

CSI PROJECT JIKA

“Education is the most powerful weapon which you can use to change the world.”
– Nelson Mandela.

**Partner with a school through
project Jika and be part of that
change**

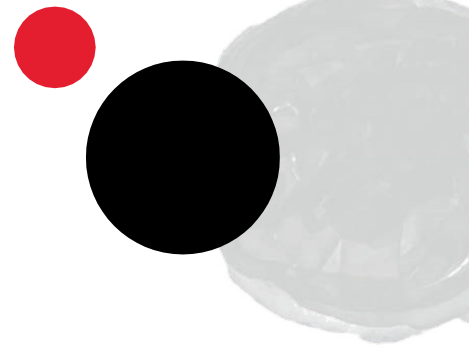
THE SOUTH AFRICAN CONTEXT

In South Africa it is widely recognized that if a person hasn't had a permanent job by the age of 25, he/she probably will never have one.

This is frightening when one considers that there are approximately 600 000 Gr 10 and 11 drop-outs and a further 180 000 matric failures each year!

Apart from the devastation for our youth, this statistic is a huge drag on the economy and requires radical change in order for South Africa to prosper.

INTRODUCING PROJECT JIKA



Not only does using The Answer Series improve matric pass rates but it will also improve the quality of the passes. Successful implementation of Project Jika would render thousands more South Africans employable and eligible for further (tertiary) education annually.

Jika, meaning *change* or a *turn-around for the good*, is an Answer Series initiative, which provides a high school with The Answer Series study guides for all learners across all grades in the subjects that are available. This project can not only rescue an underperforming school but take it up to more competitive levels. It also ensures that the schools buy-in to ensure that the study guides have as great an impact as possible. This maximises chances of success and in so doing, has a lasting impact on schools, communities and our country.

The Answer Series has been publishing study guides for 45 years. It has steadily improved its techniques and stands proudly as South Africa's first choice study guide publisher in all 16 subjects that it currently covers.

CASE STUDIES

The Answer Series partnered with a school in the Eastern Cape in 2010 and a school in Limpopo in 2011. Both schools were selected with the help of the Provincial Education Departments from the group of underperforming schools. Prior to the interventions, Reuben Ntuli from the Eastern Cape had a pass rate of 18% in 2009 and Shayandima from Limpopo, a pass rate of 44% in 2010.

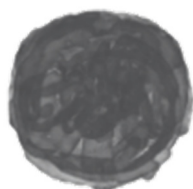
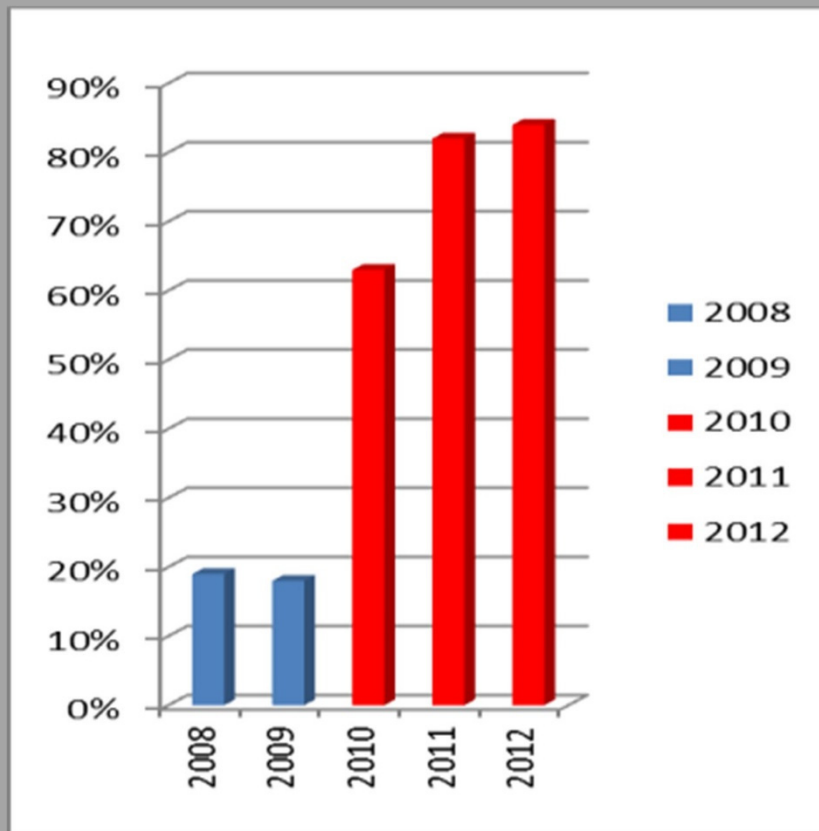
"Partnering" with these schools, The Answer Series supplied study guides for the core subjects, with top-ups year-on-year for a 3-year period. This resulted in each learner receiving 3 to 5 Answer Series study guides each year.

The **Jika project** was the only intervention at both schools. The results were phenomenal!

