Proposal for a title in the Sibo Storybook Series for children:

"Sibo Beats the Bully"

(17th title in the Sibo Series)

A picture story book for our younger generation (although it can also be utilised by educators and read by parents) on the subject of bullying.

Written by Ginny Stone.
Edited and published by Lets Look Publishers.

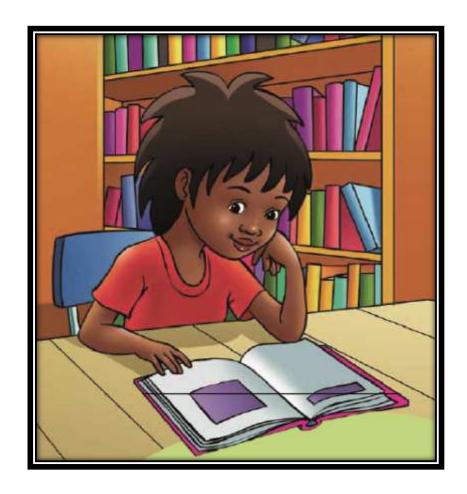


"Education is the most powerful weapon which you can use to change the world."

~ Nelson Mandela

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Why do we need a book about bullying?

According to a recent survey – PIRLS 2016 (Progress in International Reading Literacy Study – page 226 in the report) https://nicspaull.files.wordpress.com/2017/12/p16-pirls-international-results-in-reading.pdf South Africa has the highest incidence of bullying among all 50 countries that participated in the study. 42% of Grade 4 students indicated that they were bullied weekly compared to 15% in the US and England.

South Africa also came last out of 50 countries when it came to reading – 78% of our Grade 4 learners cannot read for meaning in any language. This translates to 8 out of 10 children do not know what they are reading. A very devastating state of affairs!

This book would cover all aspects of bullying, including the difference between conflict and bullying. It will also have activities and role-playing scenarios that can be done in class.

The Sibo Series was established in 2007. To date there are 16 titles in the series.

The trademark of Sibo stories is that they take relatively complicated or intense information and break it down into bite-sized pieces that are easy to understand. As is often the case with story books, they are treasured, read over and over, so if perhaps you did not understand all of it the first time, eventually you would. Whilst children are widely recognised as conduits of information to the community, often older siblings or parents also read to their children and so the adult target market is also reached.

The story is written with the facts woven into the story line. Half the time the children don't even realise that they are learning new things.

Whilst the Sibo Series all have the same format - three chapters, twenty verses per chapter - a total of 36 pages with lovely illustrations on every page - it is proposed that this particular book should be written in prose - so that it could be easily translated to reach a wider market.

The illustrations are explanatory, so that children (and adults), who cannot necessarily read themselves, can still basically understand the meaning of the story. Extra information is also included in the pictures.

The last page has either an activity to do or more information (or both) – including websites for children, teachers or parents to access if they wish to find out more information.

Proposed story outline for "Sibo Beats the Bully"

(Working title)

Chapter 1

Sibo and her friends are outside at break time and they notice that there is something happening in a corner of the playground. Sibo is an inquisitive little girl, so they wander over to see what is happening. She elbows her way to the front of the crowd and is horrified to see a bigger boy standing over a much smaller kid, poking him. The group of children standing around are all laughing and egging the big child on. Sibo is just about to say something when the bell rings and everybody runs back to class. Sibo goes up to the small kid and asks him what was going on, but he just shrugs and walks away. She has never seen this child before and wonders what on earth is happening. Sibo and her friends go back to class and tell her teacher. Miss Ball asks them to describe the child so that she can find out more in the staff room. She does not like the sound of what the children have just told her and she decides to do some investigating.

Later that day Miss Ball finds out from another teacher that the boy's name is Alex and he's new at the school. The teacher said she wasn't surprised that he was being picked on because he was a bit weird and did not talk much. When he did talk, he stuttered and it was hard to understand him. Miss Ball was horrified at the teacher's casual approach and lack of concern for the child.

