



Storytime Foundation Now Delivering Across Auckland

Storytime Foundation is proud to announce the delivery of our core programme “Books for Babies” throughout Auckland City, Waitakere City and from August 2010, Manukau City.

The Books for Babies programme is designed to encourage families to bond with their newborn children and to discover the moments of magic that can occur when cuddling and playing with a young child. We, via Plunket and other Well child providers, give age appropriate books to families, who have not yet had an experience of using books as a stimulus to laughter and joy with their young baby.



Each family receives 5 beautiful books over 15 months starting with a soft cot book designed for newborns. All books are brand new and are provided through a range of publishers. Books are available in 9 different languages - English, Maori, Tongan, Samoan, Nieu, Cook Island Maori, Fijian, Tokelau and Mandarin.

Since 2003, the Books for Babies programme has delivered over 45,000 books to families with babies, to create special moments of magic.



Quotes from health practitioners delivering the books

“I arrived at the home of an 11 month old boy to find him sitting on the floor babbling away and pointing to the pictures of his B4B book. It's his favourite book according to mum and he takes it everywhere. Parents enjoy reading to him and thank B4B for the opportunity to share wonderful books with him.”

“A Samoan grand mum who does not speak a lot of English said ‘it is very good that I got books for my grandson in Samoan. I can read and show the pictures to him. In response he is laughing and talking with the pictures. Thanks a lot’”

“Mum rang me to see if she could replace a book already given. It was the child's favourite, so much so that it had fallen apart.”

StepUp leads the way

In March this year, Storytime Foundation was chosen as the supported charity for the StepUp Challenge. StepUp is a programme for leaders in their 20s-40s to further explore and test their leadership in innovative ways. The programme is run by Rotary.

On the 18th March, four teams from the leadership course competed to raise the most value for Storytime in one day. A variety of strategies and activities were developed culminating with a gala dinner to celebrate their success. As a result, Storytime Foundation received \$4,253.84 in donations to go towards book purchases, a video produced which is now on our website, bookmarks printed, introductions to some key organisations and individuals and pledges from a number of companies to support us in a fundraising activity.

The challenge was a fun day and brought some great new ideas and strategies to Storytime. Thank you to all of the wonderful participants, donors and the Rotary support team of the Step Up Challenge.

For more information on Step Up, go to their website:
<http://www.rotary.org.nz/function.cfm?ID=39>

The logo for StepUp, featuring the word 'step' in a large, lowercase, handwritten-style font, and 'up' in a smaller, uppercase, sans-serif font positioned above the end of 'step'.

In August 2010, the Books for Babies programme moves right across Counties-Manukau.

Thanks to:

Todd Foundation

ASB Community Trust

Stevenson's' Foundation

Auckland Airport Community Trust

The Trusts Charitable Foundation

Next step – New Zealand!

Storytime has served the Auckland community — bringing the joy of books to thousands of families — since 1997. Many Plunket staff and other health practitioners *outside* Auckland recognise the value of the programme and frequently request our help.

Storytime's success in Auckland is beyond question, and we now want to serve the whole country! To do this we need funds to buy books and train health practitioners in the delivery. Go to our website and organize an automatic payment each month to Storytime.

It costs just \$30 to put a family through the programme. Contact us at www.storytime.org.nz and see how you can help.

Partners



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Step Up Challenge

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