

This March, help us close the literacy gap

literacytrust.org.uk



Imagine...

...struggling to read and dreading that sooner or later everyone will find out

...your own mum or dad can't help you

...not having a single book in your home

...What happens next?

If you find it hard to read and learn throughout school, then you'll struggle to work and find it even harder to live as an adult.

We need your help to close the literacy gap.

Almost 180,000 five-year-olds started primary school last year without the literacy, language and communication skills they need to learn, make friends and flourish.

Children from the poorest backgrounds start school with vocabularies 19 months behind their better-off peers. By the age of five they are already:

- four times more likely to have reading difficulties in adulthood
- three times more likely to have mental health problems as adults
- twice as likely to be unemployed in their 30s

It is our mission to close this literacy gap but we need your help. **This March, your business can transform young lives.**

Why do we need your help?

Over the past 26 years, the National Literacy Trust has worked directly with 2 million disadvantaged children and young people, to help them develop the reading, writing, and communication skills they need to succeed in life.

This vital work wouldn't have been possible without the generosity of our corporate partners and we need your support more than ever to ensure it continues.

By fundraising for the National Literacy Trust, we can close the literacy gap for good.

Your fundraising can transform young lives:

- **£7** could provide a disadvantaged child with their very first book
- **£20** could give a child access to resources, programmes and activities that will help them develop the literacy skills they need
- **£100** could give five families from deprived communities the skills and support they need to help develop their children's reading
- **£500** could give 10 struggling readers 20 hours of motivational literacy support

Fundraising ideas for March 2020!

Literary quiz night

Organise a literary quiz night, you can ask your local pub to host it or even do it in your office. Charge teams to enter and provide food and drink for a fee. We will send you a quiz pack so you don't need to worry about the questions and answers but also feel free to add your own!



Brain-busting literary quiz

Don't have time to organise a quiz night? We will send you our brain-busting literary quiz to email around your office with a link to donate online. In return for a donation, your colleagues can take on the quiz, and we will help you provide a prize for the first person to email back with all the correct answers.



Books and Bakes events

Host a Books and Bakes event at your office. You can serve tea and cake in exchange for a donation and invite your staff to bring in their favourite books to share, swap or even sell!

Already have a book club in your office? Make an evening of it with a Books and Bubbles event. Get the team together to chat about your favourite books over a glass (or two!) of bubbly in return for donations. **Download posters and bunting for your event from our website: <http://bit.ly/2RC3c6Z>**



Drop, read and donate

Ask your staff to bring in a book, allowing them to drop everything and read for an hour. They can also donate that hour's pay, to ensure disadvantaged young people across the UK can receive a book and enjoy the power of reading.

They can also donate their books to Better World Books at the end of the day, who collect donated books which are turned into money to support the National Literacy Trust.

You can find out how to do this here: <http://bit.ly/3aYBzgi>



Dress up as your favourite book character

Just like you used to at school, get your employees to dress up as their favourite literary character for the day and make a donation to take part or pay more to not take part!

You could also ask each member of your senior leadership team to nominate a character they will come dressed up as on the day. Then set up a Just Giving page where colleagues can donate to cast their vote on which senior manager they most want to see in costume. Whoever gets the most votes then has to dress up!



Literary wishing tree

Set up a decorative tree in your reception and ask colleagues, clients and visitors for a small donation in return for a tag that they can place on the tree.

On the tag ask them to write down their favourite childhood book and what it meant for them growing up. We suggest a £7 donation, meaning for every 'wish' tied to the tree – we could support a disadvantaged child to receive their first-ever book.



Muggle Quidditch tournament

Take a literary spin on the traditional five-a-side football fundraiser and invite your colleagues, clients and partners to take part in a Quidditch tournament at your local park!

You can charge your teams and spectators entry fees, invite partners to pay for shirt sponsorship and sell refreshments on the day.

Don't know how to play Muggle Quidditch? **You can find the rules online here: <http://bit.ly/36Kztgl>**



Whose title is it anyway?

