



Caught Being a Good Grandparent

Grandparents of Duffy kids were singled out for special treatment during the week of November 12, 2007.

While mums and dads enjoy their own special days during the year, grandparents aren't always so lucky. That's why we love to help kids and schools show their appreciation for Nanna, Poppa, Gramps, Grandma or even a special older person who plays an important part in a Duffy kid's life.

The award celebrates the special relationship grandparents share with their grandchildren and each Duffy school selects one grandparent to be honoured at a special assembly. Schools might select their lucky grandparent with a writing competition, drawing a name out of a hat or perhaps nominating a grandparent who regularly helps out around the school.

2007's award was the beautiful book *Paradise: A photographic journey through New Zealand* by Kieran Scott.



Rawinia Dellow and Shirley Brace (pictured here with writer, Joy Watson and school sponsors, Lodge Frimley 359) were both proud recipients of the award at Irongate School in Flaxmere.

Wayne Cameron is not only the caretaker at Ramanui School in Hawera, he is also the honorary grandparent! He was thrilled that the school nominated him for the Caught Being a Good Grandparent award. Sponsor needed



Mainfreight Award for Excellence in Attitude

478 Duffy kids around the country were awarded the prestigious Mainfreight Award for Excellence in Attitude during their end of year school assembly.

This special award was given to a senior student from each Duffy school and recognised outstanding attitude in all areas of school life.



LEFT: Emma Hutchinson and Zoe Claasan shared the Mainfreight Award at Mayfield School in Blenheim. Sponsor needed

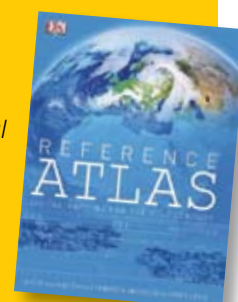


RIGHT: Rere Chapman-Wineera of Pembroke School in Oamaru proudly displays his award outside the school's entrance. Sponsor needed

Mainfreight sponsors this award annually, providing each school with a reference book of exceptional quality, an engraved silver cup and a certificate personally signed by Bruce Plested, Executive Chairman of Mainfreight and Chairman of the Duffy Books in Homes Board of Trustees.

2007's book was *DK's Reference Atlas of the World* which provides readers with an unsurpassed detailed world overview. There are hundreds of detailed maps of every global region, complemented by superb photographs, diagrams and facts.

Duffy Books in Homes General Manager, Linda Vagana, was delighted with the choice of book. "We are extremely grateful to Bruce Plested and Mainfreight for once again sponsoring this prestigious award. Many of our schools even decide to make it their major end-of-year prize."



From the Office

Happy New Year!

I trust you all had a fantastic time with friends and family over the summer and hopefully you also managed to have a good break. We are looking forward to some exciting ventures for 2008, particularly the start of the Duffy Ready for Reading (R4R) programme which is now open to Early Childhood Education (ECE) centres throughout New Zealand. We would like to officially welcome the sixty-five centres that have joined for 2008, that, along with the forty-five pilot centres make up the first 110 centres on this exciting new programme.

This year marks the start of the Duffy Theatre performing to all our schools with a new and hip script every year. As Duffy school numbers have increased over the years, schools were receiving the theatre once every 18 months. Now with two casts the theatre aims to perform annually to each Duffy primary school.

The latest release of the decile ratings for schools across the country has affected some Duffy schools. However, this has not discouraged the majority of our Duffy schools affected to source further assistance to keep their schools and children on the programme. Furthermore, we have had thirty-four new schools join Duffy Books in Homes for 2008 – Absolutely Awesome!

A special acknowledgement in this newsletter is made to our sponsors who have been fantastic supporters over the last ten years. Many thanks for your commitment and contribution to Duffy Books in Homes.

We are looking forward to the upcoming events for 2008 and we certainly hope to hear from our schools about all your Duffy activities throughout the year.

Lastly, a special welcome to Sarah Coleman, our latest addition to the Duffy Team.

Bring it on 2008!
Happy Reading!



