BrainBoosters
Corporate Profile

Not-for-profit organisation BrainBoosters has developed and designed an ECD solution for children that is set to transform education in South Africa. Offering its training, products and services to corporates, communities and caregivers alike, BrainBoosters is determined to impact the lives of children all across South Africa.

Whether you are a company looking for a corporate wellness programme or to align your CSI initiatives with an internationally acclaimed concept, a community-based organisation looking for accessible and affordable products as a solution in the sector you serve or a parent wanting to give your child access to a range of books and toys for development enhancement, the BrainBoosters programme has something to offer you as you distinguish yourself as a game-changer on the South African landscape.

What is BrainBoosters?
BrainBoosters is a not-for-profit company offering an innovative Early Child Development (ECD) learning approach. Based on international research as well as Neuroscience, BrainBoosters aims to impact ECD via its training programme and products.

Why does BrainBoosters exist?
The BrainBoosters offering is set against a backdrop of poor South African matric results. The 2012/13 scenario tells us that of the one million children enrolling in Grade 1, only 500 000 reach Grade 12! And of those who complete Grade 12, only 42 000 pass Maths with more than 50%.

This, coupled with the fact that 62% of 18-29-year-olds are unemployed, is why BrainBoosters was founded. The BrainBoosters vision is that education in South Africa be transformed – with job creation and economic growth the ultimate goals.

Africanarian for Africa
BrainBoosters has coined the term, “Africanarian”. Based on extensive research, the Africanarian approach aims at stimulating the minds of the more than four million disadvantaged South African children under four and seeks to engage parents and caregivers with the use of affordable and accessible products.

BrainBoosters and Corporate SA
Companies are key drivers of economy – and change – and can play a pivotal role in addressing issues around poverty, health and education. As such, BrainBoosters would like to engage South African companies with a view to opting for BrainBoosters insofar as employee assistance or corporate wellness programmes are concerned. BrainBoosters also offers corporates a space to focus their Corporate Social Responsibility (CSR) spend. Corporate SA currently spends in excess of R5 billion on employee wellness initiatives each year.
Parents as pivotal
BrainBoosters recognises that the first place of development for a child is at home. A parent is the most prominent person in a child’s life and without even realising it, parents facilitate early childhood learning and brain development. Even once a child is in school or a crèche, a parent is the person with whom that child will spend most of her time – along with family members and other caregivers.

BrainBoosters wants to offer parents an opportunity to be supported by and equipped with techniques and tools to help fulfil their role of raising well-rounded children, ones who will be ready for school – and for life!

BrainBoosters recognises that the life of a parent is busy. This is why BrainBoosters has done the developmental research for today’s time-strapped mom, dad or caregiver, offering practical ideas, products and toys. All of these have been designed around making every moment that a parent has with his or her child an opportunity to learn.

Learning is child’s play
Did you know that a child playing is a child learning? Playing is the way in which a child makes sense of the world around her and it is the way in which she learns. BrainBoosters’ pay-off line is: “Learning is child’s play,” with the programme being all about the power of play and about parents – or any other caregiver – playing with their children.

By joining a BrainBoosters Parenting Club in their area, parents will meet up with other parents just like them – for some relevant information and instruction by a BrainBoosters trainer. It’s a session that parents attend without their children and lasts for just an hour, which means that parents get to hone in on a focused time of information-gathering without sacrificing too much family time.

In each of these Parenting Club sessions (ten a year), parents cover topics such as the importance of talking, reading and playing with children and exploring issues like helping children take responsibility, encouraging healthy habits and developing other essential life skills.

So, within an array of topics that covers everything from money to music and movement, parents get to engage with innovative educational material, where every toy and book has been designed to enhance a child’s development – and a parent’s playtime with her. By using the products with a child for just ten minutes a day, a mom or dad will be impacting her learning – and her life!

How can BrainBoosters benefit CBOs?
If you are involved with a Community-Based Organisation (CBO), you are already making changes on the South African landscape and are playing a pivotal role in addressing issues around poverty, health and education. BrainBoosters would like to partner you, being well-positioned to propose quality interventions for communities.

Parents are time-strapped and information-overloaded. Enter BrainBoosters.

With the pay-off line of “Learning is child’s play,” BrainBoosters has developed an easy-to-use programme whereby parents literally play with their children, while at the same time promote brain development and build solid foundations for effective learning. The ten-month programme that runs from February to November each year caters to parents of children aged 0-6 years, with parents free to join the programme at any time.

