



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA
Faculty of Veterinary Science

MARKETING AND COMMUNICATION DIVISION
FACULTY OF VETERINARY SCIENCE
ONDERSTEPOORT

VET BOOKS FOR AFRICA

PROJECT PROPOSAL

January 2023 to December 2024

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Project Overview

Vet Books for Africa is a non-profit society associated with the Faculty of Veterinary Science of the University of Pretoria, South Africa. Today, we are the continuation of a uniquely groundbreaking project that has run as a biannual event since the establishment of the society in 1993.

The **Vet Books for Africa** team consists of eight Onderstepoort students who deliver textbooks, journals, supplies, and equipment of veterinary interest to remote veterinary faculties, sanctuaries, animal rehabilitation centers and community veterinary clinics throughout Africa. Additionally, the team offers education, treatment, and advice to local communities wherever possible. In our term, it is our goal to reach more schools and to provide the learners with the necessary supplies they need for a good and effective quality of education.

The equipment, textbooks and journals are distributed with the intention of serving and enriching the Veterinary field in extended parts of the African continent, as well as the lives of those people and animals who will benefit from the enhancement thereof.

The trip will take place within the year 2024. Various countries, previous and hopefully additional destinations, are on our current itinerary. Some of these locations include universities, charities, schools and sanctuaries in Zimbabwe, Zambia, Malawi, Tanzania, Kenya, and Uganda. We have every intention of expanding on that which previous committee members have built and hope to include more countries (such as Namibia) in our upcoming trip, as well as more South African charities, institutions, and sanctuaries.

As a student initiative the number of countries and institutions as well as the amount of equipment and books we are able to take is solely dependent on the support we receive from fundraising, donations, and sponsorships. Therefore, we make an appeal for any **sponsorship or support towards making this project a success.**

The Vet Books for Africa vision:

Unlocking the true potential of conservation in Africa through the education of its people. One Health, One Africa!

The Mission:

To distribute textbooks, journals and other veterinary supplies or equipment to veterinary faculties, rural communities and schools who are in need of these commodities in the various African countries, whilst also aiding and volunteering at veterinary clinics and conservation sanctuaries on route.

We are founded on a shared sense of responsibility to empower others, and therefore strive to promote education and conservation through our actions and to unite veterinary students within Africa in order to achieve the ultimate goal of preserving this world for generations to come!

Project Description

Vet Books for Africa objectives (Internationally)

- i. To promote the veterinary profession in Africa through the distribution of educational media, by personally delivering the veterinary journals, textbooks and multimedia donated by generous sponsors to the veterinary faculties.
- ii. To engage with and assist communities and their animals through the distribution of educational media, medication, vaccinations, equipment and donations to various community veterinary clinics, animal rehabilitation centers and animal sanctuaries.
- iii. To promote and advance veterinary education across Central and Southern Africa, thereby upholding the international regard for African veterinary faculties.
- iv. To promote and strengthen the relations between African veterinary faculties and to advance veterinary standards across Africa.
- v. To promote environmental awareness through education across Africa.
- vi. Serve as an intermediary that links people and organizations across Africa to ensure a sustainable future.

Vet Books for Africa in South Africa

Vet Books for Africa is actively involved in various local activities, which includes:

- “Maverick” outreaches to communities in and around Pretoria.
- Donations and visits to local schools in need.
- Hosting numerous fundraising events at the University of Pretoria.
- Being registered as one of the official charities at the Telkom 94.7 Cycle Event.
- Exposing/advertising our sponsors at the University of Pretoria.
- Offering help and donations to various other charities and non-profit organizations.
- Offering participation for people outside the committee to become a member.
- Aspiring towards improving our exposure to the public through all our social media platforms.
- Working and engaging with organizations throughout South Africa.
- Providing a platform for other organizations to reach a bigger audience.

Target Groups and Countries

The focus of the project is directed towards universities, veterinary faculties, and schools. Our main focus is to assist the respective universities according to their identified needs. Additionally, approved Animal Sanctuaries, Wildlife Rehabilitation Centers, and schools on-route will also be contacted to find out in which ways we can assist them.

Possible Universities targeted and incorporated from the 2022 route plan:

South Africa	University of Pretoria
Zimbabwe	University of Zimbabwe
Zambia	University of Zambia
Malawi	Lilongwe University of Agriculture and Natural Resources
Tanzania	Sokoine University of Agriculture
Kenya	University of Nairobi
Uganda	Makerere University

Possible Charities targeted and incorporated from the 2022 route plan:

Zimbabwe	Twala Trust Animal Sanctuary, Mukuvisi Woodlands
Zambia	Lilayi Elephant Nursery, Leopard Hill Veterinary Clinic
Uganda	Elgon Wildlife Conservation Organization
Kenya	Kisii National Polytechnic

Possible Schools targeted and incorporated from the 2022 route plan:

Kenya	Nyamaruma Primary School
Uganda	St. Mary's Nursery and Primary School

A brief description of the 2022 trip

We visited eight African countries and supported seven universities, seven conservation organizations and three primary schools. For us to reach all these countries and organizations we did two trips, another first for Vet Books for Africa. The first trip took place from 30 June - 9 July 2022 and we traveled to Zimbabwe and Zambia. By splitting our trip in two we were able to visit Malawi, Tanzania, Kenya, Uganda, Rwanda, and Burundi in December. We took this trip from 2 December 2022 to 9 January 2023.