Linda Vagana



*Children from Jean Batten School in Mangere with just some of the 680,869 books distributed during 2007.
School Sponsor: Rotary Club of Auckland East*

Highlights from 2007

Each year just seems to get bigger and bigger for the team here at Duffy Books in Homes.

Throughout the year **680,869** books were distributed to almost **100,000** students throughout New Zealand.

Term One **Role Model**

Assemblies saw 97 Role Models from all walks of life visit Duffy schools to spread the message 'It's cool to read and cool to achieve!'

Term Two was even busier with mums around the country being recognised for their contribution with the moving *Chicken Soup for the Soul - Stories for a Better World* and the **Schools and Sponsors Get in Touch Week** was a

great opportunity for schools

to thank their supporters. In June copies of the finalist books from the New Zealand Post Children's Book Awards were presented to children who had won the **New Zealand Post Award for Great Effort in Reading and Writing** at each Duffy school. **Government Book Week** marked the end of the term and saw 86,258 books distributed to Duffy kids nationwide. However, the highlight had to be the official launch of the Duffy Early Childhood Education programme on June 29, attended by Prime Minister Helen Clark.

Term Three gave Duffy kids the opportunity to be inspired during **School Leader Assemblies** and the **Caught Being a Good Dad** award was *1905 Originals* by Bob Howitt and Dianne Haworth. The term concluded with **Role Model Assemblies** celebrating Book Offer Three where 85 Role Models presented books from the Far North to Stewart Island.

Term Four's **\$5 Parent Offer** gave parents the opportunity to purchase a book at a reduced rate to give as a Christmas present, while grandparents were given a wonderful book about which you can read more in the **Caught Being a Good Grandparent** article in this newsletter. Finally, one hardworking student from each school was awarded the **Mainfreight Award for Excellence in Attitude** at their end of year assembly.

For the first time we start 2008 with over 500 schools (507 to be precise) and on the verge of distributing our five millionth book offer book during Role Model assemblies in Term One!



Book Selection Meetings

Whangarei

Term Four 2007 was a busy one for those team members involved in selecting books for upcoming book offers.

On the 31st of October, Tikipunga Primary School kindly hosted teachers, coordinators and principals from the Whangarei region. The meeting was also attended by Rob Southam from Scholastic and Linda Vagana and Phil Horrobin from Duffy Books in Homes. An important part of this and each meeting was the participation of children, this time from Tikipunga Primary School, who had a great time recommending books for Book Offer One, 2008.

Our thanks to the teachers, coordinators and principals who attended from the following schools:

Hikurangi School
 Hora Hora School
 Kaikohe West Primary School
 Pakaraka Primary School
 Portland School
 Te Kura Kaupapa Maori o Te Rawhiti Roa
 Tikipunga Primary School
 Totara Grove School

Thanks also to those coordinators who stayed after the book selection to take part in a Duffy Coordinators meeting. It was a great chance for coordinators to share ideas with each other.



Teachers and Duffy Coordinators from schools around Whangarei take time out from their book selection meeting at Tikipunga Primary School.
 School Sponsor: Te Puni Kokiri

Christchurch

It seemed as though everything had barely been finalised for Book Offer One when it was time to head to the South Island on December 4 to choose books for the 2008 Government Book Week.

Once again, Rob, Linda and Phil took part. This time, Riccarton Primary School in Christchurch kindly hosted the Book Selection and Duffy Coordinators meetings and we enjoyed a great day of southern hospitality.

It was great to see teachers, coordinators and principals from the following schools:

Bishopdale Primary School
 Bromley School
 Linwood North School
 Phillipstown School
 Riccarton Primary School
 Spreydon School
 Wharenui Primary School

The kids from Riccarton Primary School did a great job of choosing books and they can't wait to choose their favourite when the brochures arrive in May 2008!



Rob Southam from Scholastic is ready to help the kids from Riccarton Primary while they choose their favourite books.
 School Sponsor: Whitcoulls

Duffy Theatre

2008 is going to be the biggest year ever for the Duffy Theatre! For the first time we will have **TWO** theatre groups travelling around New Zealand to ensure that kids at all Duffy primary schools get the chance to see this great show each year.

