

Sponsorship Proposal

Bright Start - Educational Support Programme

Background

Bright Start is a Section 21, non-profit company based in Hout Bay, a small town, formerly a fishing village, 20 kms outside of Cape Town, in the Western Cape of South Africa. Bounded by sea on one side and mountains on the other, Hout Bay is geographically and scenically very beautiful, and is unique in that three communities live side by side; However, poverty and hardship is an everyday reality for the majority of the population. Despite the change in democracy, good schooling and housing is out of reach for many of the population, due to the scarcity of skills and availability of employment. This is particularly true to Hout Bay.

The Need

South Africa has an estimated 3 million illiterate adults and another 8 million are functionally illiterate. The importance of increasing access to education and stimulating a love of books and learning cannot be overestimated.

- There are 949,539 children at government schools in the Western Cape, and
- 28,976 at private schools
- The pass rate at public schools is 57.1% compared to 98.4% at private schools
- The average reading and writing at age 8 is 39%
- The average math score is 30%
- 60% of pupils drop out of school before Matriculation, the key qualification at 16yrs (saix)

Hout Bay has several private schools and some semi government or “Model C” schools (some government assistance), and three government schools. Two of the government schools are primary and one secondary – all are over- crowded and under resourced. The primary language of the Secondary school is Afrikaans, which only serves one third of the constituency.

The Project

Bright Start’s main objective is to offer previously disadvantaged children a ‘brighter future’ by placing them in the private school system. The programme provides ongoing support and guidance to the beneficiary through his or her school career to ensure the child reaches his or her optimum potential.

The founders of the organization are Sally Whitford and Libby Moore. The programme was initiated based on the success of children they personally sponsored through private education. This coupled with the demand from friends overseas wanting to donate to a 'good cause' where 100% of their contribution would reach the beneficiary, and results would be tangible.

The Programme

Through collaboration with stakeholders, Bright Start has partnered with two schools, namely Valley Pre-Primary, and Kronendal School. Valley Pre-Primary is a feeder school for Kronendal and both schools are easy to access – some children walk to school whilst others are lifted via public transport or parents. Valley Pre-Primary is conveniently situated across the road from Kronendal.

Bright Start works alongside the child, teachers, parents and third parties to provide support and guidance to ensure the child reaches his or her full potential throughout his or her school career. This support is funded by the members, who work in a voluntary capacity, whereas all donor funds go directly to the child as specified in the donor package.

- Bright Start offers an under-privileged child the opportunity of Private Schooling
- As well as funding school fees, Bright Start addresses additional requirements of the child, viz. social, physical and emotional needs through its Educational Support Programme.
- An assessment and selection process is in place with the collaboration of members and partners
- Each sponsored child is allocated a tutor from Bright Start who will develop a relationship with the child, parents and teachers. The tutor will assist in nurturing and developing any interests or talents the child may have.
- Parents are required to make a small monthly financial contribution of R250.00 to the programme
- The children selected are at nursery or pre-school age to facilitate easier integration
- Each donor will be allocated an individual child, where they will be kept informed of progress – therefore the benefit is real and tangible
- 100% of the donors contribution reaches the child (no administrative costs)
- Bright Start invests in the children it supports, contributing up to 50% on top of the donor's contribution to pay for peripheral and extra curricula needs of the child.
- The organization provides the donor with term progress reports and an annual review. Statements are provided for tax purposes
- The programme will be limited to a maximum of 15-20 students to ensure input is maximized and children closely managed.

The essence of the Educational Support Programme is selection, support, sponsors.

Child Selection

The selection process forms most of the groundwork for a child joining the programme. Members believe this is a critical part of the programme and will contribute to the overall success of the programme. Partners are consulted with and interviews are conducted both at the relevant schools and in the home environment. The following steps are part of the process:

- Referrals from schools, community leaders, employers and other stakeholders
- Child and family assessment
- School Interviews
- In-depth child and family screening
- Employer reference
- Home Visit
- School place confirmed
- Donor paperwork completed

Children currently in the programme have been referred by either employers, or schools and crèches where the child and parents are seen to be potential candidates.

Child Support

The Programme provides not only financial, but social, emotional and academic support. Bright Start believes this to be essential in order to obtain maximum learning opportunities and integration into the private school system.

After a child has been selected and placed in a school, (either Valley Pre-primary or Kronendal), he or she will be allocated a specific tutor –(the tutor will be a member of Bright Start). The aim of the tutor is to develop a relationship with the child and assist with providing support and guidance for the three main parties concerned. Tutors work alongside teachers to assist with needs beyond the classroom, such as extra- curricular activities, third party support, social or emotional problems, and facilitating communication with parents if necessary.

Further support is extended to the parents to ensure clear channels of communication, assistance with any cultural differences, and encouragement in their involvement with the child and school.

