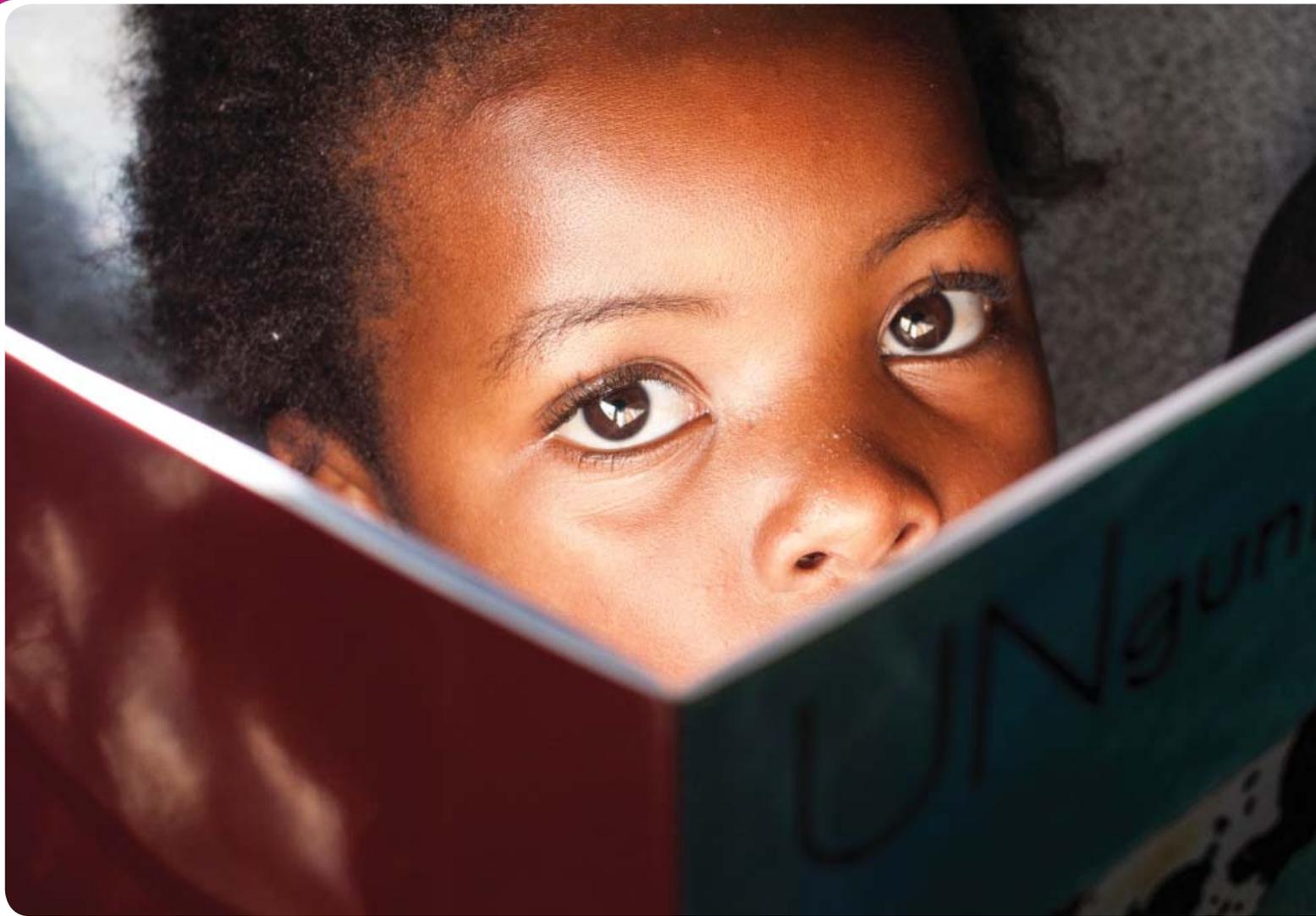




PRAESA
Growing biliteracy and multilingualism

Annual Report



March 2015 to February 2016

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A message from our Executive Director



In late 2011, PRAESA took up the challenge from DG Murray Trust to design and implement a literacy campaign. We all agreed that it could not be “just another reading drive”. This was partly because we were aware of the limitations and short lives of previous campaigns, but also we needed it to be a campaign to grow a love of stories and reading. We were looking to integrate advocacy with practical know-how. This arose from my long-expressed belief and work in putting stories and meaning into the heart of children’s literacy learning. We decided to focus on not only the primacy of story reading but also storytelling itself, as the bridge to societal literacy behaviour change.

