

Make sure you send us pictures of your activity.

The Reader

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REALISE  
CHANGE



# FUNDRAISE AND DOUBLE YOUR DONATION

## To help isolated older people

Many of us find it difficult to open up about our mental health, recent statistics show nearly 8 million people over the age of 55 have experienced depression or anxiety. In an ageing society it's a growing concern.

At The Reader, we bring people together through *Shared Reading* – weekly groups where stories and poems are read aloud for everyone to enjoy. It's a friendly space where people can talk and form connections with the literature as well as with each other. It's a simple idea but has huge impact.

### Every £1 DOUBLED!

Thanks to The Big Give, we have an incredible opportunity to raise £50,000 to train and support new volunteers to bring *Shared Reading* to care homes and community settings. For every £1 you give, our sponsors will double it, so your generosity goes even further.

### How can I help?

There are lots of great fundraising ideas, here are a few simple ideas to get you started...

## The £10 Random Read Pledge

Whether it's with your colleagues or friends and family, you can take The £10 Random Read Pledge. Simply donate £10 and choose something to read together from our specially curated *Festive Story and Poetry Selection Box* (pledgers can download for free from our website). Take some time out and read together, you'll get a taster of what it feels like to share reading and see what your donation is doing for people first hand.

## Sponsor a Scrooge

Every workplace has a Scrooge! You can support isolated older people this year by sponsoring your Scrooge-like colleague to perform a day or weeks' worth of random acts of kindness.

Whether it's doing the tea run, sweeping up the stock room or paying a pound to the "humbug" box every time their grumpy personality takes over we're sure there are lots of creative ideas to make your Scrooge atone for their ways.

## Great Expectations - Literary Bake Off

For some, the best thing about Christmas is the festive flavours! Why not host a "Literary Bake Off" with your friends or team this year and give something back. Whether you want to bring out your competitive streak or keep it friendly is entirely up to you. All we ask is you bake some cakes, give them a pun-filled literary or festive name and make a donation.

It could be *Scrooge's Sponge*, *Marley's Malt Cake*, *Tiny Tim's Tiny Cupcakes* or something of your own design, all we ask is you bring people together, eat some lovely cake and make a donation!

## How many Scrooges?

A quick and fun way of fundraising that will go a long way to helping isolated older people. Simply download the game sheet and ask your friends, colleagues and family to donate a £2 to take part. All they need to do is guess how many times the word Scrooge appears in Charles Dickens' *A Christmas Carol*. The guesser with the closest to the answer wins £20 and a digital copy of The Reader's new *A Christmas Carol* audio-book.



theBigGive.org.uk

CHRISTMAS CHALLENGE 2017

To find out more, make a donation or spread the word visit:

[www.thereader.org.uk/ChristmasChallenge](http://www.thereader.org.uk/ChristmasChallenge)



theBigGive.org.uk  
CHRISTMAS CHALLENGE 2017



**THE £10**

## RANDOM READ PLEDGE

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### How can I help?

Fundraise for us, then double what you raise by donating online. A simple way to get involved is to take The £10 Random Read Pledge.

Whether it's with your colleagues or friends and family, you can take part in a £10 Random Read.

Simply donate £10 and choose something to read together from our specially curated *Festive Story and Poetry Selection Box* (downloadable from our website).

Take some time out and read together, you'll get a taster of what it feels like to share reading and see what your donation is doing for people first hand.

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### TAKE THE PLEDGE

I,

\_\_\_\_\_,  
pledge to read with

\_\_\_\_\_  
and donate £10 to  
The Reader's Big Give  
Christmas Challenge.

signed

\_\_\_\_\_  
date

The Reader - Charity Number 1126806 (Scotland 043054)

The  
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Looking for something suitably festive to read?

Download our *Festive Story and Poetry Selection Box* from our website for free.

Stories included are:

- *A Christmas Tree* by Charles Dickens
- *The Water Ghost of Harrowby Hall* by John Kendrick Bangs
- *The Gift of The Magi* by O. Henry
- *Bertie's Christmas Eve* by Saki

Poems included are:

- *A Song for a Christmas Tree* by Louisa May Alcott
- *The Oxen* by Thomas Hardy
- *Christmas Bells* by Henry Wadsworth Longfellow
- *'Twas the night before Christmas* by Clement C Moore
- *Christmas in the Olden Time* by Sir Walter Scott
- *A Christmas Carol* by George Wither
- *Minstrels* by William Wordsworth

To download your copy visit:

[www.thereader.org.uk/ChristmasChallenge](http://www.thereader.org.uk/ChristmasChallenge)

### STEP ONE - DOUBLE YOUR DONATION

Thank you for organising your Random Read! You can make your donation go ever further!

