



GIVE THE CHILDREN IN YOUR CARE THE STRONGEST POSSIBLE START

Join the **aRe Bapaleng ECD Membership Network** today and become part of South Africa's first ECD-led parenting and community network!

Contact us to sign up or learn more:

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<https://seriti.org.za/programmes/are-bapaleng/membership/>

or scan the QR code



**LET'S PLAY.
LET'S GROW.
LET'S THRIVE TOGETHER.**



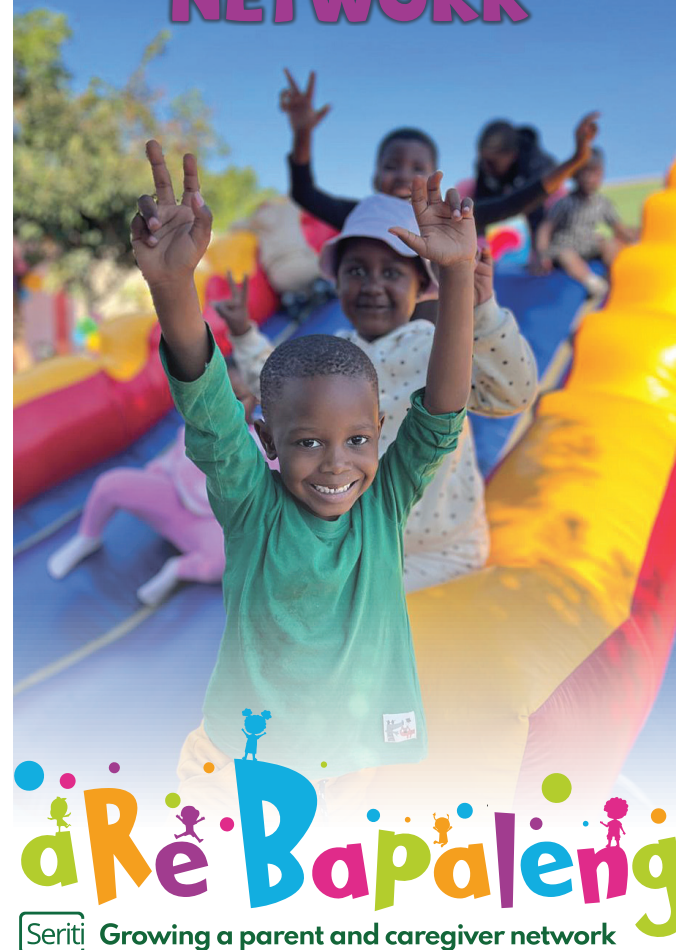
Every child deserves
a strong start in life.

In South Africa,
too many children
are already behind
before they even
start school.

aRe Bapaleng
changes that
by partnering with
parents and caregivers
– a child's first and
most important
teachers.



SUPPORTING SOUTH AFRICA'S FIRST ECD-LED PARENTING & COMMUNITY NETWORK



WHO WE ARE

aRe Bapaleng (Sesotho for *Let's Play*) is Seriti Institute's flagship Early Childhood Development (ECD) programme. It is built on one powerful belief: **the best way to improve a child's development is to empower the people who care for them daily** — parents, caregivers, teachers, and day mothers.

Since its launch in 2020, aRe Bapaleng has grown from a pilot reaching 329 caregivers to a national ECD and parenting support platform that has reached **more than 135,000 parents and caregivers** across all nine provinces.

Through **play-based early learning**, responsive caregiving, nutrition, psychosocial well-being, child safety, climate awareness, and digital learning, aRe Bapaleng offers one of South Africa's most comprehensive and community-rooted ECD models.



WHY ARE BAPALENG MATTERS

South Africa faces a deepening early learning crisis:

- ◆ Only **42% of children in ECD centres** are developmentally on track.
- ◆ For **children not in ECD**, only **18%** are on track.
- ◆ Many ECDs lack training, resources, and strong relationships with parents.
- ◆ Families often struggle to support early learning at home.

aRe Bapaleng responds directly to these challenges by strengthening the connection between home and ECD — the most trusted community touchpoint for young children.

We work through:

- ◆ Formal and informal ECD centres
- ◆ Grade R and RR classes
- ◆ Day mothers and community childminders

Every ECD becomes a hub for better parenting, stronger early learning, and more resilient families.



JOIN THE ARE BAPALENG MEMBERSHIP NETWORK – 2026

To ensure long-term sustainability, we are transitioning the programme into a **national ECD Membership Network**.

For **R900 per year**, each ECD centre, day mother, or Grade R class receives:

- ✓ **Digital membership (app-based content)** – videos, guides, reminders, messaging, and parenting prompts
- ✓ Full access to aRe Bapaleng learning materials
- ✓ **Active Learning Workshop toolkit** – Everything a practitioner needs to run structured parent workshops
- ✓ Parenting & responsive caregiving modules
- ✓ **Parent Clubs & community engagement guides** – Tools to strengthen the home-school partnership
- ✓ Nutrition education
- ✓ Climate change and environmental awareness content
- ✓ Digital learning and play-based activities
- ✓ Access to partner programmes – including Work.Learn.Grow (nutrition & food gardens) and GreenWorks (climate education)
- ✓ Annual training opportunities – short courses, virtual sessions, and partner events
- ✓ Inclusion in a **national ECD support network** – with free online peer learning, shared digital resources, and reduced-cost in-person training and support for members.

