



SHINE LITERACY ANNUAL REPORT 2017



A MESSAGE FROM OUR FOUNDER AND EXECUTIVE DIRECTOR

In this year's report we hope to highlight our growth, sustainability and our national footprint. I recently presented on collaboration at the World Literacy Summit in Oxford and what really hit home for me is that our head office is a small team of eight, and yet, we reached over 5900 children in 2017.

In the development sector, there is a limited amount that can be accomplished in isolation as social ills are complex and interlinked. Our programmes are fostering cross generational relationships – children, youth, retirees and everyone in between – all form

part of a web of learning and care, the reach of which is amplified by all of our collaborating partners.

We are grateful, humbled and determined, and will continue to do everything in our power to work towards our vision.



With thanks,
Maurita Weissenberg

SHINE LITERACY'S PROGRAMMES

We address South Africa's literacy crisis with the following interventions:

- **The Shine Literacy Hour** which ran in our six Shine Centres that serve seven schools, as well as in our 19 Chapters (social franchises) across four provinces.
- To simultaneously tackle low levels of literacy and high levels of youth unemployment, we ran two programmes that use youth as volunteers. Recent matriculants were trained in our reading methodology and received self-development courses:
 - **YearBeyond** is run by the Western Cape Government and Shine Literacy is an implementing partner. Sixty youth provided literacy support in an after-school setting at 12 schools in low-income areas.
 - Our **Khanyisa** programme was piloted in 2017. It involved training 94 recent matriculants and placing them in 24 schools in low-income areas. This was done in partnership with Action Volunteers Africa, and the Western Cape Education Department's 100 Schools Project.
- **Family Literacy Workshops** were run to encourage parents and caregivers to support literacy development and help create a culture of reading at home. Only 5% of parents in South Africa read to their children (South African Book Development Council, 2007). We are trying to shift the mindset that learning can only happen at school. Parents are introduced to very simple ideas that can help children on their literacy journey and they are provided with a resource pack to take home which is filled with books, games and a handbook.