So the results of many years of development research work in multilingual education, led by Neville Alexander and myself, were poured lovingly into the foundations and the fruits of the campaign we see today. The work in

PRAESA’s Early Literacy Unit with colleagues like Ntombizanele Mahobe and Xolisa Guzula can also not be forgotten. We all believed in and had seen the power of free voluntary reading in school and in ‘third’ spaces like reading clubs.

Our literacy approach was welcomed and built upon by other pioneers of the first phase of Nal’ibali: David Harrison from DG Murray Trust (with his great campaign vision), Thulile Seleka and Esther Etkins (first campaign and communication experts), Arabella Koopman (whose many years of expertise in multilingual storybook production have been invaluable) and Patti McDonald (her deep passion for children’s reading brought in Times Media as a print partner). Several other partners joined us and the growth of collaborations, which soon included the SABC and the Department of Basic Education, are a testimony to the expertise in and dedication of the entire team. The groundwork was done well; the idea of reading for enjoyment is now becoming widely accepted as essential for successful literacy learning.

Poised, as it is now, to bring the power of stories into homes, communities and schools across the length and breadth of South Africa, Nal’ibali becomes its own entity, driven by the Nal’ibali Trust. PRAESA continues to contribute and give support as a founding partner of the campaign and of the Nal’ibali Trust, bringing literacy vision and content, as well as helping to ensure the quality of delivery.

Carole Bloch

Executive Director PRAESA
carole@praesa.org.za

"I find out many things such as how to teach kids to read and know how to create a story by him/herself. Nal'ibali training helps us a lot because it teaches us more about story playing and also how to create the story."

Recipient of Nal'ibali literacy training (Western Cape, July 2015)



Literacy Training

The recipients of the Nal'ibali literacy training are people interested in learning more about how to read and tell stories with children. They are passionate about narrative and our youth. They include individuals or organisations that want to start up reading clubs or bring reading to life in their classroom, organisation, library or reading group. Most of all, they are people concerned about our literacy challenges and want to turn South Africa into a reading nation.

Literacy mentors play a huge part in the successful roll out of training in their respective provinces. As a result of their efforts, 2 586 people were trained in 98 training sessions during this reporting period. The training comprised reading club literacy activities which are predominantly songs, games, reading for enjoyment, writing for purpose, storytelling and Storyplay but also include language development activities.

The training offers participants an experience of using reading and writing in meaningful ways. Trainers

demonstrate how children and adults can enjoy stories and books together as part of their daily life. Recipients are offered information on how to run an effective reading club as well as how to inspire other community members to start up reading clubs or incorporate reading-for-enjoyment practices into existing programmes (such as schools, ECD and other NGO sectors). We aim to help participants understand and value the benefits of reading for enjoyment for children's literacy learning and development and to experience creative ways to inspire a love of reading in children and adults. Trainings are practical but also provide a space for participants to become inspired to talk about the kind of environment and conditions that motivate children to want to read and write.

This inspiration creates a need in people to be a part of the "Nal'ibali way". Training recipients started teenage clubs, mixed reading clubs or Storyplay clubs and to date we have 810 clubs that we support with monthly mentorship workshops.



Theory of Change



Nal'ibali's theory of change grew from PRAESA's research and development work prior to 2012, which views literacy as social and cultural in nature. This implies that children learn the necessary technical and mechanical skills of literacy at the same time

as they come to use reading and writing for real purposes. Stories and imaginative play lie at the centre, rather than the periphery of literacy learning, because they lie at the heart of children's drive to learn and make meaning.



Informal teaching and learning

LITERATE COMMUNITIES OF PRACTICE

Literate communities of practice come into being and are sustained when people join in with personally meaningful reading and writing activities and processes on a regular basis in clubs or other spaces where their

presence and contribution is welcome. Through their participation, they learn from others, in turn influencing the way things are done and gaining a sense of belonging and ownership.

