



**VetBooks For Africa
Project Proposal
2026**

Table of contents

- 1. Project Overview - page 1**
 - About VetBooks For Africa
 - Why we need your support

- 2. Project Description - page 2**
 - VetBooks for Africa Local Objectives
 - VetBooks for Africa International Objectives
 - Target Groups and Countries

- 3. Brief overview of the 2024 VB4A Trips - page 3**

- 4. 2025/2026 Vet Books for Africa Committee - page 4**

- 5. Project Collaborations - page 5**
 - Herd (Hoedspruit Elephant Rehabilitation and Development)
 - Global Giving

- 6. Project Scope - page 6**

- 7. Sponsorship description and details - page 7**

- 8. Addendum A - pages 8-11**
 - Sponsorship Tiers
 - Main Financial Sponsor
 - Vehicle Sponsor
 - Fuel Sponsor
 - Donation of Consumables, Equipment and Educational Resources
 - Committee clothing Sponsors

- 9. Closing statement - page 12**

1. Project Overview



About VetBooks For Africa

VetBooks For Africa (VB4A) is a proudly South African, student-led non-profit initiative that has been driving positive change across the African continent since 1993. Based at the Onderstepoort Faculty of Veterinary Science, we are a team of eight passionate veterinary students who believe in the power of knowledge and compassion to transform communities.

Every two years, a new VB4A committee embarks on a seven-week, cross-continental journey to deliver veterinary textbooks, journals, medical equipment, and essential supplies to underserved veterinary faculties, animal sanctuaries, rehabilitation centres, and community clinics across Africa. Along the way, we engage directly with local communities - offering education, veterinary care, and inspiration to the next generation of animal health professionals.

To date, VetBooks For Africa has:

- Completed 18 expeditions
- Travelled over 100,000 kilometres
- Visited 9 countries
- Partnered with 8 universities

But our mission goes far beyond delivery. We are building bridges between institutions, fostering collaboration, and sowing seeds of hope, education, and conservation wherever we go. By reaching more schools and remote areas, we aim to ignite curiosity in young minds and advocate for animal health and environmental stewardship.

Why we need your support

As a completely student-run non-profit initiative, the scale and impact of our journey is made possible only through the generosity of sponsors, donors, and partners.

Your support directly funds:

- Transportation and logistics
- Accommodation during our expedition
- Collection, curation and distribution of veterinary textbooks and supplies
- Community outreach and educational efforts

The more support we receive, the more institutions we can reach, and the more meaningful our contribution becomes.

In 2026, we plan to extend our reach even further - adding new destinations, forming new partnerships, and continuing the legacy of those who walked this road before us. With your help, we can make this the most impactful VetBooks For Africa journey to date. We invite you to become part of this transformative project - to help us empower future veterinary professionals and uplift the communities they serve. Together, we can make a tangible difference: one book, one clinic, one community at a time.

“Helping one person might not change the world, but it could change the world for that one person.”

2. Project description

VetBooks For Africa Local Objectives

- I. Conducting “Maverick” outreach initiatives in communities within Pretoria and surrounding areas, offering support and engagement where it is most needed.
- II. Coordinating donations and organizing visits to under-resourced local schools to provide assistance and encouragement to learners and educators.
- III. Extending support and contributions to various charitable organizations and non-profit initiatives across the region.
- IV. Collaborating with diverse organizations throughout South Africa to amplify impact and build strong community networks.
- V. Hosting a range of fundraising events both on and off the University of Pretoria campuses, while ensuring prominent recognition and visibility for our valued sponsors.
- VI. Participating as a registered charity in the Telkom 94.7 Cycle Challenge, increasing brand exposure and community engagement.
- VII. Providing opportunities for individuals, outside the organizing committee, to become involved and contribute as members or volunteers.
- VIII. Enhancing public visibility through strategic use of social media, community outreaches, and market day events.
- IX. Creating a platform that enables partner organizations to expand their reach and engage with a wider audience.

VetBooks For Africa International Objectives

- I. To support the advancement of veterinary education across Africa by delivering donated veterinary journals, textbooks, and medical equipment directly to veterinary faculties, ensuring equitable access to essential educational resources.
- II. To provide meaningful assistance to communities by distributing educational materials, medications, vaccines, equipment, and other vital supplies to community veterinary clinics, animal rehabilitation centers, and sanctuaries.
- III. To encourage collaboration among veterinary faculties throughout Africa and to raise veterinary standards continent-wide, thereby strengthening the global standing and credibility of African veterinary education and practice.
- IV. To promote environmental consciousness through widespread educational initiatives aimed at fostering sustainability and responsible stewardship across the African continent.
- V. To act as a bridge connecting individuals and organizations across Africa, facilitating partnerships and initiatives that contribute to a more sustainable and interconnected future.