2017 SHINE LITERACY YEAR IN NUMBERS

87 GRADE TWO
CLASSROOMS

received a book corner through our

Khanyisa programme



5900
CHILDREN

received weekly

literacy support

66

schools across four provinces

HOSTED A SHINE LITERACY PROGRAMME

28 FAMILY LITERACY
WORKSHOPS WERE
ATTENDED BY

1623

parents & caregivers

1061

volunteers

GAVE OF
THEIR TIME

ON A WEEKLY BASIS



VISION SCREENING WAS PROVIDED FOR
531 CHILDREN, OF WHICH **93 RECEIVED GLASSES**

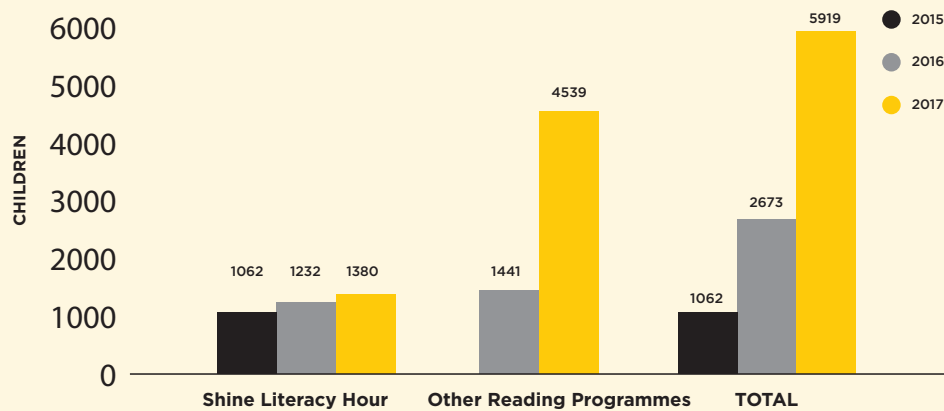


12 538

hours of literacy support

WERE RECEIVED
BY CHILDREN IN
OUR SIX SHINE
CENTRES ALONE

CHILDREN REACHED BY SHINE LITERACY'S PROGRAMMES

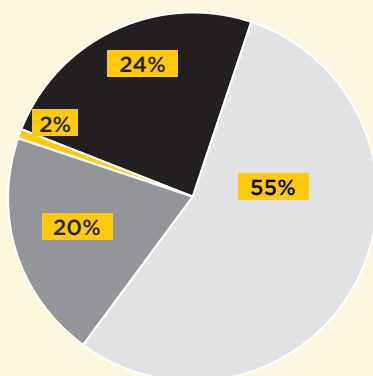


ASSESSMENT RESULTS IN SHINE CENTRES AND SHINE CHAPTERS IN ENGLISH-MEDIUM SCHOOLS

All Grade One children at schools hosting a Shine Centre or Chapter were assessed in November 2016 using the Wordworks Early Learning Assessment which tests a child's ability to identify the sounds of the alphabet, read high frequency words and write a dictated sentence. Decoding skills and phonemic awareness are used to read a list of words.

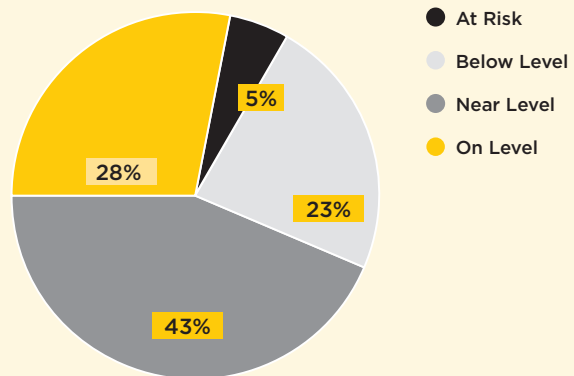
Based on these assessment results, children were placed on the Shine Literacy Hour programme in February 2017 for their Grade Two year.

All Grade Two children were assessed again in June 2017 using the same assessment tool. Participating children had received, on average, 30 hours of intervention over a period of 16 weeks when the second assessment took place.



End Grade One Pre-Test:

Shine Literacy children
Nov 2016



Mid-Grade Two Post-Test:

Shine Literacy children
Jun 2017

A SHINING EXAMPLE OF SUCCESS



'That's right. Kicking a Ball, by Allan Ahlberg,' says Sally. 'We read that book every week.'

While nervous to come to the Shine Centre and attempt to read at first, Tariq soon found his voice through a passionate subject.

'What I like best, yes most of all, in my whole life is... kicking a ball,' he reads out loud. 'He's quite a special boy,' says Sally.

Tariq went from not being able to read, to winning the "most improved reader" prize at the end of the year.

Thanks to the consistent support he received at home and the one-on-one attention provided by Shine Literacy, Tariq is now reading at his age level.

'THERE'S A CERTAIN BOOK THAT I SEEM TO REMEMBER WAS TARIQ'S ABSOLUTE FAVOURITE,' SAYS SALLY WELLS AS SHE TAPS HER FOOT.

'I wonder what that book could be?' She smiles knowingly at the eight-year-old boy standing in front of her. 'Kicking a Ball!' says Tariq to his Learning Partner who also happens to be the Zonnebloem Shine Centre Manager.

'I have no worries with Tariq anymore,' says his aunt, Bilkees. 'He is so positive and outspoken. I don't think I would have done it on my own. I am so grateful to Shine.'



Tariq went from not being able to read, to winning the "most improved reader".

*Our sincere thanks to Bilkees and Tariq for allowing us to tell their story.



The Shine Chapter at Kewtown Primary

A FLOURISHING SOCIAL FRANCHISE

THE SHINE CHAPTER BASED AT KEWTOWN PRIMARY IN ATHLONE, CAPE TOWN IS A PRIME EXAMPLE OF MULTIPLE STAKEHOLDERS COMING TOGETHER TO ENSURE THAT THE FUTURE LOOKS BRIGHTER FOR THE CHILDREN IN THIS SCHOOL COMMUNITY.

