

Porsche South Africa supports Rally To Read youth education program

24/10/2025 Since its inception in 1998, the Rally to Read program has been a beacon of hope and progress in the field of education. The program has made a significant impact: Nearly 1,000 schools, 16,000 teachers, and 700,000 learners have benefited from this initiative.

South Africa |Rally to Read focuses on improving literacy in under-sourced schools, addressing the significant literacy gap through comprehensive support and resources for teachers and learners.

The Rally to Read purpose is to train, coach and support the teachers in the Rally schools through structured, in-service teacher training and dedicated support in the classroom. Quality resource provision supplements this to improve the literacy, language and comprehension skills of primary school learners in the Rally schools.

As a Rally to Read supporter, Porsche South Africa recently joined other benefactors to distribute books and educational materials to rural schools in the Western Cape.

Excited learners prepared a short routine as a show of appreciation. One such school was Groenberg Primary School outside Wellington, a largely fruit farming community. The Grade R class enthusiastically performed their traffic light act: *red for stop, amber for caution and green for go* , replete with their own 'Sonderwunsch' Porsche, created using a large cardboard box finished in bright red paint.

Porsche South Africa is privileged to be a Rally to Read supporter – many children who were part of the programme have risen to excel in tertiary education.

"We are proud to be associated with Rally to Read, knowing that our organisation is part of shaping future leaders," said Toby Venter, CEO for Porsche in South Africa.

In The Media

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