

Pata Kitabu

The Future of Kenya is in the Hands of Kenyan Children

What is Pata Kitabu?

It is an organisation set up to reward primary school children in rural deprived areas by donating books for high moral achievement.

What do we mean by high moral achievement?

Children have to show high standards in the following “Encouraging Eight” in order to receive a reward:

1. Honesty,
2. Leadership,
3. Moral or physical courage,
4. Initiative,
5. Hard work,
6. Punctuality,
7. Consistency at work and
8. Care of the environment.

Why was Pata Kitabu set up?

1. It has been reported that **Kenyan children do not know the difference between right and wrong.**
2. **Children lack worthwhile role models** and in our society politicians are seen as role models but are flawed by corruption, greed, dishonesty, selfishness and laziness.
3. Many **rural children do not own a single book** so the reward of a book is something to be valued and aspired to.

Is Pata Kitabu registered?

Yes, Presentation Number 1150, Volume D1, Folio 260/4621, File MMV11.

How Are We Able To Ensure That The Teachers Appreciate These High Moral Values?

All teachers are given training in these life skills to show them the value in their daily lives and how it makes them more effective people. This training is given by Business Consultant, Tack International Ltd.

Who runs Pata Kitabu?

Nick Paterson, ex CEO of Finlays, a tea and flower growing company in Kericho, and training is given by Rose Nyarangi of TACK International.

How Has Pata Kitabu been funded so far?

Nick Paterson has personally started the scheme in two schools in Nakuru district, and has received donations from Celtel.

He is now seeking to expand; his ultimate goal is to help Kenya's children nationwide by receiving regular donations of books on a long term basis.

What partnerships are we looking for?

We are seeking partnerships with book suppliers, in particular bookshops.

How can partners help?

We are not asking you for cash or donations, this is how we suggest our partnership is formed:

1. Pata Kitabu places flyers in the shop which are given with each purchase and counter staff ask purchasers whether they would like to donate a book to Pata Kitabu. A list of books will be available from which they can choose.
 - ☆ This will benefit the charity and make money for the shop.
2. An automatic deduction for “charity” of 1% is added to each sale and this money is used to buy books from your shop for Pata Kitabu.
 - ☆ The “customer–friendly” option and a good marketing tool for the shop.
3. The same as 2, but the donation to Pata Kitabu is made half in books and half in cash.
 - ☆ This will give greater credence to the “charity” mark up.
4. Your business could become a named sponsor of Pata Kitabu and become linked with the charity.
 - ☆ This would be negotiated.

What benefits will there be for partners?

- ☆ You will be able to sell more books.
- ☆ Your name will be linked to a charity that seeks to promote reading.
- ☆ Your name will be linked to a charity that seeks to promote good ethics.
- ☆ Your name will become linked to schools and NGO's which will market your name.
- ☆ You have a fabulous marketing tool.
- ☆ Most importantly, you will help improve the future for our children, the future of our Kenya.

The Future of Kenya is in the Hands of Kenyan Children