This Chapter opened in 2013 and has been a beacon of hope at the school ever since. Challenges that affect this school include gangsterism, and high levels of unemployment and violence, often resulting in disrupted home lives for children.

This Chapter is run in partnership with the Common Good Foundation. Common Good is a faith-based organisation that seeks to make a positive and lasting impact in the areas of early life, education and employment, so that individuals and communities across the city can build brighter futures for themselves.

Shine Centres and Chapters provide individualised support to children in Grades Two and Three to strengthen their reading, writing and speaking skills. Shine Chapters are social franchises that deliver the Shine Literacy Hour model but are run

independently. Shine Literacy provides initial training and resources such as a Chapter Manual, Quality Assurance and Communications Toolkits, and ongoing support and monitoring. The Chapters are an innovative solution for scaling our essential model, helping us to spread knowledge more widely and to reach far more children than we could on our own.

In 2017, the Kewtown Chapter was fortunate enough to receive a make-over, courtesy of See Saw Do, and several generous donors, and additional resources were provided by The Bookery. This space is unique in that it serves as a staff room, library and the Shine Chapter because space is limited at the school. The result is an incredible room that will foster learning and growing for years to come.

CHAPTER INDABA

SHINE LITERACY HOSTED ITS SECOND CHAPTER INDABA IN AUGUST OF 2017. CHAPTER MANAGERS FROM ALL 19 CHAPTERS SPENT TWO DAYS BEING TRAINED ON NEW SYSTEMS, AND RECEIVING INPUT FROM LITERACY SPECIALISTS.

Shine Literacy's Ethos is based on the principles of Nancy Kline's **Thinking Environment**, and Chapter Managers were able to be fully immersed in the methodology.

As our Chapter model was designed with scale in mind, systems and resources are continually being designed and refined, and ongoing training is provided to ensure that social franchises spread across South Africa are able to ensure the fidelity of the Shine Literacy Hour programme.

Special thanks to the individuals and organisations that partnered with us to run Shine Chapters and provided literacy support to over 1 000 children last year:

Common Good Foundation at Kleinberg and Kewtown Primary Schools; LifeMatters Foundation at Capricorn, Steenberg, Lourier, Westlake and Sullivan Primary Schools; Masinyusane Development Organization at Ben Sinuka and Seyisi Primary Schools; Won Life at Trevor Manuel Primary; Enlighten Education Trust at Lukhanyo Primary; The Volkswagen Community Trust at Ntlemeza Primary; Melanie Marx at Lerato Education Centre; Diane Kerswill at Claremont Primary; Saras Klausli, Jackie Steen and Jeanine Forrester at Sherwood Primary; Megan Viljoen and Maddy Loynes at Waterloo Primary; Anthea Rodseth Pampallis and Michelle McIntosh at Clayton Primary; Patsy Waites at Clarence Primary; and Marcelle Brock at Walmer Lower Primary.



Chapter Managers from all 19 Chapters and Shine Literacy's Director and Social Franchise Manager

In loving memory of Jackie Steen - a wonderful and committed member of the Shine Literacy family.



The Khanyisa programme in action

KHANYISA PROGRAMME INSPIRES OUR YOUTH

IN 2017, SHINE LITERACY PILOTED A NEW PROGRAMME CALLED KHANYISA, WHICH MEANS 'TO IGNITE' OR 'TO SPARK' IN XHOSA.

Partnering with Action Volunteers Africa and the Western Cape Education Department's 100 Schools Project, 94 recent matriculants were recruited and trained in our reading methodology. The Khanyisa programme involved placing youth in Grade Two classrooms for seven months, where they were exclusively used as Shine Reading Partners.