RESULTS

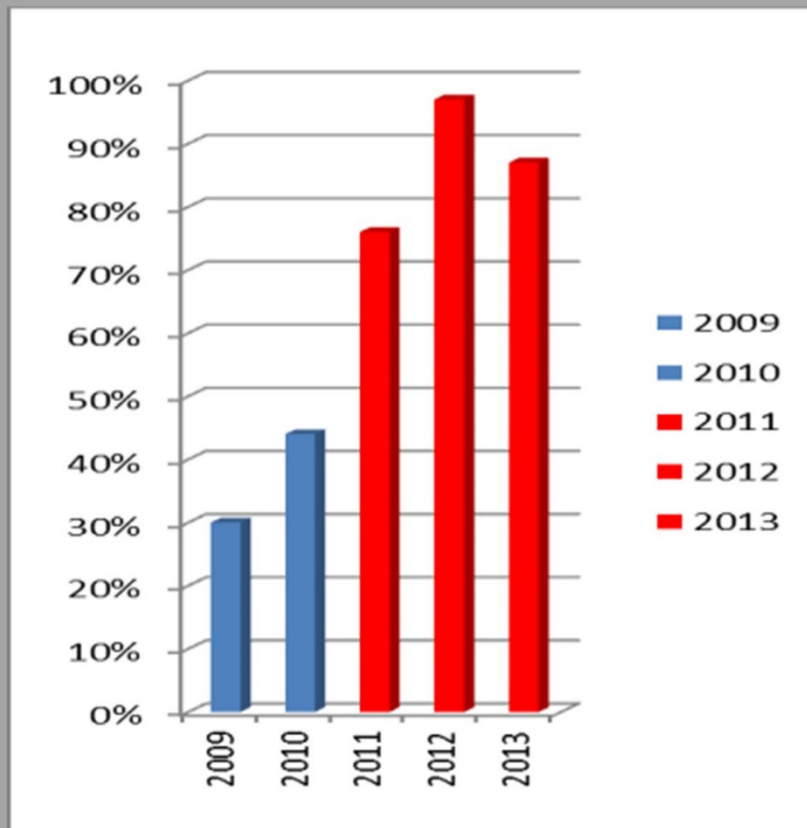
Reuben Ntuli (Eastern Cape)

Their matric pass rate increased from 19% to 84% by 2012, having received a Jika in 2010.



Shayandima (Limpopo)

Their matric pass rate increased from 44% to 97% by 2012 already, having received a Jika in 2011.



In the case of Reuben Ntuli, the school rose from being last (29th) in the Qumbu district to being placed 5th in 2011 and 2nd in 2012. Reuben Ntuli also gained top honours for its performance in English FAL in 2011 and moved into a brand-new school building in 2014. Shayandima was acclaimed the most improved school in Limpopo Province in 2012.

If one considers the national pass rate 73,9% (2012) and then these two previously underperforming schools, Reuben Ntuli Senior Secondary School 84,6% (2012) and Shayandima Senior Secondary School 96,6% (2012), both performed well above national average. Their performances exceeded even the average of the top-performing province for that year, Gauteng, which had a pass rate of 83,9% (2012). These Jika schools performed way beyond expectations.

WHY THE ANSWER SERIES STUDY GUIDES



Since 1975, The Answer Series has been empowering high school learners' exam success with our comprehensive, easy to use study guides.

Written and frequently updated by teachers, examiners and subject specialists, each of The Answer Series study guides includes stimulating exercises and easy-to-understand explanatory notes.

Learners can practice and hone their exam technique using sample exam questions and answers, included in our study guides.

The Answer Series study guides are practical and versatile. They can be used independently by learners, or by teachers in the classroom.

They are designed to allow learners to feel fully prepared, whether in Grade 8 or 12.

WHY JIKA?

Project Jika offers itself as a very scalable CSI Education investment project with measurable & impactful results. The Answer Series recommends doing Jikas on under-performing schools in the quintile 1 – 3 range, as this offers amazing opportunities of a bright future to many learners where there is currently very little hope.

THOROUGH MANAGEMENT

Interviews and investigations are conducted before finalizing the selected school to set up agreements and reporting/monitoring structures. The Answer Series would remain in contact with the school and monitor the performance throughout the project. We ensure the complete buy-in and engagement rights from the Provincial Education Department, the School's Governing Body and the Headmaster/Headmistress before commencing.

A LIFESPAN OF 3 YEARS

With good controls in place, the retention of the study guides can be managed so that subsequent years would only require top-ups costing a fraction of the launch amount. Top-up cost usually ranges between 10% and 20% per year. Where possible, we like to do the school selection in conjunction with the relevant provincial education department district. We also try to negotiate a financial contribution from the Department and the school in order to endorse buy-in, however, this is not always possible nor essential.