Chapter 2

The next day Miss Ball asks Sibo and her friends to make a point of looking out for Alex at break time. They search high and low but can't find him anywhere. They do come across a couple of girls fighting and are shocked to see the girls yelling and screaming whilst they try to kick and slap each other. Of course, they all go back to class and report on what they have just seen to their teacher again. Miss Ball said that it sounded more like the girls were disagreeing about something, rather than one was being bullied. She explains to the class that there is a difference between conflict and bullying. She explains the difference between the two. She also tells the children that there are different kinds of bullying – physical, verbal, emotional, sexual and then there's cyber bullying which is also a huge problem. She gives the children some ideas of what to do if they come across such a situation.

Whilst walking home from school that day, Sibo and her friends discuss the situation and come to the conclusion that Alex was definitely being bullied. They decide to do something about it.

Sibo talks to her parents and discovers to her amazement that her mother was bullied at work a few years previously. She did not realise that adults could also be bullied. Dad tells her that he recently read something about a school that had a "friendship bench". Sibo thinks this is an awesome idea and decides her school must have one too.

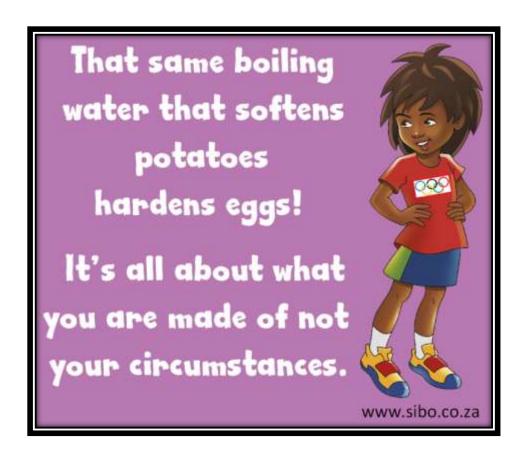
Chapter 3

Sibo tells Miss Ball about the friendship bench idea. Her teacher agrees that it is a good one and says she will speak to the head mistress about it. Sibo and her friends now armed with some knowledge of how to stand up to a bully actively go looking for Alex. They find him in

the same situation as before – being bullied. Wayne goes off to fetch a teacher. Sibo walks up to Alex, takes his arm and says "Come, let's get out of here!" The bully is astounded and just stands there. Lizzie puts her hands on her hips and tells the bystanders that they should be ashamed of themselves for laughing and encouraging the bully. Sibo and her friends surround Alex and walk away. They tell him they are so sorry that he's being bullied and they don't agree with what has been happening. They mention that he should tell an adult what has been happening and they will happily go with him if he wants. They also invite him to join their group of friends and sit with them at break time.

The headmistress agrees that the "Friendship Bench" is a great idea and says she will see if she can get funding for it. She also installs a "Bully Box" in the passage, where kids can post messages if they are being bullied and get help.

The back page will contain easy to read extra information, including role-playing and activities that can be carried out in class to demonstrate what bullying does to a person.



Why would you help sponsor such a book.

Ginny's mission in life is to empower children, one page at a time, with information in a fun way – freely if possible.

In order to do this, sponsors are needed.

Obviously a single sponsor would be wonderful and we are always open to this solution, but in light of the gravity of the current situation in South African schools, it is envisaged that the project should be open to enable as many entities/individuals to contribute as possible in order to reach the target amount.

Whilst we are not so naïve as to imagine that a single book will fix the horrendous problem of bullying, it will go some ways to empower children (and adults) with knowledge and ways to handle different situations.

Different marketing opportunities are available for sponsors – as has been done with previous Sibo titles – both on the inside cover of the book, as well as on Sibo's website, blogs etc. It should be noted that the 14th title in the series, sponsored by Gautrain, recently won an International Golden Quill Award for 'Writing'.

Friendship Benches and Bully Boxes in schools could also be sponsored and branded.



