

YOU ARE CORDIALLY INVITED TO THE

SOUTH AFRICAN HOME LANGUAGE BOOK

THE BOOK APP AND TRANSLATION APP LAUNCH



OUR LANGUAGE
OUR CULTURE – OUR HERITAGE

The book is a basic home language communication which will come in 11 South African Languages which will be in a form of Hard Copy and an APP. As an added value, we will be launching a translation App which will assist in translating languages and other terms which might not be in the book. This book and App will help Early Child Wood Centers, Learners in both public and private schools, Tourism sector, Families, Businesses etc.

Languages Covered:



Date: May 2020
Time: 9am - 12pm
Venue: TBC

Hope Givers Foundation
Bringing Hope To Communities



INTRODUCTION

Hope Givers Foundation is a 100% black organization which focuses on improving communities' lives through Education, Empowerment and Economic development projects for the socially disadvantaged rural communities in South Africa. Our Target Groups are abled and disabled Learners, Youth Men and Women in Townships and Rural areas Nationally

As part of the Africa Day Celebrations and making sure that our South African Heritage and Culture is not lost, Hope Givers foundation has embarked on producing a South African language communication book which comes in all 11 official languages which will be launched around the Africa Day Month on the 25 May 2020

OBJECTIVE OF THE BOOK

- ✚ Create awareness about different cultural groups
- ✚ Increase Cultural tolerance and the importance of decolonization of language
- ✚ Bring Unity amongst groups
- ✚ Discourage Tribalism and Xenophobia
- ✚ Help learners to speak their home language & be able to communicate in English and Afrikaans
- ✚ Help foreign children communicate better in South Africa
- ✚ Encourage "AFRICA UNITING" through the book focusing on SADEC and DAISPORAH countries

NATIONAL TARGET MARKET

- ✚ National Sports Arts and Culture
- ✚ Department of Education
- ✚ Early Childhood centers (Department of Social Development)
- ✚ Department of International Relations
- ✚ Embassies
- ✚ Department of Tourism
- ✚ Proudly South Africa
- ✚ Libraries
- ✚ Brand South Africa
- ✚ Business

BENEFITS OF THE BOOK

- ✚ Promote 11 South African languages
- ✚ Promote Cultural tolerance in communities, workplace
- ✚ Promote Social Cohesion
- ✚ Promote South African diversity, Culture and Heritage
- ✚ A language navigator for South Africa's visitors

IMPACT OF THE BOOK IS TO:

Impact 1

Normalise multilingualism for social cohesion, individual and social development through language policies that build on the natural mastery of two or more languages. Such policies should be embedded in the social vision for a country, operationalised in legislation, and reflected in planning, budgeting and research covering all societal sectors.

Impact 2

Valuing and developing African languages as the most vibrant means of communication and source of identity of the majority of the African people, and construct all language policies accordingly (e.g. accept African languages as official languages and as languages for exams).

Impact 3

Set up a system of dynamic partnerships for education between all stakeholders (government, education providers, language and education experts, the labour market, local communities and parents) in order to establish participatory dialogue and to mobilise large-scale support for integrated, holistic and diversified multilingual education that will boost accountability and transparency.

Impact 4

Plan late-exit or additive mother-tongue-based multilingual education, develop it boldly and implement it without delay using models adapted to a country's unique vision, conditions and resources. In order for education to be relevant it should, from the outset, prepare students for active citizenship and enable them to continue their learning careers.

Impact 4

Increase access to learning and information, and make teaching effective by lifting the language barrier, using the languages mastered by learners, using socio-culturally relevant curricula, further developing African languages for academic use, training teachers in dealing with multilingualism and cultural diversity as well as language and literacy development, and by providing appropriate teaching and learning materials.

Impact 5

The combination of optimising language use, and adopting relevant and high-quality curricula, teaching methods and materials will result in higher achievement, lower drop-out and repeater rates throughout the education system and lead to a system of education that services individual and social development in Africa.

