



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA
Faculty of Veterinary Science

MARKETING AND COMMUNICATION DIVISION

FACULTY OF VETERINARY SCIENCE

ONDERSTEPOORT

Vet Books for Africa

Project Proposal

December 2022 to January 2023

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Project Overview

Vet Books for Africa is a non-profit society affiliated to the Faculty of Veterinary Science of the University of Pretoria, South Africa. It is the continuation of a unique project that has run as a biennial event since its establishment in 1993.

The **Vet Books for Africa** team consists of eight Onderstepoort students that deliver textbooks, journals, supplies and equipment of veterinary interest to remote veterinary faculties, sanctuaries, animal rehabilitation centers and community veterinary clinics in Africa. The team offers education, treatment, and advice to local communities in the travelled areas. We plan to reach out to more schools and supply them with the necessary supplies they need for quality education.

The textbook and journals are distributed with the aim to serve and enrich the Veterinary field in extensive parts of the African continent as well as the lives of those people and animals that will benefit from the growth thereof.

The trip will take place between December 2022 and January 2023, starting at Onderstepoort and proceeding to universities, charities, schools and animal sanctuaries in Zimbabwe, Zambia, Malawi, Tanzania, Kenya and Uganda. It is part of our mission to expand the number of countries that we visit during our biannual tour. We have identified two more countries that we want to reach out to and are in the process of getting in contact with them. The two countries are Burundi and Rwanda and we are extremely excited to build a relationship with the universities in these countries.

This student initiative relies solely on fundraising, donations and sponsorships from external companies, institutions or individuals to make the trip a success and therefore make an appeal for any ***sponsorship or support towards the project.***

The Vet Books for Africa vision:

Unlocking the true potential of conservation in Africa through the education of its people. One Health, One Africa.

The Mission:

To distribute textbooks, journals and other veterinary supplies and equipment to veterinary faculties, rural communities and schools (in need of these commodities) in the various countries in Africa, while aiding and volunteering at veterinary clinics and conservation sanctuaries on route.

We strive to promote education and conservation through our actions and to unite veterinary students of Africa in order to achieve the ultimate goal of preserving this world for generations to come!

The Objectives:

- i.** To promote the veterinary profession in Africa through the distribution of educational media, by personally delivering the veterinary journals, textbooks and multimedia donated by generous sponsors to the veterinary faculties.
- ii.** To engage with and assist communities and their animals through the distribution of educational media, medication, vaccinations, equipment and donations to various community veterinary clinics, animal rehabilitation centers and animal sanctuaries.
- iii.** To promote and advance veterinary education across Central and Southern Africa, thereby upholding the international regard for African veterinary faculties.
- iv.** To promote and strengthen the relations between African veterinary faculties and to advance veterinary standards across Africa.
- v.** To promote environmental awareness through education across Africa;
- vi.** Serve as an intermediary that links people and organizations across Africa to ensure a sustainable future.

Project Outline

Project Description

Vet Books for Africa is a non-profit society, student run initiative affiliated to the Faculty of Veterinary Science of the University of Pretoria. Any surplus funds generated are donated to the next committee, in order to help them achieve their desired outcomes.

The Vet Books for Africa committee members will embark on a 6-week trip, using two vehicles catering for eight people.

Project Objectives

To achieve the objectives of Vet Books for Africa as previously stated, the following have to be met:

- i. Establishing a project committee consisting of eight members and assigning specific portfolios to each member.
- ii. Securing a list of suitable venues upon which an itinerary can be based.
- iii. Submitting a forecasted program for the proposed project to the relevant University authorities to gain approval.
- iv. Securing relevant sponsorships and communicating a cost to benefit analysis.

Project Strategy

The following factors are critical to the success of the project:

- i. Obtaining enough books, learning resources, medications and equipment in time.
- ii. Communicating with other African Universities to ascertain their specific needs.
- iii. Providing excellent marketing opportunities to sponsors involved with the project.

Vet Books for Africa in South Africa

Vet Books for Africa is actively involved in various local activities, which includes:

- “Maveric” outreaches to communities in and around Pretoria.
- Donations and visits to local schools in need.
- The sales of very popular custom-made bracelets.
- Hosting numerous fundraising events at The University of Pretoria.
- Being registered as one of the official charities at the Telkom 94.7 Cycle Event.
- Exposing/advertising our sponsors at the University of Pretoria.
- Offering help and donations to various other charities and non-profit organizations.
- Offering participation for people outside the committee to become a society member.
- Aspiring towards improving our exposure to the general public through all our social media platforms.