2024 Management Committee

The committee members, their contact information as well as their respective portfolios for the **Vet Books for Africa 2024** project, are:

NAME	PORTFOLIO	EMAIL ADDRESS	CONTACT NUMBER
Niël van Wyk	Chairperson, Universities & Charities liaison	chairpersonvetbooks4africa@gmail.com	+27 79 501 1669
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Vet Books for Africa Website: <http://vetbooksforafrica.org>

Facebook Page: **Vet Books for Africa**

Instagram: **@vetbooksforafrica**

Email address: **info@vetbooksforafrica.org**

Project Collaborations

Collaborating with HERD

The HERD (Hoedspruit Elephant Rehabilitation and Development) TRUST was established in 2021 following a 24-year journey in caring for elephants that have been displaced or orphaned due to human-elephant conflict. The HERD Orphanage was built in 2019 in response to a growing number of young, orphaned elephant calves that need a place of rehabilitation and more importantly, an existing herd that will accept them unconditionally. The Jabulani Herd is now a family of 16 elephants, of which 11 are orphans and five that were born to the herd over 10 years ago. In 2004 the lodge, Jabulani, was built to sustain the herd, with proceeds from tourism assisting with the care and management of the rescued herd.



In 2021 a decision was made to move the Jabulani herd and the HERD Homestead operations (formally known as the Jabulani stables) together with the HERD Orphanage, under the umbrella of the HERD Trust which is a registered PBO Number 930072153. This allows for public funding to ensure the well-being of all the elephants.

The HERD Trust also commits to being active within our local communities through education and awareness, as well as our online communities, bringing a global audience together to educate a larger audience about the elephant species and the essential conservation efforts undertaken by various organizations around the world.

Collaborating with Lessons in Conservation (LiC)

LiC is a non-profit company established in 2018 that aims to educate young children in rural communities about conservation, thereby creating a generation of people that have grown to love and accept conservation and nature itself. With both VBFA and LiC being student run and striving towards a common goal, a sustainable future where nature as we know is preserved for generations to come, a partnership just makes sense. Our partnership entails LiC joining VBFA on our trip, thereby expanding their conservation education into Africa even more. The aim is then also for VBFA to help LiC establish satellite branches at the Universities that we visit to reach even more young children and to get our peers in Africa involved in our mission.



Project Scope

Marketing Strategy

The marketing campaign will involve the following aspects:

i) Marketing champions

By using a database of previous delegates, individuals from all the prospective campuses will be identified and contacted to arrange the necessary dates and times of the planned visit.

Animal sanctuaries and rehabilitation centers on the route between these universities will also be approached to arrange the delivery of the requested medical supplies and equipment.

ii) Website and social media

The website and social media platforms will be regularly updated and where necessary redesigned to ensure that up-to-date information is always displayed. It will also reflect sponsor branding with links and the necessary visuals required by companies seeking additional information regarding contributions.

iii) Sponsorships

A wide variety of sponsorship opportunities exist. For a more detailed explanation, please refer to **Addendum A**.

iv) Magazine articles and radio interviews

Numerous magazine articles and/or radio/television interviews before and after the trip will contribute significantly towards increasing the social media presence of Vet Books for Africa as well as our main sponsors.

v) Fundraisers

Official Vet Books for Africa fund raising events will be organized on a local scale.

Sponsorship description and details

The success of the Vet Books for Africa trip is reliant on the generosity of both donors and sponsors alike.

Vet books for Africa's mission is focused on the ideology of humanity, empowerment, and communal sharing of knowledge and resources to benefit our continent in every possible way. An affiliation with our project can be a valuable asset to any company wishing to contribute to a sustainable future through the development of young veterinarians in Sub-Saharan African countries. The project has both international and national audiences who are prime candidates for investment to grow the market of a sponsoring company.

All Sponsors will have access to the detailed financial reports of **Vet Books for Africa** and will also be issued with a tax certificate to allow sponsors to make use of the **tax benefits** associated with a donation of this nature (As under **Section 18 A of the Income Tax Act**).

The expenses for the project include accommodation, transport, food, equipment hire, insurance, permits, etc.

Please refer to **Addendum A** for a list of **sponsorship and assistance packages** available for this project.