That's not the only change. The 2008 theatre groups will be performing a brand new show - **Duffy and the Time Machine**. Duffy kids will be enthralled with the story of Duffy building a time machine to help his koro recover lost memories – all with the help of reading!

The Duffy Theatre would not be possible without the ability to get around the country safely and reliably. This would

not be possible without the support of Orix New Zealand and Esanda Fleet Partners. Thanks for enabling us to get the show on the road!



Orix has once again played a vital part in getting the Duffy Theatre on the road in 2008!

Role Models in the Spotlight

Four members of the DZIAH Dance Crew have been making a big impact at Duffy schools throughout New Zealand at recent Role Model assemblies.

Trained in everything from American jazz to gymnastics, the DZIAH dancers have all the

skills needed to capture the imaginations of Duffy kids.

However, even though they grab attention with their backflips and breakdancing, their number one message

at assemblies is the importance of reading. In their case it might be researching the latest trends in dance or simply for relaxation in between some of the major international competitions in which they compete on a regular basis.

Most recently, competing against fifty-five other countries, members of DZIAH joined with



others to place first at the European World Hip Hop Championships in Serbia in October 2007. This capped off an amazing couple of years for DZIAH who brought home the silver medal in the World Hip Hop Championships, held in Los Angeles in July 2006.

Congratulations to the whole crew and thanks from the whole Duffy Books in Homes team for being an inspiration to all our Duffy kids!

The Duffy Books in Homes Team

Trustees



Bruce Pleded
Chairman



Robin Brooke



Alan Duff



Terry Morrison

In the Office



Linda Vagana
General Manager



Rachael Aumua
Office Administrator



Phil Horrobin
Communications and Regional Representative Coordinator



Vanessa Johnson
Sponsorship Manager



Michelle Macefield
Accounts Administrator and Regional Representative



Anna Richards
Programme Coordinator (Role Models, KaH, Awards)

Out and About



Gill Adshead
Regional Representative



Kevin Adshead
Regional Representative



Sarah Coleman
Regional Representative



Jacqui Knight
Regional Representative



Laraine Lash
Regional Representative



Jacqui Whyte
Theatre Manager

New Duffy Schools

We'd like to welcome thirty-four wonderful new Duffy Schools onto the programme for 2008!

Auckland
Beach Haven School
Clayton Park School
Te Wharekura o Manurewa
May Road School
Wesley Primary School
Ferguson Intermediate School
Panmure District School
Ranui Primary School

Kaitiaki
Pamapuri School

Ohaeawai
Ohaeawai School

Hikurangi
Hikurangi School

Whangarei
Whau Valley School

Port Waikato
Te Kura Kaupapa Maori o Te Puaha

Karangahake
Karangahake School

Taupiri
Taupiri School

Whakatane
James Street School

Rotorua
Horohoro School

New Plymouth
Te Pihipihinga Kakano Mai I Rangiatea Kura Kaupapa Maori
Westown School

Napier
Henry Hill Primary School
Meeanee School
Tamatea Primary School

Whatatutu
Te Kura o Whatatutu

Feilding
Lytton Street School

Wanganui
Rutherford Intermediate
Te Kura Kaupapa Maori o Tupoho

Otaki
Te Kura-a-iwi o Whakatipuranga Rua Mano

Wellington
Avalon Primary
Pukeatua Primary School
Titahi Bay School

Waimangaroa
Waimangaroa School

Reefton
Reefton Area School

Christchurch
Aranui Primary School
Bromley School

New Early Childhood Education Centres

2008 is an important year for the Duffy Ready for Reading (R4R) programme. For the first time, this programme is open to Early Childhood Education centres around the country and we are thrilled to welcome the following sixty-five centres.

