



# Children's Book Network Fundraising Document 2015



## Why CBN needs to raise funds – and what for:

Bringing children to books and books to children

Children's Book Network has been operating for three years now and has given workshops in Red Hill informal settlement and with children from three schools in the Clanwilliam area. We work with children who are culturally disadvantaged, from poorly resourced communities, who lack reading role models.

The results our workshops are all recorded on our website [www.childrensbook.co.za](http://www.childrensbook.co.za) and the pictures alone tell a story of interaction and engagement between children and books. We go back – time and time again – to the same communities of children. At each workshop, usually about a third have attended before – and spread the news. As a result, we see a steady increase in interest, ability and response to the varied cultural programmes we offer.

The main principle is always reading and a love of books, but we bring musicians, dancers, drummers, puppet-makers, writers and storytellers, poets and actors with us who inspire, through their own love of books, and entertain and motivate their audience along the way, making each workshop an event that participants love and remember.

We know that this works. Anyone looking at the website can see how happy the children are. There is a sense of movement in all the images, excitement, fun, interaction ... and then, at the end, quiet reading.

As one of our volunteers remarked; 'One of the most significant things CBN does is to provide children with a safe place to be happy – to play'.

We want to take this further.





## Need for operational Funding

Our greatest need is for infrastructural support.

We have an amazing team of volunteers and people who accept minimal professional fees. However, we cannot continue, or expand, until we address the problem of payment for at least two part-time staff members.

Raising funding for workshops and for the website (which includes professional fees for some facilitators) has not proved difficult. We have kept the operational costs separate (and minimal) but we need to seriously address this problem in 2015.

### 1 Director (currently Lesley Beake)

This job has expanded way beyond the description of voluntary work. It involves:

- PR at many different levels
- Writing articles and maintaining the website
- Planning and developing workshops
- Facilitating at workshops
- Recording and reporting on workshops
- Interacting with other reading organizations
- Increasing amounts of daily correspondence
- Fundraising

We propose fundraising for a retainer of R20 000 per month to cover a part-time professional payment for at least some of this work.

### 2 Administrative Assistant (currently Rosemary Bangham)

- Administration of board meetings and financial reports
- Maintaining legal requirements
- Website management
- General administration
- Assistance with workshop planning, facilitation and reporting
- Creative input on toolboxes and general design
- Correspondence with other organizations

We propose fund-raising for a retainer of R12 000 per month to cover a part-time professional payment for at least some of this work.





## WORKSHOPS

### Clanwilliam

We currently have funding from the Department of Water and Sanitation as part of a social responsibility project connected with the raising of the Clanwilliam Dam wall. CBN will be associated in this with workshops for both primary and high school children. Archaeologists, botanists, historians and other scientific disciplines will be represented as well as cultural facilitators in all the arts. The basic costs of these will be covered by the project – currently R100 000 has been allocated for events and workshops around this initiative. (Some of this funding will also go towards workshops with adults in the community).

#### Cost of workshops:

Informal Saturday Morning	R1 000
Two-day workshop	R5 000
Three-day workshop	R10 000
Four-day workshop	R20 000

We intend doing local fund-raising to increase the reach and extent of these events during 2015.

### Red Hill

We also hope to continue our workshops in Red Hill with a number of small workshops throughout the year to be held in cooperation with Simon's Town Library.

*Note: A large percentage of each workshop cost is devoted to meals for attending children and transporting them to venues. In Clanwilliam, there are additionally transport and accommodation costs for facilitators. (Clanwilliam is over three hours drive from Cape Town).*

If you would like to see a more detailed break-down of our workshops costs, please email us at: [information@childrensbook.co.za](mailto:information@childrensbook.co.za).







## TOOLBOXES

Developing the workshop themes in kit form, that can be shared with librarians, teachers and parents, will help to extend the reach of the ideas CBN has developed, and increase the numbers of children reached.

A toolbox would consist of a sturdy plastic box containing books, printed texts, games, fun activities, poetry, art and craft ideas, stories to be read aloud – everything needed to give a workshop.

Themes we are currently developing for the toolboxes are:

- Rivers
- Time
- Friends
- Stories from the past

Cost of toolbox:

We have identified suitable boxes at a cost of R120 and these would be filled with books, games, activities and art materials as well as texts around the theme concepts; presented in a way that the kit easy to use anywhere.

Currently we estimate the costs of a toolbox to be between R2500, depending on the books selected for inclusion.

Developing a toolbox and producing a prototype we estimate at costing: R5 000.

We are also working on ways that toolboxes could be sold on a royalty basis to raise funds for CBN.



