



## Truckies give the gift of reading

500 primary and intermediate age children around the country were awarded the prestigious **Mainfreight Award for Excellence in Attitude** during their end of year school assembly.

This special award is given to a senior student from each Duffy Books in Homes school and recognises outstanding attitude in all areas of school life.

Mainfreight sponsors this award annually, providing each school with a reference book, an engraved silver cup and a certificate personally signed by Bruce Plested, Executive Chairman of Mainfreight.

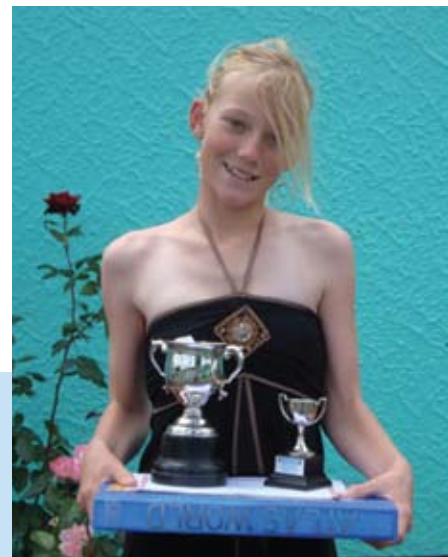
2008's book was *The DK Complete Atlas of the World – The Definitive View of the Earth* which has been created with state-of-the-art digital mapping software and satellite

data to present high-definition maps, in a modern design, for every region of the world.

Linda Vagana, former Silver Fern netballer and General Manager of Duffy Books in Homes was impressed by this year's choice of book. "Every year we hear from so many schools who are looking forward to being able to present this award. They are always so grateful to Mainfreight for being given this opportunity."

*Hannah Reichenbach of Foxton Beach School proudly displays her hard-earned Mainfreight Award. The school has also purchased a large cup which will hold the names of all previous winners.*

*School Sponsor: The Perry Foundation*



## Duffy brings Christmas cheer to unwell Kidz

**On December 12 Duffy Books in Homes held an office Christmas party with a difference.**

Duffy teamed up with Kidz First Hospital in South Auckland to bring the gift of reading to kids who were unlucky enough to find

themselves in hospital just when they should be out enjoying the great weather and Christmas spirit.

The team from Duffy Books in Homes, along with Role Models who support the programme through the year, spent time

at Kidz First at Middlemore Hospital giving children the choice of a selection of books to read while they recover from illness and surgery.

Thanks to the support of Scholastic New Zealand, all kids in the hospital got to choose two brand new books to take home once they are able to leave the hospital.

The Duffy Books in Homes team and Role Models were also on hand to spend time reading to the kids and spreading the Duffy message "It's cool to read and cool to achieve".

Role Models taking part included Clifford the Big Red Dog, Vicki Lin, Matt Gibb and Ryan Inglis from Studio 2 and Constable Bryan of 'Bryan and Bobby'.

One of the highlights was a performance by hip hop group Prestige who used all the floor space available to show off their amazing break dancing moves.

*Hip hop group Prestige and Clifford the Big Red Dog take time out with two smiling girls at Kidz First Hospital.*



## From the Office

*Kia Ora, Talofa lava, Malo e lelei, Kia orana, Nisa Bula Vinaka, Fakalofa lahi atu, Taloha Ni, Namaste, Annyong, Warm greetings, to all Duffy Books in Homes schools, sponsors, Role Models and supporters,*

Happy New Year and welcome to 2009 from the entire team at Duffy Books in Homes.

I hope you've had a chance to relax and prepare for another busy year.

One of the highlights of 2009 has already taken place in 2008 with 67 schools signing on to become part of the Duffy Books in Homes programme – bringing the total number of Duffy schools to 560. This is the largest number ever to sign on in one year and represents over 12,000 more kids getting the opportunity to own their own brand new books at no cost.

Also joining us are 36 new Ready for Reading Early Childhood centres and we start 2009 with 112 centres on this exciting programme.