Target Groups and Countries

The project will primarily target universities, veterinary faculties, and schools, with support customized to meet the unique needs of each institution. In addition, we plan to engage with accredited animal sanctuaries and wildlife rehabilitation centres along our route to identify opportunities for meaningful assistance.

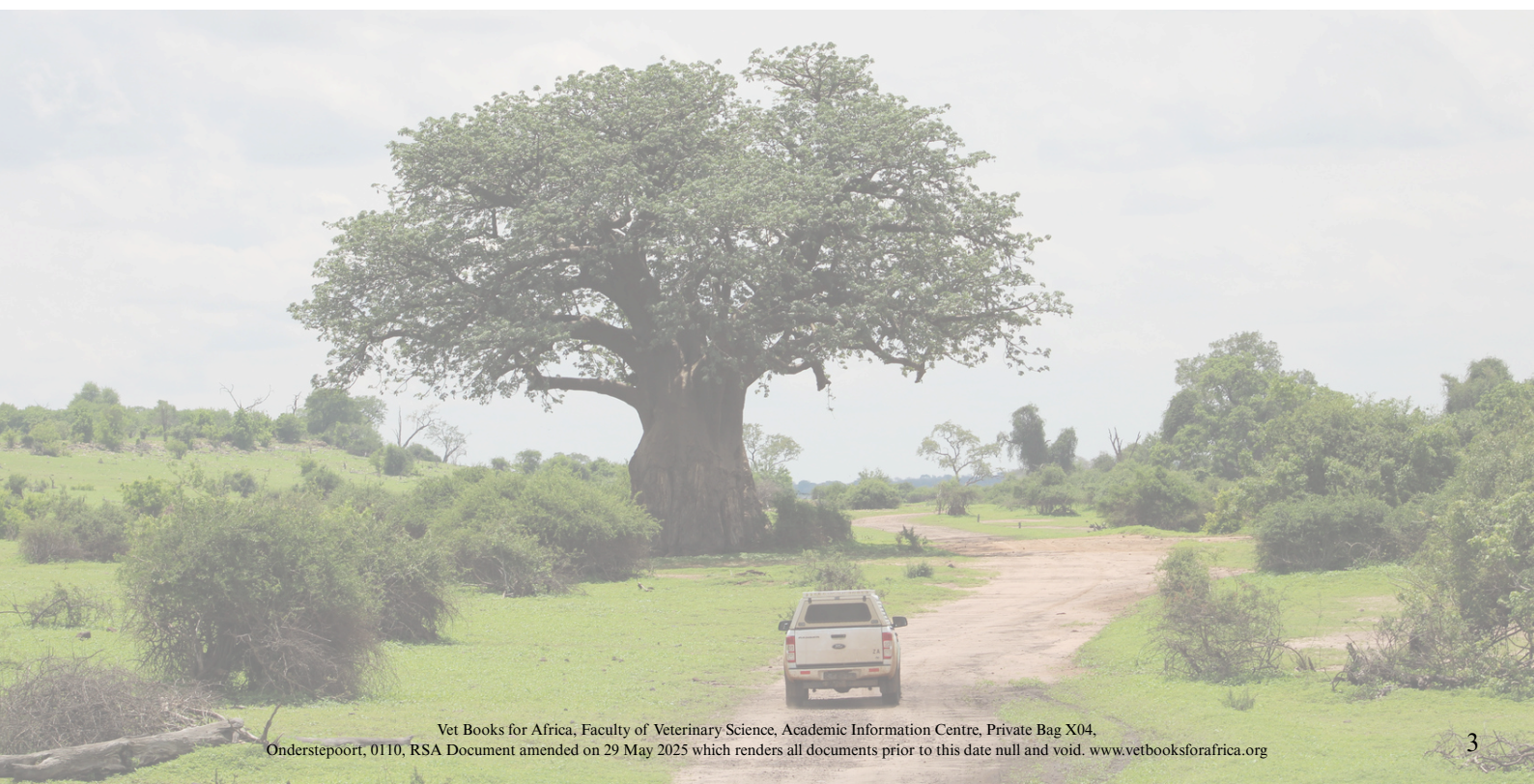
As this is an initial proposal, a detailed and updated itinerary will be provided once travel routes and destinations are finalized.

Countries currently under consideration include: Namibia, Botswana, Zimbabwe, Zambia, Malawi, Tanzania, Kenya, Uganda, and Rwanda.

