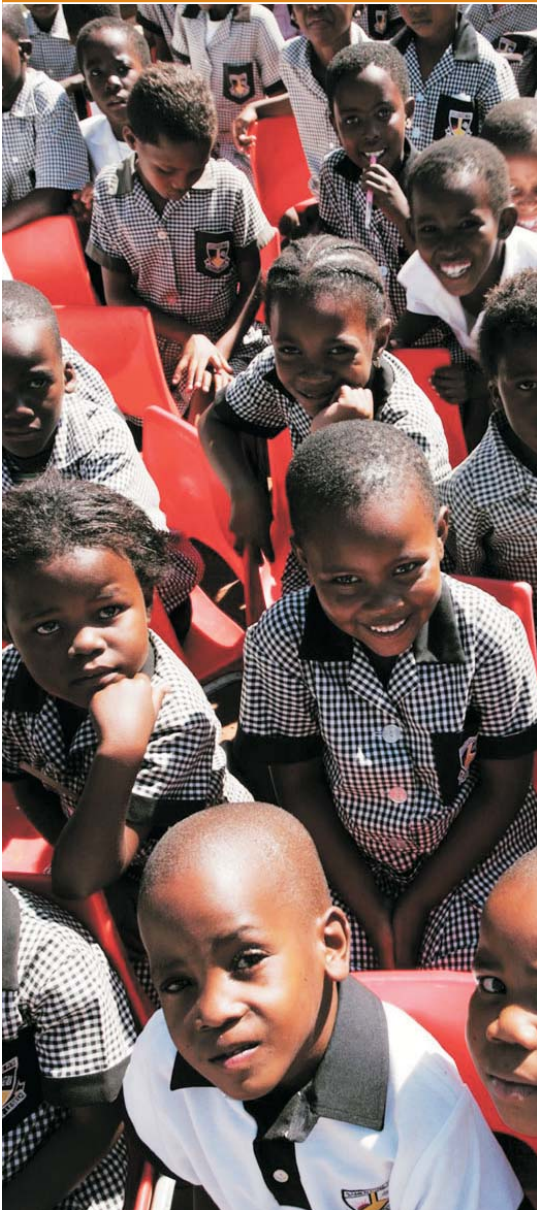


Inching closer to Rally 'kickoff'!



As this newsletter reaches your inbox, the preparations for the 2010 Rally to Read are well under way, and our kickoff date is much closer than the start of the 2010 World Cup!

Thankfully, we don't have to build stadiums and complete major roadworks, although some new roads to some of our outlying schools would help! We are, however, building bridges. As, in the words of Ralph (Waldo) Ellison*, the African-American writer and teacher whose novel *Invisible Man* gained a wide critical success: "Education is all a matter of building bridges". And, in our case, delivering **hope**.

It is no secret that positive thinking can improve patients' chances of recovery. Similarly, instilling a positive mindset in the learners, teachers and parents whose lives we touch through the Rally can help set them up for a better future. As our sponsors and partners, you are contributing to this – thank you!

Good news!

Good news is that four of the 2010 Rallies are full: Free State, North West and the two Mpumalanga rallies. We still have space on the other rallies, and urge you to consider getting involved in those. A pledge form is attached, for your convenience.

Take note

We have had to change the date of the Limpopo Rally to 21-23 May. We do apologise for any inconvenience. Unfortunately the original date coincided with a public holiday and we were concerned that the ANC Rallies that are planned throughout Limpopo over this weekend will largely affect the attendance of teachers and learners at schools.

Any queries?

If you have any questions about the Rally to Read, kindly contact lisabe@mccarthy.co.za

All the best until next time, and I am looking forward to welcoming you at one of our rallies soon!

Iris Francis

National Co-ordinator: Rally to Read

PS: Don't forget to visit our website at www.rallytoread.co.za

* Not to be confused with Ralph Waldo Emerson, although Mr Ellison's father named his son after the famous American poet and philosopher, saying he was "raising this boy to be a poet".

Rally catches soccer fever!

New for the 2010 Rally to Read is the option of sponsoring a Soccer Kit bag from Dreamfields for every school.