STRATEGY - MULTILINGUAL CONTENT ADVOCACY, MENTORING, TRAINING

A four-pronged strategy has been designed for achieving Nal'ibali's intention to inspire people into reading for enjoyment in South Africa:

- 1) Advocacy at all levels of society through face-to-face contact and digital and print media, with the growth of a desirable brand which is associated with inspiration and joy together with powerful messaging which informs adults of the benefits of literacy for their children and for the future of South Africa as well as their invaluable role in this as interactive role models.
- 2) Training workshops are offered across South Africa to adults in informal and formal sectors of society, which motivate, equip and inform them on why and how to set up and run reading clubs as well as other ways to engage with children around stories.

3) For many people, ongoing mentoring brings the kind of support they need to expand their knowledge and skills in ways that will keep them committed and feeling connected to the wider Nal'ibali community.

4) A range of multilingual reading materials including stories for children and information for adults are produced and offered by Nal'ibali to support regular reading and writing in African languages and in English. This allows for maximum understanding and access for all.

PEOPLE - AWARE, CONFIDENT, INSPIRED, MOTIVATED, READING, WRITING, STORYTELLING

The more children and the adults who care for them read, write and tell stories, the more aware they become about the range of powerful uses print has for their lives. As they have more and more positive

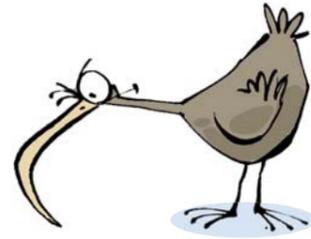
experiences, they gain confidence and are motivated to continue. In informally structured ways, children develop language, concepts about print, literacy and literary knowledge as well as other related skills.

CRITICAL, CREATIVE, ENGAGED PEOPLE

Nal'ibali encourages informally structured learning by spreading the enjoyment of stories and supporting behaviour change towards regular reading and writing in daily life. At the heart of the campaign are children, surrounded by other people

of all ages – and the belief that if adults share stories and books with children, and give them appropriate enjoyable and interesting literacy experiences, this enables them to become critical, creative and engaged people.

2015 Highlights



Building a nation of empowered and literate citizens is no small undertaking. However, through our combined efforts with our partners, we can start to see the glimmers of change in our homes, schools and communities as more and more children and caregivers experience the joy and benefit of reading and storytelling in African languages and English.

2015 was all about affecting change and extending the reach and spirit of the Nal'ibali campaign. A few of our key highlights are included below:

- Trained and equipped nearly 2 400 people from partner organisations to use informally structured, story-centred, enjoyment-based approaches to support children's bi-literacy development in collaboration with 53 partners.
- Grew our reading club base from 345 to over 800, reaching 25 637 children in six of our nine provinces.
- Extended our reach further into schools with the Department of Basic Education by training 708 Curriculum Advisors, teachers and parents as mentors and master trainers. They have now established 159 additional reading clubs.
- Read aloud to a record 166 360 children on our annual World Read Aloud Day celebration and generated close to R2-million in media coverage.
- Launched our first national storytelling competition, Story Bosso, and collected over 1 500 stories from across the country in one month. In order to source stories directly from our network and communities across the country, we held over 70 pop-up auditions and events during this month and used these events as opportunities to distribute over 13 000 books and 26 500 story cards in a range of South African languages.
- Celebrated the milestone 100th edition of our bilingual reading-for-enjoyment supplement in September 2015 and distributed 130 000 copies of our Children's Literacy Rights poster.



- Honoured with the Best Contribution to Language Development in the Western Cape by the Western Cape Cultural Affairs Awards.

- Received the world's largest award for children and young adult literature and reading promotion, the Astrid Lindgren Memorial Award.

We hope these milestones will inspire you. We know that it is only with the continued support of reading club leaders, volunteers, parents, caregivers and partner organisations that we can continue to make our goal of a literate, critical, creative and engaged society a reality.





“Much of this happens on the ‘Magic Carpet’, an imaginative physical space where adults interact with children as they come to know and explore stories. The workshop provides valuable information and activities to address early literacy and book behaviour.”

Nal'ibali Storyplay Workshops



Nal'ibali Storyplay is a fun and interactive approach to experiential learning. We integrate stories and play in an informally structured early literacy curriculum that workshop participants can offer to the children in their care.

Storyplay workshops provide valuable information and activities to address early literacy learning and development. We inspire, motivate, and provide information as well as offer practical ideas that will assist teachers and caregivers of young children to approach the beginnings of literacy learning in meaningful and enjoyable ways.

