



## Focus on iThemba

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The Corporate Social Responsibility Manager

Dear Sir/Madam

### **A WIN-WIN-WIN Partnership Proposal – *Jacob's Badge of Good Character***

The book, *Jacob's Badge of Good Character*, is a fun, primary school book for children. It subtly teaches family and character values such as courage, honesty, perseverance, contentment and kindness. The book has been screened and approved as very suitable for teaching life skills in schools and is aimed at helping children make the right choices for life, including those concerning sex, drugs, alcohol, crime, pornography and bullying. For instance, how would a child who has not been taught courage, be able to say NO to an offer of drugs.

Focus on iThemba, wishes to distribute this book to as many Grade 4-7 primary school children as possible. In this way we will all win, because:

- The author of *Jacob's Badge of Good Character*, Gavin Kruger, has donated all the proceeds of the sale of this book to Focus on iThemba, a registered NPO caring for orphaned, and vulnerable children in cluster foster care homes in Hillcrest, Durban. **Focus on iThemba and the orphaned children will therefore WIN.**
- The character and family values taught in the book will undoubtedly teach children invaluable lessons that will affect the way they make choices in life – choices that could keep them out of drugs, alcohol, sexually transmitted diseases, suicide and crime. The author has vast experience in these matters both as a workshop facilitator and as an educator for more than 30 years. **Therefore the children to whom the books are distributed, their parents, and the community also WIN.**
- **Most importantly, your organization will definitely WIN**, with a Tax Deduction Certificate and the possibility of earning BEE points – and more, much more than that, you will **WIN** with the knowledge that you have “held” and supported a child at Focus on iThemba, as well as the children of the community.

**The Result** is that we all **Win, Win, Win** when you purchase a box of 100 books for distribution to a school of your choice for a total of R5,000.00. Focus on iThemba, an independently audited Public Benefit Organisation, will use every cent of the funds received to help support the children in our homes. To find out more about our work please visit us on [www.focusonithemba.org](http://www.focusonithemba.org).

Please contact Nadine at 031-7668310 or Natalie at 031-5681898 or email: [info@focusonithemba.org](mailto:info@focusonithemba.org)

Yours sincerely

Nadine Wright  
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