The objective of this programme is to assist schools in establishing a culture of reading throughout the school by increasing access to exciting books, training staff in ways to promote a love of reading and making reading a daily practice. The Reading Partner ensured that each child in the class had an individual paired reading session, twice a week. Additionally, the Reading Partner read a story to the whole class at least once a day. Classroom reading corners were

established in the 87 classrooms that benefited from receiving a Khanyisa Reading Partner.

The pre-requisite for receiving Khanyisa Reading Partners was for the school community comprised of senior management and educators from across the school to attend a one-day workshop on how to establish a culture of reading in their school.

The goal of the Creating a Culture of Reading workshops is to establish a culture of reading for pleasure in schools. Reading for pleasure is often the missing ingredient in literacy development. Extensive research confirms that self-selected reading for pleasure results in a profound growth in nearly all aspects of literacy, including reading ability, vocabulary, grammar, writing style and spelling.

KHANYISA SUCCESS STORY



SOLULELE NGWANE, 25, WAS A YOUTH VOLUNTEER ON THE KHANYISA PROGRAMME IN 2017. IN 2018, SHE IS AN INTERN AT OUR ZONNEBLOEM SHINE CENTRE IN CAPE TOWN.

“I’m a farm girl. I wanted to come to the city to meet new people and have more opportunities. I put in my CV to volunteer as a Reading Partner, passed the interview and went to Shine Literacy training where I started to communicate with people and share ideas.

It was all new to me. Where I’m from, in rural areas, people don’t like to read. When I came to Cape Town, I could see that reading is very important. It teaches us a lot. How to read and how to write. They placed me with the teacher, Ms Oliphant and her Grade Two class. She and the Principal,

Mr Sonamzi, were so kind and supportive. They taught me how to be me. At the time, I had a huge lack of confidence. They taught me how to not be afraid of anything in this world.

Then I met my Grade Two kids. Wow. They made my life easy. There was one little girl named Tina who never used to listen to me. I’d say, *Tina, come to me and read.* She’d always say, *No, I don’t want to read. Reading is boring.* Then one day, I took her aside and asked her if she’d like to read. She said she’s afraid because she doesn’t know how. I said, *Tina, nobody is perfect in this world. We are all here to learn. We can do it together.* So, we started practicing, and one day, she asked if she can stand in front of the class and read to the class. I didn’t know she could read like she did that day. She read so well!

The only thing you have to do when reading with kids is be patient, support them every day, and love them because they don’t always get that at home.

Don’t take reading for granted. Love it. Take it all in. Drop everything and Read!

I love reading every day. When I borrow a book, I want to read it right away. I don’t even watch shows anymore. All I want to do is read.

The Khanyisa programme helped me to build confidence, connect with other people and be myself. Now, I want to be a teacher. I want to go back to school. I want to study and teach Grade Twos.”



***“Now, I want to be a teacher.
I want to go back to school.”***

SOME SHINE LITERACY HIGHLIGHTS IN 2017



VINTAGE, WITH LOVE

Vintage, with Love collects previously loved garments in good condition. They host fashion pop-up sales in order to raise money for various literacy programmes. We are incredibly fortunate to be one of the beneficiaries of proceeds from their Cape Town sales.



BOOK DASH

Every Grade Two and Three child at a school that hosts a Shine Centre received their own Book Dash book on World Book Day.



SOCIAL FRANCHISE

Our first social franchise in Gauteng opened at Lerato Education Centre in Eikenhof.



WOOLWORTHS/MYSCHOOL CHRISTMAS CAMPAIGN

Author Sindiwe Magona reading to children at the Woolworths/MySchool Christmas campaign hand over event.



MANDELA DAY

Jean de Villiers of Citadel Wealth Management reading to children on Mandela Day.



YEAR END PARTY

A Year End party at one of our Shine Centres.



DIRECTAXIS

DirectAxis provided books for every Grade Two and Three child at our Shine Centre schools.



MULLERS OPTOMETRISTS

Mullers Optometrists close their branches for one day every year to do vision screening at our Shine Centre schools.

