

## Proposal for Partnership

To Vukani Cycling club  
Submitted by: Help2read  
23 March 2015

<b>Project Name</b>	Ride for help2read- Momentum 94.7 Cycle Challenge 2015
<b>Project Duration</b>	November 2015- (Due date for Registration is 27 August 2015)
<b>Project Fee</b>	R385 per cyclist- <a href="http://www.cyclechallenge.co.za">www.cyclechallenge.co.za</a> , registration now open
<b>Desired Project Outcomes + Outputs</b>	<ul style="list-style-type: none"> <li>✓ To create awareness of help2read through participation at the cycle challenge</li> <li>✓ To create an extra income channel for help2read</li> <li>✓ To initiate and adopt the cycle race as part of help2read annual fundraising tournament.</li> <li>✓ To obtain at least 20 cyclist so that we can register by the 27<sup>th</sup> of August.</li> <li>✓ To form a team then we look for fundraising initiatives</li> </ul>
<b>For Vukani Cycling club</b>	<ul style="list-style-type: none"> <li>✓ Tax deductible section 18A certificate for donations and participation</li> <li>✓ Exposure on help2read website and social media pages</li> <li>✓ Help2read open to other forms of donor advertising</li> <li>✓ Such partnership can become your CSI policy</li> </ul>

## Background to help2read structure

help2read is a developmental organisation founded in 2005 which uses a two pronged approach to social development in South Africa. It addresses child literacy by providing supplementary english literacy tutoring in under resourced public primary schools through a largely volunteer workforce.

help2read now also address the lack of skills development and unemployment statistics within the adult South African population. We do this by including into our programme extended skills development trainings and the provisions of monthly stipends for specific Literacy Tutors (unemployed, from previously disadvantaged communities) who then in turn help the struggling learners.

help2read currently operates in communities throughout the Western Cape and Gauteng Provinces. help2read provides supplementary english literacy tutoring in under resourced primary schools through two flagship projects namely;

- Volunteer based Literacy programme
- Stipend based Literacy Tutor programme

We aim to empower disadvantaged adults and school aged children with vital job and literacy skills, respectively. With these skills, both Literacy Tutor and learner will experience increased levels of self-worth and confidence along with an increased likelihood of future employment and a cycle of community involvement and ultimately sustainable development will thereby be created.

Our vision: to see an empowered Africa where everyone is literate.

### The Team

help2read management team is as follows

Full Name	Designation	Race	Gender	Disabilitiy Y/N
Manoj Chiba	CEO	Indian	Male	N
Mandy Trevor	Regional Manager	White	Female	N
Renias Muwando	Business Development	Black	Male	N
Leani van Zyl	Programme Manager	White	Female	N
Kylie Grigg	Programme Coordinator	Coloured	Female	N

A board of trustees comprising of 4 males and 3 females oversees the help2read operations and provides a strategic drive to our work.

### help2read programme Reach

help2read currently operates in communities throughout the Western Cape and Gauteng. In December 2014 our programme reach in respect of learners and volunteers were as follows;

December 2014	Western Cape	Gauteng	TOTAL
Learners	491	205	696
Volunteers	250	68	318
Schools	47	9	56

A further analysis of our beneficiaries shows;

- 97% of the learners who receive help are previously disadvantaged individuals.
- Cape Town: Coloured 64%; Black 33% and White 3%
- Johannesburg: Black: 95%; Coloured 2% and White 3%
- 52% of volunteers who offer their services to help2read are unemployed and live in disadvantaged areas. They often volunteer as a means of participating in meaningful activities that enhance their skills and self-esteem.

### The Partnership

South Africa faces some of the biggest challenges with regards to literacy. help2read is currently faced with the need to increase its services to other schools and also within schools it currently serves. If a child cannot read English, then they will not be able to comprehend any other subject. This therefore affects their progress in the academic life.

The current efforts to expand are constantly being hampered by the limiting financial resources. In this regard we have embarked on a campaign to increase awareness on the need for child literacy in South Africa and also widen our fundraising bases so as to enable the anticipated service expansion.

In this regard we intend to partner with your club for the following;

- 1) To create awareness of the need to improve child literacy in South Africa at an early stage.
- 2) To create an extra fundraising base for help2read through through registering cyclists for the race at R385 per cyclist

The benefits to your club will be as follows

- 1) Contribute to addressing child literacy challenges in South Africa
- 2) Such a partnership will amount to a Corporate Social Investment strategy that your company will be implementing.

### **How the Partnership will be Implemented**

- help2read will present its case to your club members through face to face presentations or through your club newsletters.
- Interested cyclist will register on 94.7 website and form a team to cycle on behalf of help2read. [www.cyclechallenge.co.za](http://www.cyclechallenge.co.za)
- Registration fee is R385 per cyclist
- Once registered on behalf of help2read, we will then meet and select team captain and
- Fundraising initiatives will be formulated together as a team .

### **Conclusion**

A better education with solid literacy skills for South Africa's children will contribute towards a better future for all its citizens.

Please consider getting on board with help2read to transform the country into the best possible version of itself.

Thank you for your consideration.

help2read is incorporated under Section 21 – Registered No: 2005/044040/08 Directors: Alex Moss, Albert Arendse, Andrew Davis, Deidre Cawcutt , Edith Sithole, Ishay Govender, Sindiwe Magona, Zinhle Matentji