Distribution

It is envisaged that the books would be distributed to schools as per the contributions received. Ideally the reach should be as wide as possible and extra funding will be actively pursued to cover postage or courier costs for potentially distributing the books around the country.

If a better option is available this would gladly be embraced.

"Sibo beats the Bully" will also be produced in digital formal for inclusion on websites or for reading on digital devices. This would ensure that it is freely available to all classrooms that have wi-fi and digital facilities, as well as for individuals too.

The Sibo brand does not belong to any particular entity as far as sponsorship goes. Books have been sponsored by the Department of Science and Innovation, Department of Arts and Culture, Department of Health, University of Pretoria, Nash Nissan, SAASTA, BASF — the chemical company, Gautrain as well a private individuals.

Sibo is being widely read in schools around the country and is embraced by the children of South Africa. Her mission is to empower them with knowledge.

More information about the Sibo Series

Sibo books are written by Ginny Stone and are published by Lets Look Publishers. Writing, editing, illustrating and publishing is all done as a package and this includes printing. Lets Look has Level 2 BEEE status.

The author also creates newsletters, worksheets and colouring-in sheets around books that are freely downloadable from the Sibo website. http://www.sibo.co.za. These can also be shared with sponsor's websites and any other relevant parties.

For the past 13 years, Sibo books have been / are being widely read in schools and libraries around the country and Namibia. Currently discussions are underway to introduce the Sibo Series to a Zimbabwean audience.

To date, many of the Sibo titles have been read on an SABC 2 TV children's programme – Ntunjambili.

A 13 part, 3 minute, cartoon series based on the Sibo books was aired on eTV a few years ago and is still repeated every now and again. The title song for this series was written by Karen Zoid and is available on Sibo's website.

Sibo (aka Ginny Stone) wrote a weekly column in the African Reporter for four years – a free sheet that covers the Ekurhuleni district with an estimated readership of between 132,000 – 150,000 readers. Various topics were covered in this column - such as manners, health, making things, science, relevant information in the news, reading, bullying, animals, kindness etc. This column also ran as a weekly blog on http://blog.sibo.co.za/ and won an International Blog Award in 2019.

Lets Look Publishers have been approached to include the Sibo series as books available on an online application. This is on-going.

Sibo also has a Facebook page. https://www.facebook.com/pages/Sibo-Says/92823826116
Please visit Sibo's website for more info.





Lets Look Publishers Pricing Schedule

"Sibo Beats the Bully" includes:

- Project liaison
- Creation & development
- Text and editing
- Design & layout
- Illustration & graphics
- Printing
- Perfect bound

3,000 COPIES @ R59.00 each = R177,000 (VAT Included) 5,000 COPIES @ R50.00 each = R250,000 (VAT Included) 10,000 COPIES @ R45.00 each = R450,000 (VAT Included)

Lets Look Publishers

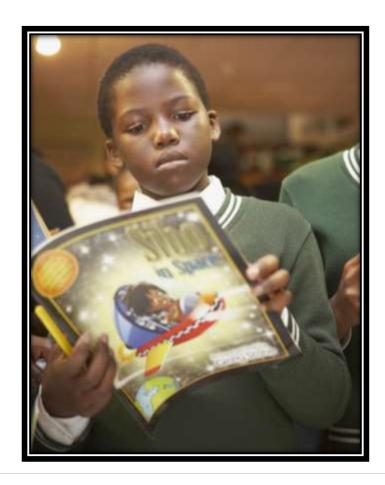
Director: Peter Sanderson

30 Verbenia Street, Lynnwood Ridge, Pretoria 0081, Gauteng SA

Tel: 012 361 2329 / Cell: 082 855 0157 Email: imfundo@netactive.co.za

Ginny Stone (Author)

