

# Start your fundraising for the National Literacy Trust

Huge, huge thanks for your interest in fundraising for the National Literacy Trust! This guide will give you all the hints and tips you need to plan amazing fundraising events!



[literacytrust.org.uk](http://literacytrust.org.uk)



Changing life stories

## What do we do?

The National Literacy Trust is an independent charity that works with disadvantaged communities, schools and families to transform lives through literacy. Without good levels of literacy, people will be held back at every stage of their life. They will struggle at school and be locked out of the job market, and as parents they will not be able to support their children. This creates a cycle of disadvantage.

## Why?

- ❑ Children born into communities with some of the worst 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 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 help?

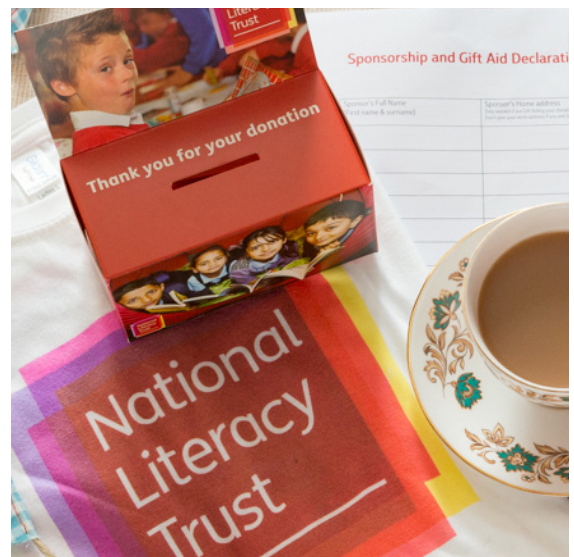
We rely on the generosity of individuals and communities to continue our vital work! We would love your help and **our team** would be on hand to help you with all your fundraising needs! Fundraising for the National Literacy Trust helps some of the UK's most disadvantaged children and gives them a route out of poverty.

## What your money can do

- ❑ £25 could fund literacy packs for parents with children on neo-natal wards, helping them to bond with their babies through reading
- ❑ £50 could train a volunteer to work with parents with low literacy levels and allow them to help their children develop vital literacy and communication skills
- ❑ £100 could help to 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, so we would be thrilled to 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 your friends and family to bring you unwanted books and hold a book sale.

### Books and Bakes

Bring together family and friends together for a Books and Bakes event. Serve tea and cake in exchange for a donation - you could even ask your guests to bring their favourite books to share, or have a book swap!

Make sure you share what you get up to on social media and don't forget to tag us [@literacy\\_trust](#) using the hashtag [#BooksAndBakes!](#)

Are you planning a more sophisticated evening with friends? Host a Books and Bubbles event!

Get together with friends to chat about your favourite books over a glass (or two!) of bubbly in return for donations.

We would love to see how your event goes, so make sure you share what you get up to on social media. Don't forget to tag us [@literacy\\_trust](#) using the hashtag [#BooksAndBubbles!](#)

### Quiz night

Organise a quiz night. Look at our hints and tips on hosting a quiz night to make your event a success!

### Themed dinner party

Host a dinner party with a twist! Try theming it around your favourite book or author. Host your friends and family in exchange for a donation.

### Give it up!

Annoying habit? Promise to give it up, and ask people to sponsor you!

### Shave or wax!

Get sponsored for shaving your head or waxing your legs- no pain, no gain!

### Sports day or football tournament

Relive your school days by hosting a sports day or sports tournament, charge teams to join in and you can even include a raffle on the day.





## Sweepstake

This could be for the World Cup or Wimbledon or for an event you are doing. Charge a small fee and the winner gets a prize!

If you have any other fundraising ideas please **let Katharine and Emily know**, we would love to hear about them.

FACEBOOK

**National Literacy Trust**

TWITTER

**@literacy\_trust**

INSTAGRAM

**@literacy\_trust**

## Talking about your fundraising


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

## How to pay in your money

The easiest way to pay in any money raised is **on our website**. When you donate, please let us know that you organised a fundraising event so we can say thank you properly!

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 with your name and that you organised a fundraising event. Please don't send cash in the post.

You can also do a bank transfer or pay on a credit card over the phone. If you would like to, please **get in touch**.



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