Addendum A

Outlined below are possible sponsorship options for your Company to embark upon with **Vet Books for Africa**. There are various provisions made available to sponsors depending on the respective tier under which they fall. These are guidelines which have worked very effectively in the past, however, should you have any alternate proposals or offers we will accommodate and consider them. It is important for **Vet Books for Africa** to not only receive sponsorships but also to build a personal relationship with your company to hopefully form a lasting and meaningful collaboration. Please also note that all options are subject to change according to **Vet Books for Africa's** own discretion.

Global Giving

Vet Books for Africa also has a Global Giving page in collaboration with HERD, where supporters from all over the world can make a financial contribution towards our cause. Visit the Vet Books for Africa Global Giving page for more information.

<https://www.globalgiving.org/projects/vet-books-for-africa-1/>

Sponsorship Tier levels

The sponsorship options for this project are divided into the following five different tiers: Platinum-Plus, Platinum, Gold, Silver, Bronze-Plus and Bronze. Companies will be given the opportunity to make a **financial contribution** or sponsor **books** and **equipment** as well as **make in-kind donations**. All sponsorship opportunities are open to discussion and amendments.

Sponsorship Tier Levels		
Tier	Value	Benefits
Bronze	R5 000.00 – R9 999.00	<ul style="list-style-type: none"> ● Logo of company advertised on the VBFA website (http://vetbooksforafrica.org). ● Post on VBFA social media pages regarding company. ● The company can enjoy tax deductions associated with such a contribution. ● The company will receive an invitation to our Gala evening.
Bronze-Plus	R10 000.00 – R14 999.00	<p><i>In addition to all the benefits in the Bronze tier:</i></p> <ul style="list-style-type: none"> ● Logo of the company will appear on the VBFA banner that will be displayed during all the book / equipment handovers at the various universities and charities. ● Logo of the company will appear on the vehicles throughout the journey. ● Exposure through all the VBFA social media platforms. ● The company will have access to the detailed financial reports of VBFA. ● The company will also get the right to use our Vet Books for Africa supporter's logo on all their social media platforms - until the end of the 2024 committee term.
Silver	R15 000.00 – R24 999.00	<p><i>In addition to all the benefits in the Bronze Plus tier:</i></p> <ul style="list-style-type: none"> ● Link to the company's website on Vet Books for Africa website. ● Logo of the company will be included in all marketing and exposure fundraising events. ● The company can get access to Vet Books for Africa photos and videos for their own marketing purposes.
Gold	R25 000.00 – R49 999.00	<p><i>In addition to all the benefits in the Silver tier:</i></p> <ul style="list-style-type: none"> ● Acknowledgement of the company's unique contribution on VBFA website. ● The company branding will appear in the VBFA newsletter that will be sent out to all the VBFA alumni members.
Platinum	R50 000.00 – R70 000.00	<p><i>In addition to all the benefits in the Gold tier:</i></p> <ul style="list-style-type: none"> ● The company will receive an invitation to our Gala evening. This will include a possible speaking opportunity if requested by the company. ● Banners of the company, if provided, will be displayed at all the book handovers which will present good photo opportunities for marketing purposes. ● Acknowledgement of the company's unique contribution to the project in a presentation that will be given to the members of each faculty and charity visited.
Platinum-Plus	>R70 000.00	<p><i>In addition to all the benefits in the Platinum tier:</i></p> <ul style="list-style-type: none"> ● The company will be tagged/mentioned in all outreach posts/ photos on social media. ● The company will have the opportunity to sponsor a shirt with only the said company's logo, Vet Books for Africa logo, and main sponsor's logo, which will be worn and marketed at one/more events. ● The company will be given the chance to talk at a seminar organized by the Vet Books for Africa committee.

Main Sponsor

Value: >R150 000

Benefits:

In addition to all the benefits in the Platinum Plus tier:

- The company will receive an invitation to our Gala evening with a speaking opportunity and banners displayed at the event.
- The company logo will form part of the **Vet Books for Africa 2024** logo.

Vehicle Sponsor

A 4x4 double cab bakkie with a canopy or an SUV, valued at R50 000 each.

Two Camping trailers, valued at R25 000 each.

It is important to note that we will only be using the vehicles and camping trailers for the duration of the trip, thereafter it will be returned to our generous donor.

- A one trailer sponsor will receive the same benefits as a Gold tier sponsor.
- A two trailer sponsor will receive the same benefits as a Platinum sponsor.
- A one vehicle sponsor will receive the same benefits as a Platinum tier sponsor.
- A two vehicle sponsor will receive the same benefits as a Platinum Plus tier sponsor.
- Sponsorship of two vehicles and R50 000 fuel will receive the same benefits as our main sponsor.

Benefits:

In addition to all the benefits of the main sponsors:

- The company logo will form part of the Vet Books for Africa 2024 logo, alongside the main sponsor's logo.
- If no other main sponsor is identified, the sponsor of two vehicles and R50 000 fuel will automatically be seen as the only main sponsor.