Management Committee

Herewith follows a list of all the committee members as well as their respective portfolios for the **Vet Books for Africa 2022** project:

NAME	PORTFOLIO	EMAIL ADDRESS	CONTACT NUMBER
Le Roux Pepler	Chairperson, Universities & Charities liaison	Chairpersonvetbooks4africa@gmail.com	082 087 5856
Marjon Schouwstra	Treasurer & Secretary	mschouwstra11333@gmail.com	076 974 9627
Marnus Zaaiman	Sponsors, Books & Equipment	zaaimans12@gmail.com	082 779 8435
Lara Du Plessis	Sponsors, Books & Equipment	laraduplessis72@gmail.com	0636975970
Stian Wessels	Routes & Itinerary	stianwessels@gmail.com	071 621 0322
Daniel Archibald	Vice-chairperson, Routes & Itinerary	vetbooksvice22@gmail.com	073 023 0499
Jenna Lewis	Social Media, Websites & Fundraising	jenna.lewis@outlook.com	071 221 7998
Marizanne Strydom	Social Media, Websites & Fundraising	marizannestry@gmail.com	082 524 8889

Vet Books for Africa Website:	http://vetbooksforafrica.org
Facebook Page:	Vet Books for Africa
Instagram:	vetbooksforafrica
Twitter:	@VetBooks4Africa
Email address:	info@vetbooksforafrica.org

Project Scope

Marketing Strategy

The marketing campaign will involve the following aspects:

i) **Marketing champions**

By using a database of previous delegates, individuals from all the prospective campuses will be identified and contacted in order to arrange the necessary dates and times of the planned visit.

Animal sanctuaries and rehabilitation centers on route between these universities will also be approached to arrange the delivery of the requested medical supplies and equipment.

ii) **Website and social media**

The website and social media platforms will be regularly updated and where necessary redesigned to ensure that the most recent information is displayed at all times. It will also reflect sponsor branding with links and the necessary visuals required by companies seeking additional information regarding contributions.

iii) **Sponsorships**

A wide variety of possible sponsorship opportunities exist. For a more detailed explanation, please refer to **Addendum A**.

iv) **Magazine articles and radio interviews**

Numerous magazine articles and/or radio/television interviews before and after the trip will contribute significantly towards increasing the social media presence of Vet Books for Africa as well as our main sponsors.

v) **Fundraisers**

Official Vet Books for Africa fund raising events will be organized on a local scale.

Target Groups and Countries

The focus of the project is directed towards universities, veterinary faculties and schools. Our main focus is to assist the respective universities according to their identified needs. Additionally, approved Animal Sanctuaries, Wildlife Rehabilitation Centers and schools on-route will also be contacted to find out in which ways we can assist them.

Universities targeted and incorporated into the 2022 route plan:

South Africa	University of Pretoria
Zimbabwe	University of Zimbabwe
Zambia	University of Zambia
Malawi	Lilongwe University of Agriculture and Natural Resources
Tanzania	Sokoine University of Agriculture
Kenya	University of Nairobi
Uganda	Makerere University
Rwanda	University of Rwanda

Charities targeted and incorporated into the 2022 route plan:

Zimbabwe	Twala Trust Animal Sanctuary, Mukuvisi Woodlands
Zambia	Lilayi Elephant Nursery
Uganda	Elgon Wildlife Conservation Organization
Kenya	Kisii National Polytechnic
Rwanda	WAG animal shelter
Burundi	ABMVAC Burundi

Schools targeted and incorporated into the 2022 route plan:

Kenya	Nyamaruma Primary School
Burundi	École Fondamentale de Ndava
Uganda	St. Mary's Nursery and Primary School

(We are currently researching on how to reach out to more schools and conservation charities in all the respective countries.)

Itinerary and duration of the project

The project is aimed to be completed in approximately 50 days, departing from the Onderstepoort Veterinary Faculty in Pretoria in early December 2022, and returning in January 2023. The total distance of the trip is estimated to be 13 000 – 14 000 km.

Sponsorship Opportunities

The success of the Vet Books for Africa project is dictated fully by the generous support of our sponsors as well as fundraising efforts performed locally. The project is organized solely by veterinary students from Onderstepoort.