During the Storyplay training, time is spent discussing how young children learn to read and write in multilingual settings. We make our own books, tell stories and act out these stories. Much of this happens on the 'Magic Carpet', a special space designated for exploring stories. When adults experience the joy and art of reading, writing, storytelling and story-acting for themselves, they come to recognise and appreciate how informal literacy learning takes place and are in a better position to enable appropriate experiences for children. This process of "doing" is crucial to coming to understanding how to be a role model for children.

How we do this:

- We debate, we reason, we agree, we disagree and we laugh;
- We explore and where necessary, challenge participants' assumptions about early language and literacy acquisition and learning in multilingual settings;
- We support participants to empower themselves to be the best possible role models for children;
- We explore creative and fun ways of creating print-rich, language appropriate environments in early childhood centres and we explore, discuss and experience ways to inspire and develop children's imagination;

- We offer strategies for choosing books that can be brought to life by and with young children;

- We explore the importance of imaginative role-play and stories in mother tongue and additional languages for language development in the early years;

- We demonstrate links between oral and written language as part of the early writing process.

We also conduct demonstration sessions. These are key to the Nal'ibali Storyplay approach and are designed to illustrate how to do Storyplay with children. This allows the practitioners to observe and make links onsite with their recent training experiences and to see and experience the "theory" in action. Modelling appropriate practice implies allowing children's voices to be heard and a focus on more informally structured learning opportunities where they have space and time to explore and lead. The objective is to show adults the value of enabling meaningful and authentic "literacy moments" with children that happen during their play using stories as a stimulus.

The outcomes we are striving to achieve are:

- Changes in perception regarding the use and value of stories in preschool and school communities;
- An improvement in the quality of literacy teaching;
- Children who are voluntarily engaging in regular, personally meaningful early literacy activities;
- An increased accountability by targeted sites to extend the Storyplay experience to other ECD centres and schools;
- For parents and practitioners to understand that play and story are crucial for effective education;
- Increased initiative and motivation by parents to access Storyplay tips and ideas from targeted ECD centres and be involved in their children's literacy learning experiences.

“Inspired and inspirational, this competition was modelled as a nationwide talent search and designed to heighten awareness of the importance of reading and storytelling. These values lie at the core of the Nal’ibali campaign and the Story Bosso initiative is one of the high profile achievements for the time period.”



Story Bosso



In September 2015, Nal’ibali launched the Story Bosso campaign. This competition was modelled as a national talent search and designed to bring awareness of the importance of reading and storytelling. These values lie at the core of the Nal’ibali campaign and the Story Bosso initiative is one of the high profile achievements for the period.

While launched in Khayelitsha, more than 2 000 Story Bosso submissions were collected from across South Africa. Stories from all age groups and in all languages were considered. Participants were invited to submit audio or video clips of themselves reading or telling their favourite stories – as an individual or in groups. For those with limited or no technological connectivity, Nal’ibali also held a series of pop-up auditions amongst reading groups and communities. Partners such as Times Media, National Book Week, the Jozi Book Fair, Soweto Theatre, Vodacom Teacher’s Centres, Mad About Art and Africa Unite held further auditions. The campaign also provided an opportunity for Nal’ibali to distribute books and reading materials to children and their caregivers. More than 13 000 books and 26 500 story cards were distributed during the rollout.

Participation was encouraged through celebrity story-telling on the Nal’ibali YouTube channel and an extensive media campaign. Entries included stories being read across the generations, celebrities retelling classic stories, original stories being told for the first time, collaborative multilingual stories and bright-eyed young storytellers giving their own interpretation of stories told to them. The energy of the entries was palpable and uplifting – truly the most beautiful face of our nation.

Fourteen finalists were chosen and at the end of November, a winner was announced. Seven year old Athandiwe Sikada of Khayelitsha now holds the crown of Story Bosso for the nation. Her story, a retelling of uMboleki, captured the hearts of the judges.

With poise and confidence, the young storyteller holds her audience and delights them with a story about the importance of manners. Visible chuckles are heard from adults and children alike in the video created for her entry.

Sikada received a surprise visit at school from Story Bosso celebrity judge and acclaimed author, Sindiwe Magona to announce her win. Magona treated Sikada and her class to a special storytelling of their own. Sikada also received a cash prize, an Ackermans voucher and a home library, courtesy of Nal’ibali sponsors and partners. Two runner-up winners, 12 year old Atang Makgata (A Dream about the Enchanted Forest), and Kerrin Kokot and Jayne Batzofin (The Lonely Frog), also received prizes and vouchers.

