



Peggy Sundberg
AKA "Cowgirl Peg"
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September 1, 2018

Dear Friends:

I am involved in an exciting project that I want to share with you. ***Sharing Stories/Building Character*** is the name of the educational program that my book illustrator, Pat Wiles, and I plan to deliver to approximately 15 pueblos & tribes in New Mexico. We are partnering with the Healthy Native Communities Partnership (HNCP) to take our story-telling and interactive follow-up program to kids in grades pre-K thru 8th. *A personally autographed book will be donated to each student.*

We did this program at the Zia pueblo in 2014 and received a great review from the principal: *All I can say is "wow", you didn't do a good job with our students today, you were amazing. Our students learned a great deal about writing, being an author, an illustrator, and also being a good person. So many positives I cannot begin to tell you how much I enjoyed this day for our young writers. Thank you again for coming out.*" Gary Tripp, Principal of the Zia Indian Pueblo

Now we are expanding it to reach even more students and their families.

Please read the attached project detail and budget so you can see that we have carefully worked through all the details. HCNP is a 501(c)(3) organization which allows donors to take a tax deduction for contributions.

You can help me by contributing to the cause or by directing me to any organization, family foundation or other group that may be interested in supporting this work.

If you have any questions, suggestions, or comments please call or text me at 307-221-5819 or email me at: cowgirlpeg2@gmail.com.

*****All donations should be made to HNCP; PO Box 1019; Shiprock N.M. 87420 with a memo designating the "Cowgirl Peg Project" as the recipient. *****

Thank you so much for supporting this rewarding project!

Peggy Sundberg

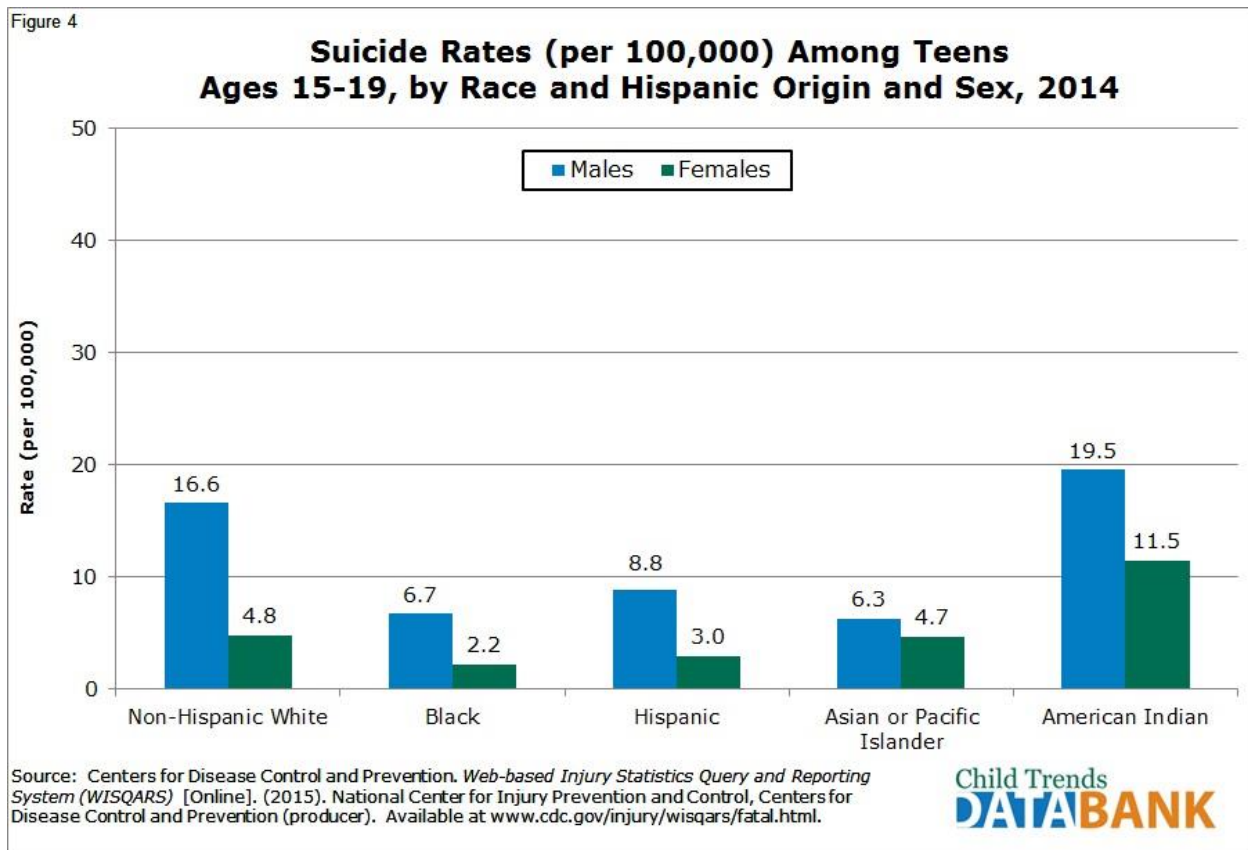
PROJECT TITLE

Sharing Stories/Building Character: Interactive children's book presentations and related positive consequences

Native Communities have a long tradition of using stories to make sense of the world, to inspire community change, to pass on teachings and wisdom, and to help connect the past and the future. The *Sharing Stories/Building Character* project takes the traditional concept of sharing stories to promote learnings and couples it with character development themes that pass on teachings and wisdom, inspire youth to take positive charge of their lives, and to share their learnings with siblings and family members. Author and illustrator story telling presentations and interactive student sessions will inspire student participants to learn new tools and apply these tools to create their own personal, community or program stories.