Email: ginz.stone@gmail.com / Cell: 082 5649301 / Tel: 012 8031785



Lets Look (Proprietary) Limited Company Details

DIRECTOR (S) PETER HYLTON SANDERSON

 I.D.
 4901165755088

 BEE STATUS
 LEVEL 4 COMPLIANCE

 CO REGISTRATION NO
 2008/021852/07

 VAT NUMBER
 4640182913

ADDRESS 30 VERBENIA STREET

LYNNWOOD RIDGE

PRETORIA 0081

POSTAL ADDRESS AS ABOVE

OFFICE TELEPHONES +27 (0) 12 361 2329

+27 (0) 12 361 3854

MOBILE 082 855 0157 (PETE) FAX (TELKOM) +27 (0) 12 361 8060

FAX (E-MAIL) 0866315911

E-MAIL <u>imfundo@netactive.co.za</u>

WEBSITE <u>www.wallcharts.biz</u>

BANK ABSA
ACCOUNT NAME LETS LOOK
BRANCH The Grove
ACCOUNT NUMBER 4049642279
CODE 333845

Lets Look are publishers and creators of highly visual dynamic resources for school and home. They have been in business for over 20 years.

Ginny Stone is a writer who strongly believes in fun ways of empowering children and also getting them to realise that they too can make a difference.

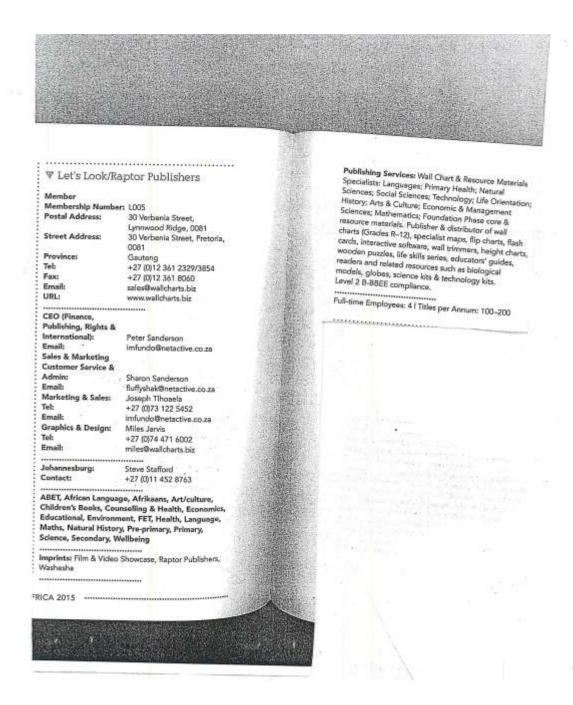
Between them, the Sibo Series has been created. So far, fourteen story books (written in wacky rhyme) on subjects varying from global warming, recycling and biodiversity to HIV AIDS, astronomy nanotechnology, chemistry, road safety and etiquette using public transport are being read and enjoyed in homes, libraries and schools around the country.

Pete Sanderson (T) 012 361 2329 (C) 082 855 0157



Lets Look Profile

From PASA Directory





Broad Based Black Economic Empowerment Verification Certificate

LETS LOOK (Pty) Ltd

Registration Number

Vat No

Head office, Location

Postal Address

: 2008/021852/07

: 4640182913

: 30 Verbenia Street, Lynwood Ridge, Pretoria

: 30 Verbenia Street, Lynwood Ridge, Pretoria

Verification Standard Applied issue of the rating standard applied

Scorecard Applied Size of the Enterprise

Financial Period Sector

: Codes of Good Practice

: Section 9 of the B-BBEE Act 53 of 2003

: Exempt Micro Enterprise Scorecard

: Exempt Micro Enterprise (<5 million Annual Turnover)

: Codes of Good Practice

: Level 4 contributor to BBBEE

GERTRUIDA MAGDALENA

VAN WYR Kommissaris van Ede / Commissioner of Caths Nie - Praktiserende Prokureur / Non Practising Attorney