The Dreamfields Project has, since 2007, been providing school teams with everything they need to create a team. Each DreamBag contains three soccer balls, 15 pairs of boots and shin pads, and 15 sets of kit, including numbered shirts, shorts and socks. Kit is supplied in the colour chosen by the school and boots provided according to the sizes the school requests.

DreamBags cost R6 500, which includes the sponsor's logo on each shirt and on the bag, but the inspiration they provide is priceless.



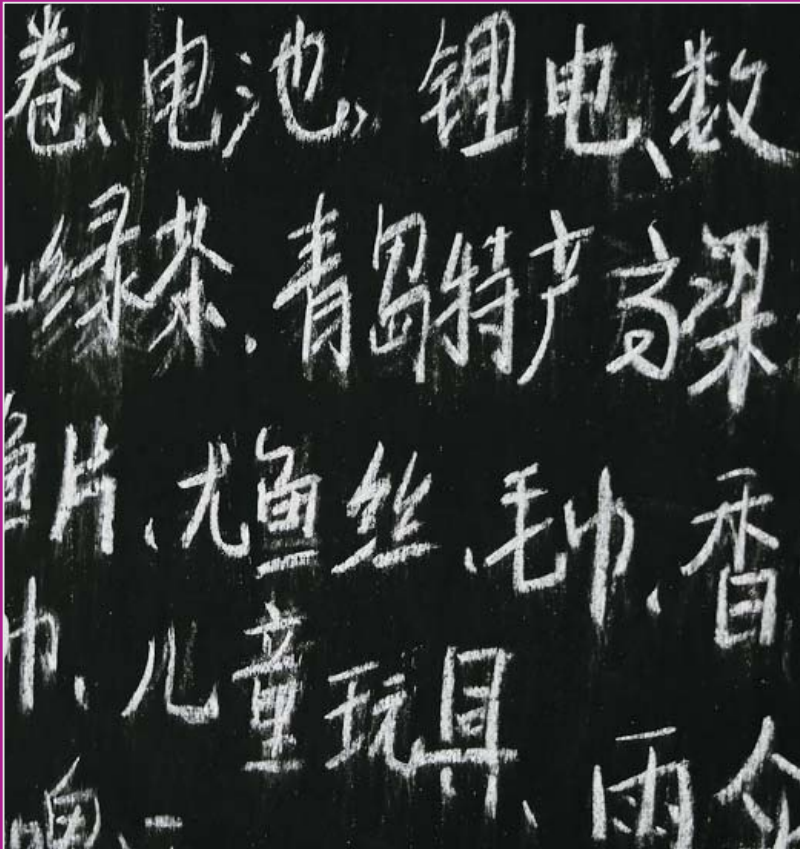
Make travel plans early

The real impact of the Soccer World Cup will only become apparent once the tournament is under way, but it's always better to be safe than sorry: we are therefore urging all participants to make all their Rally travel plans well in advance. Also, please remember that this year McCarthy will regrettably not be able to supply vehicles for sponsors or guests.

Please help us to reach the Rally target

At R4 663 300, the Rally to Read is well on its way to reaching the 2010 sponsorship target of R5.75-m. The Free State, Northwest and Mpumalanga rallies are fully subscribed, but there are still some spaces available on the others. Time is running out, though, so if you have not done so already, please complete the attached response form and return it to us soonest.





Inspiration: the secret of Jimmy Yen

"We must not, in trying to think about how we can make a big difference, ignore the small daily differences we can make which, over time, add up to big differences that we often cannot foresee." – Marian Wright Edelman

A jury of distinguished scholars and scientists, including Albert Einstein and Orville Wright thought enough of Jimmy Yen to vote him one of the top ten Modern Revolutionaries of the Twentieth Century. Yet all he did was teach Chinese peasants to read.

What made that so amazing was that for four thousand years reading and writing in China was only done by the Scholars. *Everybody* knew, including the peasants themselves, that peasants were incapable of learning.

'Impossible' barrier

That thoroughly ingrained cultural belief was Jimmy Yen's first "impossible" barrier. The second barrier was the Chinese language itself, consisting of 40 000 characters, each character signifying a different word! The third barrier was the lack of technology and good roads. How could Jimmy Yen reach the 350 million peasants in China?

