

SPONSORSHIP PROPOSAL

Promoting Youth Literacy

THE PROBLEM

The latest PIRLS report revealed that South Africa's literacy crisis is deepening; 81% of Grade 4 learners can't read for meaning, up from 78% in 2017.

We believe that this is due to two troubling realities:

- Children do not have access to good story books. Sadly, many have never owned a book before
- Children are not inspired to read



ABOUT US

READ to RISE is a non-profit organisation that promotes youth literacy in under-resourced communities in South Africa.

*We believe that children who **love** to read, will **excel** at school and go on to become **good, constructive members of society**. It all starts with reading!*

As our name suggests, we believe that every child needs to be able to read in order to 'rise' in their educational and personal development, despite their circumstances.

Since 2013



OUR SOLUTION

Class Programmes



- A fun, interactive session with storytelling, lessons, songs and discussion
- Each learner gets their own new story book to take home

R50 per learner

Classroom Mini-Libraries



- A brightly painted bookshelf with 50 new age-appropriate story books

R3,500 each

Puppet Show



- A fun puppet show based on OAKY THE HAPPY TREE

R1,000 per show

OUR IMPACT



302,408

New story books
given out to children
to own

7,796

Class Programmes
conducted

471

Mini-Libraries
given out

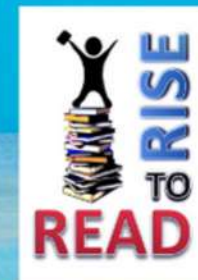
141,403

Number of Children
benefitted

358,853

Total books given out

Creating a nation of inspired readers



www.readtorise.org

ACHIEVEMENTS



- Worked with 14,000 Grade 2 and 3 learners at all 47 primary schools in Mitchells Plain every year since 2013
- Hosted the 2019, 2022, 2023 and 2025 Cape Flats Book Festival
- Won the 2019 Western Cape Cultural Affairs & Sports Award for Best Collaborative Library Programme
- Won the 2022 Western Cape Cultural Affairs & Sports Award for Substantial Contribution to the Development and Advancement of Reading and Literacy

A photograph of several children in a classroom, each holding a colorful book titled 'OAKY'. The children are looking towards the camera with interest. The books have a cartoon character on the cover. A dark blue banner with white text is overlaid on the top half of the image.

WHAT PEOPLE SAY

- "Last week your team visited my son's school. I saw first hand how the reading spark was ignited, he is thoroughly enjoying his new book, thank you!" ~ Parent
 - "There is an immense change in my learners. They are more energetic and eager to read. It seems their understanding has also peaked due to the books that they received!" ~ Teacher
 - "My son came running out of school beaming with pride because he enjoyed the book so much and answered all the questions correctly. Thank you for this gift of developing our young ones and helping their imaginations grow." ~ Parent
-

OUR GOAL FOR 2025 - CT

- READ to RISE will work with 47 primary schools in Mitchells Plain (Cape Town) and Soweto (JHB). We will conduct two Class Programmes for each Grade 2 and 3 class in 2023 - hence each learner will receive 2 story books during the year.
- 752 Class Programmes will be conducted and a total of 28,000 new story books will be given out to 14,000 children.
- READ to RISE will conduct the OAKY THE HAPPY TREE Puppet Show during school holidays at 5 public Libraries in Cape Town.
- Our total fundraising target for Cape Town for 2025 is R1,400,000.00
- To date, we have raised 11% of our target



OUR GOAL FOR 2023 - JHB

- READ to RISE will work with 10 primary schools in Soweto (JHB). We will conduct two Class Programmes for each Grade 2 and 3 class in 2023 - hence each learner will receive 2 story books during the year.
- 30 Class Programmes will be conducted and a total of 2,700 new story books will be given out to 1,350 children.
- Our total fundraising target for JHB for 2025 is R135,000.00
- To date, we have raised 50% of our target



HOW CAN YOU HELP?

Class Programmes



**R50.00 per learner /
R2,000 per class**

- Sponsor the READ to RISE Class Programme for learners. For only R50 per learner, you can give the gift of reading – each learner will benefit from the Class Programme and receive their own new story book to take home
- For example: To sponsor 1,000 learners, the amount is R50,000. R150,000 will sponsor 3,000 learners.

	Schools	0.25	1	5	10	25
	Classes	1	4	800	1,600	4,000
	Learners	40	160	800	1,600	4,000
Learner Sponsorship @R50 per Learner		R2,000	R8,000	R40,000	R80,000	R200.000



BENEFITS TO SPONSORS

- Be a Literacy Ambassador - Help improve a major crisis in South Africa - literacy
- Media - We mention sponsors on our website and social media
- Tax Benefit - Donations are tax deductible. We are a Public Benefits Organisation and can issue a Section 17A certificate



GET IN TOUCH

If you would like to join the reading revolution, please contact us.

EMAIL ADDRESS

info@readtorise.co.za

PHONE NUMBER

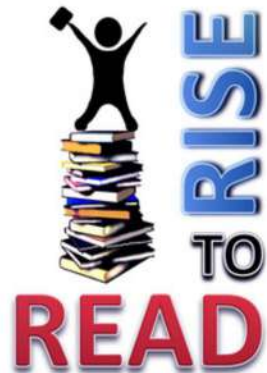
0643582725

LOCATION

Seaview Primary School, Impala Road,
Rocklands, Mitchells Plain, Cape Town, South
Africa

WEBSITE

www.readtorise.co.za



THANK YOU

For more information, please visit www.readtorise.org
or email info@readtorise.co.za