JUSTIFICATION

Child Trends is an organization that has been doing research to improve the lives of children and youth, since 1979. They have published the chart below.



American Indian male and female youth are clearly the highest suicide rate risk group. In addition, studies show high rates of obesity and diabetes among these young people. Consequently, educational programs that foster mental and physical health are extremely important.

Author Peggy Sundberg's *Sharing Stories/Building Character* school storytelling and interaction program has been endorsed by the counselor coordinator for the Texas Region 10 school district as meeting the state Character Education requirement. The Cowgirl Peg books and their messages have also been endorsed by the executive director of the Colorado Council International Reading Association (CCIRA). The author has been a guest speaker at many events including the Colorado State University Pueblo Family Literacy Event. The Lonesome story has been recommended for parenting/family education by the Texas State Association of School Boards (TASB).

PILOT STUDY

A previous program similar to *Sharing Stories/Building Character* was delivered by Peg Sundberg in 2014 to the ZIA Pueblo with positive results. See the endorsement below:

"All I can say is "wow", you didn't do a good job with our students today, you were amazing. Our students learned a great deal about writing, being an author, an illustrator, and also being a good person. So many positives I cannot begin to tell you how much I enjoyed this day for our young writers. Thank you again for coming out."

Gary Tripp, Principal of the Zia Indian Pueblo, 2014

EXPECTED OUTCOMES

Sharing Stories/Building Character will encourage students to participate in writing and the arts. According to Child Trends research "young children love to draw, paint, sing, and dance, and these activities play an important role in their early development. The benefits of arts participation persist into adolescence and beyond. Arts participation is associated with numerous positive academic and personal outcomes."

These include higher grades and test scores, enrollment in post-secondary education, attainment of a bachelor's degree, and higher levels of literacy and civic engagement. Secondary-school students who participate in the arts are more likely to achieve a degree, and tend to continue their artistic habits into adulthood.

Arts participation also promotes children's social-emotional development by fostering positive social skills, regulation of emotions, openness to innovation, and connections with new people and ideas. Art instruction can encourage school participation and attendance and lead to greater student self-esteem and motivation. These positive changes can improve overall classroom climate as well.

In addition, "the benefits of arts participation may be greatest for children who are economically disadvantaged. The favorable outcomes associated with high levels of arts participation are particularly strong for students from families with lower socioeconomic status. For example, arts participation lowers cortisol levels (a biological marker of stress) for low-income preschoolers. Young people from poor communities also tend to benefit from having one or more projects that strengthen their sense of self and connect them with peers who share their interests. These "identity projects" can include starting a business or organization, building a skateboard ramp-or participation in the arts."

Participation in the *Sharing Stories/Building Character* program will also help students to:

- 1) develop positive character strengths that are modeled in the stories;
- 2) be inspired to participate in outdoors activities, possibly with horses and dogs;
- 3) care for animals and develop nurturing skills;
- 4) read for pleasure and inspiration as well as for education;
- 5) keep their own native stories alive;
- 6) understand the importance of healthy lifestyles
- 7) share what they have learned with their families & friends.

PROJECT DETAILS

Children's author "Cowgirl Peg" Peggy Sundberg and her book illustrator Pat Wiles will partner with Healthy Native Communities Partnership (HNCP) to deliver two daily storytelling sessions, conversations, and question and answer sessions at various pueblo schools in New Mexico. The author and the illustrator share the true-life stories of the horses and dogs from the books. Three of the stories shared with younger students are described below.

Lonesome the Little Horse is based on the true story of a little horse rescued from neglect. The story offers young readers several important lessons, including bullying/friendship and actions vs. consequences. The very popular story is used nationally in "Red Ribbon" Drug Awareness school programs.

Okey-Dokey Oakie was written after many parents and educators requested a book that would help children deal with peer pressure. This story does that and more, including messages about respect, kindness and making smart choices. This animated story is beautifully illustrated and filled with imaginative dialogue between Cowgirl Peg and her horses.

Cowgirl Peg & the Great Race addresses healthy lifestyle & food choices with positive messages for all ages. Now in their 60's, the author and the illustrator remain active & exemplify the importance of lifelong exercise.

Two sessions will be offered each day at each pueblo/tribal school. The presenters will be accompanied by Theresa Clay from the Albuquerque office of Indian Health Services. Stories and programs will be presented to students in pre-K through 8th grade. Approximately 120 students are expected for each session over several days; an autographed "Cowgirl Peg" book will be given to each student participant as a take-home reading piece.

PROJECT EVALUATION

The program may be evaluated pre- and post-delivery by the students via a simple questionnaire. Teachers may also be asked to rate the program on student engagement level, take home lessons, and applicability to other areas of education. In addition, it is expected that the pride of owning a personally autographed book for future enjoyment and sharing will be appreciated and have a positive long lasting effect.



BUDGET SUMMARY

Sharing Stories/Building Character: Interactive children’s book presentations and related positive consequences

BUDGET SUMMARY: Round off to the nearest dollar.			Totals
1. Honoraria (<i>include names of recipients</i>) a. Peggy Sundberg “Cowgirl Peg”	Training Stipend	\$1000	\$1000
b. Pat Wiles (book illustrator and co- presenter)	Training Stipend	\$1000	\$1000
2. Travel and Lodging (Peggy Sundberg & Pat Wiles) a. Lodging	10 nights @ 2 program presenters per day x \$100/per day		\$2000
3. Supplies and Purchases a. Books	\$12 / book x 12 pueblos x 120 students per school		\$17,280
4. Promotion 15% administration fee to Healthy Native Communities Partnership	15% of \$21,280 = \$3192		\$3192
GRAND TOTAL			\$24772