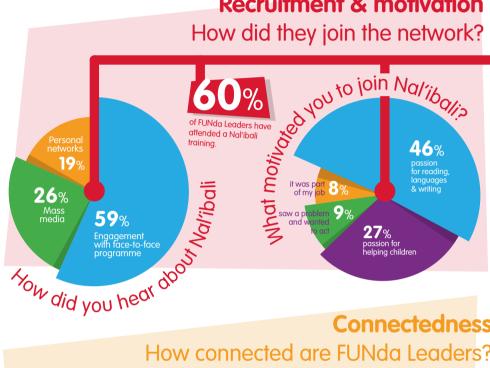


Nal'ibali is a national reading for enjoyment campaign. It is powered by FUNda Leaders, a volunteer network of literacy activists who run reading clubs, read aloud and tell stories to children, and promote a culture of reading in their communities.

By mid-2018, Nal'ibali had 14 582 FUNda Leaders across the country. We called a random sample of 337 network members to better understand who they are, what they are doing, and how we can better support them.

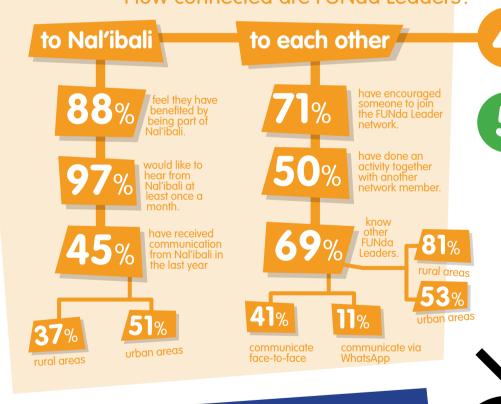
Recruitment & motivation

How did they join the network?



Connectedness

How connected are FUNda Leaders?

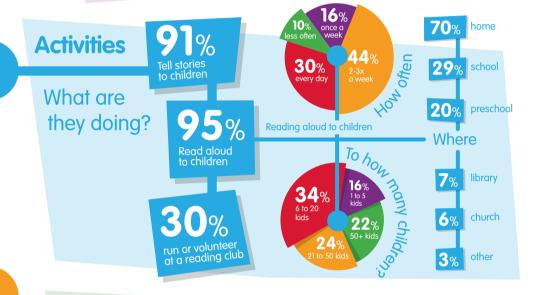


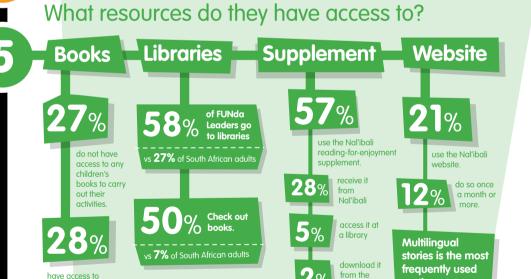
33 **32**% 28% did not pass matric **Profile:** Who are our FUNda Leaders? ag_{Θ} INE et where they, 23% **32**% urban **13**% male >45 47 **57**% 20% **87**% i-rural/ small town 88% 8% 39%

41% full-time employment

education

23%







Resources

What are they achieving?

of FUNda Leaders read aloud to children more often since joining Nal'ibali. Extrapolated to the whole network, that's

reading aloud to

R2.8 million

of children being read to

extra

years

Before / After

After joining Nal'ibali, **FUNda Leaders were more** likely to run a reading club, organise an event to promote reading, donate to a reading club, volunteer at a reading club, share stories in a public space, and take children to a library to check out books.

Nal'ibali

 Continued promotion of the FUNda Sonke loyalty programme as a support and networking hub ■ More opportunities to access our open source reading materials digitally Expanded supplement distribution and translation into more languages CALL 02 11 80 40 80 OR VISIT www.nalibali.org

Our FUNda Leaders are the lifeblood for a literate South Africa. Nal'ibali will continue to grow this essential network through:

■ Increased interaction with FUNda Leaders via phone and SMS

CONCLUSION

More personalised communication

Based on average number of children read to, frequency of reading, and minimum wage