The following are included in the Child Support Programme:

- Monthly progress meetings – child, teacher and parents (becoming bi-monthly in time)
- Message folder review – to keep up-to-date with school events
- Extra- curricular activities – participation suitability
- Transportation to events if required
- Third party assistance viz. doctors, dentists, educational specialists
- Birthday – assistance with birthday party
- Sponsor communication – term and annual reports

Sponsors

Becoming a sponsor is a simple process. There are two types of sponsorship to choose from:

1. Once-off sponsor
2. Education Sponsor

1) A **'once-off sponsor'** may decide to contribute towards a specific item or event, or purely donate a sum towards the overall objectives of the Programme. Specific items or events could include: extra tuition, sports or musical equipment, birthday party or school trip etc. Donors will be provided with feedback and newsletters unless requested not to.

Bright Start raises funds for various items over and above the sponsor's contribution, this includes an allocation for school bags, lunch boxes, books, outings, birthdays, sporting equipment, third party visits, transportation etc. Once-off donations assist with these and are greatly welcomed.

2) An **'education sponsor'** would be required to commit to a minimum of a two year period. A longer term commitment is preferred to see through a significant part of the child's education. Once the child enters the private school environment, it is not feasible to return the child into the government school system.

Bright Start aims to ensure all beneficiaries remain within the programme and are committed to finding donors should any particular donor need to withdraw sponsorship. A minimum of two months' notice is required.

Sponsors can request a specific gender if they wish, otherwise a child will be allocated to them on joining the programme.

Corporate sponsors may be interested in a financial endowment arrangement where a lump sum is invested and the dividends or interest is used to fund the sponsorship arrangement. Bright Start is able to provide publicity for P.R. purposes. Typical corporate sponsorship opportunities also include:

- Birthday parties
- Birthday gifts
- Sporting equipment
- School Uniforms
- Music bursaries
- Family education (more than one child from a family)
- School starter packs

Bright Start will be happy to accept any branded merchandise, or gifts etc.

Group sponsorship - a group of donors may wish to sponsor one child. Bright Start would prefer one amount payable from a single source, but at the same time, is happy to duplicate communication to all individuals in the group. This makes sponsorship more affordable for those who are able to make a small contribution.

Communication

All communication will be through Bright Start and sponsors will have no direct contact with the family, except under special circumstances.

Initially sponsors will receive a sponsor pack with details of the programme and the child. Thereafter a quarterly progress review will be sent each school term, which includes the progress report, and an assessment from Bright Start. An annual report/pack is sent each year and includes a school photograph, a letter from the child, a review of the school year, as well as the school term reports.

Official receipts are provided for tax purposes from the organization. As the organization has 18a status your donations are tax deductible.

Our website www.brightstart.org.za is live and up-to-date activities are recorded. We suggest donors and would be donors visit the site, as this will give a feel to the atmosphere and dynamics our communities here in Hout Bay.

Education Costs and Donor Contributions

Bright Start has tabulated the direct costs of the schools as below. Sponsors may pay their contribution in advance, annually or monthly. Local accounts are available in South Africa (Hout Bay), the U.K., Hong Kong, Dubai, and Australia. Outside of these countries we would ask for monies to be transferred to our local South African Trust Account, Bank details as follows:

FNB

Fees for 2009 – Subject to exchange rates (as of November 2008)

Monthly Fees	ZAR	USD	GBP	EUR	AUSD	HKD	AED
Nursery	R1,900	188	127	149	290	1461	692
Pre-primary	R1,166	115	78	91	178	896	424
Primary	R1,200	111	80	94	183	922	437

An optional 20% contribution can be made towards uniforms, extra curricular activities, school trips, aftercare, transport and other related costs.

NB: Please ensure your payment is made at least one month before school starts if possible.

Sustainability

The members are committed to sustaining the organization through a vigorous fundraising and P.R. strategy. Further it seeks to strengthen its base by inviting appropriate membership and donor contribution.

Accountability

The organization believes in transparency and accountability. Accountants A & E Business Services cc are appointed to produce annual accounts. Donors will be recorded and recognition given – sometimes donors may wish to remain anonymous, and in such instances we respect their wishes.

Trustees

Sally Whitford

Founding member. Local resident of Hout Bay. Educated in the U.K. B.S.C Engineering, Oxford University. Business owner and entrepreneur. Mother of three and currently sponsoring a child through the programme.

Libby Moore

Founding member and volunteer. Educated in South Africa with 7years hands-on community experience; currently working in Hout Bay for Original T-Bag Designs, a micro business and job creation project.

Sharon Scudamore

Member and Fundraising Co-Coordinator. Born and Bred South African with heart for community development. 10 years of NGO and non-profit involvement.