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VAN DIE GÜRSPRONKLIKE DOKUMENT/ CERTIFIED AS A TRUE COPY OF THE

Roban Gebou/Building 178 Erasmusstraat/Str Meyerspark PRETORIA

Broad Based BEE Status BEE Procurement Recognition Level

Black Ownership

Black Women Ownership

: 0% : 0%

: 100%

Although the abovementioned is the current level of turnover / income and is closely related to the economic indicators, it may be more or less in future. Cansequently, this Certificate does not serve as a guarantee that the income reflected will continue at the same levels. Where the entity is a start-up enterprise this EME Certificate is valid only for contracts with a single value of less than or equal to R 5 million. Should the contract value being tendered for be higher than R 5 million and less than R35 million, the EME will be required to submit a QSE Verification Certificate with any tender. For contracts over R35 million a B-BBEE Verification Certificate based on the Generic Codes must be submitted

Based on certain procedures performed, we have determined that the turnover/income is less than or equal to R5 million. Based on certain procedures performed, we have determined that the level of Black Ownership / Black Women Ownership is as set out in this Certificate.

Bhaveshen Padayachee CA (SA) IRBA 8-BBEE APPROVED REGISTERED AUDITOR NO: 739148B 8-BBEE APPROVED REGISTERED AUDITOR

IRBA B-BBEE APPROVED REGISTERED PRACTISE NO: 985353-0000

Certificate Number:

Date of Issue: Expiry Date:

Period of validity:

B-BBEE-01/021762015

29 September 2015 28 September 2016

12 Months

377 Rivonia Boulevard, Rivonia, 2128 | PO BOX 78199, SANDTON, 2146 | T: +27 (0) 11 275 0454 | F: +27 (0) 86 666 4094 | E: info@empowerbee.co.za Company Registration No: 2012/094597/07 | Practice Number: 985353-00



Certificate issued by the Registrar of Companies & Close Corporations on Friday, September 12, 2008 07:40 Certificate of Confirmation



Registration number

2008 / 021852 / 07

Enterprise Name

LET'S LOOK

Auditors

Name

MARIUS MARINUS CHARTERED ACCOUNTANT AND AUDITORS

Postal Address

PRIVATE BAG X1877

MIDDELBURG

1050

Active Directors / Officers

Sumame and first names

ID number or date of birth Director type

Appointment date Addressive

SANDERSON, PETER HYLTON

4901165755088 Oirector

11/09/2008

Postal: 30 VERBENIA STREET LYNNWOOD RIDGE, 0081 Residential: 30 VERBENIA STREET, LYNNWOOD RIDGE

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COMPANIES AND INTELLECTUAL PROPERTY REGISTRATION OFFICE:

Registrar of Compenies & Close Conscrations

P.O. BOX 429, PRETORIA, 0001, Republic of South Africa, Docex 258, PRETORIA.

Cat Centre Tel 086 184 3384, Website www.cipro.co.za, WAP www.cipro.co.za/mobile



Certificate issued by the Registrar of Companies & Close Corporations on Friday, September 12, 2008 07:40 Certificate of Confirmation



amember of the dti group

Registration number

2008 / 021852 / 07

Converted from Close Corporation

1999 / 034237 / 23

Enterprise Name

LET'S LOOK

Enterprise Shortened Name

None provided.

Enterprise Translated Name

None provided.

Registration Date

11/09/2008

Business Start Date

11/09/2008

Enterprise Type

Private Company

Enterprise Status

In Business

Financial year end

June

Main Business/Main Object

COMMUNITY SOCIAL AND PERSONAL SERVICES

Postel address

30 VERBENIA STREET

LYNNWOOD RIDGE

0081

Address of registered office

30 VERBENIA STREET

LYNNWOOD RIDGE

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COMMISSIONER OF OATHS 50 5th AVENUE EDENVALE 1609



COMPANIES AND INTELLECTUAL PROPERTY REGISTRATION OFFICE:

Registrar of Companies & Close Corporations

P.O. BOX 429, PRETORIA, 0001, Republic of South Africa. Doors 266, PRETORIA.

