



MEDIA GUIDE
2025



Thank you for your interest in our work!

We hope this guide will be helpful as you communicate our mission and honor the resilient people we serve in Nepal.

OUR MISSION

Our mission is to change the world by empowering Nepal's youth.

We work towards a day where every child is safe, educated, and loved. We do this by providing quality education and a loving, caring home for at-risk children in Surkhet, Nepal. We also partner with our local community to reduce poverty, empower women, and improve health, while encouraging sustainability and social justice.

OUR HISTORY

Our journey began in the foothills of the Himalayas in 2007 when 19-year-old Maggie Doyne and Tope Malla founded the Kopila Valley Children's Home. Maggie was inspired to act after seeing firsthand how poverty in Nepal prevented children from living the lives they deserve, and Tope Malla had built a career supporting children after being orphaned as a child in Nepal. Kopila Valley has since grown into a thriving community committed to its mission.



OUR CHALLENGES

Nepal has been a least developed country for decades, but despite a now-growing economy, over 20% of the population is living below the poverty line—our province of Karnali is the poorest, with 39% of people considered multidimensionally poor. Challenges in Karnali include harsh geography, food and water shortages, frequent natural disasters, and systemic poverty worsened by the pandemic, labor migration crises, hunger, and malnutrition.

Families face economic hardship, health issues, and violence, leaving many children without proper care or education. 6.5% of children under 17 years old do not live with at least one biological parent. 5.4% of the primary school-age population (age 5–12) are out of school. Women and girls are particularly vulnerable, facing early marriage, school dropouts, limited opportunities, and gender-based violence. One-third of women age 20-24 in Karnali married before age 18, perpetuating cycles of inequality.



CORE VALUES

- **gender equality**
- **economic empowerment**
- **environmental sustainability**

PROGRAM AREAS

 **Home & Family**
A loving home for 50 children & nearly 40 returning graduates who call Kopila home.

 **Quality Education**
A top-tier school for over 400 students each year.

 **Career Readiness**
To prepare our graduates for the future.

 **Health & Wellness**
Providing physical & mental health services to our community.

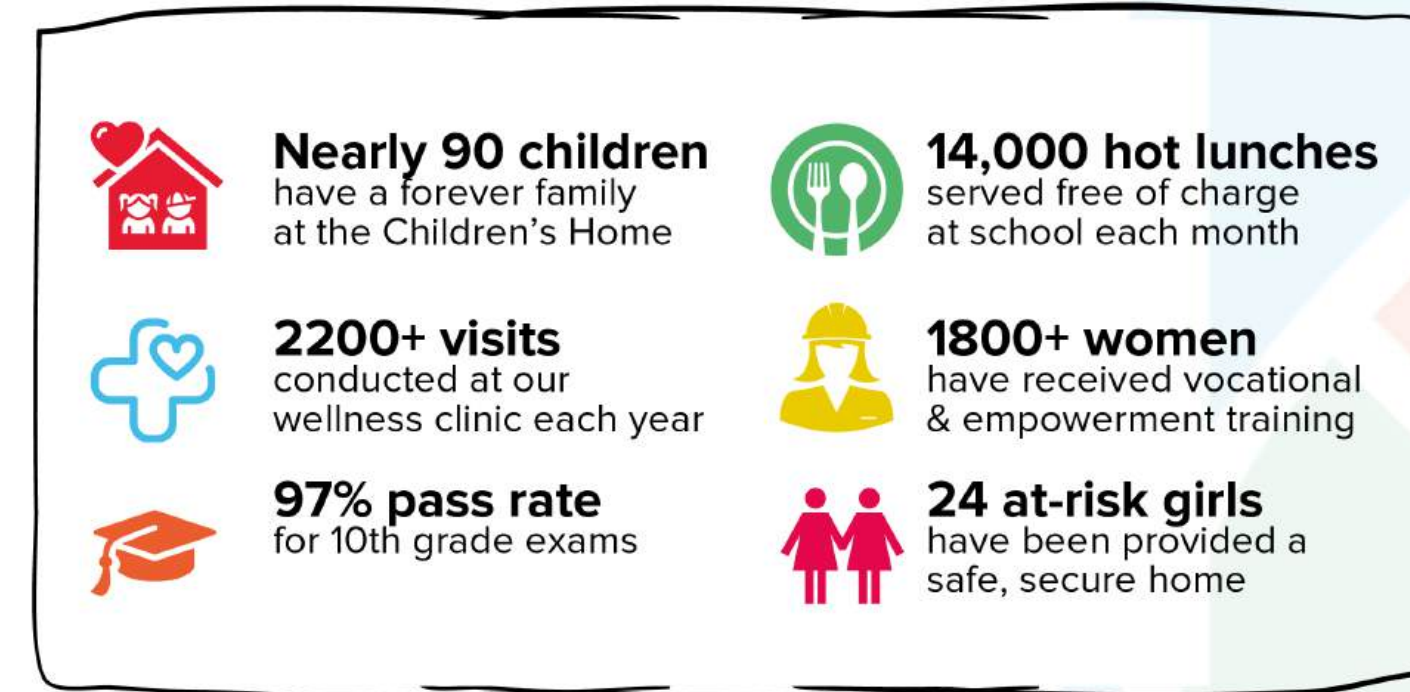
 **Sustainability**
A promise to the next generation, including environmental education & growing our food.

