



BAREFOOT TEACHER

COMPANY PROFILE

WHO WE ARE

Barefoot Teacher is a communications development company founded by Nazeem and Kariema Lowe in 2006. Nazeem has degrees in English, has completed the senior management programme at the University of Stellenbosch (USB), and has received project management training in South Africa, Zambia and Sweden. A published author and former corporate communications manager, he has considerable copywriting, copy-editing, proofreading and project management experience.

Kariema brings many years of experience of working in the non-profit sector to Barefoot Teacher. She is an expert in fundraising, fundraising training and the strategic marketing of non-profits. She has raised funds for organisations working in areas as diverse as teacher training, early childhood development, tertiary education, mental health, youth life skills, intellectual disability, community counselling, children's centres and after school care.

OUR INSPIRATION

In the mid-20th century many people in rural China died from treatable ailments, due to a chronic shortage of trained doctors. Knowing that millions more would die before enough doctors could be conventionally trained, the Chinese government trained thousands of villagers in obstetrics, first aid and traditional medicine. Every village soon had a 'barefoot' doctor and mortality dropped rapidly.

The barefoot doctor programme worked because it was creative, cost-effective, pragmatic and focused on developing *capacity*.

OUR SERVICES

Barefoot Teacher assists government entities, public entities, non-governmental organisations and small businesses to develop and improve their capacity to efficiently and effectively engage their target markets and stakeholders.

Publishing services:

- copywriting (media copy, learning materials, websites)
- editing (language & style, rewriting)
- proofreading (print & electronic publications)
- project management

Research & Consultation:

- feasibility studies, project development
- monitoring & evaluation
- academic writing coaching (postgraduate only)

Fundraising services:

- strategy development and capacity-building
- prospect research, proposal writing, funding reports
- monitoring & evaluation
- event management

OUR RATES

The rates below are intended as a rough guide to costs only. The actual rate applied (whether per word, hour or page) may vary and will be guided by the specific needs of the client. All rates and charges will be stated on the final accepted quotation.

Service	per word	per hour	per page
Copywriting	R 2	R 450	R 550
Editing – normal language & style	R 0.22	R 325	R 63
Editing – rewriting (maximum rate)	R 0.32	R 480	R 87
Proofreading	R 0.16	R 400	R48
Research & Consultation (rate also applies to all fundraising services)	-	R 370	-
Project management	-	R 550	-

POSTGRADUATE STUDENTS' SPECIAL SERVICE

A one-on-one writing consultation service is provided to postgraduate students who are preparing master's and doctoral dissertations, charged at R320 per hour. The rates for editing and proofreading provided above also apply to students' work.

BBBEE TRADING ADVANTAGE

In terms of the BEE Codes of Good Practice, Barefoot Teacher is a 100% black-owned Exempt Micro Enterprise (EME) with an automatic Level Three contribution status. Products or services purchased from us can be claimed at the rate of 110% towards the purchaser's own BBBEE scorecard. The BEE Codes of Good Practice also allow generic companies to earn an additional three points on their procurement scorecards by allocating 10% of their total procurement to EMEs.

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