3. A brief overview of the 2023/2024 VB4A trips

The 2023/2024 VetBooks For Africa team completed two extensive trips, travelling over 18,000 kilometres across six weeks and reaching 13 VetBooks destinations in six different countries. Their journey included visits to Zimbabwe, Botswana, and Zambia in July, followed by Malawi, Tanzania, and Kenya in December. Along the way, the team engaged with rural schools and multiple universities, strengthening educational outreach and support.

A PDF copy of the 2023/2024 newsletter, summarising their experiences and achievements is available on request.



4. 2025/2026 VetBooks For Africa Committee



Chairperson, Universities & Charities Liason



Andries van der Merwe

Treasurer & Secretary



Ashley Prinsloo

Sponsorships, Books & Equipment



Lindé Joubert & Ewan Nieman

Social Media, Marketing & Fundraising



Lonika Tukker & Jenna Wright

Routes & Itinerary



Hugo Human & Calvyn Coetzee

NAME	PORTFOLIO	EMAIL ADDRESS	CONTACT NUMBER
Andries van der Merwe	Chairperson, Universities & Charities liaison	chairpersonvetbooksforafrica@gmail.com	+27 79 432 4089
Ashley Prinsloo	Treasurer & Secretary	vetbookstreasurer@gmail.com	+27 66 221 1115
Lindé Joubert	Sponsors, Books & Equipment	vetbookssponsor@gmail.com	+27 78 417 7451
Ewan Nieman	Sponsors, Books & Equipment	vetbookssponsor@gmail.com	+27 64 900 0990
Lonika Tukker	Social media, Marketing & Fundraising	yb4amedia@gmail.com	+27 66 285 1531
Jenna Wright	Social media, Marketing & Fundraising	yb4amedia@gmail.com	+27 78 012 7424
Hugo Human	Routes & Itinerary	hugohuman03@gmail.com	+27 71 603 6407
Calvyn Coetzee	Routes & Itinerary	calvyn.a.coetzee@gmail.com	+27 66 315 7704

Instagram: @vetbooksforafrica

Facebook Page: VetBooks For Africa

VetBooks for Africa Website: <http://vetbooksforafrica.org>

5. Project collaborations

The HERD (Hoedspruit Elephant Rehabilitation and Development) Trust was officially established in 2021, following more than two decades of dedicated care for elephants displaced or orphaned as a result of human-elephant conflict. In response to the increasing number of young calves in need, the HERD Orphanage was founded in 2019 to provide a safe, rehabilitative environment—supported by an established elephant herd capable of offering the social bonds essential for their development.



Today, the Jabulani Herd has grown into a close-knit family of 16 elephants, including 11 orphans and five calves born within the herd over the past decade. To ensure the long-term care of these rescued elephants, the Jabulani lodge was opened in 2004, with proceeds from tourism directly supporting herd management and welfare.

In 2021, the HERD Trust unified its operations - bringing together the Jabulani Herd, the HERD Homestead (formerly the Jabulani stables), and the HERD Orphanage - under one umbrella as a registered Public Benefit Organisation (PBO No. 930072153). This transition has allowed for greater public engagement and funding opportunities to support the ongoing care of the elephants.

Beyond animal welfare, the HERD Trust is deeply committed to community upliftment and conservation education. Through local outreach programs and a strong global online presence, HERD raises awareness about elephant conservation and the broader efforts of organisations working to protect this iconic species worldwide.

Global Giving

VetBooks For Africa, in partnership with HERD, has a dedicated GlobalGiving page, enabling supporters worldwide to contribute financially to our mission. This platform provides an accessible and secure way for international donors to support our cause and help advance veterinary education and conservation efforts across Africa.

To learn more or make a donation, please visit our GlobalGiving page:

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

6. Project scope

1. Campus Engagement through External Marketing:

We will use a database of previous delegates to identify and engage individuals at prospective university campuses. These individuals will assist in coordinating on-campus visits, including confirming suitable dates and times. Additionally, we will collaborate with animal sanctuaries and rehabilitation centres located along the planned route. These organisations will receive donated medical supplies and equipment as part of our outreach initiative.

2. Website and Social Media Presence:

Our website and social media platforms will be consistently updated and, where necessary, redesigned to ensure they reflect the most current and relevant information. These platforms will also prominently feature sponsor branding, including logos, links, and visual content as required. This visibility offers sponsors a dynamic platform to showcase their contributions and connect with a broader audience.

3. Sponsorship Opportunities:

We offer a diverse range of sponsorship options tailored to align with varying levels of support and marketing objectives. For a detailed overview of available sponsorship packages and benefits, please refer to Addendum A.