## WEBSITE

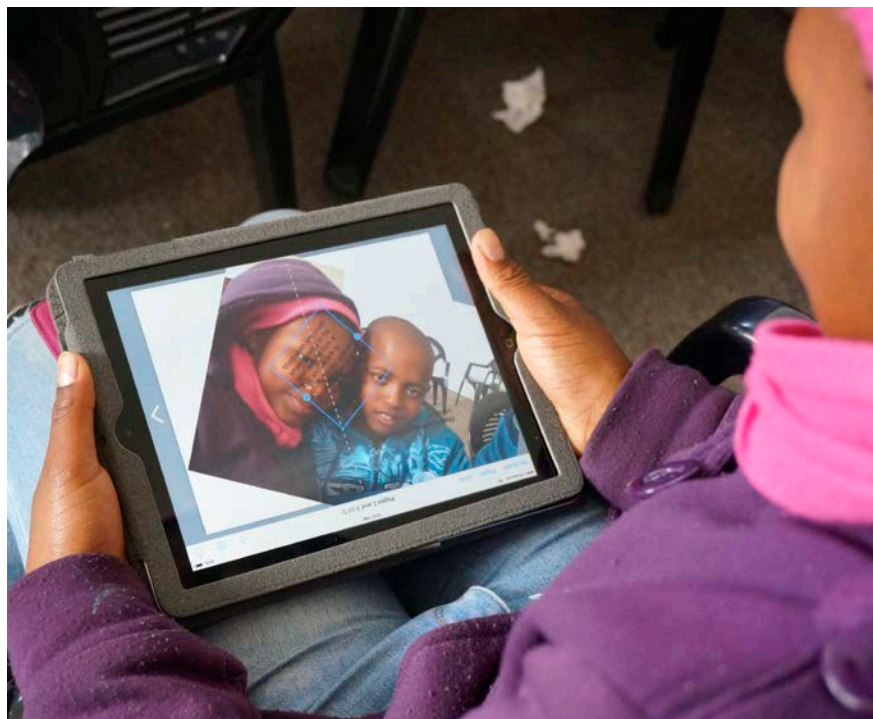
There is already an extensive programme outlined above for CBN in the current financial year. But we would like to at least make a start on developing a child-friendly section of the website where more child-related activities can be accessed and more children's writing can be published.

Changes in the way people (including children) communicate is happening so fast that we need to pay close attention and keep up with ways of reaching children.

We would also like to work with organizations such as FUNDZA, which works with smart-phone technology to bring well-produced and well-written stories to a wider audience.

Budget to begin this would be (one-off fee for 2015)

- Website development R20 000
- Website technical and uploading R10 000
- Website content development R20 000
- Social media development R10 000
  - Total R60 000



## BOOKS

We need more books! Thus far we have relied on private libraries and the excellent advice of Jay Heale, leading expert on children's books in South Africa. We would like to be able to donate books both in Red Hill and in Clanwilliam that are specific to the work we are doing with the children. Ideally we should leave multiple copies of some books in the relevant libraries after each workshop. This is an initiative we hope to fund through social media such as Facebook where we already have considerable interest.

(We are already working with Rotary Newlands and their *Books for the World* project and have arranged for books from there to be given to Red Hill container library. This will be an on-going project.)

## iPADS AND OTHER EQUIPMENT

CBN uses iPads extensively at workshops, both for children to write and illustrate their own stories and as tools for facilitating activities at the workshops. These were donated by *Help the World to Read* in Sweden after a visit and workshop in 2014.

We also have a donated data projector.

We need to find funding for:

- A colour printer (and supply of cartridges)
- A scanner
- A laminator
- An external hard-drive for photo and video storage

TOTAL AMOUNT R20 000

## OFFICE EXPENSES

We also need to cover basic office and running costs including stationary, communications, printer cartridges, book-keeping, auditing of accounts, website domain fees and some travel expenses. Currently this is heavily subsidized by individuals, but should realistically be around R5 000 per month.





## FUNDRASING INITIATIVES

*NB: Priority: Urgent finalization of our governance and bank account so that we can begin more active fund-raising.*

1

Application to large funding organizations such as DG Murray Trust and others – with advice and input from Inyathelo (The South African Institute for Advancement) and others

2

Revisiting on-going and previous funders

3

Web-based initiatives to raise regular small amounts

4

Increasing our support base through social media exposure with a view to the above

5

Researching further funding organizations and approaching them

6

Fund-raising and awareness raising events

7

Better use of the media to publicize what we are doing



# FUNDING SUMMARY

## Monthly Requirements

R20,000.00 | Director

R12,000.00 | Administrative Assistant

R5000 | Basic Office and Running Costs

Total Monthly Running costs | R37,000.00

## Once of Requirements

R1,000.00 – R20,000 | Workshops (can be tailored to budget)

R5,000.00 | Tool Box Development

R60,000.00 | Website

R100 + | Books (can be tailored to budget)

R20,000.00 | iPads & Equipment





## PREVIOUS & CURRENT DONORS

### INDIVIDUALS

Richard Parsons  
Dudley Smith  
Hugh Clarke  
Mary Cadogan  
Megan Biesele  
Ilse Lochner  
Jay Heale  
Fiona McGregor  
ASAPA Students  
Anonymous donors

### ORGANISATIONS

DG Murray Trust  
Rotary Cape of Good Hope  
Rotary Skelleftea  
SIDA - Swedish Arts & Culture  
Cecil Jowell Family Trust  
Redham College  
Assitej South Africa  
UCT & Government of the Western Cape  
Pick n Pay  
Claw Boots International  
Stellenbosch University  
Help the World to Read  
Clanwilliam Dam Community Project (Department of Water & Sanitation and PGS Heritage)

OWN FUNDRAISER EVENT at Centre for the Book



## CONTACT DETAILS

If you would like to help us achieve our aims, or have suggestions as to where we can get financial assistance, we would love to hear from you.

You can email us at: [info@childrensbook.co.za](mailto:info@childrensbook.co.za)

Call Lesley Beake on: 0826 464 420

Or write to us at:

P.O. Box 53059  
Kenilworth  
7745



