



Little Annie
Just Love Mission
Care-2-share

The logo features a stylized blue bird with its wings spread, holding a red heart in its beak. The heart contains the text "Little Annie". Below the bird, the words "Just Love Mission" are written in a bold, sans-serif font, with "Love" in red. Underneath that, "Care-2-share" is written in a cursive script.

Just Love Mission

Read for Meaning Literacy Programme

2024

According to a recent survey conducted by the 2030 Reading Panel, basic literacy among children in South Africa has declined.

Most children leave grade 1 without knowing the alphabet, while 82% of grade 4 children cannot read for meaning. This is an alarming concern because it affects so many different aspects of South Africa's development and growth as a nation.

“The ability to read and write is one of the hallmarks of personal development required for economic progress, political-participation and self-expression. According to the nationally-representative 2016 Progress in International Reading Literacy Study (PIRLS), 78% of grade 4 learners could not read for meaning in any language. Although there have been some improvements in reading outcomes, at least pre-pandemic, at current rates of progress we will only get to all children reading for meaning in South Africa by the year 2098.

“When children cannot read for meaning, our people continue to go hungry, our economy continues to grow at a slower rate than our population, and the unemployment rates among our youth continue to increase with dire consequences.” - 2030 Reading Panel web site



What does it mean to “read for meaning?”

“Reading for meaning” means students focus on discussing and understanding what they are reading, not just pronouncing the words correctly. Adults can help kids “read for meaning” by asking two main types of questions – literal and inferential.



The Little Annie Life Story

In response to the findings of the Reading Panel survey, and in line with our mission objectives, Just Love Mission (JLM) has embraced on a Read for Meaning literacy initiative that makes it possible for individuals or companies to participate in a strategic partnership with JLM in making a difference in the lives of disadvantaged illiterate children.

In essence, the programme involves the use of our Little Annie aircraft (LA) whereby we pre-select an area of the country, understood to be negatively impacted by illiteracy, and in a prearranged event with the local community leaders, schools and or other community institutions, we fly LA into the area and engage with the children in a highly interactive basic reading class utilising the LA Life Story book as the base of the program.

These classes are designed to be fun, interactive, interesting and educational. Each child is given a LA Life Story book, which has been specifically compiled in a read for meaning format, detailing the life story of LA through easy to read and understand text and highly stimulating visual imagery.

The time spent on the ground with the children is combined into a half day program that incorporates the reading classes, fun recreational activities and a flight in LA. All of these activities have been carefully considered and compiled in a way so that the event becomes a highlight in the life of the child. Something they will always remember and will be able to refer or reflect back upon, through their LA Life Story book and the other recreational learning activities we conducted on the day.

We believe that by making these event as fun and as interesting as possible, we will be building more significantly into the imagination of the children where a greater chance exists that the children will be more inspired to want to know more and will thereby be motivated to read more.

This makes the JLM program a significant learning event with deep reaching and long lasting effects.

Just Love Mission offers opportunity for partners to join us in our initiative and to even run collaborative components to this initiative. It is a fantastic opportunity for Corporate Social Investment that provides the relevant 18a Tax incentives as well as for corporate brand building.

Most of our events are well documented through various media outlets and mediums which further provides for broader reach brand awareness.

Whatever the opportunity or planned initiative may be, above all, it is Just Love Missions express objective that we make a meaningful difference in the lives of the young people of our country. We want to give them hope and the opportunity for putting them on a path of realistically being able to pursue their dreams and ambitions through being able to read.

Should you want to become involved with JLM or find out more regarding how we are able to structure our programmes to accommodate your company objectives, please feel free to contact us whereby we can schedule to meet with you and provide more information.

We thank you for your consideration, and look forward to hearing from you.

The JLM Executive team.

www.justlovemission.org.za
info@justlovemission.org.za
+27 81 777 0444