The competition was covered by a mix of local, regional and national level media across all platforms. Nal’ibali media partner, Times Media, carried news of all the elements across its Sunday World, Daily Dispatch, Herald and Sowetan newspapers. The campaign was also featured on YoTV, eNCA and eTV Sunrise, generating a total of R 1 498 003 worth of media coverage.



Some words from the DG Murray Trust



The logic of Nal'ibali is simple: an expanded culture of reading could be a real game-changer in South Africa. Ensuring that children have many wonderful, personally satisfying experiences with reading and writing leads to motivated learning and engagement with a range of essential literacy concepts.

Telling and reading stories with children also offers parents and caregivers an unthreatening and enormously useful role in their children's learning – helping to ensure a mutually supportive partnership with school. Not that reading is just about educational attainment: apart from its role in personal knowledge and development, we also know how critical it is for the kind of analytical thinking that shapes and protects democratic societies.

The public demand for Nal'ibali is nowhere near saturated. The challenge is to develop and sustain this initiative for long enough to make a real difference. There are few interventions that have the potential to fundamentally change the dynamics of education over the next decade. One of them is to enable our children to enter school already primed as inspired learners, and Nal'ibali is this powerful primer.

David Harrison
CEO, DG Murray Trust



Some words from the Nal'ibali network



Thank you so much for the reading material and t-shirts received. The learners are so excited about it! I'm sure everyone will put on his/hers tomorrow!

Thanks once again, it is highly appreciated.

Mrs. A. C. Casoojee
Saint George Primary

We are so grateful for our colourful and helpful posters that we received from you last week. I know that they are going to be of tremendous benefit to our staff and learners!

It was great to get back and find them waiting for me. You are truly doing a sterling job and I am always refreshed by reading your articles and receiving your gifts.

Sue Buter
Stella Pre-Primary School and Care Centre

We find the stories so helpful here - where schools don't have libraries/much material for reading for enjoyment, it's so great for them to access stories where every learner can have their own copy, and take it home.

We've been using the stories at 2 of our language programmes - a school-based foundation phase literacy programme (for Gr R-5), and at our English support classes for Gr 6-9. It's so helpful having the English/isiXhosa text combination.

Nathalie Koenig
Axiom Education

Warmest congratulations to the PRAESA team for winning the Astrid Lindgren Award for 2015 – so well-deserved for the extraordinary work you do in the beloved country.

All those happily reading children you have encouraged are the advance leaders of a reading generation that will help to redress and overcome the dire consequences of continuing failures in our education system. We are really proud of our links with you, and thank you for all the support you've given us.

With best wishes to all, and a big cheer for Pippi Longstocking,
Jenny and the FLF Library Fund team

After another successful term of reading, I would like to pass my gratitude to the team for the Nal'ibali supplements we receive at our school.

Sarah Nkosi
Igugulethu Primary School

Samantha and her friends attended all Righardt's "Nal'ibali" afternoons at the library for many years. Her reading went from "D" to "A". Samantha went on to read so well, she entered RACA Eisteddfod at Randfontein High School. Last year's reading competitions at RACA, she got Diamonds for all her reading. She did prepared reading and unprepared reading. Samantha can stand up in a classroom, look into the audience's eye and read without flinching or feeling embarrassed...thanks to Nal'ibali.

Debbie van der Nest
Westonaria

Funding Partners and Partners

We are a small team that wouldn't achieve the amazing results we do without our partners.