An affiliation with this prestigious project can be a valuable asset to any company wishing to contribute to a sustainable future through the development of young veterinarians in Sub-Saharan African countries. The project has both international and national audiences who are prime candidates for investment to grow a company's market.

All Sponsors will have access to the detailed financial reports of **Vet Books for Africa** and will also be issued with a tax certificate as to ensure the tax benefits associated with a donation of this nature (As under **Section 18 A of the Income Tax Act**).

The expenses for the project include accommodation, transport, food, equipment hire, insurance, permits, vaccinations etc.

Please refer to **Addendum A** for a list of **sponsorship and assistance packages** available for this project.

Project Collaborations

Collaborating with IVSA

The International Veterinary Students' Association (IVSA) is a non-profit organization run by volunteer veterinary students that was founded in 1953. IVSA is a global organization that involves thousands of students from over 60 different countries from all around the world.



The mission of IVSA is *“To benefit the animals and people of the world by harnessing the potential and dedication of veterinary students to promote the international application of veterinary skills, education and knowledge.”* IVSA helps to expand the worldwide collaboration of over forty thousand students by enriching their student experience and improving their skills as future veterinarians. The way in which this is achieved is by arranging annual meetings (congresses and symposia) and facilitating exchanges between the different member organizations. IVSA is also very active in arranging various projects and educational opportunities on an international platform with the main focus being on animal welfare, one health, veterinary education, soft skills and general wellness of the veterinary students in our profession.

Vet Books for Africa (VB4A) and IVSA have collaborated for a number of years and have once again extended this relationship by signing a Memorandum of Understanding. Both organizations understand the value of this relationship and will therefore endeavor to promote each other to the best of their capabilities by reaching students and veterinarians in Sub-Saharan African countries that would not have been reached otherwise.

IVSA assists in collecting books and equipment for VB4A from various countries and veterinary member organizations around the world and these organizations also get exposure via the endeavors of VB4A, hence being mutually beneficial.

VB4A and IVSA envisage a long-term collaboration and partnership that will be fruitful and successful for the years to come. Reaching out to these students can have a ripple effect on the surrounding communities and can therefore impact the overall veterinary education in the African continent for the better.

Collaborating with Lessons in Conservation (LiC)

LiC is a non-profit company established in 2018 that aims to educate young children in rural communities about conservation, thereby creating a generation of people that have grown to love and accept conservation and nature itself. With both VBFA and LiC being student run and striving towards a common goal, a sustainable future where nature as we know is preserved for generations to come, a partnership just makes sense. Our partnership entails LiC joining VBFA on our trip, thereby expanding their conservation education into Africa even more. The aim is then also for VBFA to help LiC establish satellite branches at the Universities that we visit to reach even more young children and to get our peers in Africa involved in our mission.



Collaborating HERD

The HERD (Hoedspruit Elephant Rehabilitation and Development) TRUST was established in 2021 following a 24-year journey in caring for elephants that have been displaced or orphaned due to human-elephant conflict. The HERD Orphanage was built in 2019 in response to a growing number of young orphaned elephant calves that need a place of rehabilitation and more importantly, an existing herd that will accept them unconditionally. The Jabulani Herd is now a family of 16 elephants, of which 11 are orphans and five that were born to the herd over 10 years ago. In 2004 the lodge, Jabulani, was built to sustain the herd, with proceeds from tourism assisting with the care and management of the rescued herd.



In 2021 a decision was made to move the Jabulani herd and the HERD Homestead operations (formally known as the Jabulani stables) together with the HERD Orphanage, under the umbrella of the HERD Trust which is a registered PBO Number 930072153. This allows for public funding to ensure the well-being of all the elephants.

The HERD Trust also commits to being active within our local communities through education and awareness, as well as our online communities, bringing a global audience together to educate a larger audience about the elephant species and the essential conservation efforts undertaken by various organizations around the world.

Addendum A

Vet Books for Africa Sponsorship

Outlined below are possible sponsorship options for your Company to embark upon with **Vet Books for Africa**. These are guidelines which have worked very effectively in the past, however, should you have any alternate proposals or offers we will accommodate and consider them. It is important for **Vet Books for Africa** to not only receive sponsorships but also to build a personal relationship with your company. Please also note that all options are subject to change according to **Vet Books for Africa's** own discretion.