DONORS AND PARTNERS

We are incredibly fortunate to have a network of over 200 donors that contribute to our work, thereby investing in nation building. Thank you so much to all our donors - the one-off donations, the monthly donors, the major donors, and those who give donations in kind. Our work would not be possible without your support. We extend a special thank you to our volunteers, without whom the future of so many children would look incredibly bleak.

MAJOR DONORS FOR THE 2017 CALENDAR YEAR: R50 000 AND UP

Abax Development Trust • Acorn Hill Foundation • Aida Uys Trust • Annie Lennox Foundation • Deutsche Bank South Africa Foundation • Eric and Sheila Samson Foundation • FirstRand Foundation • Fynbos Foundation • Grindrod Family Centenary Trust • I-Sheng Plastic • Louise Reichmann & Mark Gunning • MAID Foundation • Mapula Trust • MySchool MyVillage MyPlanet • National Lotteries Commission • Oppenheimer Memorial Trust • Relate Trust • Shikaya Trust • Woolworths Financial Services • Woolworths.

WOOLWORTHS/MYSCHOOL CHRISTMAS CAMPAIGN

For the second consecutive year, Shine Literacy was the Woolworths and MySchool MyVillage MyPlanet Christmas Charity campaign beneficiary. Bags4Good designed the beautiful re-usable shoppers (right) that were sold in select Woolworths stores across the country.

Funding from this campaign will contribute towards establishing classroom libraries in 30 under-resourced classrooms in Johannesburg; recruiting and training volunteers for our Shine Centres and Chapters; providing ongoing support and training to Centre and Chapter Managers; and providing programme resources for Centres and Chapters.



COLLABORATIVE PARTNERS

Action Volunteers Africa • Biblionef • Book Dash • Centre for Early Childhood Development • Common Ground Church • DirectAxis • Edupeg • Masikhulisane • Mullers Optometrists • MySchool MyVillage MyPlanet • Nal'ibali • NumberSense • Partners for Possibility • Pearson • School Aid UK • The River Club, Cape Town • Vintage With Love • Western Cape Education Department • Western Cape Government • Woolworths • Woolworths Financial Services • Wordworks.



A Khanyisa Reading Partner doing paired reading with a child

OUR PLANS FOR 2018

OUR PROGRAMMES RAN IN 66 SCHOOLS IN 2017 - COMPARED TO 46 IN 2016. YET, THE SIZE OF OUR TEAM OF STAFF HAS REMAINED CONSISTENT FOR SEVERAL YEARS.

With a vision to create a nation of readers, we know we cannot do it alone. Only by partnering with like-minded organisations, volunteers, and donors, can we make strides towards this vision.

Collaboration will remain our strategy in order to continue to grow and reach more children. We are increasingly trying to use a youth volunteer model to deliver our programmes. Not only do youth gain valuable work experience, but children are receiving literacy support and access to positive adult role models. Our activities in 2018 will include:

- Establishing two new **Chapters** that are both self-funded;
- Continuing to work closely with **local government** on YearBeyond, the 100 School's Project and Grade Four programme;
- Continuing with our **Khanyisa programme**, making adjustments based on our learnings in 2017;
- Identifying **collaborative partners** who are prepared to provide funding or support for our programmes for the long term as we plan to scale;
- Continuing to **advocate** that parents and caregivers read to their children and create momentum for literacy support in South Africa.

