



BRIDGING FOUNDATION AND ACTIVITIES



SPREADING THE HABIT OF READING
NURTURING CHILDREN'S DREAMS

1. Establishment of Bridging Foundation



The “Mogu Bookworm” project was initiated with the hope of providing children across Vietnam access to quality books



BRIDGING FOUNDATION IN JAPAN “Hashiwo Kakeru Kikin” expanded its activities to call for support for children in Japan.

BOOK PROJECT

BRIDGING FOUNDATION IN JAPAN

2014

2017

2019

2021

THE BEGINNING

Originating from book reading sessions at the Japan Foundation – The Japanese Cultural Exchange Center in Vietnam.



ESTABLISHMENT OF BRIDGING FOUNDATION

Bridging Foundation Social Co., Ltd. was established with the goal of implementing social projects focusing on books and reading for children



2. Activities of the Bridging Foundation

① “TRE YEU DOC” Project - Preschool

Objective:

- Promote reading habits among preschoolers.
- Foster a love for books even before children can read.

Activities:

- Providing books and materials for reading sessions.
- Direct training for teachers on reading techniques.
- Online training and guidance from reading experts.

Implementation Locations:

Preschools across Vietnam.

* Hình ảnh dự án tại 4 trường mầm non Yên Mô – Ninh Bình



October (1)	November (2)	December (3)	January (4)	February (5)	March (6)	NOTE
1. PROVIDING TOOLS AND RESOURCES FOR BOOK - First month : Donating 14 books / class - From the second month: 2 books/ class/ month						 Total : 24 books class/ project
14 books	2 books	2 books	2 books	2 books	2 books	
2. DIRECT AND ONLINE TRAINING - First month: Training on reading guidance at the facility - From the second month: Online training to develop skills based on specific topics, Helping teachers read books effectively and generate ideas for each class room reading program.						 Total - 1 Offline - 5 Online
Offline	Online	Online	Online	Online	Online	
3. REPORTING, MANAGEMENT, SURVEYS, AND SITUATION HANDLING - First 3 months: Weekly reading session reports with images and data - Next 3 months: Monthly reading session reports with images and data. Provide guidance and address concerns or issues arising during the self organization of reading sessions.						 Total 24 reading sessions / class
Weekly	Weekly	Weekly	Weekly	Weekly	Weekly	



② “CAU VONG VUI”- Project – Reading for Pediatric Patients

See more at: <https://www.youtube.com/watch?v=D-1f147os64>

Objective:

- Help children relieve stress and anxiety, creating a positive environment.
- Encourage and connect, showing care and attention.
- Provide entertainment and joy through engaging stories and colorful illustrations, offering a window to the imagination beyond the hospital environment.

Activities:

- Volunteers or medical staff read books to pediatric patients.
- Craft activities: paper folding, coloring, pasting.
- Giving each child a book as a gift after participating.

Implementation Locations:

Pediatrics wards nationwide, organized weekly on Saturdays



③ EHON WEEK

Part of the cultural activities commemorating the 50th anniversary of diplomatic relations between Vietnam and Japan in 2023. Continuing annually to bring children in Vietnam an experience of Japanese Ehon picture books and cultural insights.

◆ Details of the 2025 Ehon Week:

Time: From 9:00 AM to 5:00 PM, October 11–26, 2025, daily.

Locations:

- “Ehon Picture Book Exhibition” at the Japanese Embassy Cultural and Public Relations Center in Vietnam.
- Original Japanese Ehon books and their Vietnamese translations displayed.
- Workshops on reading and crafts for preschool teachers, parents, and experts.



◆ HOI SACH KET NOI

Time: From 3PM– 4:00 PM, October 20th Every Year

◆ Sponsors:

- Gold Sponsors: Acecook Vietnam, Toyota Motor Vietnam, Nippon Koei Co., Ltd, Canon Vietnam, CF Group.
- 6 Silver Sponsors and 4 Gift Sponsors.



* Hình ảnh trong tuần lễ EHON WEEK 2023

④ Publishing Sponsorship

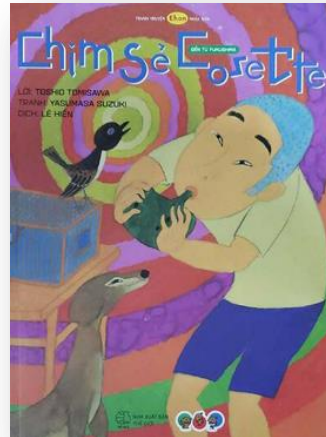
Books sponsored by organizations and businesses will donate 10% of their printed copies to the Baccaau Foundation for children-focused projects across Vietnam.

