

October 2008

BURY ME IN BOOKS!

In February 2008, then DG and PRRG Zone 10A Africa coordinator, Shirley Downie, approached the government owned South African Broadcasting Corporation and successfully negotiated the flighting of the Humanity in Motion advertisements on their radio and TV channels. In return, Shirley offered the SABC Foundation the opportunity to select books from the D9300 Rotary Humanitarian Centre for schools that they supported.

South Africa celebrates Literacy month in September. Acting Chairperson for the SABC Foundation, Gail Pedra, agreed to partner the Literacy month campaign with Rotary International and Postnet, who produced the 'Bury me in Books' TV advertisement. Marketing Manager of Postnet SA, Rtn Wendy Sweetman agreed to partner the campaign and use the 'Bury me in Books' website Postnet designed in late 2007. PostNet SA, has a network of over 218 franchised stores situated in retail locations and business nodes in SA serving 32,000 walk-in customers daily. For four weeks from 23 September 2008 the advertising response was staggering.

The advertisement value to Postnet and Rotary International - US\$ 3,800m.

- 7000 phone calls received from South Africans
- Over 2000 emails sent to the 'Bury me in Books' website – requesting books
- Over 1000 sms' sent to callers in response to messages received

Between May 2007 and mid October 2008

- 464,633 books to schools representing 50.60% of the books collected
- 918,311 books – valued at US\$ 14,800m
- Average no. of 59 246 books per month

The campaign produced overwhelming results with thousands of book requests– the oldest caller being a 74 years old bedridden lady whose nearest bookstall is 75 klms from her Old Age home. The need is huge! The cry for knowledge is evident. Grannies were calling for their grandchildren and themselves. Schools expressed the need to start a library and others wanted to replace old library books. Volunteers of community projects wanted books to teach the under privileged to read and learning centres said that they would take anything we offered.

It all started seven years ago when the then DGEs Ted Pope (D9300) and Charlie Clemmons(D 5890) agreed to launch the 'Bury Me in Books' campaign. Rotary clubs in Texas together with schools and private individuals collected and shipped close to 9 million books since then. In Texas, individuals and companies donated US\$ 100,000s towards the purchase of the containers and payment of the shipping cost to Durban, SA. Weekends are spent sorting, packing and loading books under the expert guidance of PDG Charlie Clemmons, PP Barb Clemmons, Rtn Angie Jiminez and his staff. Now, over 4.2 million people have benefited from receiving these books. Now, over 4.2 million people have benefited from receiving these books.

The RC of Bedfordview (D9300) started the project with books sent from the UK and Australia in the mid '90s. In April 2007, the Rotary Humanitarian Centre was moved from the Nedbank sponsored premises to Bedfordview and it became a District project.

D9300's Retired Rotarians and Rotary Anns volunteer their excellent services unpacking the containers and guide the visitors. The Youth Exchange students and other Rotarians helped over weekends. The centre is managed by PDG Ted Pope and Matching Grant Chairperson Robin Bath – both very dedicated and loyal to the project.

In order to sustain this demand, we need more books. Due to the success of the campaign, Gail Pedra has requested Rotary to do 'Back to School' Literacy campaign in January 2009 when the schools open. Postnet agreed to partner Rotary once again! Please help extend the 'Bury me in Books' project.

<p>300,000 sets needed</p> <ul style="list-style-type: none">• Pencils• Erasers• Pens• Rulers• Small lined exercise books	<p>Matching grants needed</p> <p>OR please consider sending</p> <ul style="list-style-type: none">• Door-to-door shipping of containers• PCs, blankets, medical equipment, toys• Educational books and novels
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The containers are offered to the Rotary clubs who raise funds to convert the containers into either HIV/AIDS day clinics, nursery schools, sewing projects and libraries.



more photos to be included here....

Thousands of underprivileged South Africans will benefit from your generosity. Your support will help reduce the illiteracy rate; you will give people a variety of books to read and they will gain an education - thus the opportunity to earn a living.

South Africa's population is 49 million with 12.3-million learners, some 386 600 teachers and 26 292 schools, including 1 098 registered independent or private schools that tutor 340 000 students - 2.8% of the total schooling. Of all schools, roughly 6 000 are high schools (ages 14-19) and the rest primary (ages 7-13). Illiteracy rates are high at around 24% of adults over 15 years old (6 to 8 million adults

are not functionally literate), teachers in township schools are poorly trained, and the final school year pass rate remains low.

The country's most poverty-stricken areas make up 40% of all schools in 2007. In total, 5 001 874 learners from 13 856 schools were listed as beneficiaries of the free-fee policy in 2007. Government provides minimum learning resources. The lack of books followed by the lack of money, were cited as the leading barriers to education among 7 to 18 year-olds in 2006.

Rotary International thanks the SABC Foundation and Postnet for this excellent opportunity and for their support and contribution. May the working relationship continue for many years.

We appreciate the support of funds, books, medical equipment,
PCs, donations and dedication from:

- The Rotary clubs and schools in Texas
- PDGs Ted Pope, Charlie Clemmons, PP Barb Clemmons, Shirley Downie, Chuck Kurtzman and Rtn Ken Kay
- McLean Shipping, Houston: Rtn Angie Jiminez and staff
- Herb and Lenore Miller
- Pro-Tem, Inc.
- The SABC Foundation: Gail Pedra & Jacqui Mgudlwa
- Postnet SA: Rotarian Wendy Sweetman
- Rotarians, Rotary Anns, Friends of Rotary and the Youth Exchange Students
- Verbolt (Pty) Ltd and the Nienaber Family Trust (D9300)

If you can help, please CONTACT PDG Shirley Downie (D9300)

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Visit www.burymeinbooks.co.za

Book Distribution from May 2007 until September 2008.

