



Bookmark

Change a child's story

Community Fundraising Pack



Registered Charity No. 1177681 | www.bookmarkreading.org

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Thank you for supporting Bookmark!

We know the devastating impact that poor literacy can have throughout a child's life. From causing low self-esteem and depression to struggling to find employment as adults. Many will have a higher chance of living in poverty and a shorter life expectancy.

The pandemic has had a huge impact on children, particularly the most disadvantaged in our communities. Children in Years 1 and 2 lost an average of 3 months of progress in reading. Disadvantaged children are seven months behind their peers in reading.

There has never been a more important time to help children catch up with their reading. Here you will find everything you need to know to organise your fundraising activities and tips to help you reach your fundraising targets.

Thank you on behalf of all the children supported by Bookmark. Good luck!

The Bookmark team



Fundraising and events

We want to inspire you to make a difference

Spread the word, have some fun and do some good! We love it when our community gets involved to do something adventurous or creative. Here you can find ideas ranging from the epic to the everyday.

Once you've decided on your fundraising idea, make sure you **let us know** then head over to **JustGiving** and select 'Fundraise for Us' to set up your fundraising page. We'll support you throughout, giving you tips to raise as much as you can to support children to read.

Don't forget to tag us on **Instagram, Twitter, Facebook** or **LinkedIn**.

CHALLENGE EVENTS

Want to tick something off your bucket list? Want to change a child's story while taking on an active challenge? Our team will be here to support you every step of the way!

For example:

- Sign up to a local 10km or half marathon and start training!
- Perhaps a skydive has been at top of your bucket list, now is the time to challenge yourself!
- Ice Bucket Challenge for the brave!
- Danceathon because everyone loves to boogie!
- Obstacle course for the adventurous!

VIRTUAL FUNDRAISING IDEAS

As a tech-focused charity, we've had a great time thinking about how we can inspire our community with some virtual fundraising ideas! From book clubs to online dance parties to virtual team marathons, you can easily support Bookmark with your favourite pastime.

EVENTS

Our team is always on hand to help with fundraising events you're planning. No matter the scale, we can give you advice about how you can best use your platform to support children's literacy.



GET IN TOUCH: [Email our fantastic fundraising team](#) to register your fundraising plans and get support.

Community fundraising

WHAT IS A COMMUNITY FUNDRAISER?

A way of bringing the community together, community fundraisers help raise money for a specific cause or a charity. There are many different ways to fundraise in the community, the most popular being bake sales and raffles.

WHAT MAKES A GOOD COMMUNITY FUNDRAISER?

A good community fundraiser will always be one that brings people together. Successful community fundraisers will also make people more aware of the charity and the story behind it. Good organisation and planning will help ensure success.

HOW TO PROMOTE A COMMUNITY FUNDRAISER

Social media posts and creating an online event to give more detail about dates and timing can attract attention as well as flyer distribution and posters in the local community.



“I wanted to fundraise for Bookmark because of the charity’s commitment to help children find enjoyment in reading and, more broadly, in learning.”

– Jacky Cheng

“I decided to support Bookmark in my challenge to climb Kilimanjaro in 2019. Bookmark do a fantastic job supporting children to learn to read so that they can go on and fulfill their potential in life.”

– Richard MacMillan



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bookmarkreading.org/fundraise

How your money helps



£10 Gift a child with a one-to-one Bookmark reading session.



£25 Give a Bookmark magazine to over 30 children to inspire reading at home.



£75 Gift 5 children with headsets for their Bookmark online reading programmes.



£120 Gift a child with a 6-week one-to-one Bookmark reading programme.



£250 Inspire a child's love of reading with a new Bookmark volunteer.



£360 Support a child with a year of Bookmark reading programmes to build their skills and confidence.



£1,000 Support 8 children with a Bookmark programme – the no. of children in an average class who leave primary school unable to read well.

The difference your support could make...

Mya is 5 years old and in Year 2 at a school in Tower Hamlets, London. Her school has identified her as a vulnerable child. There is not a lot of time for her to read with an adult at home.

Mya's phonic and literacy assessments showed she was below the expected standard of reading at her age. Her difficulties with reading were also affecting her learning in class and meant she wasn't making much progress.

Fortunately for Mya, her school partnered with Bookmark to deliver support to children who were falling behind with their reading. Since reading with Bookmark volunteers, Mya's teaching assistant has seen a great improvement in her attitude to reading. Her confidence has also grown.