Cell Centre Tel 086 184 3384, Website www.clpro.co.ze, WAP www.clpro.co.ze/nobile

Republick van Suid-Afrika Maatskappywet 1973 (Artikel 64) Republic of South Africa Companies Act 1973 (Section 64)

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Sertifikaat van Inlywing

van 'n Maatskappy met 'n aandelekapitaal

Certificate of Incorporation

of a Company having a share capital

Hierby word gesertifiseer dat/This is to certify that

LET'S LOOK (PROPRIETARY) LIMITED

vandag ingelyf is kragtens die Maatskappywet, 1973 (Wet 61 van 1973), en dat die Maatskappy 'n maatskappy is met 'n aandelekapitaal.

was this day incorporated under the Companies Act, 1973 (Act 61 of 1973), and that the Company is a company having a share capital.

Geteken en gescël te Pretoria op hede die/Signed and sealed at Pretoria this dag van / day of September Twee Duisend / Two Thousand

en/and

Eight

Registrateur van Maatskappye / Registrar of Companies

THIS IS TO CERTIFY THAT ON (1 SEASON A CLOSE CORPORATION LET'S LOOK CC 81899/034297/23

Seël van die Registrasiekantoor vir Maaiskappye. Seal of Companies Registration Office.

Hierdie sertifiistat is nie geldig nie, tenzy gesell deur die seët van die Registussiekantour vir Mastskappye.

This certificate is not valid unless scaled by the scal of the Companies Registration Office.

GEREGISTREERDE WOON EN POSADRES

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REGISTERED RESIDENTIAL AND POSTAL ADDRESS

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PETER HYLTON

GENORITEDISTRIX OF-LAND

ENGLAND

DATE OF SERTH

1949-01-16

DATE ISSUED

1996-05-24

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DIRECTOR SEMENT:

S.A. POST OFFICE LTD.

S.A. POST OFFICE LTD.

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Lets Look (Pry) Ltd

Reg: 2008/021852/07

POSTAL ADDRESS 30 Verbenio Street Lynnwood Ridge Pretorio 0081

Pretoria Office

30 Verbenia Street Lynnwood Ridge Pretoria 0081 Tel: 012 361 2329 or 012 361 3854 Fax: 012 361 8060 E-mail: sales@vallcharts.biz or imfunda@netoctive.co.za Web site: www.wallcharts.biz

23RD May 2011

TO WHOM IT MAY COCERN

LETS LOOK (PTY) LTD BANKING DETAILS

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Publishers of highly visual creative educational materials

Director Pete Sanderson



South African Revenue Service

Tax Clearance Certificate Number 0064/2/2015/0007400378

Tax Clearance Certificate - Good Standing

Enquiries 0800 00 7277 Approved Date 2015-08-03 Expiry Date 2016-08-02

Company Registration Number

Income Tax

VAT/Diesel Registration

PAYE Registration

UIF Registration

SDL Registration

Trading Name

2008/021852/07

9513099649 - LET'S LOOK PTY LTD

4640182913 - LET'S LOOK (PTY) LTD

7680737477 - LETS LOOK PTY LTD

U680737477 - LETS LOOK PTY LTD

L680737477 - LETS LOOK PTY LTD

LET'S LOOK (PTY) LTD

Tender Number

GoodStanding

It is hereby confirmed that, on the basis of the information at my disposal, the above-mentioned taxpayer has complied with the requirements as set out in section 256(3) of the Tax Administration Act.

This certificate is valid for a period of 12 months unless otherwise communicated by SARS.

Verification of this certificate can be done at any SARS Revenue office nationwide.

Photo copies of this certificate are not valid.

SARS reserves the right to withdraw this certificate at any time should any taxes, levies or duties become due and outstanding by the above taxpayer during the one year period for which the certificate is valid.

This certificate is issued free of charge by SARS.