【 Examples of Sponsored Books 】



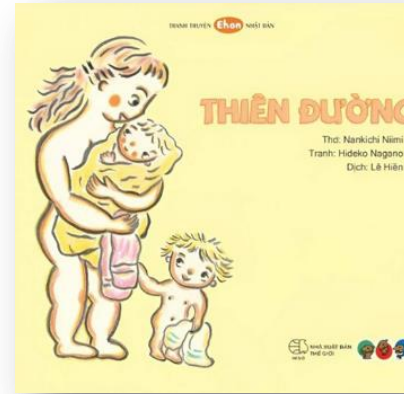
Vietcombank

“Market in the Forest”



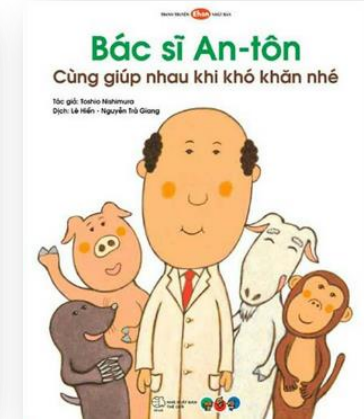
Fuyo Group

“The Little Sparrow Cosette”



Mitsubishi Corporation

“Paradise”



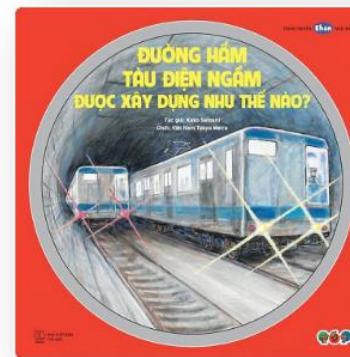
Sumitomo Corporation

“Doctor Anton: Helping Each Other in Difficult Times”



Meiji Food Vietnam

“Drink Milk with Gratitude”



Tokyo Metro

“How Subway Tunnels Are Built?”

⑤ Children's Story Writing Contest- DOA HOA DONG THOAI

Objective:

- Encourage Vietnamese authors to write short stories for Vietnamese children.
- Contribute to the development of children's literature with engaging works.
- Create a fair competition to preserve literary values for Vietnamese children.

The contest was first organized in 2018. By 2025, it marks the 8th year of the “Doa Hoa Dong Thoai” in Vietnam. Winning entries will be published as a collection titled “Doa Hoa Dong Thoai” with accompanying illustrations. The collection will be widely distributed across the country.



The "Happy Flight“

(The best entry of the 6th contest was published as an Ehon picture book) →



← “Doa Hoa Dong Thoai vol.6”

See more at: <https://doahoadongthoai.vn/>



* The 7th Award Ceremony (2024)

doa hoa đồng thoai



* Workshop 2024



Since 2019, Bắc Cầu Foundation has maintained and continued to develop activities in pediatric departments of hospitals:

- Donated books and shelves to 202 hospitals and medical centers (as of May 2024).
- Reading and book donation activities are being sustained at 3 hospitals in Hanoi (Bạch Mai Hospital, Hà Đông General Hospital, Thanh Nhàn Hospital) and will expand to 2 provincial hospitals starting in June 2024 (Hòa Bình General Hospital, Lào Cai Obstetrics and Pediatrics Hospital).



4. Awards

Achievements in Promoting Reading Culture in Vietnam

CERTIFICATE OF MERIT FROM THE JAPANESE AMBASSADOR TO VIETNAM

Awarded for contributions to the 45th anniversary of
establishing diplomatic relations between Japan and
Vietnam

February 21st, 2019

Embassy of Japan in Vietnam



CERTIFICATE OF COMMENDATION FROM THE MINISTER OF FOREIGN AFFAIRS OF JAPAN

Promoting mutual understanding between Japan and Vietnam

Mrs. Katsu Megumi
October 11st, 2019

Mrs. Le Thi Thu Hien
April 27th, 2020

Embassy of Japan in Vietnam



THANK YOU FOR LEARNING ABOUT US!



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