Impossible odds, an impossibly huge goal – and yet he had almost attained it when he was forced (by Communism) to leave his country.

Did he give up? No. He learned from defeat and expanded his goal: Teach the rest of the Third World to read. Practical reading programs, like the ones he invented in China, started pumping out literate people like a gushing oil well in the Philippines, Thailand, Sri Lanka, Nepal, Kenya, Columbia, Guatemala, Indonesia, Bangladesh, Ghana, India – people became literate. For the first time in their entire genetic history, they had access to the accumulated knowledge of the human race.

Don't take literacy for granted

For those of us who take literacy for granted, I'd like you to consider for a moment how narrow your world would be if you'd never learned how to read and there was no access to radios or TVs.

About 180 000 Chinese peasants were hired by the Allied Forces in WW1 as labourers in the war effort. Most of them had no idea – not a clue – where England, Germany or France was; they didn't know what they were being hired to do, and didn't even know what a war was!

Jimmy Yen was a saviour to them.

What was the secret of Jimmy Yen's success? He found a real need, and found in himself a strong desire to answer that need. And he took some action: He tried to do something about it even though it seemed impossible. He worked long hours. And he started with what he had in front of him and gradually took on more and more, a little upon a little.

The English author Thomas Carlyle said, "Our main business is not to see what lies dimly at a distance, but to do what lies clearly at hand." And that's what Jimmy Yen did. He started out teaching a few peasants to read, with no desks, no pens, no money, no overhead projectors. He started from where he found himself and did what was clearly at hand.

And that's all you need to do. Start now. Start here. And do what lies clearly at hand.

Author Unknown – from 'Aiken Drum', published on www.skywriting.net.

RALLY TO READ RESPONSE FORM 2010



Dates	Rally – Province	R23 000* per vehicle – please indicate how many vehicles
1 - 2 May 2010	Western Cape – Prince Albert	
7 - 9 May 2010	KwaZulu-Natal North – Weenen	
8 - 9 May 2010	Eastern Cape – Pedi	
15 - 16 May 2010	Mpumalanga 1	Fully booked.
15 - 16 May 2010	KwaZulu-Natal South – Oribi Gorge	
21 - 23 May 2010	Northern Cape – Kuruman	
21 - 23 May 2010	Limpopo	
22 - 23 May 2010	North West – Pilanesberg	Fully booked.
29 - 30 May 2010	Free State – Golden Gate	Fully booked.
29 - 30 May 2010	Mpumalanga 2 – Ermelo	Fully booked.

Please fax this form to 086-673 4470.

<p>Please note: Should you choose not to be involved in the Rally weekends, but wish to contribute towards buying books, we will be happy to deliver them to the schools on your behalf. One box library contains R7 000 worth of books.</p>	R _____
<p>A possible extra... Help feed a learner <i>Should you wish to contribute additional money to ensure that each child gets a meal on the day the Rally visits his/her school, please note that R1 000 will feed 100 kids. (There are approx 40 000 children at the 152 schools who participate in the Rally. We aim to accumulate R200 000 for this very special project.)</i></p>	R _____
<p>Soccer Kit bags from Dreamfields for every school <i>Each DreamBag contains three soccer balls, 15 pairs of boots and shin pads, 15 sets of kit, including numbered shirts, shorts and socks. DreamBags cost R6 500, but the inspiration they provide is priceless.</i></p>	R _____
<p>Total contribution towards Rally to Read 2010 * The sponsorship fee is made up of R14 000 for two box libraries and R9 000 for teacher training.</p>	R _____

Please provide us with the following information:

Name _____
 Position _____ Company _____
 Address _____
 Tel _____ - _____ Cell _____ E-mail _____
 With whom should we liaise? Yourself? _____ or Mr/Ms _____
 Tel _____ - _____ E-mail _____

Should you indicate your intention to participate, an invoice will be sent to you. Your contribution should be made out to the READ Educational Trust, which will send you a section 18A tax certificate. Closer to the time, you will be provided with full details of the Rally in which you will be participating.