Auckland
Aiga Salevalasi Preschool
Aoga Faata'ita'i Samoa PIC
Aorere College Childcare Centre
Avondale Community Preschool
Glenavon Early Childhood Centre
Idlewild Kindergarten
Kenese Aoga Niue
Mangere East Family Service Centre
Mt Roskill Baptist Kindergarten
Play and Learn - Clayton Ave
St Pauls Early Discoveries Centre
Ta Fesilafai Aoga Amata
Tama a le Elele Aoga Amata
Toddlers Turf Childcare
Shiloh Children's Centre

Kaitiaki
Abundant Life Childcare

Kaero
Totara North Early Childhood Centre

Dargaville
Family Link Childcare Centre

Whangarei
He Kaakano Early Childcare & Education Centre
Te Timatatanga o Te Matauranga

Pukekohe
Te Hononga Puna Reo

Rotorua
Rotorua School for Young Parents Childcare
St Francis Whanau Aroha Centre

Matata
Matata Early Learning Centre

Kawerau
Te Akoranga Kindergarten

Opotiki
Opotiki Community Childcare Centre
Opotiki Kindergarten
Te Aria Toka Ki Te Whakatohea
Te Whare Kohungahunga o Nga Whetu Tiaho

Whakatane
Te Ara Ki Tua Early Childhood Centre

Gisborne
Riverdale Kindergarten

Te Karaka
Te Karaka Preschool

Tokoroa
St Marks Community Preschool Inc
Tokoroa Learning Centre

Kawhia
Kawhia Early Childhood Centre Te Kura Tiaki Kohungahunga

Napier
Upu Amata ECC

Hastings
Riverslea Community Preschool
Te Whare Aroha o Nga Mokopuna Incorporated

Taumarunui
Paraone Street Kindergarten Taumarunui
Rata Street Preschool

Wanganui
Born and Raised Pasifika Early Childhood Centre
Keith Street Kindergarten
Marie McFarland

Marton
Marton Junction Community Preschool

Palmerston North
Malamalama Moni Aoga Amata
Awapuni Under Fives Preschool

Wellington
Brown Owl Kindergarten
The Griffin School
P.I.C Early Childhood Early Learning Centre

Picton
Picton Early Learning Centre

Christchurch
E Tipu e Rea Early Learning Centre
Kidsfirst Kindergarten North New Brighton
Kidsfirst Kindergarten Nuffield
Kidsfirst Kindergarten Selwyn Street
New Beginnings Pre-School

Timaru
Hanan Kindergarten

Waimate
Waimate Childcare Centre

Oamaru
Casa Nova Kindergarten

Dunedin
Middleton Early Childhood Centre
Rainbow Preschool

Invercargill
Kew Pacific Island Early Education Centre
Newfield Kindergarten
Ranui Kindergarten
Te Rourou Whakatipuranga o Awarua

Welcome!

Our newest team member is Sarah Coleman. Sarah takes on the role of Regional Representative and joins Michelle Macefield in taking care of schools in the Auckland region.

Sarah has a background working in tertiary education in New Zealand and she also spent time working for a charity in Canada.

Sarah is the proud Mum of one year old Andrew and speaks fluent French as well as making a pretty good job of Te Reo Maori.

She lives with her husband Shawn in Mangere Bridge and when she was just a wee thing she attended Oranga Kindergarten (Duffy ECE centre) and Oranga Primary (Duffy school) before Duffy was even born!



New Sponsors

We're thrilled to welcome all our new sponsors on board!

The CH and AG Horrobin Family Trust

sponsoring Totara Grove School

Rotary Club of Wanganui

sponsoring Castlecliff School



Duffy's Diary

What's coming up in 2008 for Duffy Schools

28th March Book Offer One books arrive

31st March-18th April

..... Role Model assemblies

18th April Term One ends

5th May Term Two starts

6th May Book Offer Two preview packs and brochures arrive

9th May Caught Being a Good Mum assembly

16th May TWO FREE books for school libraries if orders are returned to Scholastic by this date

19th-23rd May Schools and Sponsors Get in Touch Week

23rd May LAST DAY for Book Offer Two orders to be returned to Scholastic

And for Duffy Early Childhood Education centres in the Ready for Reading (R4R) programme

10th-11th March Ready for Reading Book Offer One preview packs and brochures arrive

28th March LAST DAY for Book Offer One orders to be returned to Wheeler's Books

5th-6th May Book Offer One books arrive

Ten Year Sponsors

In this issue of 'Read about it!' we want to send a special thank you to all those sponsors who have been supporting schools for ten years or more. Your contribution to the programme has put thousands of books into the homes of children throughout the country – many of whom are now high school students, tertiary students and valued members of the community.

