Fundraising Pack
Thank you so much for choosing to fundraise for The Reading Agency!

Every penny you raise will help to bring the magic of books to more people around the UK. This toolkit will help you plan your own activity with your reading group.
With the help of our network of Reading Groups, we can advocate for the power and benefits of reading.

1 in 6 (8.5 million) adults struggle to read. This limits life chances and choices. Adults with poor literacy face disadvantage and so do their children – unable to complete job or benefit applications or read letters from the doctor or information from their child’s school, leads to lost opportunities, lower wages and poorer health.

Why fundraise?
Evidence shows that reading for pleasure can increase reading skills at a greater rate than through formal literacy lessons. Adults with higher reading skills and confidence are more than twice as likely to be employed than those with low skills and earn on average 12% more.

Everyone deserves access to the power of reading. Together, we can break the cycle of poor literacy and provide the tools and inspiration for people to get the most out of life.
What we do

We are a UK charity with a mission to empower people of all ages to read.

Evidence shows that reading improves health and wellbeing, life chances and social connections. The Reading Agency champions access to the proven power of reading by providing activities for all ages. Working with public libraries, prisons, hospitals and other community settings, we reach over two million people a year.

Our work wouldn't be possible without the support from fundraisers like you. With your help, we can get more people fired up about reading because everything changes when you read.

In this guide, you'll find ideas, tips and guidance on how to host your own fundraising activity.
How your money helps

With your support, we transform lives through the proven power of reading. Here’s just some of what we achieved together in 2022-23:

- We reached over 2.17 million people
- We hosted 7,873 reading groups across the UK
- People borrowed over 12.9 million books from libraries
- 139,863 people joined their local library
- We gifted 256,825 books, ebooks and audiobooks
How your money helps

£1 pays for one Quick Reads book

£10 pays transport costs for one of our volunteers to make four visits to see a Reading Friend.

£25 can provide resources to support volunteers running groups for people with dementia.

£100 can contribute towards running a reading session with a group.
Fundraising Tips

Get creative
Put your group's skills to good use. Are you all sporty? Why not go for a sponsored walk or run? Do you enjoy chatting about books over a tipple? Try a bookish cocktail night.

Share with loved ones
A fundraising target can keep your group motivated. A goal also helps engage with supporters - why not share updates and milestones to keep up momentum!

Spread the word
Share your efforts with your local community. Print a poster and stick it to noticeboards in community centres, cafes and libraries. Share your story to your local newspaper, radio station or community newsletter - include why reading is important to you.

Social media is a great way to let people know about your fundraiser. Share pictures of events, some branded assets and links to donate. Don't forget to tag us!

@readingagency #ReadingPower
Host a bookish quiz at your next group meeting to test your knowledge!

Gather sponsors who pledge to donate based on the number of pages read during a short time period.

Want to fundraise but not sure where to start? Here are some ideas to get you started:

**Quiz**
Host a cake sale at your local library or bookshop. Include raffles and games to engage the visitors!

**Bake Sale**
Gather sponsors for a group walk with your reading group.

**Come Dine With Me**
Host a dinner party where each member brings a different dish. Ask guests to donate and vote for the winner. Why not try literary themed costumes or dishes?

**Read-a-thon**
Gather sponsors who pledge to donate based on the number of pages read during a short time period.

**Book Sale**
Compile your groups unwanted books and take them to a car boot! 50 books sold for £1 each would make £50!

**Sponsored walk**
Gather sponsors for a group walk with your reading group.
Fundraising Materials and Activities

Your fundraising materials
Take a look at our posters, shareable social media assets and DIY bunting template to help you host a successful fundraiser.

Find the materials here.
Next Steps

Plan your event and set a date
Brimming with ideas? Plan your event and start inviting people!

Celebrate your success
Remember, the money you raise can help create a world where every adult in the UK has access to reading. Every penny makes a difference.

How to pay in
You can donate to us via the following options:

- **Online via Enthuse**
- Telephone us on 0207 324 2544 with your credit / debit card details.
- Send cheques, postal orders or charity vouchers made payable to 'read- The Reading Agency' to:
The Reading Agency
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