 **Empowerment**
A center for women to gather & learn in a supportive community.

 **Safe Housing**
A home for our most at-risk female students.

IMPACT IN NUMBERS

Since 2007, BlinkNow's unique model ensures that no child's needs fall through the cracks – and the results are amazing!

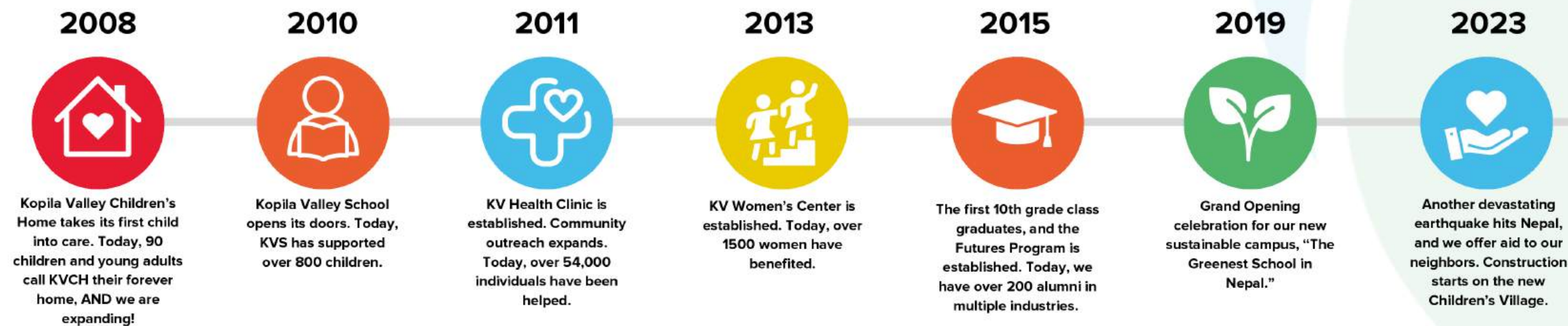


The impact of our work extends far beyond the borders of our community of Surkhet, Nepal. Our alumni are studying at world-class institutions around the globe, starting businesses, becoming leaders in their own communities, and educating the next generation. Other organizations working in underdeveloped countries now look to BlinkNow as a model of how they can provide support for kids, families, and communities.

MEDIA HIGHLIGHTS

- **June 2024 AP News:** Award-winning documentary featuring charity BlinkNow premieres at Mountainfilm Festival
- **December 2023 Yahoo:** Nonprofit BlinkNow Provides Aid for Jajarkot Earthquake Crisis in Nepal
- **June 2023 Yahoo:** Participatory Guarantee Systems help global small farmers stay afloat
- **April 2019 InHabitat:** Rammed earth Kopila Valley School is the “greenest school in Nepal”
- **February 2020 BNNVARA (TV):** Floortje Back To The End of the World
- **October 2010 New York Times Sunday Magazine:** D.I.Y. Foreign-Aid Revolution

A BRIEF HISTORY



AWARDS & HONORS

Anthem Award for Humanitarian Action & Services 2024

Co-founder Maggie Doyne was honored with the Gold award for her work in community development at Kopila Valley.

