

## PRELIMINARY REPORT: BOOK COLLECTION FOR SCHOOLS IN SOUTH AFRICA

### Brief Description of the Project:

- The research set out to test the effectiveness of different messages in encouraging people to make charitable donations.
- All households in East Didsbury and Woodhouse Park wards, Manchester (12,000 households) were sent letters asking them to donate a book to help set up school libraries in South Africa.
- Residents were asked to take donated books to one of six book collection points, three in each area, during Children's Book Week, 27<sup>th</sup> Feb – 6<sup>th</sup> March.
- The book collection was organised by the University of Manchester together with Community Heart (UK registered charity no. 1052817)

### Outcome of the book collection:

- 959 (8%) of the households we wrote to donated a book.
  - East Didsbury – 674 donors (11.5% of households).
  - Woodhouse Park – 285 donors (4.8% of households).
 In both areas the response was much higher than we expected.
- 7000 books were donated.
- Each donor, on average, gave 7 books. The books were of a very high quality and included books for all ages of children.

#### Book donations by drop-off point

Drop-off point	Number of donors	Number of books
Crazy Cow Café, Didsbury	96	584
Didsbury Library	482	3649
Broad Oak School, Didsbury	90	533
Forum Library	197	1359
Woodhouse Park Lifestyle Centre	65	588
Woodhouse Park Surestart Centre	19	154
Other	9	97
Total	958 donors	6968 books

### Thank you to ...

- Community Heart
- All the staff at all the drop-off points
- All the volunteers who helped with the book collection.

### Next steps:

- The books are currently being sorted and packaged ready to be shipped out to South Africa.
- A poster will be displayed at Didsbury Library and the Forum Library to let residents know how successful the book collection was.
- Further research analysis will be undertaken. Research reports will be posted at [www.civicbehaviour.org.uk](http://www.civicbehaviour.org.uk)

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### Further information available from:

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