

Millions of SA children benefit from BIC Buy a pen, Donate a pen programme

Since 2011, BIC has supplied 7.3-million South African underprivileged children via its Buy a Pen, Donate a Pen programme with the relevant stationery tools to fulfil their basic educational needs.



Announcing that the campaign will be back during the 2018 Back to School period, BIC marketing manager (stationery) - South East and Central Africa (SECA), Ronette Kishun says the campaign will be a primary focus in 2018, in line with their commitment to advocate for education opportunities and allowing children to apply their energy to their dreams for the future.

“Education should be the number one priority for those who want to help build a better South Africa, and our Buy a Pen, Donate a Pen programme will inspire kids who would otherwise have started their 2018 school year without stationery,” she says.

Kishun explained that by buying any one of the twenty specially marked BIC packs carrying the Buy a Pen, Donate a Pen sticker, South Africans will be giving underprivileged children the tools needed for learning.

Lack of stationary an obstacle for some

The pens are distributed to disadvantaged schools across the country through the READ Foundation every year, and Lizelle Langford, PR and fundraising manager at the READ Foundation, says the project has made a difference in the lives of many primary and high school learners.

“A pen or pencil is something a lot of people don’t even have to think about,” said Langford. “But for some youngster’s stationery is an obstacle to their education because they simply can’t afford it. Putting the right instruments in a child’s hand can make a significant difference to their future.”

Langford explains: “Through this initiative children no longer have to share a pencil stub or pens, which is time consuming for teachers who have to wait for each child to get a turn with the pen or pencil. We are extremely grateful to BIC for this opportunity.”

Each year over 500 schools in the townships and rural areas are provided with BIC pens with the majority going to primary schools.

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