• Agility Logistics • Altrusa Club of Taradale and Napier • Beverley Wright • C. Alma Baker Trust • Daily Freight • Forsyth Barr • Genesis Energy • HSBC • Jarvis Trading Ltd • Jenny Gibbs & Family • John & Sondra Wigglesworth • Keith Hay Trust • Lizzie Coote • Mainfreight Limited • McCarthy Transport Limited • Moore Wilson & Co. Limited • Katy & Anthony Howard & Family • Rotary Club of Auckland City Sunrise • Rotary Club of Avonhead • Rotary Club of Ellerslie Sunrise • Rotary Club of Havelock North • Rotary Club of Kerikeri • Rotary Club of Newmarket • Rotary Club of Pakuranga • Rotary Club of Papakura • Rotary Club of Remuera • Rotary Club of Tauranga • Scholastic NZ Limited • Springhill Charitable Trust and Frimley Foundation • Sunrise Rotary Club of Tauranga • Tait Electronics • The David Levene Charitable Trust • The Hefford Family Trust • The Jones Family • The Scott Family • The Smith Family • Trans Tasman Properties Limited • Walker & Hall Newmarket • Winstone Pulp International Limited

Letters



Dear Adrian
I would like to thank you for coming to our school and doing all those tricks and telling us how it is important to know how to read. It was funny when you did those tricks and told those jokes to us. Also thank you for showing us your favourite books. I'm sure everyone enjoyed your visit.
So once again thanks for coming.
Yours sincerely
Skyilar Tangiora
Wairoa Primary School
School Sponsor: Mainfreight International


Dear Antz
Thanks for coming to Wellsford School to tell us about yourself and what you do. It was very inspiring when you were talking about how we can achieve anything if we put our mind to it. I really enjoyed when you showed us some of your awesome dance moves and I'm sure everyone else did too.
You're right, you have to be able to read to succeed in life. I really enjoy to read a whole range of novels; especially Nicholas Sparks. Once again, I'd just like to say thanks for coming.
Kind regards Amanda Crow
Wellsford School
Sponsor needed

Dear Folks
It was really great to meet Gill and Kevin recently and to thank them face to face for all the wonderful books and opportunities that come our way for the children of Hammersley Park School. The two new books have been read and reread just like all the others the children have been given this year.
We love them.
Thank you
Neralie Brittenden
Hammersley Park School
School Sponsor: Rotary Club of Christchurch Sunrise

Many thanks for your wonderful support over the past year. The children love to receive their Duffy Books. Thanks also for your involvement in the Mainfreight Duffy Award. This year it was given to a most deserving student, Krystal Walton. Krystal was also our school dux, received our Spirit cup for school and community spirit, and was awarded a special cup, not necessarily given out annually, for someone who has overcome some hardship in their life and gone on to succeed. Krystal has a serious illness but has not let it dampen her enthusiasm and her positive attitude to life. She was very proud to receive your special award. We look forward to working with you next year!
St Joseph's School, Paeroa
Sponsor needed

CONGRATULATIONS!

Tikipunga Primary School features in this newsletter for the second time! In October we asked all our Duffy schools to complete an online survey covering various aspects of the programme. Schools that completed the survey by October 26 went into the draw to win a prize pack of books for the school library and the conscientious person who completed the survey. Duffy Books in Homes General Manager, Linda Vagana, drew the lucky school out of a hat and a great prize pack was sent to Whangarei just in time for Christmas.



THANK YOU

TO ALL OUR MAJOR SPONSORS



Whitcoulls



THANK YOU TO ALL OUR SPONSORS AND SUPPORTERS

It costs approximately \$50 per annum to provide each child in a Duffy school with all the services the Duffy Books in Homes Programme offers. ANY contribution is gratefully accepted.



Donations can be sent to:
Duffy Books in Homes
PO Box 28-849, Remuera, Auckland.
Phone 09-259 5690

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