2008 was the first time we have had two groups performing 'The Duffy Show' at our primary schools which means that it can visit each school, each year. In 2009 we have a new story called 'Duffy and the Story Snatcher' which is bound to be a big hit with the kids.

We're also looking forward to building on the success of the first ever Whitcoulls Duffy Book Week and would like to extend a special thank you to Whitcoulls who helped to make last year's event such a success.

We're also very excited to hear your reactions to our all-new website. We think there's something there for everyone but we always appreciate your feedback.

I would like to personally acknowledge all our wonderful sponsors, many of whom have been with us since the programme started. Your ongoing commitment has allowed us to offer the programme to more and more schools each year.

2009 is going to be another great one for Duffy Books in Homes – thank you all for being a part of it!

Happy Reading!



Linda Vagana

GENERAL MANAGER

## Highlights from 2008

**2008 saw some exciting new additions to the Duffy Books in Homes programme.**

During the year 644,941 books were distributed to over 100,000 kids throughout New Zealand.

Term One Role Model Assemblies saw 93 Role Models visit Duffy schools, presenting books and spreading the message 'It's cool to read and cool to achieve!' Not only that, Duffy Books in Homes celebrated giving away its **five millionth book offer book** at a special Role Model assembly at St Patrick's School in Auckland which was attended by the programme's founder, Alan Duff and Minister of Education, Chris Carter.

Term Two began with 500 mums receiving *Chicken Soup for the Parent's Soul* as the **Scholastic Caught Being a Good Mum Award**. This was quickly followed by **Schools and Sponsors Get in Touch Week** and then all Duffy schools received prize packs as part of the **New Zealand Post Award for Great Effort in Reading and Writing**. Finally, 90,713 books were donated by the New Zealand

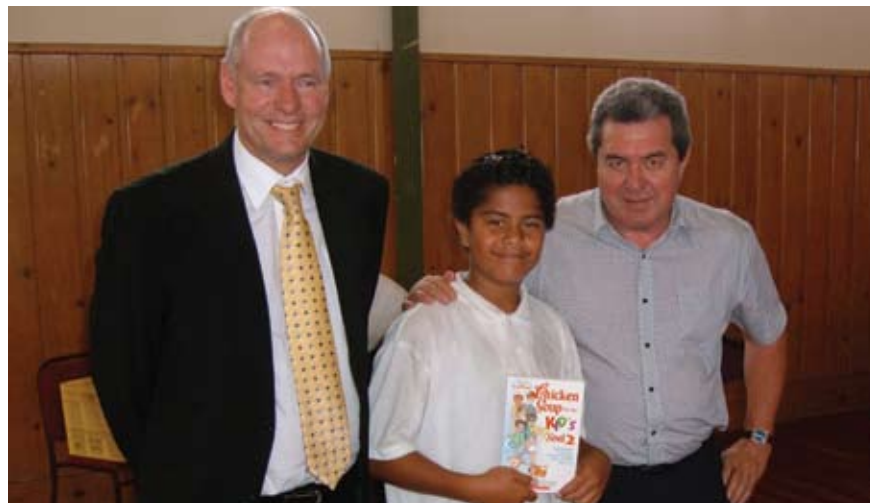


**LEFT: Constable Bryan Ward with the excited kids of Beach Haven School at the biggest ever Role Model assembly at the Civic Theatre during Whitcoulls Duffy Book Week.**

*Sponsor needed*

**BELOW: St Patrick's School student Pologa Mahoni receives the five millionth Duffy book from Alan Duff and Chris Carter.**

*School Sponsor: Daily Freight*



Government and distributed during **Government Book Week** at the end of the term.

Term Three may well have been one of the busiest the programme has ever experienced! The first major event was the **School Leader Assembly** in August which was followed by *What a Ride Mate! The Life and Times of the Mad Butcher* as the **Scholastic Caught Being a Good Dad Award** in September. Hot on their heels came three weeks of **Role Model Assemblies** during which 185,356 books were distributed by 103 Role Models. While this was happening we launched the first ever **Whitcoulls Duffy Book Week** and the first of two new websites [www.helpduffy.co.nz](http://www.helpduffy.co.nz). The appeal week, which ran during the last week of term, included a launch at Whitcoulls Queen Street, our biggest ever Role Model assembly at the Civic Theatre in conjunction with NZ Book Month and events at Whitcoulls stores throughout New Zealand.