Impact 6

Be aware that language choice and how languages are used in the classroom can hinder or facilitate communication and learning, i.e. it can both empower and disempower people. Communication is key to the effectiveness of teaching and learning methods. Communication is also essential for accessing and creating knowledge. Furthermore, the linkage of language use in the classroom with learners' lives outside school determines whether what is taught can be applied and practiced or not, that is, whether education is relevant and has an impact on individual and social development






Impact 7

Make use of available expertise and resources and continue to build capacities in the education and media sector, as well as in the workplace. Share responsibilities with universities, teacher training institutions, the media, the labour market, businesses and other resource-rich institutions.

Impact 8

We will conduct interdisciplinary research, consensus-building and awareness-raising campaigns to update knowledge on language in education and for development.

Our Request for partnership

-  Endorse the book
-  Sponsor the Launch
-  Speak at the event
-  Invite relevant stakeholders to endorse and procure the book
-  Online Book App Sponsorship

See below Book Launch and Pre-Event activities

TWO PART IMPLEMENTATION

PHYSICAL LAUNCH EVENT

| ITEM | QUANTITY | UNIT | TOTAL |
|--|----------|--------------|--------------------|
| Venue | 1 | R15 000.00 | R15 000.00 |
| Catering | 150 | R300.00 | R45 000.00 |
| Decor | 1 | R 40 000.00 | R40 000.00 |
| Production (Sound & stage | 1 | R80 000.00 | R80 000.00 |
| Videography | 1 | R15 000.00 | R15 000.00 |
| Branding | 1 | R30 000.00 | R30 000.00 |
| Invitations Design | 1 | R2500.00 | R2500.00 |
| Invitations (PRINT) | 150 | R800.00 | R8000.00 |
| Guests provincial flights | 18 | R4 000.00 | R72 000.00 |
| Guests Accommodation | 20 | R1500.00 | R30 000.00 |
| Guests Transport | 20 | R10 000.00 | R10 000.00 |
| Goodie bag (Book and Bag) | 150 | R200.00 | R30 000.00 |
| Operational Costs (Staff, admin) | 1 | R 100 000.00 | R100 000.00 |
| Project Management (Reg, RSVP, Coordinators) | 1 | R70 000.00 | R70 000.00 |
| Contingency fee | 1 | R20 000.00 | R20 000.00 |
| TOTAL LAUNCH COSTS | | | R567,500.00 |
| Pre-Production Work | | | |
| Book App Development | 1 | | R60 000.00 |
| Book Production | 500 | R150.00 | R75 000.00 |
| Picture Buying | 1 | R5000.00 | R5000.00 |
| Design | 1 | R6000.00 | R6000 |
| Distribution | 1 | R10 00.00 | R10 000.00 |
| Online Book Site development | 1 | R30 000.00 | R30 000.00 |
| | | | 186 000.00 |
| TOTAL ASK | | | R753,000.00 |

Notes: We need to print 500 books for re-sale and to have a stock up to ensure sustainability and cover costs for distribution etc.

Sponsorship Categories

| | | |
|---------------------|-------------|--|
| Platinum | R750 000.00 | (100% Branding, speak time, PR and mentions) |
| Gold | R450 000.00 | (70% Branding, speak time, PR and mentions) |
| Silver | R250 000.00 | (50% Branding, speak time, PR and mentions) |
| Bronze | R100 000.00 | (30% Branding, speak time, PR and mentions) |
| Digital Sponsorship | R186 000.00 | (100 % Branding online/50% on material, speak time, PR |

BANKING DETAILS

Hope Givers Foundation NPC

First National Bank

Account no: 627 603 05 675

Branch code: 250 655

Reference – Home Language Online Book

FOR PARTNERSHIP AND MORE INFORMATION

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Director: Hope Givers Foundation (npc)

Director: Fabcreations (pty)ltd

Play Your Part: BrandSA Ambassadors

Facebook:

Tsaki Mkhari

Raisinglegends – Boy Child Initiative

Hopegiversfoundatiob - NPO

www.hopegiverfoundation.co.za