Buy a children's book listed on the sweepstake board at the back of this fundraising pack. Wrap it up in paper and get your colleagues to guess the book! We suggest a minimum £2 donation for each guess and the winner can take home the book.



Support with your fundraising

Visit the website

Loads of useful information, tips and guides can be downloaded from our website, as well as posters and bunting for your office. **You can find them here:**

<http://bit.ly/316TE70>

Raising your money

You can create a Just Giving page for your fundraising events here:

www.justgiving.com/literacytrust

If you're raising money offline, you can pay it in on our website or send a cheque to 68 South Lambeth Road, Vauxhall SW8 1RL. If you're wanting to make a BACS transfer, please get in touch with the details below.

Get in touch

Our fundraising team are on hand to help you with your efforts. If you have any questions or want to explore event ideas of your own – get in touch today:

partnerships@literacytrust.org.uk

Share, share, share!

Tell your friends and family about your fundraising events on social media and share your pictures afterwards. We would love to see what you get up to, so don't forget to tag us in:

Facebook: National Literacy Trust

Twitter: @literacy_trust

Instagram: @literacy_trust



With your support, we can help even more children like Jaden:

Jaden lives with his mum, Ashley, in a one-bedroom flat in one of London's most deprived boroughs. Jaden's mum can barely read, and because she grew up in a similar situation to her son, she did not understand just how important books and reading are for his development.

When Jaden started nursery, aged three, his language and communication skills were so underdeveloped that he was immediately put on the register for Special Educational Needs.

The National Literacy Trust worked with Ashley at Jaden's nursery and showed her how to share stories with him without having to read the words. She learnt to talk about what's happening in the pictures, use toys as props and sing songs together, which transformed Jaden's verbal skills. These activities might seem simple but they were impossible for Ashley before our support.

Ashley's confidence has soared and Jaden is flourishing, already overtaking many of the children he once lagged behind. Ashley says the National Literacy Trust has changed her and Jaden's lives.



Whose title is it anyway?

sweepstake board

I Will Not Ever Never Eat a Tomato by Lauren Child	Room on the Broom by Julia Donaldson	Where's Spot? By Eric Hill	Me by Emma Dodd	We're Going on a Bear Hunt by Michael Rosen	The Tiger Who Came to Tea by Judith Kerr	Kid Normal by Greg James	Rosie's Walk by Pat Hutchins	Where the Wild Things Are by Maurice Sendak
The Cat in the Hat by Dr Seuss	Diary of a Wimpy Kid by Jeff Kinney	A Bear Called Paddington by Michael Bond	Horrid Henry by Francesca Simon	Winnie-the-Pooh by A A Milne	Little House in the Big Woods by Laura Ingalls Wilder	My Naughty Little Sister by Dorothy Edwards	Charlotte's Web by E B White	Fat Stanley by Jeff Brown
The Worst Witch by Jill Murphy	The Lord of the Rings: The Fellowship of the Ring by J R R Tolkien	Harry Potter and the Philosopher's Stone by J K Rowling	The Hunger Games by Suzanne Collins	The BFG by Roald Dahl	The Very Hungry Caterpillar by Eric Carle	Matilda by Roald Dahl	Northern Lights by Philip Pullman	Artemis Fowl by Eoin Colfer
The Story of Tracy Beaker by Jacqueline Wilson	The Lion, the Witch and the Wardrobe by C S Lewis	The Borrowers by Mary Norton	The Hobbit by JRR Tolkien	Stig of the Dump by Clive King	The Witches by Roald Dahl	Truckers by Terry Pratchett	Holes by Louis Sachar	A Monster Calls by Patrick Ness
The Curious Incident of the Dog in the Night-time by Mark Haddon	Naughts and Crosses by Malorie Blackman	Stormbreaker by Anthony Horowitz	Watership Down by Richard Adams	Angus, Thongs and Frontal Snogging by Louise Rennison	The Kite Rider by Geraldine McCaughrean	How I Live Now by Meg Rosoff	Not now, Bernard by David McKee	The Jolly Postman by Allan Ahlberg

THANK YOU!

Get in touch and join the campaign to close
the literacy gap:

partnerships@literacytrust.org.uk

