

Greetings my friend!

How far can your 20-pesos go?

That is the question.

It might not be wise to have it for an ice cream these cold days.

It's just too cold to try to be cool.

But today, my friend, you and I are fortunate to be amongst the 100 individuals who can afford to be cooler with 10-pesos than those with the 20-pesos spending dilemma.

Your, his, her, our 10-pesos will have the power to acquire 100 books (imagine that, 100 books my friend!) to be put on a public reading hub. And that I think is powerful enough not just to go the extra mile but even extend to infinity the reach of 6-hour gastrointestinal tract trip of the 20-pesos alternative.

A hundred books from a hundred generous pockets would not be bad to start a literacy campaign, eh?

We've thought of buying the books through our own pockets and try to resell it for profit. But we've thought twice and we realized that either this bargain business or social initiative would be accounted for in our country's GDP. And with that my friend I believe you'll also choose the latter alternative for its greater economic sense since a book acquired and offered to be read for free may cater to a wider readership than a book resold to one individual at a time.

It's cool to be wise.

And it's wise to be cool.

Sincerely,
Makibasa Project

The 10-pesos pledge:

We know that we won't be able to get the 10-pesos you'll be willing to give for the time being for you'll be as busy as anyone else and so we'll appreciate if you would sign this pledge that whenever there come a time that we see each other, you'll be very much willing and able, and most of all happy to hand the amount you promised.

I, (name of the generous one), fully understand and appreciate the 10-peso pledge stated above and would like to promise with all the crosses in my heart and with a pinky swear to abide by it.

Signature over printed name