While Term Four could never match the hustle and bustle of Term Three there was still plenty to keep everyone busy. Highlights included the **\$5 Parent Offer** and the **Caught Being a Good Grandparent Award** *Beautiful New Zealand*. The latter part of the term was focused on the **Mainfreight Award for Excellence in Attitude** and the launch of our brand new website at [www.booksinhomes.org.nz](http://www.booksinhomes.org.nz) - the first major upgrade since 1999!

Term Four also saw the deadline for new schools to join the programme and this was significant as we had a record 67 schools sign on. They are now part of 560 Duffy schools reaching from the Far North to Southland and are focused on achieving our vision to *inspire a love of books in Duffy children so they become adults who inspire a love of reading.*



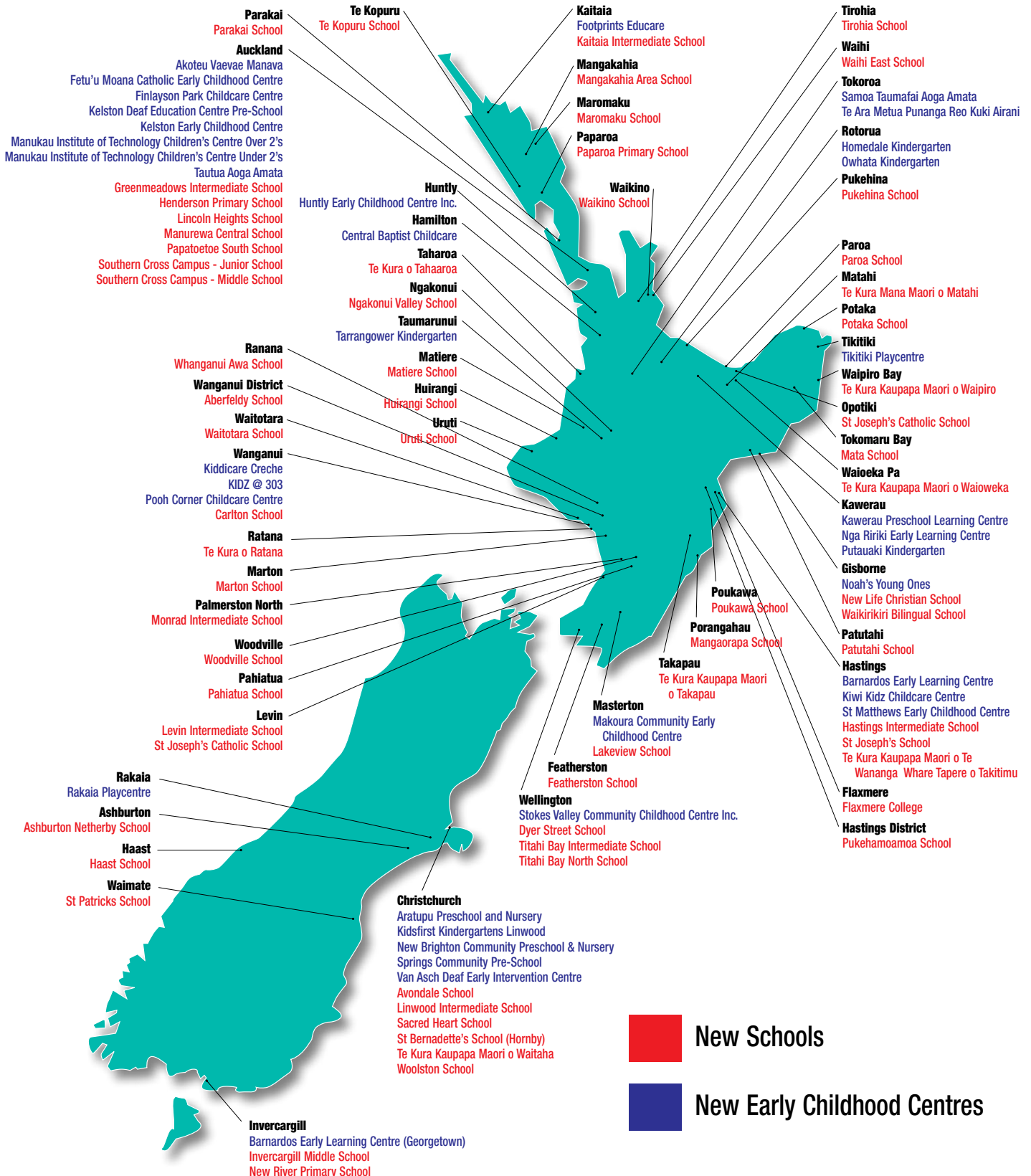


## New Duffy Schools

2009 sees a record 67 new Duffy schools joining the programme! We have new schools from Kaitiaki to Invercargill and their kids will join over 110,000 Duffy kids around New Zealand!

## New Early Childhood Education Centres

We're thrilled to welcome a further 36 centres onto the Ready for Reading programme in 2009.



# The Duffy Books in Homes Team

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## Trustees



Bruce Pleded  
*Chairman*



Robin Brooke



Alan Duff



Terry Morrison

## In the Office



Linda Vagana  
*General Manager*



Rachael Aumua  
*Office/Programme Coordinator*



Phil Horrobin  
*Communications Manager*



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*



# Duffy's Diary

## What's coming up in 2009 for Duffy Schools

- 16th February** ..Duffy book labels and Caught Being Good certificates arrive
- 17th February** .Caught Being Good books arrive for Terms One and Two
- 20th February** . LAST DAY for Book Offer One orders to be returned to Scholastic
- 13th March** .....Please contact Duffy Books in Homes today if you have not received notification of your Role Model assembly
- 20th March** .....Book Offer One books arrive
- 23rd March – 9th April**  
Role Model assemblies
- 9th April** .....Term One ends
- 27th April** .....Term Two starts