4. Media Coverage:

We will pursue extensive media coverage through magazine articles, radio segments, and television interviews, both before and following the expedition. This media exposure will significantly enhance the public profile of VetBooks For Africa, as well as that of our valued sponsors.

5. Local Fundraising Initiatives:

Official VetBooks For Africa fundraising events will be organised in key local communities to support the campaign. These events will also serve as additional opportunities for sponsor promotion and engagement.



7. Sponsorship tiers, Descriptions and Details

The success of the VetBooks For Africa initiative is made possible through the generous support of donors and sponsors. Our mission is rooted in the principles of humanity, empowerment, and the collaborative sharing of knowledge and resources to uplift communities and strengthen veterinary education across the African continent.

Partnering with VetBooks For Africa offers companies a unique opportunity to contribute meaningfully to sustainable development through the advancement of young veterinary professionals in Sub-Saharan Africa. With both national and international exposure, the project provides an impactful platform for brand visibility and long-term market growth potential.

All sponsors will receive a **Section 18A tax certificate**, enabling them to benefit from the tax deductions applicable to qualifying donations under the **South African Income Tax Act**. In addition, select sponsorship tiers - *as outlined in Addendum A* - include access to detailed VetBooks For Africa financial reports for full transparency and accountability.

Project expenses include accommodation, transport, meals, equipment rental, insurance, and necessary permits. Please refer to *Addendum A* for a comprehensive breakdown of available sponsorship and support packages.



8. Addendum A

Below is a range of sponsorship opportunities available for your company in partnership with the VetBooks For Africa initiative and team. Sponsors can choose from different tiers, each offering a variety of benefits tailored to the level of support. These tiers serve as flexible guidelines based on successful past collaborations.

We also welcome and will gladly consider alternative proposals your company may wish to offer.

At VetBooks For Africa, we value building strong, personal relationships with our sponsors to ensure a meaningful and lasting partnership.

**Please note: All tiers and associated benefits are subject to change at the discretion of VetBooks for Africa.*

Sponsorship Tiers

Sponsorship opportunities for this project are structured across six tiers: Platinum-Plus, Platinum, Gold, Silver, Bronze-Plus, and Bronze. Companies may choose to contribute financially, donate books and equipment, or provide in-kind support. All sponsorship packages are flexible and can be tailored through discussion to align with the sponsor's goals and preferences.

Tier	Value	Benefit
BRONZE	R5 000.00 – R9 999.00	<ul style="list-style-type: none"> The company will receive a tax deduction associated with its contribution (Section 18A of the Income Tax Act) Logo of the company to be advertised on the VB4A Website and social media. Post about the company's operations on the VB4A social media pages
BRONZE-PLUS	R10 000.00 – R14 999.00	<p><i>In addition to all benefits in the Bronze tier:</i></p> <ul style="list-style-type: none"> The company's logo will be advertised on our marketing banners and will be present in all our marketing campaigns, charity, and university events, as well as the handouts of the books and equipment. The company will have access to the VB4A logo to be used for their own social media marketing if they wish to do so. The company will receive an invitation to the VB4A Gala evening

<p>SILVER</p>	<p>R15 000.00 – R24 999.00</p>	<p><i>In addition to all benefits in the Bronze-Plus tier:</i></p> <ul style="list-style-type: none"> • The company’s logo will be represented on the vehicles that will be going on all the trips • The company will gain access to photos and videos of the VB4A trip to be used in their social media advertising, if requested by the company. • The company’s website will be represented on the VB4A website with a hyperlink to the company’s website
<p>GOLD</p>	<p>R25 000.00 – R49 999.00</p>	<p><i>In addition to all benefits in the Silver tier:</i></p> <ul style="list-style-type: none"> • The company will be tagged, via our social media, in all our events, expos, charity, and university events • The company’s extraordinary contribution to the project will be represented on the VB4A website • Access to our Financial Reports will be given to the company if requested. • The company’s logo can be represented on the VB4A shirts with the VB4A and HERD logo, if requested by the company, and only if the company provides additional embroidery sponsorship finances • The company will appear on the VB4A newsletter that will be sent out to all the VB4A alumni members
<p>PLATINUM</p>	<p>R50 000.00 – R70 000.00</p>	<p><i>In addition to all benefits in the Gold tier:</i></p> <ul style="list-style-type: none"> • The company’s logo will be represented on the VB4A shirts with the VB4A and HERD logos, along with all other sponsors that are included in appropriate tiers. • The company will be allowed to speak at a seminar organized by the VB4A committee. • The company will receive a speaking opportunity at the Gala event if requested. • Acknowledgement of extraordinary contribution will be made known at each charity, event, or university participated in during the duration of the trip. If the sponsor provides pamphlets or other company-promoting materials, they will also be handed out during the outreach program.
<p>PLATINUM-PLUS</p>	<p>> R70 000.00</p>	<p><i>In addition to all benefits in the Platinum tier:</i></p> <ul style="list-style-type: none"> • The company’s banner, if provided, will be taken on all exposures and handouts to acknowledge the extraordinary contribution made by the company. • The company’s logo will be represented with the VB4A and HERD logo on a main VB4A shirt with any other main sponsors that are represented in this tier, and with the company regarded as the main sponsor • A promotional video, if provided by the company, will be played at all university handouts to acknowledge the sponsors' immense contribution to this project