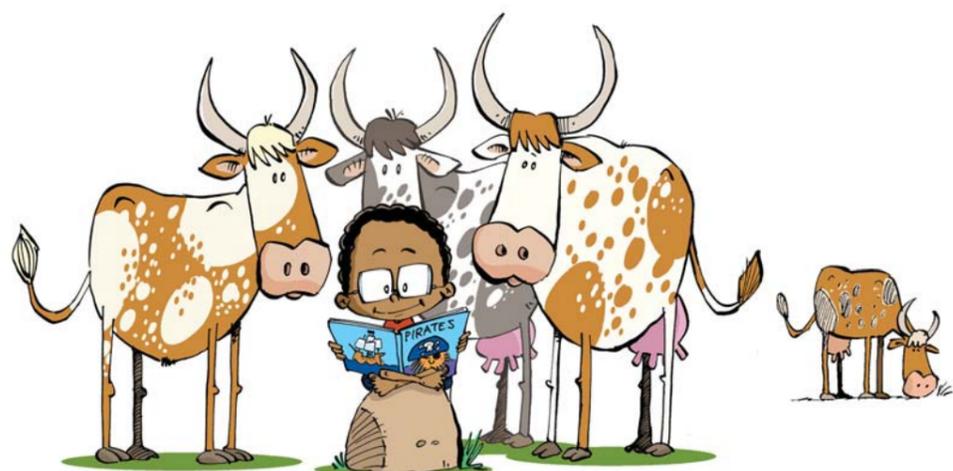


Funding partners:

- DG Murray Trust
- The Little Hands Trust
- The Oppenheimer Memorial Trust
- HCI
- SA PEN/PEN International
- Franschhoek Literary Festival
- Ilifa
- Ackermans
- Nussbaum Foundation
- VW

Partners:

- AmaJingqi Royal Development Forum
- NACCW
- Lebone Centre
- Ikamva Youth
- Amy Biehl Foundation
- Westonaria Vroue Landbou Unie
- Community Literacy and Numeracy Group
- Sebueng Itumeleng
- Reader World
- Khayelitsha Public Library
- Learn to live
- Site B Library
- Department of Education (Uitenhage)
- Izandla Zethemba Organisation
- Soul City Institute
- Africa Unmasked



- Ukhanyo Primary School
- City of Joburg (Murray Park Library)
- Soweto Theatre
- Bhekanani care and support centre
- Masiphumelele Library
- Asha Preschools
- Zisize Education Trust
- Nqoleni Education Centre
- LIMA KwaZulu-Natal
- Funda Ubhale Project
- Randfontein Local Municipality Randfontein Libraries
- Mapodile Public Library
- Murongwe Enrichment Projects
- Makhuduthamaga
- Sumbandila
- Thulamela Main Library
- Bronville library
- Emfuleni Local Municipality
- Merafong Municipality
- Evaton Library
- Mogale City Local Municipality
- Philani Development Centre
- Toekomsrus Youth Foundation
- Kidz Nett Works
- Peddie Library
- Sifunda Kunye Educational Foundation (Literacy Project)
- Intlantsi Creative Development Project
- Sophakama Primary School
- General Motors South Africa Foundation
- Kwa-nobuhle loveLife centre (VW)
- The Bookery
- Harare Library
- Sikhula Sonke
- Polokwane City Library
- Ons Plek
- Nongoma Library
- Department of Basic Education Gauteng Libraries
- Rotary
- Ithemba Labantu
- LIMA Rural Development Forum
- Family Literacy Trust
- Cultural Affairs and Sport
- Violence Prevention through Urban Upgrading (VPUU)
- Jabavu Library
- Wynberg Library



Financial Highlights



As treasurer, along with the Trustees, our responsibility has been to ensure the proper expenditure of funds, adequate allocation, and transparent reporting of all financial matters. It is our donors and grant writers that ensure that the trust's wheel turns and we are able to deliver quality projects and programmes.

A special mention must be made to:

- The DG Murray Trust, a private foundation who have been crucial partners and anchor funders of the Nal'ibali Reading for Enjoyment campaign. Through its' big-picture thinking and strategic involvement, we have continued to grow the recognition and reach of Nal'ibali's footprint.
- The Volkswagen Community Trust who have continued to help drive literacy through their support of Nal'ibali's unique newspaper supplement. The Nal'ibali supplement is produced in six South African language combinations and distributed across the country through newspapers in the Times Media Group, as well as delivered directly to partners and reading clubs.
- The Astrid Lindgren Memorial Award, which raises globally, awareness of and interest in the significance of children's literature and reading promotion for individual and societal development and progress. Making PRAESA the 2015 laureate, recognises the

strategic importance of PRAESA's holistic, story based approach to literacy in multilingual African settings and gives supports to PRAESA's ongoing work.

The Board of Trustees and Management team has a clear set of policies and controls in place to ensure the Trust's sustainability and ability to carry on with its work.

Sound investments have been made to supplement other forms of income that is received. This is evident in the large growth in dividends and interest received in the 2016 financial year compared to 2015.

I would like to take this opportunity to thank all our supporters and backers in ensuring that we go forward to achieving our vision to enable conditions for learning, inside and outside of school, which motivate children and adults to want to read and write – and enable them to actually do so – in African languages and in English.

