

HISTORY

In the early 1990s, June Salin and Susan Cooper recognized that life was becoming increasingly complicated -- especially for children. Bullying had become predominant and divorce simply common. Families were being redefined. Children needed to learn how to fit into a melting pot of cultures. Technology has become predominant, but it can be isolating for a child. Kids now text and they don't often talk face to face to share their thoughts and emotions. School is full of pressures. The result: Kids have so many fears!

June and Susan wanted to help every child gain the life skills they need to feel empowered, self-confident and courageous. They wanted children to understand and embrace diversity and inclusion and feel empathy toward others. They wanted to provide children with the tools and life skills needed to unlock their abilities to find a sense of self and belief in themselves – to find their own definition of success.

For over a decade June and Susan worked with the participation of experts in childhood education, mental health, humane education and specialists in the human and animal bond to refine the program that would become MANADOOB. By creating engaging, whimsical animals and diverse human characters they were able to open a door to enhanced personal coping skills and improved reading, writing and social-and-emotional learning through the Ask-It Program for children ages 7 – 12, and the Kick-Start Program for children ages 5-7. Using story, craft and individualized interpretation the Mandoob Program presents children with fun activities in what the children perceive as a safe learning environment. Imagination, and outreach to others are prevalent throughout the program, building on a belief well-expressed by the IERG (Imaginative Education Research Group) that “unfortunately, so much of the content of curriculum is routinely taught as though its natural habitat is a textbook rather than (working with) the fears, hopes, and passions of real people, that students too commonly find (education) dull and lifeless..” (www.ierg.net) Not prone to that criticism, Mandoob brings a curriculum to life; it's an inquiry based “out-of-the-box” solution that helps kids from the inside-out.