



Dear Sponsor

Are you keen to make a small investment which could have a huge impact on a previously disadvantaged school? Then join our Reading Relay endeavour to encourage reading in school communities and to secure a better future for talented learners.

The Reading Relay aims to establish:

- how many learners can get involved in the Reading Relay,
- how many books can be read by the Reading Relay team and their friends and fellow learners in a five month period (from the end of November to the end of April) and
- how many books can be read to groups of smaller children.

What gave rise to the idea?

Gabby Olivier and the management team at CKR Consulting Engineers have a dream for the young learners of our country. This dream is all about education and guidance to help create a bright future for them and to motivate them to work hard towards it. Gabby and his colleagues and friends want to get involved through sharing their expertise and wisdom with the young people who presently may face a bleak future. The Reading Relay was conceptualised in discussions with LAPA Publishers.

How does the Reading Relay work?

- Five talented gr. 10 learners are identified at each of a number of disadvantaged schools (predominantly in the countryside).
- A sponsor and a reading mentor are allocated to each group.
- Schools are named after their sponsors, e.g. Jason Reynolds HS, ABC Engineering.
- Individual learners then receive their first of five teen novels specially selected by LAPA Publishers to make reading an enjoyable experience.
- After finishing the first book, the learner contacts the reading mentor on whatsapp and answers a few questions to ensure that the book had indeed been read.
- The reading mentor then contacts the school to issue the next book to the learner, who then passes the first book on to someone likely to also enjoy reading it.
- The process is subsequently repeated with all five books so that every book is passed on like the baton in a relay race.





- For every book read and verified by the reading mentor, the first reader earns a point. Thus the members of the relay team compete amongst themselves, but also with teams from other participating schools.
- After finishing and passing on all five books, the learner then proceeds to the second phase of the competition, namely the reading of a children's book to groups of younger children in kindergartens, on the street, etc.
- Photos of such reading sessions earn two points each after verification by the reading mentor.
- For each learner a tree is constructed by the reading mentor. It consists of five branches representing the five books. Every time a book is read, a fruit is attached to the branch to symbolise reading as bearing fruit in later life. For every group being read to, a root is added to the tree to symbolise how an investment in early literacy anchors a whole community and determines its future development.

What is expected of a sponsor?

- Decide whether you want to sponsor an Afrikaans or English package. The Afrikaans package amounts to **R3 000** and the English one to **R3 200**.
- Each package consists of 25 teen novels and five children's books.
- Please specify if you want to sponsor a specific school or a school in a specific area. If not, indicate that you would be happy to sponsor any school nominated by the ATKV or WOW (Woorde Open Wêreld by the University of Stellenbosch).
- Also indicate if you want to be a Donor or Sponsor. Donors will receive a tax certificate but no marketing. Sponsors will receive marketing but no tax certificate.
- Your business is then linked to the reading relay teams at that particular school.
- You may hand over a small prize to the winner at the school (eg cell phone airtime) or a more substantial prize if one of the winners at your school is the overall winner).
- We strongly encourage sponsors to visit their allocated schools and address learners about possible career options.

For further information kindly contact :

Melvina Mason – ATKV (MelvinaM@atkv.org.za – 081 797 6794)

Marieta Nel – LAPA Publishers (mnel@lapa.co.za – 084 511 1931)

Please complete the last page.

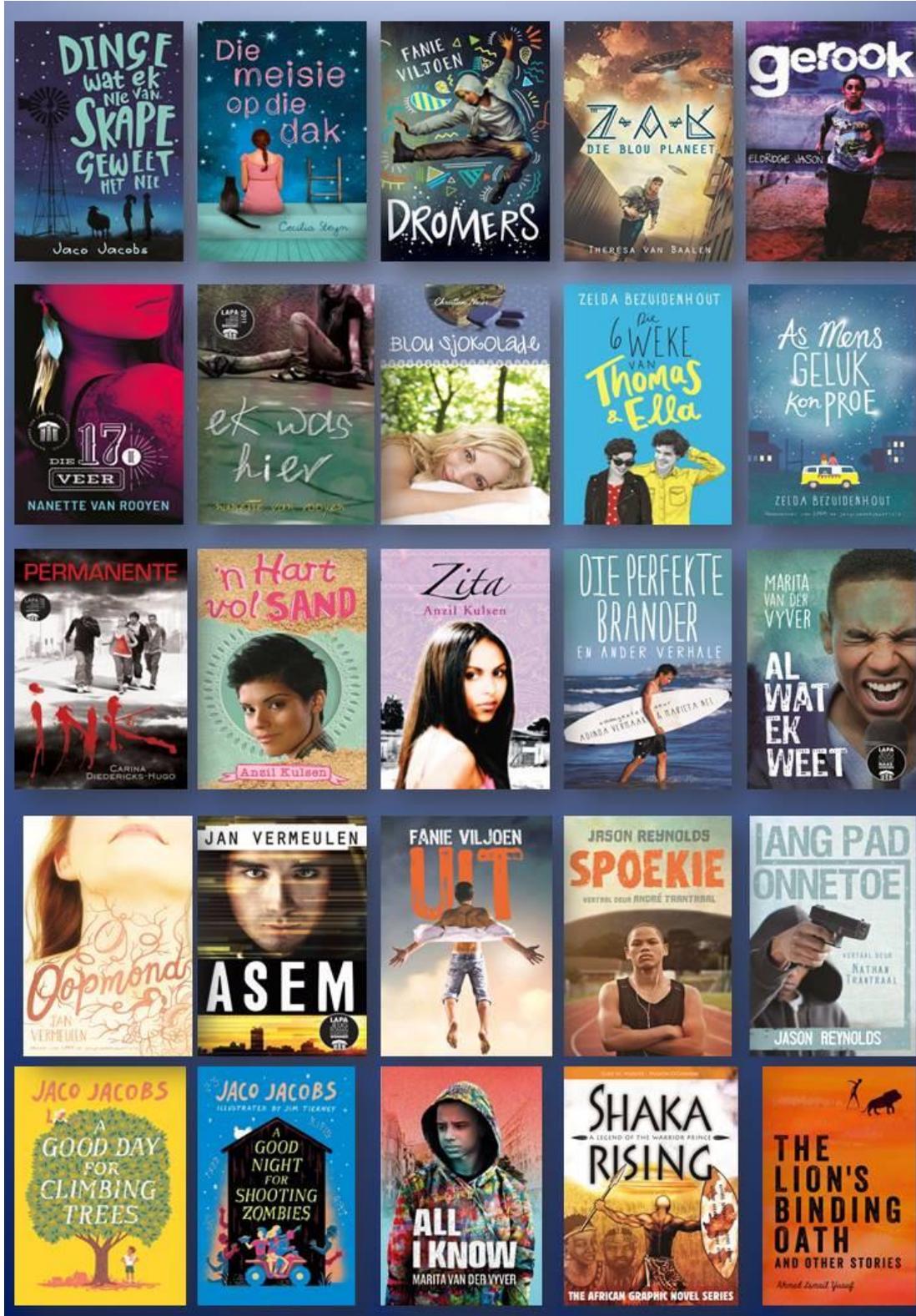
The Afrikaans and English packages will be displayed on the next two pages.





