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2 March 2012

**TO: ALL DISTRICT SECRETARIES
EXECUTIVE MEMBERS
MEDIA**

CIRCULAR 16/2012

AWARENESS DAY 27 APRIL 2012

The Awareness Day held during 2011 was successful in many ways and certainly created awareness of the sport. The world record attempt has been lodged with Guinness World Records together with all the forms and we expect their final audit to take some time. The record keeping required was complex with many clubs struggling to report accurate information. We shall report back as soon as we have a final answer. Certificates have been issued to all those who have applied – and paid for them. Any queries in this regard can be e-mailed to: info@barefootbowls.co.za.

It has been decided that as clubs have learnt much from last year, that clubs may decide on a format that suits them best for 27th April 2012. It is essential that we get feedback of what worked well – to help improve things each year. The detail which needs to be reported on by 11th May is listed below:

- Non-bowling community involvement
- New bowlers recruited
- Monies raised for the selected charities

Regarding the last item, the following fund raising methods are suggested:

1. A spider in aid of Disability Bowls South Africa
2. Sale of CANSA Beads and Bangles in aid of CANSA
3. An Entrance Fee to be decided on by each club
4. 50/50 draws
5. Raffles
6. Local Sponsors
7. Clubs own initiatives.

Obviously, funds raised through catering and bar sales are solely for the club's profit. The funds raised under items 1 and 2 must be paid to Bowls South Africa, who will hand it over to the nominated charities. 50% of the funds raised under items 3 to 7 can be retained by the club and the remaining 50% must be paid to Bowls South Africa – who will split the amount equally between the nominated charities. The purpose of involving these charities is twofold:

1. They are both very deserving causes and are close to the hearts of the vast majority of bowlers.
2. It is a good way to attract community involvement.

Thus it can be seen that the whole objective of this day is to attract new bowlers to the game and to raise money for charity at a fun-filled event.

To direct and assist clubs and to co-ordinate the activities in each district, each district is to appoint a co-ordinator (BAREFOOT BANDIT) by 9th March who will be responsible for the following:

- Ensure that all clubs are made aware of this initiative.
- To distribute posters, CANSA beads and bangles to clubs. These will be given to the district team managers at the Open Inter-Districts at the Wanderers Club in Johannesburg on Sunday, 11th March.
- Ensure that the maximum number of clubs make use of this opportunity to attract new members and to raise funds for charity and themselves.
- To reconcile, collect and pay over to Bowls South Africa the funds due to the charities – by 11th May.
- Co-ordinate feedback reports on format and recruitment successes and to submit these by 11th May.

This is a great opportunity to strengthen our clubs and to grow the sport for the second year in a row – after 26 years of decline.

Districts are requested to advise the details of their co-ordinator to info@barefootbowls.co.za

Districts are requested to circulate a copy of this circular to their clubs. Bowls SA will also circulate a copy to clubs where we have e-mail addresses on the database.

A handwritten signature in blue ink, appearing to read "John Ravenscroft".

**John Ravenscroft
Operations Manager**

Executive Committee:

President: Debra Ferguson, Vice President: Allan Freeman
Members: Kallie Haupt, Sergio Martinengo, Isabel Smith, Ron Weddell