Thando Gobe

Trust Administrator

Financials



STATEMENT OF LITTLE HANDS TRUST FINANCIAL POSITION AS AT 29 FEBRUARY 2016

NON-CURRENT ASSETS	6 817 342
Financial Assets	6 817 342
CURRENT ASSETS	4 967 150
Trade & Other Receivables	75 685
Cash & Cash Equivalents	4 891 465
TOTAL ASSETS	11 784 492
EQUITY	10 123 574
Trust Capital	-3 534
Accumulated Surplus	10 127 108
LIABILITIES	1 660 918
Non-Current Liabilities	1 321 730
Current Liabilities	339 188
TOTAL EQUITY & LIABILITIES	11 784 492

SUMMARY OF LITTLE HANDS TRUST FINANCIAL PERFORMANCE FOR THE YEAR ENDING 29 FEBRUARY 2016

INCOME	21 737 026
OPERATING EXPENSES	-16 217 098
OPERATING SURPLUS FOR THE YEAR	5 519 928

SUMMARY OF NAL'IBALI FINANCIAL PERFORMANCE FOR THE YEAR ENDING 29 FEBRUARY 2016

INCOME	14 364 297
OPERATING EXPENSES	-14 117 700
OPERATING SURPLUS FOR THE YEAR	246 597

Astrid Lindgren Memorial Award



On 31 March 2015, the Project for the Study of Alternative Education in South Africa (PRAESA) was honoured with the Astrid Lindgren Memorial Award (ALMA). PRAESA was recognised for its work in promoting children's literacy and literature in all official languages across South Africa for more than 20 years.

Astrid Lindgren was a Swedish writer of both adult and children's fiction and screenplays. She is best known for her story of Pippi Longstocking, a character she invented to entertain her daughter, Karin, when she was sick in bed. A champion of children and human rights, Lindgren's stories grew from her belief in justice and a deep respect for children. "Mankind is preoccupied with two great things: death and love; these catch the interest of all ages. You shouldn't scare children to the point of anxiety, but just like adults they need to be moved by art." Lindgren's literary contributions were acknowledged during her lifetime and following her death the Swedish government set up the ALMA award in 2002. It is known as the most prestigious award for children and youth's literature. In 2002 PRAESA became the

first ALMA laureate from the African continent since its inception.

The Swedish Minister for Culture and Democracy, Alice Bay Huhnke, underlined the importance of culture for democracy at the award ceremony: "For me as a minister of both culture and democracy, it is very encouraging to see PRAESA's successful work using culture to strengthen democracy. A wide range of culture, arts and literature that reaches both adults and children is a prerequisite for democratic development and for preserving democracy."

The award was received in Stockholm by PRAESA director Carole Bloch, Training Coordinator Ntombizanele Mahobe and Programmes Support Officer Malusi Ntoyapi. In her speech, Bloch emphasised that stories can and do change young people's lives: "Sharing stories inspires us all to struggle against being overwhelmed by the challenges we meet each day in our fractured and profoundly unequal society. This is also the impetus behind the Nal'ibali reading-for-enjoyment campaign PRAESA runs."



Looking Forward



Over the past few years, under the guidance and direction of PRAESA, Nal'ibali has flourished and grown. As a founding partner, PRAESA has rooted the Nal'ibali campaign in some 20 years of research on literacy development in the South African context that has informed not only the campaign's theory of change – the why, but also the campaign's operations – the how. In 2016 Nal'ibali and PRAESA will shift their institutional arrangement, and the independent Nal'ibali Trust will be created.

With PRAESA as a research and content partner, we will work hard to position Nal'ibali as a household name, a brand that is recognised and loved across South Africa; to create a larger-than-life phenomenon that people are eager to be a part of; and to support action through resource distribution, face-to-face and digital engagement.

We look forward to continued working relationships with our existing partners, and to growing our network of literacy change makers. More change makers will create more opportunities for children to engage in stories, in their own home languages, that are full of joy and fun.

Jade Jacobsohn

Managing Director, Nal'ibali Trust
jade@nalibali.org





The Nal'ibali Team

Get in touch!

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The Nal'ibali call centre

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Our Cultural Manifesto

- Committed to infusing joy through passion, creativity and professionalism
- Committed to building trust and 100% participation
- Always with integrity and dignity



