**Nal’ibali**

*Supplement 2018*

**Survey results**

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 14582 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.

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**Profile: Who are our FUNda Leaders?**

- **Age**:
  - 25-45: 57%
  - <25: 20%
  - >50: 23%

- **Where they live**:
  - Urban: 47%
  - Rural: 20%
  - Small town: 20%
  - Rural/Small town: 7%

- **Sex**:
  - Female: 87%
  - Male: 13%

- **Who motivated you to join Nal’ibali?**
  - Personal interest: 19%
  - Media: 26%

- **How did you hear about Nal’ibali?**
  - Personal interest: 25%
  - Media: 26%
  - Networking: 30%
  - Other: 19%

**Activities**

- **What are they doing?**
  - Read aloud to children: 95%
  - Tell stories to children: 91%
  - Run a reading club: 30%
  - Volunteer at a reading club: 24%
  - Help children to a library: 23%

**Resources**

- **To how many children?**
  - 1 to 5: 29%
  - 6 to 20: 22%
  - 21 to 50 kids: 24%
  - >50 kids: 21%

**Books**

- Library: 57%
- Nal’ibali website: 21%

**Impact**

- **What are they achieving?**
  - **24%** of FUNda Leaders read aloud to children more often since joining Nal’ibali.
  - **16 extra years worth R2.8 million** of adults reading aloud to children.
  - **319 extra years of children being read to**

**Recruitment & motivation**

How did they join the network?

- **How did you hear about Nal’ibali?**
  - Personal interest: 25%
  - Media: 26%
  - Networking: 30%
  - Other: 19%

**Connectedness**

How connected are FUNda Leaders?

- **To Nal’ibali**:
  - Feel they have benefited by being part of Nal’ibali: 88%
  - Would like to hear from Nal’ibali at least once a month: 97%

- **To each other**:
  - Have encouraged someone to join the FUNda Leader network: 50%
  - Have done an activity together with another network member: 69%
  - Know other FUNda Leaders: 69%

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**Conclusion**

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
- More personalised communication
- 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

**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.

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**Contact**

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