The BrainBoosters offering consists of three components: parenting skills training (one hour per month), a developmental toy and a Storybox that contains books and theme-related toys to be taken home.

Outreach made easy
There is pressure on today’s corporates to be drivers of change. BrainBoosters offers solutions: its programme has been approved as qualifying for SED points on the BEE scorecard, as well as improving ED scores and is mindful of the aim behind the Codes of Good Practice being to encourage transformation.

BrainBoosters can facilitate the spending of SED contributions via community crèches. Companies can also spend their ED contribution as BrainBoosters partners with ECD entrepreneurs and can identify, train and mentor individuals to establish a community ECD service including skills-training and ECD entrepreneur resourcing.

The BrainBoosters offering gives today’s company options for supporting existing or new outreach programmes with the BrainBoosters Toy Library – from a company’s SED budget, making it easy for South African organisations to be key drivers of change on the educational landscape.

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If you represent a company keen to be on the cutting-edge of value-adds, why not engage in a BrainBoosters worksite-based corporate wellness programme? If you do, you will be well-poised to:

• build employee confidence
• impact the early learning of many children
• improve staff morale
• enhance workplace relationships
• enhance your own status as a company who meets its staff’s needs.

If you provide a company’s Broad-Based Black Economic Empowerment (BBBEE) needs, namely its Socio-Economic Development (SED) or Enterprise Development (ED) agendas.

Employee assistance and corporate wellness programmes
A parent is key to a child’s early development and simply put, many parents are found in the workplace. By honing in on your personnel, a company recognises the role of parent as another key role of that of employee.

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BrainBoosters has developed an easy-to-use programme whereby caregivers in community can be equipped to engage meaningfully with the children with whom they come into contact, while at the same time promote brain development and build solid foundations for effective learning. This, without academic instruction – but with the training provided by BrainBoosters for an optimum, nationwide impact.

BrainBoosters is also able to offer assistance to you as you engage with your donors and can be an essential partner in promoting your particular educational cause and helping meet your communications, infrastructure and logistical needs.

The BrainBoosters programme has been designed to lend itself to private sector and NGO involvement, including offering SED/ED points for BEE scorecards as well as offering the appropriate monitoring, evaluation and reporting procedures.

Changing communities

BrainBoosters’ Play & Learn programme is at the heart of its community offering: six Play & Learn packs have been designed to supplement an ECD centre or daycare facility’s daily curriculum.

This encompasses non-academic (and therefore accessible) training by an accredited facilitator and step-by-step instructions for caregivers. Based on the latest educational and Neuroscience research, the BrainBoosters content can be seen to be essential to a community-based curriculum focusing on school-readiness – especially in conjunction with its Toy Library. The Toy Library incorporates all of the BrainBoosters products and is a cost-effective way for a community to access some educational essentials.

BrainBoosters acknowledges the role of parents as key to the well-being of children, enabling parent engagement via the use of Parent Packs and Storyboxes through parenting clubs, whereby parents and other caregivers can receive invaluable input and purchase additional products for use at home.

So, whether you are a company looking to add value – to your staff or a community, a CBO looking for community solutions or a parent wanting to build a stronger future for your child, BrainBoosters can play a key role, with a programme and products that are designed to change lives.

Partner with BrainBoosters as we change South Africa. One child, one parent, one community at a time.

“Education is the most powerful weapon you can use to change the world.”

Nelson Mandela

The following companies and organisations have supported or benefitted from the BrainBoosters programme:

- African Self Help Trust
- Afrox
- Border Rural Committee
- Chartered Wealth Solutions
- Cotlands
- Eureka DIY Solutions
- FH Bertling Logistics
- FH Chamberlain Trading
- Flying for Life
- Forum Homini
- Give a Child a Family
- Ikageng Itireleng Aids Ministries
- Jamadi Handelaars
- Joint Aid Management
- Maserumule Consulting
- NOAH
- Orign Consulting
- OVIVO Aqua SA
- Phillie Foundation
- Play-With-A-Purpose Educational Trust
- Rampadise Education Training and Development
- Randpark Ridge Ext. 37
- Retifwe Community Project
- S.A. National Zakah Fund
- Siyakholwa Development Fund
- Stefan Rubber Services
- The Hope Factory
- Tshikululu Social Investments

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