READING RELAY

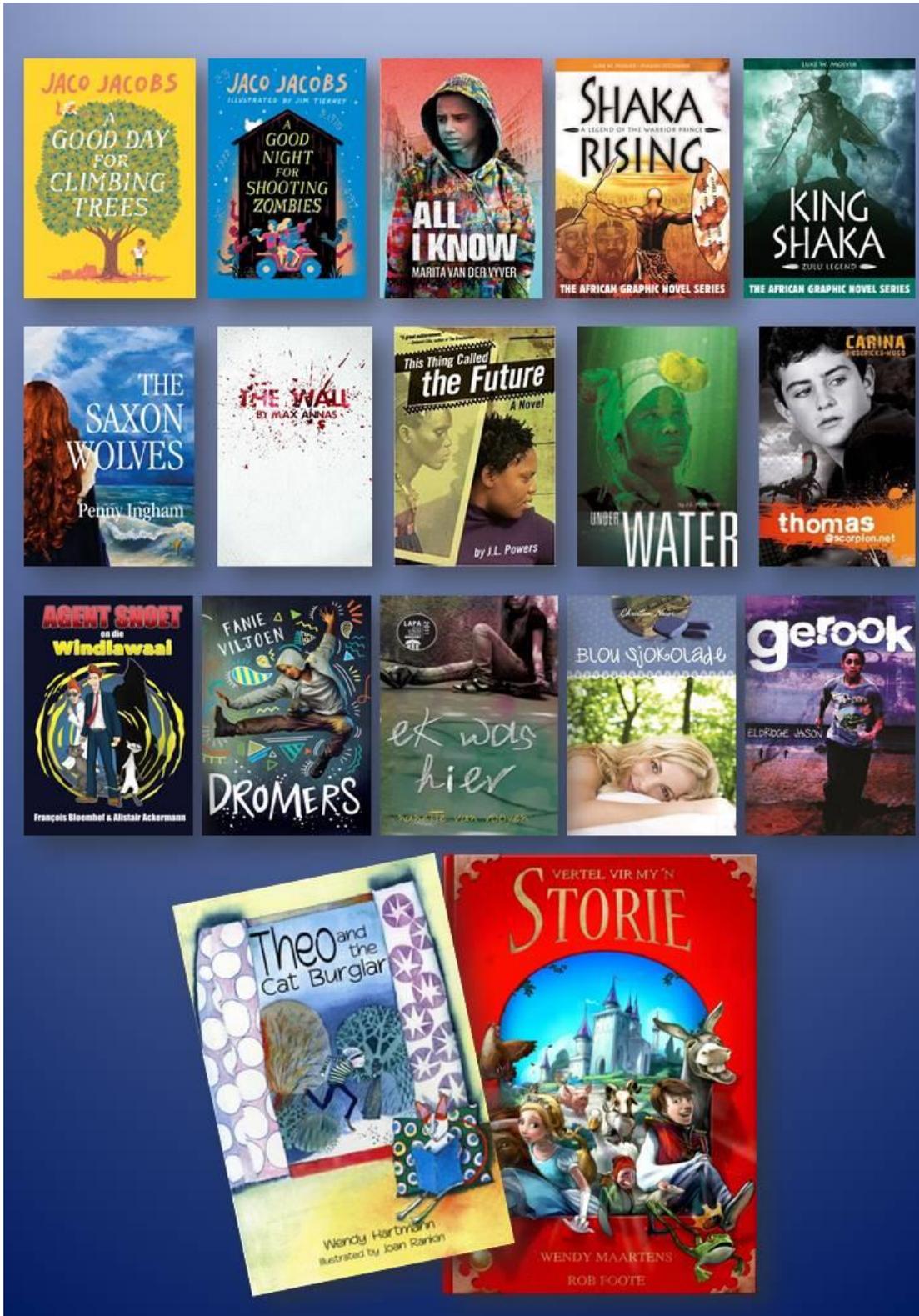
AFRIKAANS





READING RELAY

ENGLISH





Name of company:

Contact person:

Cell phone number:

Donor

OR

Sponsor

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Choose one of the following:

- I want to sponsor a specific school. Name:
- I want to sponsor a school in a specific area. Area:
- I am satisfied with any school allocated to me.

