

# FUNda

2018 survey results

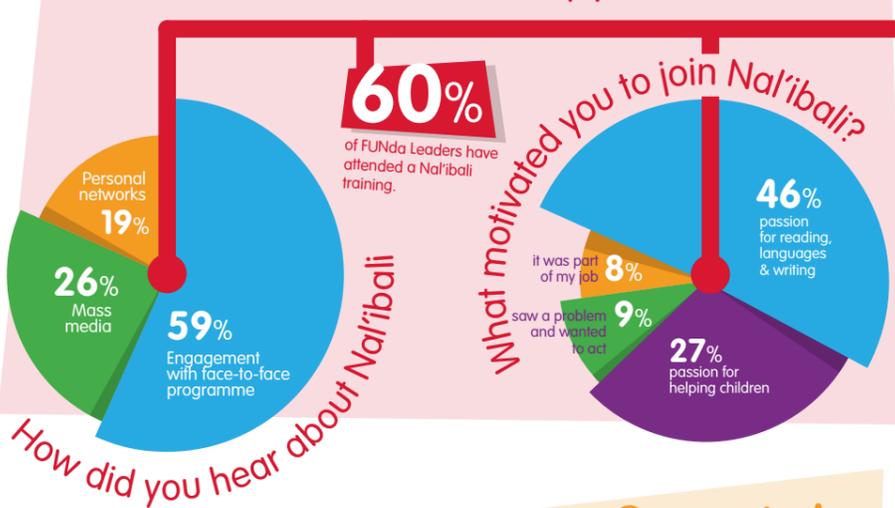
## LEADER

Nal'ibali is a national reading for enjoyment campaign. It is powered by FUNda Leaders, a volunteer network of literacy activists who run reading clubs, read aloud and tell stories to children, and promote a culture of reading in their communities.

By mid-2018, Nal'ibali had 14 582 FUNda Leaders across the country. We called a random sample of 337 network members to better understand who they are, what they are doing, and how we can better support them.

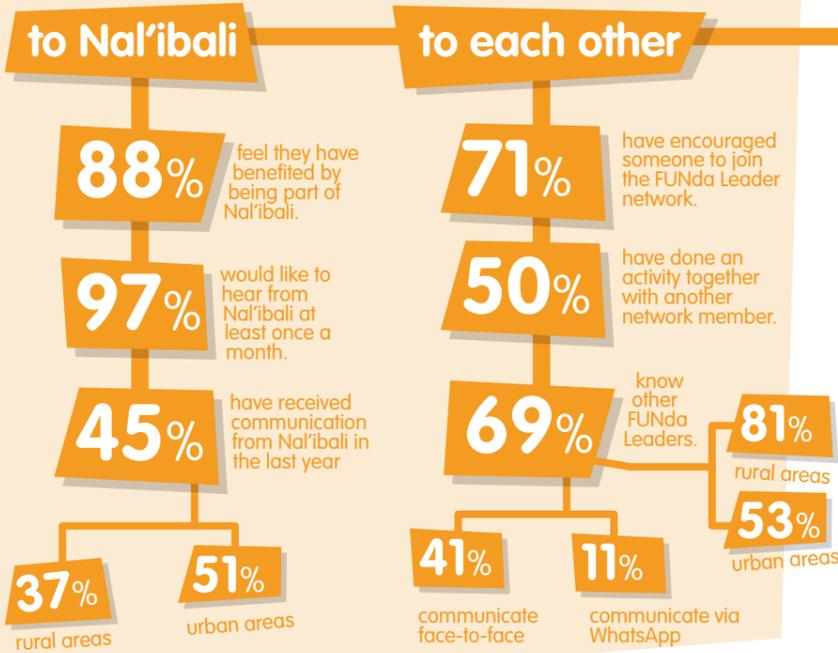
### Recruitment & motivation

How did they join the network?