Sponsorship Tier levels

The sponsorship options for this project are divided into the following five different tiers: Platinum, Gold, Silver, Bronze-Plus and Bronze. Companies will be given the opportunity to sponsor money, books and equipment as well as make in-kind donations. All sponsorship opportunities are open to discussion and amendments.

Bronze

Value: R 3000.00 – R 5 999.00

Benefits:

- Logo of company advertised on the VBFA website (<http://vetbooksforafrica.org>).
- Post on VBFA social media pages regarding company.
- Company can enjoy tax deductions associated with such a contribution.
- Company will receive an invite to our Gala-evening.

Bronze Plus

Value: R 6 000.00 – R 11 999.00

Benefits:

- *In addition to all the items in the Bronze tier.*
- Logo of company will appear on the VBFA banner that will be displayed during all the book / equipment handovers at the various universities and charities.
- Logo of company will appear on the vehicles throughout the journey.
- Exposure through all of the VBFA social media platforms.
- Company will have access to the detailed financial reports of VBFA.
- Company will receive an invitation to our Gala-evening.
- Company will also get the right to use our Vet Books for Africa supporter's logo - on all their social media platforms- until the end of the 2022 committee term.

Silver

Value: R 12 000.00 – R 21 999.00

Benefits:

- *In addition to all the items in the Bronze Plus tier.*
- Link to company's website on Vet Books for Africa website.
- Logo of company will be included in all marketing and exposure fundraising events.
- Company can get access to Vet Books for Africa photos and videos for their own marketing purposes.
- Company will receive an invitation to our Gala-evening.

Gold

Value: R 22 000.00 – R 50 000.00

Benefits:

- *In addition to all the items in the Silver tier.*
- Acknowledgement of Company's unique contribution on VBFA website.
- Company will receive an invitation to our Gala-evening.
- Company branding will appear in the VBFA newsletter that will be sent out all the VBFA alumni members.

Platinum

Value: > R 50 000.00

Benefits:

- *In addition to all the items in the Gold tier.*
- Company will receive an invitation to our Gala-evening. This will include a possible speaking opportunity if requested by company.
- Banners of company, if provided, will be displayed at all the book handovers which will present good photo opportunities for marketing purposes.
- Acknowledgement of Company's unique contribution to the project in a presentation that will be given to the members of each faculty and charity visited.

Vehicle Sponsor

A 4× 4 double cab bakkie with a canopy or an SUV, valued at R50 000 each. It is important to note that we will only be using the vehicle for the duration of the trip, thereafter it will be returned to our generous donor.

- One vehicle sponsor will receive the same benefits as Gold tier.
- Two vehicle sponsors will receive the same benefits as a Platinum tier.
- Two vehicle and R50 000 fuel sponsors or three vehicle sponsors will receive the same benefits as our main sponsor.
 - *In addition to all the items of the Main sponsor.*
 - Company logo will form part of the **Vet Books for Africa 2022 logo**.
 - In addition to the Main sponsor logo.
- If the vehicle sponsor is willing to sponsor 2 vehicles and R50 000 for fuel or 3 vehicles this sponsor will automatically be the main sponsor.

Main Sponsor

Value: >R150 000

Benefits:

- *In addition to all the items in the Platinum tier.*
- Company will receive an invitation to our Gala-evening with a speaking opportunity and banners displayed at the event.
- Company logo will form part of the **Vet Books for Africa 2022 logo**.

Addendum B

Estimated costs for the trip:

3 Vehicles	R150,000.00
Fuel costs	R120,000.00
Accommodation	R30,000.00
Food	R27,000.00
Border tax	R30,000.00
Extra equipment for universities	R18,000.00
Charities	R15,000.00
Third party insurance	R8,000.00
Medical costs	R8,000.00
Stickers	R500.00
Promotional material	R5,000.00
Tolls	R5,000.00
Clothing	R4,000.00
Phone roaming	R3,000.00
Camping equipment	R2,000.00
Miscellaneous expenses	R20,000.00
Visas	R34,448.00

Total	R 479,948.00
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Euros	R 16.89 : 1	€ 28,416.10
United States Dollar	R 14.15 : 1	\$ 33,918.59
British pound	R 19.65 : 1	£ 24,424.83

(6/26/2021)