- 28th April** .....Book Offer Two preview packs and brochures arrive
- 4th May – 8th May** Scholastic Caught Being a Good Mum Award
- 8th May** .....TWO FREE books for school libraries if orders are returned to Scholastic by this date
- 15th May** .....LAST DAY for Book Offer Two orders to be returned to Scholastic
- 18th May – 22nd May** Schools and Sponsors Get in Touch Week

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

- Early March** .....Book Offer One selection meeting
- March 25th** .....Book Offer One preview packs and brochures arrive
- April 4th** .....Book Offer One last day for orders to be returned
- April 28th** .....Book Offer One books arrive for distribution

# Grandparents rewarded for inspiring Duffy kids

**Duffy schools throughout New Zealand recognised the contribution made to their children's reading by their grandparents at special assemblies on November 14.**

While the concept of a special grandparents day has yet to catch on in the same way as Mother's Day and Father's Day, Duffy kids are able to thank their favourite Nana, Poppa, Grandma or Grandpa through the Duffy Books in Homes Caught Being a Good Grandparent Award.

Each Duffy school chooses one grandparent or significant older person in a child's life and invites them to a special school assembly at which they are presented with a book and certificate in recognition of the positive influence they have had on a child or even the school as a whole.

This year's award is the lovely *Beautiful New Zealand* from Reed Publishing.



**LEFT:** Barbara Simms' grandchildren Lily and Alistair Thompson were being extra sunsmart when their grandmother received her special award at New Brighton Catholic School.

*School Sponsor: Norm Hewitt*



**RIGHT:** Ciarran and Katelyn Waenga from Favona School were all smiles when their grandmother Mrs Lisha Hunter was presented with her award.

*School Sponsor: Goodman Nominee NZ Ltd.*

# Teachers and kids get their say

## The Duffy Books in Homes programme is all about choice.

So what better way to encourage this than to get teachers and kids to help choose the books that will appear in the brochures that go to over 110,000 Duffy kids around New Zealand.