Main Financial Sponsor

Our Main financial sponsor will receive all benefits included in the **Platinum-Plus tier**.

Vehicle Sponsor

The trip will require sponsorship for two Double Cab Bakkies with Canopies or an SUV. The trip will also require sponsorship of two Camping trailers.

It is important to note that we will only be using the vehicles and camping trailers for the duration of the trip; thereafter, they will be returned to our generous donor. A detailed itinerary of the trip will be provided once finalized.

Benefits included for vehicle sponsors:

- The company will receive a **tax deduction** associated with its contribution
- The company's logo will receive prominent exposure through multiple channels, including: the VB4A website (with a hyperlink to the company's official site), vehicle branding during all trips, on marketing banners at all promotional campaigns, charity and university events, as well as during the distribution of books and equipment. Additionally, the logo will appear alongside the VB4A and HERD logos on the official team shirt and be featured in the VB4A alumni newsletter.
- A post highlighting the company's mission/project will be shared on VB4A's social media platforms, and the company's exceptional contribution will be acknowledged.
- The company will be tagged, via our social media, in all our events where the vehicles will feature.
- The company will have access to the VB4A logo to be used in their social media marketing if they wish to do so.
- The company will gain access to photos and videos of the VB4A trip to be used in their social media advertising, if requested by the company.
- The company will receive an invitation to the VB4A Gala evening.
- Access to our financial reports will be given to the company if requested.

**Please note: The benefits are subject to change depending on the type of sponsorship the company can provide and will be decided upon by collaboration between the sponsors and the VB4A committee to satisfy the sponsors needs.*

Fuel Sponsor

Fuel sponsors will receive the same benefit as listed in the tier levels and will be attributed according to the monetary value of the fuel provided.

If the company is the sole fuel sponsor for the duration of both VB4A trips, they would be considered one of the main sponsors and would receive all the rewards associated with that ranking.

**Please note: The benefits are subject to change depending on the type of sponsorship the company can provide and will be decided upon by collaboration between the sponsors and the VB4A committee to satisfy the sponsor's needs.*

Donation of Consumables, Equipment, and Educational Resources

The VB4A initiative utilizes a variety of veterinary consumables, equipment, books, and instruments to support its activities.

We welcome donations of these items and offer benefits to sponsors in return. For example, sponsors may receive social media recognition and marketing exposure.

The specific benefits provided will be discussed and tailored according to the value and nature of each donation.

Committee Clothing Sponsors

Any company willing to sponsor new clothing pieces to the committee members, such as shirts or shoes, will be of great value in promoting not only the brand of clothes, but also for the promotion of the VB4A initiative.

Benefits for the clothing sponsors will include:

- The company's logo is to be displayed at events where clothing pieces are worn.
- Acknowledgment of the company's contribution on our website and social media platforms.
- Videos and photos of the VB4A events are to be given to the company for its promotional purposes if requested.
- Tax benefits.
- Invitation to our VB4A Gala evening.


Additional benefits can be discussed with potential sponsors.

9. Closing statement

We invite you to join us in making a meaningful and lasting impact across Africa.

By partnering with VetBooks For Africa, your company will not only help empower the next generation of veterinary professionals, but also contribute to the broader goals of community upliftment, wildlife conservation, and sustainable development. Your support will serve as a powerful statement of corporate social responsibility, aligning your brand with a project that is purpose-driven, impactful, and far-reaching.

We welcome the opportunity to collaborate and tailor a sponsorship package that reflects your company's values and objectives. Together, we can help shape a better future - one community, one student, and one book at a time.



25 May 2025

Andries van der Merve
Chairperson, Univeristies & Charities Liason

Date



25 May 2025

Lindé Joubert
Sponsorships, Books & Equipment

Date



25 May 2025

Ewan Nieman
Sponsorships, Books & Equipment

Date