Nepal Social Welfare Award 2024

Presented to Co-founder Tope Malla for his dedication, contribution, and remarkable achievement in promoting the social welfare of his fellow citizens.

Green Apple Award 2023 & 2024

Kopila Valley School was awarded for its work in sustainable development.

Green Difference Award 2023 & 2024

KVS was awarded for its green campus & curriculum.

International School Award 2024

KVS was awarded for its food & farming program.

Best Eco-Club Nepal 2024

The KVS Sustainability Ambassadors won this award.

Zayed Sustainability Prize 2020-2022

Kopila Valley School was a finalist twice, recognizing our creative approach to sustainability programs.

CNN Heroes 2015

For extraordinary contributions to help improve the lives of others.

Unsung Heroes of Compassion 2014

Recognition by His Holiness the Dalai Lama for work to alleviate the suffering of others without expectation of reward.

Forbes Excellence in Education Award 2013

In recognition of achievements educating youth in Nepal.

MedAssets Norman Borlaug Humanitarian 2010

The \$100,000 award was used to purchase land for the new high school.

Do Something Award 2009

\$100,000 in recognition of extraordinary achievements in Nepal. This prize funded the Kopila Valley Primary School.





FOUNDERS & HISTORY

Tope Malla and Maggie Doyne co-founded the Kopila Valley Children's Home together in 2007. After meeting in India, the two decided to enter into a partnership to serve the needs of the children back in Tope's home country of Nepal.

"Kopila" means "flower bud" in Nepali and encompasses BlinkNow's entire campus in Surkhet, where, in partnership with the community, our little Kopilas get what they need to blossom and grow.

MAGGIE DOYNE

Maggie Doyne has dedicated her life to educating children and empowering women in Nepal. As a teenager from New Jersey, she visited Nepal and decided to build a life in Surkhet to help children.

Maggie is Co-founder and CEO of the BlinkNow Foundation and author of "Between the Mountain and the Sky: A Mother's Story of Love, Loss, Healing, and Hope." She and her husband and two biological children live in the Kopila Valley community.

Maggie's work has been recognized by CNN Heroes, the Dalai Lama, Elizabeth Gilbert, Katie Couric, Forbes, Prince Harry and Duchess Meghan of Sussex, and The New York Times Magazine.

TOPE MALLA

Tope has built a career serving children. After serving for over 15 years at Ramana's Garden, a project for Nepali refugees in India, Tope decided to return to his birth country and co-found Kopila Valley with Maggie. Tope grew up in a small Himalayan village where he was orphaned at a young age.

As The Kopila Valley Chairman, Tope is responsible for the development, oversight, and management of Kopila Valley on the ground. He oversees the staff and is the key to making ideas become reality at Kopila Valley.

Tope has been recognized with Nepal's National Presidential Award, The Social Welfare Council NGO Award, and the National Social Welfare Award in Nepal.

PREFERRED TERMS

In addition to language used in this guide to explain our program areas, these are the preferred ways we describe our work and community.

- Holistic community development
- Children without parents
- Full-service community school
- Resilient Nepalese people

TERMS WE AVOID

We respectfully request that any news coverage avoid the use of these terms which do not fully represent our mission.

- Orphan/orphanage (we use Children's Home)
- Philanthropist (we use Humanitarian)
- Poor people



STORY ANGLES

Compelling themes that audiences may enjoy:

- Holistic community development
- Education for underprivileged children
- Community-based solutions to social issues
- Sustainability education initiatives
- Gender justice
- Economic opportunity for marginalized women
- Nonprofit growth
- Eco-friendly construction/teaching model campus
- Young people leading social change/climate initiatives

HI-RES PHOTOS

Visit our online gallery for photos of Maggie, Tope, and the children of Kopila Valley at www.bit.ly/blinknowkit.