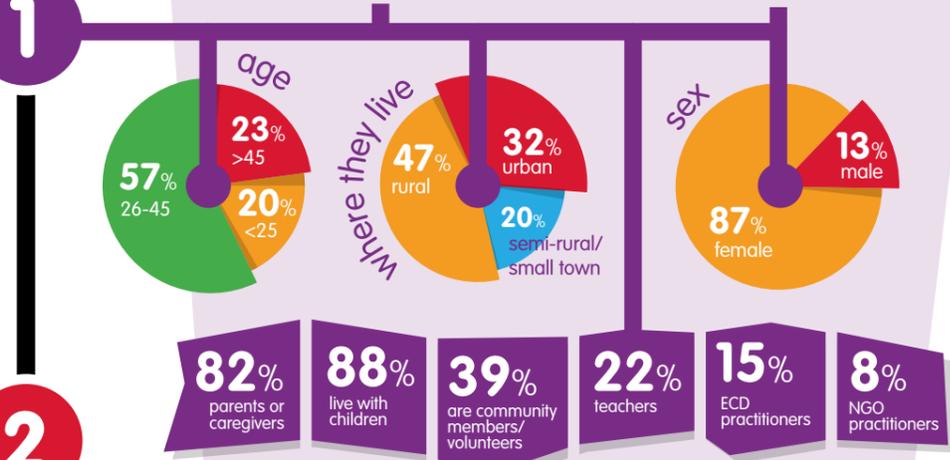


### Connectedness

How connected are FUNda Leaders?

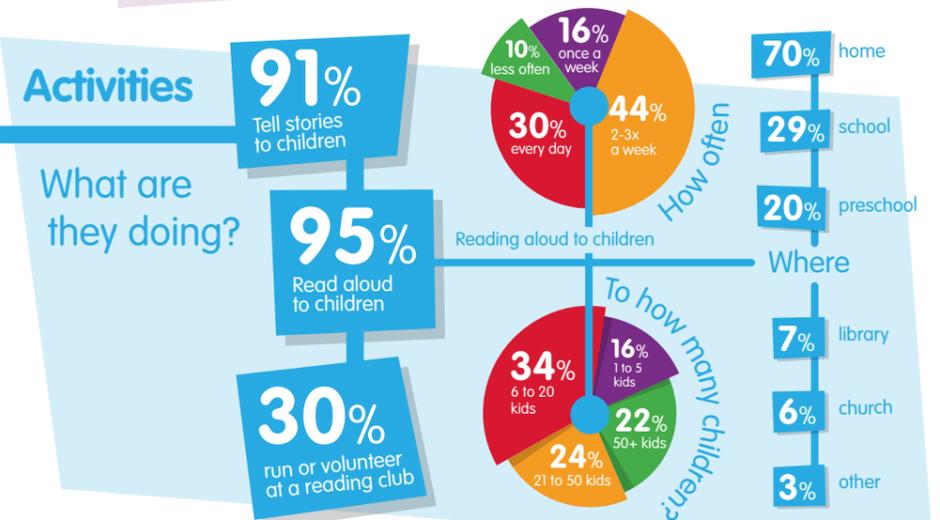


### Profile: Who are our FUNda Leaders?



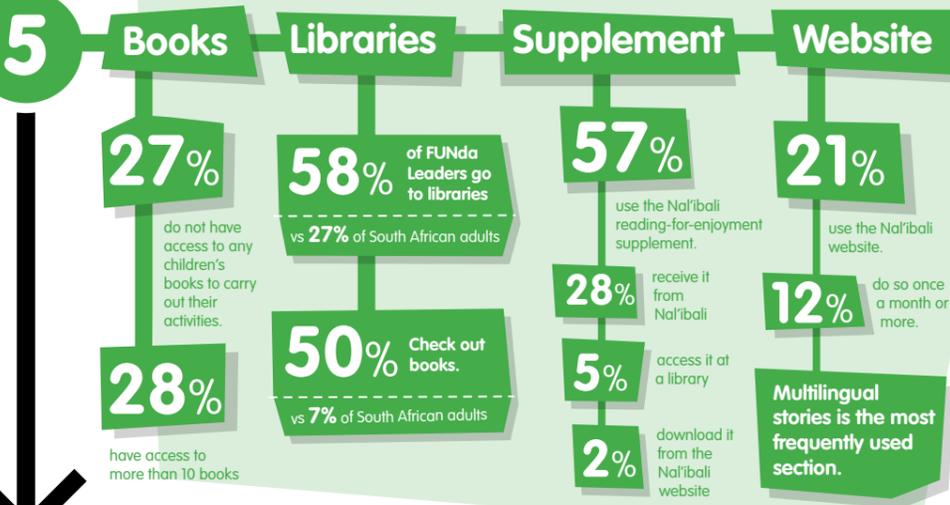
### Activities

What are they doing?



### Resources

What resources do they have access to?



### Impact

What are they achieving?



### CONCLUSION

Our FUNda Leaders are the lifeblood for a literate South Africa. Nal'ibali will continue to grow this essential network through:

- Increased interaction with FUNda Leaders via phone and SMS
- More personalised communication
- Continued promotion of the FUNda Sonke loyalty programme as a support and networking hub
- More opportunities to access our open source reading materials digitally
- Expanded supplement distribution and translation into more languages

CALL 02 11 80 40 80 OR VISIT

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\* Based on average number of children read to, frequency of reading, and minimum wage