Term Four means book selection season at Duffy Books in Homes! Rob Southam from Scholastic and Linda Vagana and Phil Horrobin from Duffy Books in Homes set off around the country to coordinate meetings of Duffy Coordinators who make the big decisions about what books will be offered.

Term One 2009 book selection was kindly hosted by Turaki School in Taumarunui on November 5 and was attended by Duffy Coordinators from Kuratau School, Ngapuke Primary School, Pukenui School, Raetihi School, Taumarunui School, Turaki School and Manunui School.

Book selection for Government Book Week was hosted by Brockville School in Dunedin on December 8 and attended by Duffy Coordinators from Brockville School, Calton Hill School, Caversham School, Concord Primary School and Forbury School.

Thank you to all the Coordinators who stayed on afterwards to meet with us and give their feedback and ideas on the programme.

Also, a big thank you to the kids from Turaki School and Brockville School who helped choose the books along with the Coordinators – it's always really interesting to see the different choices made by students and teachers!



*The kids from Turaki School in Taumarunui enjoyed the responsibility of choosing books for the whole country!*

# New Sponsors

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

- **Haines NZ Limited**  
sponsoring Glenmoor School, Papakura South School, Taupiri School and Titahi Bay North School

# Letters



Dear Duffy Books in Homes

This week was book week. We encouraged the children to bring in their favourite books and included their stories throughout our daily programme, also visiting our local library.

We ended our week with a fancy dress day and invited parents and whanau to join us for our Duffy Book mat time. Every child was given two Duffy books to take home.

Our book week is an extension of our language and literacy programme, promoting the delight and value of books and stories to children. Thank you to Duffy Books in Homes for your awesome contribution and giving our children their own books to value and read.

**Te Akoranga Kindergarten**  
**Kawerau**

We have been in the programme for over 10 years and I have teenagers stop me in the street to tell me what a difference Duffy Books made to their lives and how they still treasure their books.

**Kaitaia Primary School**  
**Sponsor needed**

I would like to express my appreciation to you for contributing to the prizes for the Grey District Library and Schools Summer Reading Challenge.

The main aim of the Reading Challenge is to reverse the reading level drop that occurs during the summer. The generosity of local businesses and other organisations has been outstanding. The prizes donated by businesses are proving to be an incentive for children to join the Challenge. Every child will get something.

Thank you for helping the children of our area increase their literacy levels.

Yours faithfully

**Wynne Norgrove**  
**District Librarian**  
**Grey District Library**

Dear Phil, Linda and Members of the Duffy Books in Homes Team

Thank you so much for providing the wonderful experience on Friday for the children of Kidz First Children's Hospital. The donation of the Scholastic books was perfect for this time of year and in fact, any time of the year. Your special guests were a great hit and Prestige were star performers. They delighted our older children and the staff with their skills and talent.

We have had great feedback about the day from the Play Specialists and the main priority was for the children to have fun and the photos from the day certainly prove that.

We thank you for your continued support and look forward to working with you in 2009.

From all of us here at the South Auckland Health Foundation have a Happy Holiday Season and a prosperous New Year.

With Kind regards  
**Rachael Sheehan**  
**Community Relations Officer**  
**South Auckland Health Foundation**

To the Duffy Books in Homes crew

Another BIG thank you for all you have done for our children through the Duffy Books in Homes programme. We all really appreciate your efforts and look forward to continuing with you next year.

Have a great Christmas

**St Joseph's School Paeroa**  
**School Sponsor: MS Security Ltd.**

## THANK YOU

TO ALL OUR MAJOR SPONSORS



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.**

Remember, you can now donate online at  
[www.booksinhomes.org.nz](http://www.booksinhomes.org.nz) or [www.helpduffy.co.nz](http://www.helpduffy.co.nz)



**Donations can be sent to:**  
**Duffy Books in Homes, PO Box 28-849,**  
**Remuera, Auckland 1541. Phone 09-259 5690**

Name (Mr, Mrs, Miss, Ms):

Postal address for receipt:

I would like to contribute :

\$

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Credit Card type:

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