

# Fundraising for the National Literacy Trust: getting started

Thank you so much for fundraising for the National Literacy Trust in your school. This guide will give you all the hints and tips you need to plan great fundraising events!



## What do we do?

The National Literacy Trust is an independent charity that transforms lives through literacy. We work with disadvantaged communities, families and schools to give children the literacy skills to get a job and succeed in life.

## Why?

- ❑ Children born into communities with the most serious literacy challenges have some of the lowest life expectancies in England
- ❑ 1 in 8 disadvantaged children in the UK don't own a single book
- ❑ 3 in 10 (28%) of children leave primary school unable to read well. This rises to almost half (44%) of disadvantaged children
- ❑ The UK's poorest children start school 19 months behind their wealthier peers in language and vocabulary

## Why do we need your school's help?

We rely on the generosity of our supporters to continue our vital work. We would love your help and **our team** will be on hand to help you with your fundraising plans.

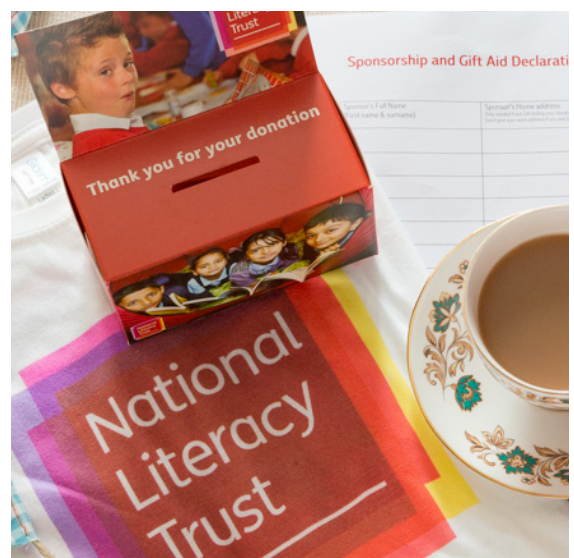
By fundraising for the National Literacy Trust your school will be giving the UK's poorest children a route out of poverty.

## What your money can do.

- ❑ £25 could fund family literacy packs for parents with children on neonatal wards, helping them bond with their new babies through reading
- ❑ £50 could train a volunteer to work with parents to help their children develop vital literacy and communication skills
- ❑ £100 could help set up more National Literacy Trust Hubs to create long-term change in areas of the UK where low levels of literacy are entrenched and intergenerational

## How we can help you raise money.

We would love to help make your event a success and provide you with fundraising materials. We have balloons, collection boxes, posters, sponsorship forms and t-shirts. Just **let Katharine or Emily** know what you need and we will be happy to send it.



## What you can do – fundraising ideas:

### Second hand book sale

Encourage students and teachers to bring in unwanted books and hold a book sale.

### Dress up day

Ask students to dress up as their favourite book character and bring in a donation.

### Cake sale

Ask teachers, parents and students to make their favourite cakes and have a cake sale. You could even ask for book-themed bakes!

### Where's Wally? fun run

Encourage students to dress up as Wally and organise a fun run; they can ask for sponsorship from friends and family. You could even have an 8 hour Where's Wally? run, where there is at least one Wally running at all times!

### Quiz evening

Organise a quiz evening for students, parents and teachers. You could even have adults against kids, and the winning team can ask for a favour from the losing team!

### Non-uniform day

Let students come to school in their own clothes, and ask for a donation in return.

### Penny races

Encourage students and teachers to save their coppers and have a penny race! Make it a competition between classes or year groups: who can make the longest line of pennies in the quickest time?

### Match the book to the teacher

Ask all the teachers what their favourite book is and charge students to guess which book belongs to which teacher. Have a prize for the students who guess them all right!

### Put on a play

Encourage your students to put on a play and charge friends and family to come and see it. You could even ask students to write and direct the play themselves, or suggest they re-write their favourite story!

### Forfeit jar

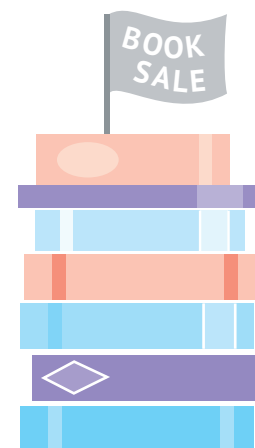
Ban teachers from saying a word or phrase they use too much. Make them put money in a jar as a penalty!

### Readathon

Challenge students to read as many pages as they can in a day! Their friends and family could sponsor them per page.

### Festive fundraising

Go carol signing, have a collection at your Christmas concert or have a Halloween pumpkin carving contest!



If you have any other fundraising ideas please let Katharine and Emily know ([fundraise@literacytrust.org.uk](mailto:fundraise@literacytrust.org.uk)) – we would love to hear about them!

## Talking about your fundraising

Remember to give plenty of notice to your pupils and send a few reminders to parents. Don't forget to talk about your event on social media! It's a great way to share photos and let your followers know what a great time your school had raising money for the National Literacy Trust. We would love to see what you got up to, so don't forget to tag us!

## Keeping it safe and legal

- ❑ Let parents and carers know about your plans. Before you do any fundraising, please make sure that parents and carers have given consent.
- ❑ We would love to see pictures, but please make sure that you have permission for photos before you share them with us. Please also let us know where we have permission to share any photos.
- ❑ Make sure there are always at least two adults present when money is being counted, and don't leave unattended pupils in charge of cash handling or counting.
- ❑ If pupils are being sponsored, please make sure that they know to only ask people they know for sponsorship.
- ❑ Please be aware of the laws surrounding raffles. If you are selling raffle tickets on the same day as your fundraising event, you do not need a license but if you are unsure, please check the [Gambling Commission website](#).
- ❑ If you have any questions at all, please do get in touch.

## How to pay in your money

The easiest way to pay in any money raised is **on our website**. When you donate, please state that it was a school fundraiser and let us know the name of your school. We would love to send you a certificate to say thank you.

You can also send a cheque to 68 South Lambeth Road, Vauxhall, SW8 1RL. Please make it payable to 'National Literacy Trust' and include a note to let us know the money was raised by a school and your school's name. Please don't send cash in the post.

You can also do a bank transfer or pay by credit card over the phone. If you would like to, please call 020 7587 1842.

FACEBOOK

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We really can't thank you enough for supporting the National Literacy Trust. We're looking forward to hearing all about your fundraising plans!