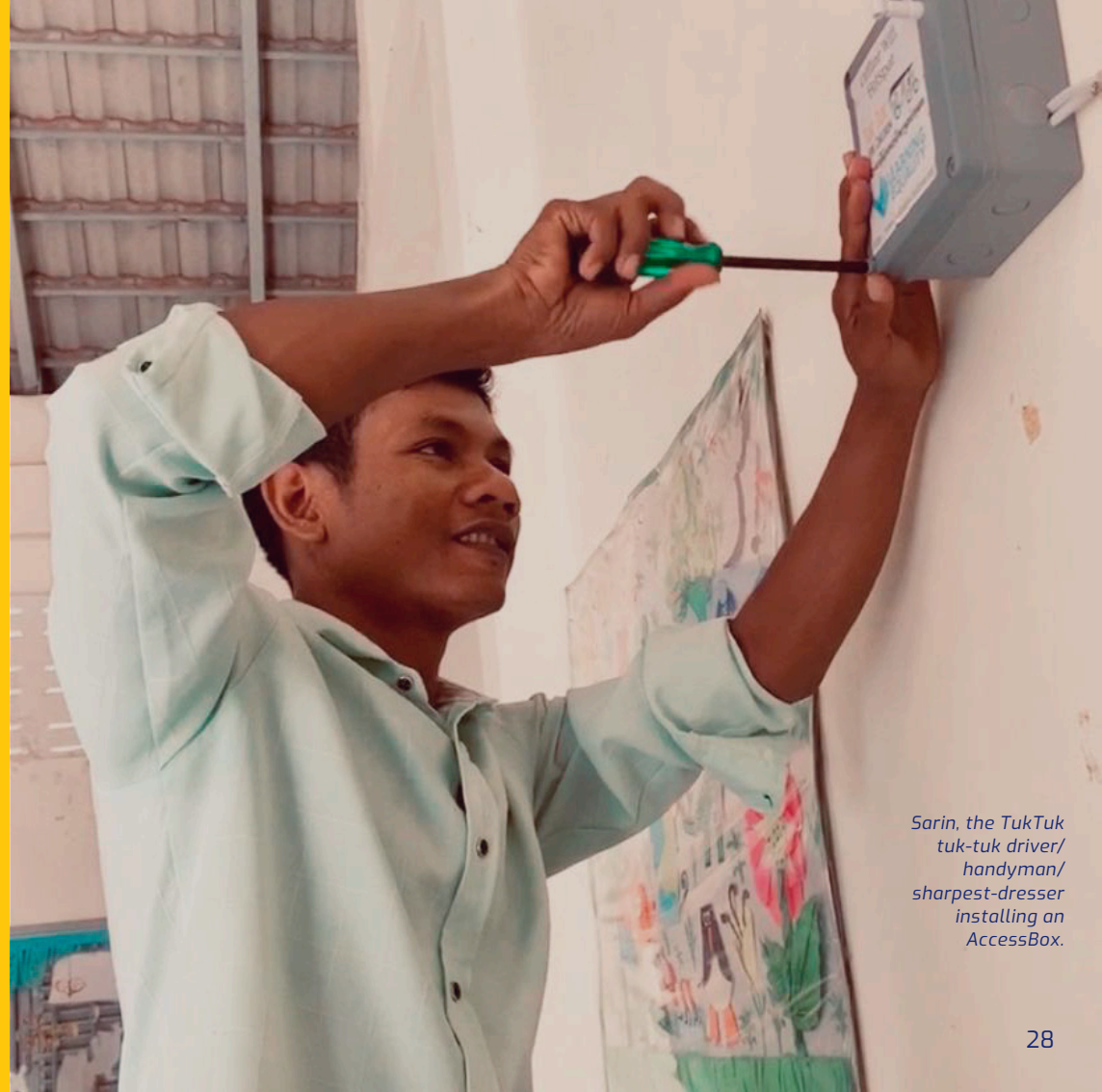
A proper big collection of educational resources, including books, games, worksheets, and music that supports teachers while inspiring students.

Digital Library & AccessBox

The Digital Library is how we share our Resource Bank with educators. It's a digital platform to navigate educational materials. By combining this with the installation of our AccessBox, a digital-solar-hotspot, preschools can easily reach materials online and offline,

TukBooks

Our playful dual-language storybooks are designed specifically for Khmer children, culturally relevant and curriculum aligned. We also sell them internationally to help fund further projects.



Sarin, the TukTuk driver/handyman/sharpest-dresser installing an AccessBox.

OUR PROJECTS



*TukTuk Theatre
staff: "Put your
hand up if you
love tuk-tuk
themed fun..."*

TukTuk Theatre

An all-singing, all-dancing tuk-tuk fun machine (accompanied by Voluntuckers). The TukTuk Theatre brings games and entertainment to local villages. By engaging children with creative activities, they're encouraged to explore new ideas while having some valuable fun.