COSTING

The costing of a typical Jika at a small school may look something like the following, based on each learner receiving on average 4.5 study guides:

GRADE	NO. OF LEARNERS	NO. OF BOOKS/ LEARNER	TOTAL BOOKS	UNIT PRICE PER BOOK	TOTAL
12	95	4,5	427,5	209	R89 347,50
11	120	3,5	420	209	R87 780,00
10	150	4,5	675	189	R127 575,00
9	160	3	480	189	R90 720,00
8	170	1	170	189	R32 130,00
			2 172,5	Year 1 →	R427 552,50
				Year 2 & 3 →	R171 021,00

Total Value to School R598 573,50

TAS Matching Value per School R300 000

Donation to unlock a whole school R300 000

To accompany our study guides we have also prepared a series of video lessons for Grade 12s, which will be freely available

Below are some of the many gratifying testimonials from learners telling of how The Answer Series study guides have helped them.



"The Answer Series totally rocks!

Thanks to the amazing study guides my Mathematics mark is 78% (a massive increase) and Physical Sciences mark is 84%."

"The Answer Series is just phenomenal and the best books that any learner should have! I love it and the people who wrote it with all my heart ... because of them I got level 6 for both Maths and Physics and 88% in English."

Hear from Grade 12 Learner - [Ntsika Dantile](#) how The Answer Series has changed his life.

BE PART OF THIS STORY

We extend an open invitation for you and your organisation to participate in any part of project Jika. Your support of this project would enable The Answer Series to expand its coverage and produce more of the best educational material in the country.

This will enable it to reach more learners in the country and contribute to its prime goal which is to improve the level of education in South Africa and open doors where they might otherwise have remained closed.



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MORE ON THE ANSWER SERIES

WHO WE ARE

Anne Eadie was a brilliant young maths teacher at Grootte Schuur High School in Cape Town where she achieved phenomenal results through her method of teaching. When she withdrew from her classroom in 1975 to have her first child, her passion for teaching carried on.

She set about compiling a maths study guide that would help learners achieve excellent exam results.

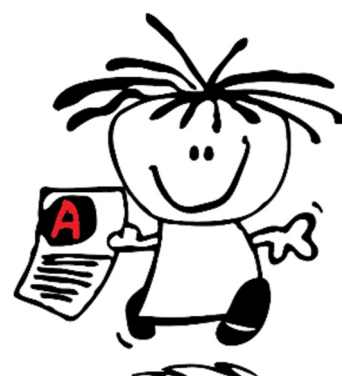
Study guides in South Africa weren't common then. None provided full solutions in a step-by-step, learner-friendly manner. This is how The Answer Series would be different.

Anne poured all her knowledge into the very first Answer Series study guide. Learners now had a new companion to guide them through their exams.

Today, The Answer Series continues to create comprehensive study guides, improving on the content every year.

OUR MISSION

Since the very beginning, our mission has been to contribute to the improvement of education in South Africa and reach as many learners as possible.



WHY CHOOSE TAS?

The Answer Series has been empowering high school learners' exam success with our comprehensive, easy-to-use study guides since 1975.

Written and frequently updated by teachers, examiners and subject specialists, each of The Answer Series study guides includes stimulating exercises and easy-to-understand explanatory notes.

Learners can practice and hone their exam technique using sample exam questions and answers, included in our study guides. The Answer Series study guides are practical and versatile. They can be used independently by learners, or by teachers in the classroom.

They are designed to allow you to feel fully prepared, whether you've just entered grade 8 or you're writing your matric exams.

OUR OFFERING

Grades & Subjects

We offer a wide range of study guides that will learners to enter an examination with confidence.

SUBJECTS

Maths • AP Mathematics • Maths Literacy

Physical Sciences • Life Sciences

Agricultural Sciences • Natural Sciences

EMS • Accounting

Business Studies • Economics

Consumer Studies • Geography • History

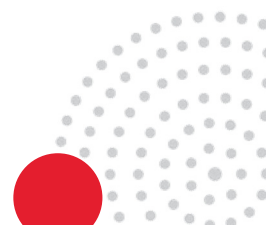
WHAT YOU GET WITH OUR STUDY GUIDES



Each of our study guides is thoughtfully created to be learner-friendly and to impart the gift of confidence by subtly introducing concepts and reinforcing these. Thus building a solid foundation.

They come with:

- Comprehensive study notes
- Handy tips
- Memorable visuals including tables, graphs and illustrations
- Carefully selected and graded exercises
- Detailed answers with explanations
- Practice exam-style questions & answers
- Proven exam guidance



TESTIMONIALS

What other parents say about TAS:

“Good things stay forever – I bought The Answer Series back in 1988 and I did so well in matric. I lost touch with you for about 20 years until now when I am searching for study guides for grade 10 for my daughter. I remembered the name and searched for it on Google, to my surprise I found your page. I will recommend The Answer Series to my friends at my daughter’s school.”

What other teachers say about TAS:

“My task as a teacher preparing learners for the public examinations has been a relatively easy one due to the invaluable use of The Answer Series books.”

What other learners say about TAS:

“I went from getting no A’s to getting straight A’s thanks to The Answer Series.”

BUY YOUR GUIDES AT BOOK STORES OR ONLINE

WWW.THEANSWER.CO.ZA

