

**THE THREE
YEAR
READCYCLE
ROADMAP**

**2025 -2027
PLAN**

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READCYCLE ROADMAP

The roadmap is structured in three phases Foundation & Scale (Year 1), Systems & Impact Depth (Year 2), and Movement & Legacy (Year 3) with clear goals, key activities, milestones, and suggested metrics.

Foundational Year :

Year 1 (2026): Stabilize, Scale Distributions & Build Visibility

Overall Goal: Move from project-style rollouts to consistent, repeatable cycles. Reach 15–25 schools reliably. Establish The Readcycle as a known brand in Rivers State + 1–2 other states.

Key Pillars & Activities

1. Resource Mobilization & Cycle Optimization

- Formalize donation drives (notebooks, textbooks, storybooks, uniforms/shoes, basic stationery).
- Build "Readcycle Hubs" (collection/sorting points) in 2–3 urban centers (e.g., PH, one other city).
 - Launch quarterly collection + distribution cycles.
 - Target: 8,000–12,000 learning items distributed annually.

2. School & Community Partnerships

- Conduct light needs assessments in 20+ new schools (focus govt primary & JSS in peri urban and rural LGAs).
 - Sign simple MoUs with 15–20 schools for sustained relationship (not one-off).
 - Partner with 3–5 CSOs/NGOs or corporates .

3. Visibility & Storytelling

- Grow social media visibility (consistent posting: impact photos, beneficiary voices, partner shout-outs).
 - Launch simple website.
 - Host 1–2 public events.

Milestones by End of 2026

- 18–22 schools directly reached.
- 10,000+ items distributed.
- First documented partner coalition (3+ orgs).
- Baseline reading engagement survey in 8–10 schools (simple pre/post).

Metrics to Track

- No of schools reached | no of children directly benefiting | Items distributed | no of partners | Social reach & engagement.

Systems & Impact Depth Year

Year 2: Year 2 (2027): Deepen Impact + Introduce Programs Beyond Distribution

Overall Goal: Shift perception from "book giver" to "literacy ecosystem builder". Reach 40–60 schools cumulatively. Add reading promotion + teacher support.

Key Pillars & Activities

1. Expanded Resource + Reading Culture Programs

- Introduce "Readcycle Libraries" (small classroom libraries of 80–150 books in 15–20 schools).
 - Launch "Read Aloud Clubs" or weekly reading sessions (trained community volunteers or teachers).
- Pilot peer-to-peer book recycling among schools (older children pass books downward).

2. Teacher & Community Empowerment

- Run several teacher workshops (basic literacy instruction, pedagogy, joyful reading techniques and classroom management).
 - Train 40–60 community reading champions/volunteers.
- Partner with state SUBEB or LGEA in 1–2 LGAs for semi-official endorsement.

3. Monitoring, Learning & Fundraising

- Implement simple MEL framework (pre/post reading interest surveys, attendance correlation, teacher feedback).
 - Produce first annual impact report + video documentary snippet.
 - Diversify funding.

Milestones by End of 2027

- 45–55 schools in network (active or alumni).
 - 25,000+ cumulative items distributed.
 - 15+ schools with sustainable mini-libraries.
- First external grant or multi-year corporate partner secured.
- Reading engagement improved by $\geq 25\%$ in tracked schools (from baseline).

Metrics to Track

§ no of mini-libraries set up | no of teachers/community members trained | no of schools still using resources 6–12 months later | Grant applications & success rate | % children reporting loving reading more.

Movement & Legacy

Year 3 (2028): Become a Recognized Movement + Systemic Influence

Overall Goal: Position The Readcycle as a leading grassroots literacy equity voice in Nigeria.
Influence policy/practice at state or national level. Reach 100+ schools cumulatively.

Key Pillars & Activities

1. Scale & Geographic Expansion

- Expand to 2–3 additional states (target South-South or North-Central underserved areas).
 - Build a "Readcycle Ambassador" program (youth/teacher ambassadors in each LGA).
 - Aim for 30–40 active schools per year.

2. Advocacy & Systemic Change

- Publish policy brief/white paper: "Closing the Book Gap: Lessons from Grassroots Resource Cycling in Nigeria".
 - Host or co-host state-level literacy summit/forum.
- Advocate for inclusion of book donation/recycling incentives in state education plans.

3. Sustainability & Legacy Building

- Create endowment-style "Book Fund" for perpetual small grants to schools.
- Launch national youth writing/reading contest tied to Readcycle (e.g., "Our Stories Matter").
 - Hand over some school clusters to trained local champions for long-term ownership.

Milestones by End of 2028

- 90–120 schools reached cumulatively.
 - Presence in 4+ states.
- At least one state-level policy win or formal partnership (SUBEB/Min of Education).
- Self-sustaining core operations via diversified income (grants 40%, corporate 30%, community 30%).
 - National media feature + award nomination in education space.

Metrics to Track

§ no of states/LGAs covered | Policy engagements | % self-sustaining schools | Total children reached since inception (aim 15,000–25,000) | Organizational health (team size, recurring donors).