Mobile Library

You guessed it, it's a library that never stands still - including books, toys and games. By rotating educational materials it allows us to provide more physical resources to teachers and students.

TukTuk Network

Our ever-growing network for teachers and communities, both digital and physical. The aim is to encourage support among local leaders while enabling the self-creation and sharing of Khmer educational resources.

THE BIG GOAL

A SELF SUSTAINING EDUCATIONAL PLATFORM FOR ALL

“How on earth are you gonna achieve that?“, we hear you say.
Thanks for asking, turn the page for our goal breakdown ;)

REACHING THE BIG GOAL

Deciding where to steer TukTuk wasn't hard. We're still following the same path we started with, it's just now we know more about where we're going. We know the problem more deeply, we understand solutions better, and we have more tools. Our goals reflect this journey to understanding - they are simply an extension of our existing approach, tailored to scale our impact, and ultimately reach the big goal.

Okay, so why a **Self Sustaining Educational Platform For All**? Firstly, because the only way to fix a big resource problem, is to create a big shift in resource distribution. And secondly, because after years in the field, we've learnt local empowerment is the best route to long term growth. Sure, throwing supplies works for a bit, but it doesn't empower quality education for the future. TukTuk's big goal is creating spaces, both digitally

and physically, for communities to access and build educational resources while supporting one another - cutting the need for charity. Sustainable change, not quick fixes.

Of course, reaching the big goal is no overnight turnaround. There are many milestones to overcome first. Our goal breakdown shows our three areas of focus, these work in tandem and often overlap. The logic behind the breakdown goes something like this: 1) we **build** what's missing, everything from culturally appropriate educational materials to digital platforms to spaces for community engagement, 2) we give **access** to what's missing after talking with local leaders, then 3) we give people the power to **sustain** and develop their community's education, while offering support where needed. By focusing on people, positive change becomes permanent.

THE BREAKDOWN:

	Build	Access	Sustain
1 Year	<div>Stage 1 of Resource Bank material creation.</div> <div>Build supplementary online Digital Library with teacher support system.</div> <div>Create 5 curriculum-aligned children's books.</div>	<div>Complete 8 AccessBox community instillations.</div> <div>Further TukTuk's engagement into 5 additional communities.</div> <div>Begin community education awareness campaigns.</div>	<div>Increase teacher engagement with Digital Library and TukTuk Network by 250%.</div> <div>Integrate data measurement and feedback forums.</div> <div>Create an online store for social enterprise arm.</div>
2 Year	<div>Stage 2 of Resource Bank project complete.</div> <div>Scale Digital Library platform development.</div> <div>Create 10 curriculum-aligned children's books.</div>	<div>Complete 16 AccessBox community instillations.</div> <div>Advance access workshops for new teachers.</div> <div>Increase focus on parents and local leaders.</div>	<div>Hand over Resource Bank further development to teacher community.</div> <div>Obtain 30% of budget from international learning product sales.</div> <div>Advance external data collection for future planning.</div>



Accountability

.....
Our Action Promise

TukTuk is growing, building our path for the future, and we see accountability and transparency as crucial components of our success. Right now, you can view our strategy roadmaps, long-term goals, funding reports, and account books freely. These will always be open, this is our first promise.

However, as we grow, we plan to measure more and more data, both over our impact and across beneficiary challenges. Currently, we're building comprehensive impact measurements, as well as feedback forums for the communities we serve. We promise by 2021, we will have full impact data across all TukTuk projects, publicly available.

KEEP TUKTUK ROLLING

Donate - Your money goes a long way, by donating you'll be supporting everything from staff salaries to project expansions.

Volunteer - We need all kinds of skills to help us grow. From educators to coders, we'd love to have you on board.

Partner - We're always on the lookout for like-minded organisations to work with. Is this you?

tuktukcharity.org
hello@tuktukcharity.org
@tuktukcharity



Bonus TukTuk Pun Suggestions:

Our founder, Adrian, is a big fan of tuk-tuk wordplay. So, to honour this, we'd like to offer a challenge to anyone reading. How many amazing (terrible) TukPuns can you fit in casual conversation, in one day?

Voluntuker - when you wanna help out.

TukTok TukTok - when you're waiting for someone to talk about tuk-tuks again.

Tukchanic - found in every village, a tukchanic keeps us mobile after a blowout.

Tuckenstein - a DIY construction of multiple tuk-tuks, often found in Phnom Penh.

Tukzilla - when you need to act like a dinosaur (but still want to relate back to tuk-tuks).

Tukfie - a pic and a pout with a tuk-tuk, perfect for showing the world your tuk-tuk enthusiasm.

Tukalution - we're starting one, double-dare you to join.

Have a break, have a tuk-tuk - because walking in the heat can be a health hazard.

Tukquilla - maybe just get a coke instead.

Ed-tuk-ation - Learning is better with tuk-tuks.



*We Are A Vehicle For
Educational Growth.*

TUKTUK



tuktukcharity.org
hello@tuktukcharity.org
@tuktukcharity