A – Z of community fundraising ideas

A	Auction* Arts and crafts Aerobics class* Afternoon tea	H	Head shave How many sweets in the jar	P	Pin the tail on the donkey Press up challenge*	V	Pub quiz* Painting class* Plank challenge*
B	Bake off* Bonfire Bingo	I	International evening Ice cream night	Q	Quiz* Sponsored quiet time	W	Variety show* Volleyball game Vegas night
C	Book sale Beard shave Book club*	J	Jumble sale Jazz night* Jeans to work day	R	Race night Raffle* Retro sweet shop Run*	X	Walk to work World record attempt* Wine tasting
D	Cake sale Cocktail night Car boot sale	K	Karaoke Keep fit workout session* Knitting contest*	S	Sponsored silence* Sweepstake* Street party	Y	X-Factor night* X-mas party
E	Dog walking Disco Dinner party Dance class* Dress down day	L	Loose change collection Lyrics quiz* Litter picking	T	Tug of war Treasure hunt Tombola* Tuck shop Tutorial* Tea and talk*	Z	Yes day Yoga class*
F	Easter egg hunt Egg and spoon race Ebay jumble sale*	M	Murder mystery night* Live music evening* Movie night* Marathon*	U	Unusual clothes day University challenge*		Zumba-thon* Zodiac reading evening
G	Fashion show Five a side footie Film night* Fancy dress	N	Non-uniform day Name the film/song/character competition				
	Give something up Garden party Games night* Gig*	O	Office Olympics Open garden Office workout session*				

*These events can be run virtually



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Top 10 tips for planning your fundraiser



1

USE THE WHOLE COMMUNITY.

People are at the heart of fundraising. This is a great way to make new friends and learn new things.

2

GET CREATIVE.

The more creative you are, the more likely the fundraising idea will reach further limits.

3

USE YOUR INTERESTS AND HOBBIES.

If you're struggling with ideas, think of something that you enjoy, know about and do often.

4

EVERYONE LOVES FOOD.

A great fundraising activity always involves food. Who can resist! Cakes and sweets can never go wrong!

5

CHALLENGE YOURSELF.

Go above and beyond. You are not only doing something for an amazing cause but doing this for you! You may learn new skills and grow.

6

BUDGET.

Keep a clear record of what you spend and raise. Try and keep costs as low as possible. The lower the cost, the greater the impact your fundraising will have.

7

SET YOURSELF A TARGET.

Decide how much you want to raise and keep things realistic.

8

DECIDE A PLAN OF ACTION EARLY.

Organisation is key to fundraising. Know exactly what, where, when, who and why of everything that is involved in fundraising and carrying out an event.

9

ENJOY YOURSELF.

You are making a massive difference to a child's life so should enjoy every moment. Have fun fundraising and working with your community.

10

THANK EVERYONE.

Make sure you thank all those who supported you to let them know what a difference everyone has made!



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How to keep fundraising safe and legal

MANAGE RISK

It is important to think about risks and accidents and associated legal issues when fundraising. Even if the setting is familiar- a local school or your workplace- be aware of risks. Carry out a risk assessment to mitigate possible problems.

Ensure any venue hires have public liability or relevant insurance.

FIRST AID

All events should have access to a first aid kit, or more active events may need a qualified first aid trainer or volunteer support from St John's Ambulance or the British Red Cross.

RAFFLES

You can have a raffle, tombola, or sweepstake at your event without a licence if the tickets are all the same price and are

sold during the event. You can name the winners during or after the event.

Click here to read more about raffles at events: www.gamblingcommission.gov.uk/public-and-players/guide/how-to-run-a-lottery-or-fundraiser

Here is a detailed guide to help you decide if you need a licence:

www.gamblingcommission.gov.uk/public-and-players/guide/page/types-of-lottery-you-can-run-without-a-licence

SECURITY

If the fundraising event is crowded, there may need to be crowd control or extra security measures in place when collecting cash. This is to ensure all participants feel safe and secure.

Easy ways to pay in your fundraising and donations

Your donations help us to support children who are at risk of falling behind with their reading.



GIFT AID

To maximise your fundraising efforts, don't forget to ask your supporters and colleagues to use Gift Aid on their donations. Gift Aid is a wonderful scheme that gives charities like us the opportunity to claim back the UK tax that supporters have already paid on their donations. So, every £1 becomes £1.25 at no additional cost to the donor!