THE SHINE TRUST

STATEMENT OF FINANCIAL POSITION AS AT 31 DECEMBER 2017

NON-CURRENT ASSETS

Property, plant and equipment R 609 421

CURRENT ASSETS R 11 498 208

Inventories R 158 632

Trade and other receivables R 96 977

Cash and cash equivalents R 11 242 599

TOTAL ASSETS R 12 107 629

TRUST FUNDS

Accumulated surplus R 9 528 392

NON-CURRENT LIABILITIES

Deferred revenue R 2 329 690

CURRENT LIABILITIES R 249 547

Provisions R 100 500

Trade and other payables R 149 047

TOTAL FUNDS AND LIABILITIES

R 12 107 629

SUMMARY OF FINANCIAL PERFORMANCE FOR THE YEAR ENDING 31 DECEMBER 2017

REVENUE R 8 232 192

Grants and donations¹ R 7 687 517

Training income R 544 675

EXPENSES² R 6 630 268

Programme Services R 4 629 139

Administration R 2 001 129

OPERATING SURPLUS FOR THE YEAR R 1 601 924

Interest income³ R 713 215

NET SURPLUS FOR THE YEAR

R 2 315 139

NOTES

1. Cash donations income is up from R7 301 964 in 2016 to R7 687 517 in 2017. This represents a 5.3% increase.

2. Overall direct and indirect expenses have increased from R6 167 390 in 2016 to R6 630 268 in 2017. This is an increase of 7.5%. This is largely due to the increase in employment costs and organisational development. Shine Literacy continues to position itself for organisational and market demands. Increased funds of R1 561 378 were reported in 2017 leaving total cash resources of R11 242 599 at the end of the year. It must be mentioned,

however, that R2 329 690 of these funds were earmarked for projects in 2018. This leaves approximately 12 months cover in terms of direct and indirect expenses.

3. Interest income has increased as cash flows have continued to improve due to:

- Continued surpluses;
- deferred income of R2 329 690 received in respect of 2018;
- a policy of creating reserves to ensure the sustainability of the Shine Trust.



A MESSAGE FROM OUR CHAIRPERSON

It is hard to write the Chairperson's report without reflecting on how politically tumultuous 2017 was, but at Shine Literacy, the team remains focused and positive.

The Progress in International Reading Literacy Study (PIRLS) results released at the end of 2017 revealed the significance of reading for meaning, and the devastating lack of this crucial skill amongst the children in this country. Yet, despite the overwhelming figures, I am encouraged by the partnerships that Shine Literacy has formed over the years, as strong, ongoing collaboration, is the only way forward. I am confident that with the team we have, and the direction we are taking, we will continue to make a significant contribution to social change.

Our funding partners remain committed to ensuring our sustainability and growth. We are now in four provinces, and benefitting from the nationwide Christmas campaign run by Woolworths and MySchool for the second year in a row was a significant milestone for us. Additionally, it is pleasing to note that two of our major funders have been with us for nearly 10 years: a wonderful testament of their faith in the work we do.

To paraphrase the lyrics of Hugh Masekela's song *Send Me*: may we all be galvanised to move forward into a new era of hope and meaningful literacy for all. Thank you to everyone who helps make the difference.

With the warmest of gratitude, as always,
Kathryn Torres



A MESSAGE FROM OUR TREASURER

Well done to the Shine Literacy Team on the delivery of a very solid year in 2017 from both a financial and operating perspective. The delivery of our literacy programmes under tightening financial conditions influenced by a poor economic outcome for South Africa is an excellent achievement. As referred to in last year's report, a key focus for Shine Literacy is on sustainability, and 2017 delivered on that focus.

The poor economic environment continued to have an impact on donor funding in general, but Shine Literacy managed to secure donor funds totalling circa R7.7 million, against that in 2016 of R7.3 million - a 5.5% increase. Total income, including training revenue and interest on accumulated funds invested, amounted to R8.945 million, with a total expenditure of R6.6 million in turn adding a surplus for the year of R2.3 million to our reserves.

Our balance sheet continues to be robust with strong reserves, a quality we believe is fundamental to the concept of long term sustainability. This position will enable Shine Literacy to continue providing literacy support through our various programmes, and to do so in a manner that contributes in a very material and fundamental way to the communities around us.

Shine Literacy has made a promise to the children who rely on the spirit of Shine and what we deliver to them by contributing to their education. Continuing to do what we do well, and having a robust financial position, with a well-considered approach and long term financial investment strategy, along with ongoing donor support, will allow this key promise to be met.

With thanks,
Graeme Auret



While uGogo bakes for
the hungry travellers...

Muzi builds.



LET'S KEEP IN TOUCH

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