



# The Next Chapter



~~L~~LITERATE

~~U~~NEQUAL

An invitation to change a child's life story  
[literacytrust.org.uk/thenextchapter](https://literacytrust.org.uk/thenextchapter)





~~ILL~~LITERATE

~~UN~~HOPEFUL

## Some children have a childhood that is hard to imagine

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

**Imagine** your school is closed and your mum or dad can't help you learn at home.

**Imagine** not having a single book of your own.

Children from the poorest backgrounds shouldn't have their potential cut short before their lives have even really begun. Yet, on average, they will start school with vocabularies that are 19 months behind their peers. In this climate they are more vulnerable than ever before. They'll be:

- Five times more likely to fail to meet the expected standards in English at age 11
- Four times more likely to struggle to read as adults
- Three times more likely to have mental health problems as adults
- Twice as likely to be unemployed at age 34

## But you can help



## You can write The Next Chapter in these children's lives.

The National Literacy Trust is dedicated to improving the reading, writing, speaking and listening skills of the children who need it most, giving them the best possible chance of success in school, work and life.

As a charity that exists to change the lives of disadvantaged children through literacy, there's never been a more important time for our work.

COVID-19 is set to have a disastrous impact on the literacy of the 4.6 million children living in poverty in the UK. School closures will only widen the attainment gap suffered by disadvantaged students, who are already twice as likely to leave school without good GCSEs in English and maths than their better off classmates. These children often don't have the technology they need to effectively learn from home and their parents frequently lack the skills, confidence and motivation to support their learning outside of a school environment.

We need your help now to support these children through this unprecedented situation and to ensure we are able to continue supporting them when this crisis is over.

**Join us as a member of The Next Chapter and pledge £500 to give children from some of the poorest communities in the UK the literacy skills they need to succeed in life. That's just £10 a week. With Gift Aid your donation will become £625 - that's an extra £125 to help us improve the literacy of even more children and families.**





## The difference that £500 can make

Your donation of £500 will support children in some of the poorest communities in the UK, and power our emergency plans to support families throughout the current crisis.

### **During school closures:**

- You could give 150 disadvantaged children their very first book as part of a food parcel delivery
- You could fund a video from a professional storyteller for our new online resource for parents to help families enjoy stories together
- You could fund two weeks of phone support from a Literacy Champion, helping parents with low literacy skills to support their children's learning at home

### **And when schools are back open:**

- You could give 10 families from deprived communities the skills and support they need to help develop their children's reading through our Early Words Together programme
- You could provide engaging books and resources to a primary school or community group to help inspire the most reluctant readers
- You could give 10 children who have fallen behind in their reading 20 hours of motivational literacy support through our Sports and Literacy programme
- You could support over 30 young people in secondary school to attend a literacy skills workshop that will help them get a job when they leave school

## The Next Chapter members will:

- Be invited to attend members-only events, hosted by acclaimed National Literacy Trust author ambassadors
- Receive bi-annual updates on the impact of the work you and your fellow Next Chapter members have funded
- Get priority invitations to other special National Literacy Trust events
- Receive a signed copy of a bestselling book by one of our author supporters
- Be 'in the know' with the latest research and policy on why literacy is so vital for each and every one of our futures
- Get the opportunity to visit or volunteer with our work to personally see what a difference your generous donation can make

Visit [literacytrust.org.uk/thenextchapter](https://literacytrust.org.uk/thenextchapter) to join The Next Chapter today.

**We are committed to ensuring that every £1 donated makes a real difference to the lives of children and families we support. We spend 84p directly on our activities to improve literacy and the remaining 16p is spent on raising vital funds for the future.**



**ILLITERATE**


**UNEMPLOYABLE**

To accept the invitation to join **The Next Chapter**  
visit **literacytrust.org.uk/thenextchapter** or fill in the form below.

#### YOUR DETAILS

Title	Full name
Address	
Postcode	
Mobile number	
Email	
<input type="checkbox"/> I would like to receive occasional updates about the work of the National Literacy Trust	

#### DONATE BY DIRECT DEBIT

<input type="checkbox"/> £500 per year or <input type="checkbox"/> £41.67 per month	Reference number (to be completed by the National Literacy Trust)	
Instruction to your bank or building society to pay by Direct Debit.		
To the Manager		
Address	Postcode	Instruction to your bank or building society: Please pay the National Literacy Trust Direct Debits from the account detailed in this instruction subject to the safeguards assured by the Direct Debit guarantee. I understand that this instruction may remain with the National Literacy Trust and, if so, details will be passed electronically to my Bank/Building Society. Registered office: 68 South Lambeth Road, London SW8 1RL.
Day of the month for monthly payments		
Name of account holder(s)		
Bank/building society account number		
Branch sort code	Signature	Date

#### MAKE YOUR DONATION WORTH 25% MORE

☐ Gift Aid. **YES**, please claim the tax I have paid against all gifts made in the last four years and any future gifts I may make to the National Literacy Trust. I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity or Community Amateur Sports Club (CASC) named above to reclaim tax on the donation detailed below, given on the date shown.

I understand that if I pay less Income Tax / or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

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#### DONATE BY CHEQUE OR CREDIT/DEBIT CARD

I would like to make a donation of **£500**

Please debit my credit/debit card ☐ Visa ☐ Mastercard

Card number: \_\_\_\_\_ Expiry date \_\_\_\_/\_\_\_\_

Start date \_\_\_\_/\_\_\_\_ Security code \_\_\_\_\_

☐ I enclose a cheque made payable to: The National Literacy Trust  
(please write your name and address on the reverse). Signature \_\_\_\_\_

Simply complete this form and return it to our freepost address:

**Freepost RRLH-HGXT-ZSJB The National Literacy Trust, 68 South Lambeth Road, London, SW8 1RL.**