JUST GIVING

You can make a quick and easy donation today and give children the gift of reading. Use this link: www.justgiving.com/bookmarkreading



BY POST

You can send cheques, payable to Bookmark Reading Charity, Charles House, 5-11 Regent Street St James's, London, SW1Y 4LR.



EVEN MORE WAYS ON THE NEXT PAGE!



DIRECT DEBIT

By giving a regular, fixed amount to Bookmark you can help us as we grow to support more children nationally, at a time when our reading programmes are needed more than ever.

We will keep you up to date on our work and show you how your donation gives more children the life-changing gift of literacy support.

www.justgiving.com/bookmarkreading



PAYROLL GIVING

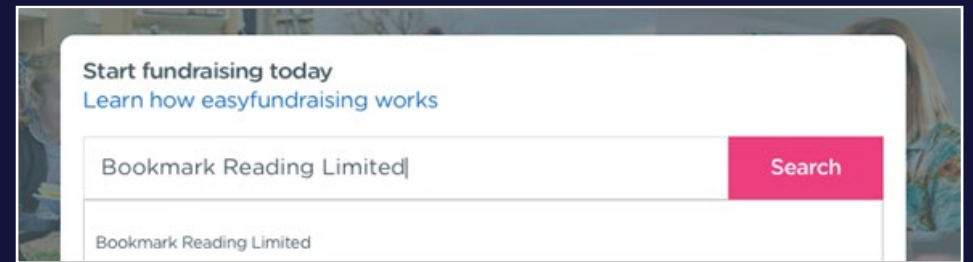
Give something back on payday by making a monthly payroll donation to Bookmark. Donations are deducted before you pay tax. This means if you choose to donate £10, only £8 would be removed from your pay and we would claim the rest through Gift Aid from HMRC. Your generous gift would go even further towards helping children with their reading. Contact your payroll manager and ask them to set up payroll giving for Bookmark Reading Charity.



GIVE WHILE YOU SHOP

You can donate to Bookmark when you shop online, at no extra cost!

Visit Easy Fundraising: www.easyfundraising.org.uk and search for 'Bookmark Reading Limited' and select 'Support this cause'. Create an account and you're ready to start supporting Bookmark! Shop at one of thousands of their partner brands and Bookmark will receive a donation.



Or visit Amazon Smile: www.smile.amazon.co.uk/gp/chpf/homepage?orig=%2F and log in to your Amazon account.

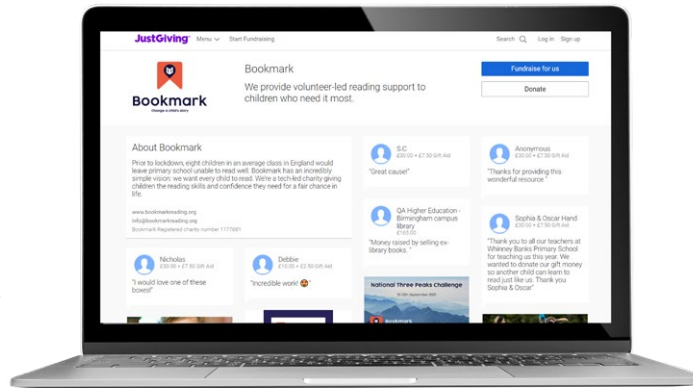
Search Bookmark Reading Charity in the 'Pick your own Charity' section and select us as your chosen cause.

Shop like normal! Amazon will donate 0.5% of your net purchase price (excluding VAT, returns and delivery fees) from eligible items to Bookmark.



How to set up a Just Giving page

1. Log into your account and click 'Start Fundraising'
2. When asked 'Are you fundraising for a registered charity?', select 'Yes, continue'
3. Search for Bookmark Reading Charity
4. Let us know whether you're taking part in an event, celebrating an occasion, fundraising in memory, or doing your own thing
5. If you can't see your event listed, select 'Add your own' at the bottom of the page and tell us a bit more about your activity
6. Choose your web address – this is the link you'll be sharing with friends and family when asking them to donate
7. Tick 'Yes' if you're running a bake sale, or selling tickets to an event, raffle, or auction. Donations to your Page won't be eligible for Gift Aid. Find out more here.
8. Click 'Create your page'



Please note that this information was taken from the Just Giving website and was accurate at time of publishing

JustGiving™



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www.justgiving.com/bookmarkreading



We can't wait to hear from you!

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Send us a message:
www.bookmarkreading.org/contact-us



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