Simply log on between 12noon on Tuesday 28 November and 12noon Tuesday 5 December, make your donation and thanks to our supporters it will be doubled! [www.thereader.org.uk/ChristmasChallenge](http://www.thereader.org.uk/ChristmasChallenge)

### STEP TWO - GIFT AID

*giftaid it*

When donating online you will be asked if you want to extend your donation with Gift Aid. If you pay UK tax, the Government will give us 25p on top of every £1 donation if you check this box.

If you are able to support us with Gift Aid simply check the box when you make your donation.

### STEP THREE - SEND US YOUR FORM

Once you've made your donation, we'd love to hear from you, so send us your form and we'll make sure to send you a thank you!

Email it to: [christmaschallenge@thereader.org.uk](mailto:christmaschallenge@thereader.org.uk) or pop it in the post to: Christmas Challenge, The Coach House, Calderstones Park, Liverpool, L18 3JB

### STEP FOUR - SHOUT ABOUT YOUR ACTIVITY

Find us online

[www.thereader.org.uk/ChristmasChallenge](http://www.thereader.org.uk/ChristmasChallenge)

Email us

[christmaschallenge@thereader.org.uk](mailto:christmaschallenge@thereader.org.uk)

Speak to us

0151 729 2200

Tweet us

@thereaderorg

#SharedReading #ChristmasChallenge17

Join us on Facebook

@thereaderorg

#SharedReading #ChristmasChallenge17

### TOTAL DONATED

£

### ORGANISER'S DETAILS

Name

Email

Address (including postcode)

I have donated the total raised online between 12noon on Tuesday 28 November and 12noon on Tuesday 5 December.

Add me to your email mailing list

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# BAH HUMBUG!



theBigGive.org.uk  
CHRISTMAS CHALLENGE 2017

## HOW MANY SCROOGES?

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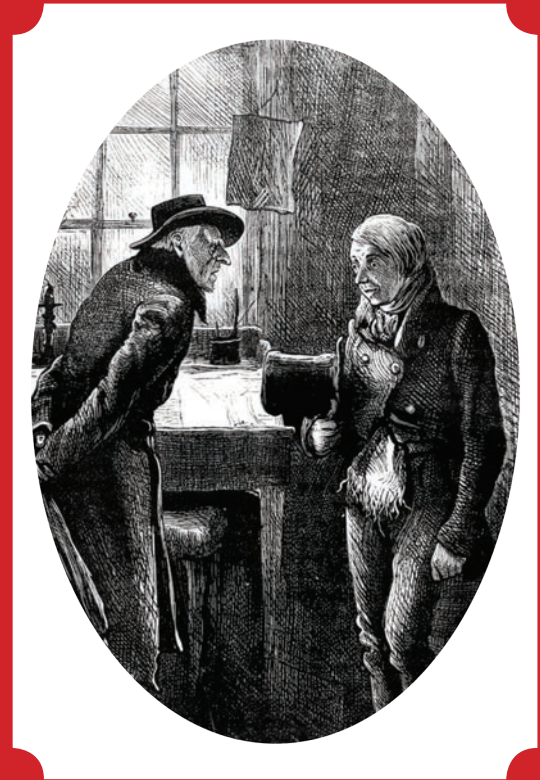
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### How can I help?

Take part in our *How Many Scrooges?* game, simply answer the question below

**THE PRIZE** - £20 cash plus a digital copy of The Reader's new *A Christmas Carol* audio-book.

**THE COST** - £2



### THE QUESTION

How many times is Scrooge's name included in Charles Dickens' classic novella *A Christmas Carol*?

Guess	Initials	Surname	Email address	£2 PAID	Date Paid
3	E	SCROOGE	e.scrooge@humbug.com	YES	03/11/17

The Reader - Charity Number 1126806 (Scotland 043054)

The Reader is not responsible for the organisation of this fundraising or for the collection of the money, but we're thrilled that such an effort is being made on our behalf.



If you need extra sheets you can photocopy this sheet our print out more at [www.thereader.org.uk/christmaschallenge](http://www.thereader.org.uk/christmaschallenge)

Guess	Initials	Surname	Email address	£2 PAID	Date Paid
3	E	SCROOGE	e.scrooge@humbug.com	YES	03/11/17
_____	_____	_____	_____	_____	_____
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### STEP ONE - DOUBLE YOUR DONATION

Thank you for everything you've done so far! You can now make your donation go ever further!

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### STEP TWO - GIFT AID

*giftaid it*

When donating online you will be asked if you want to extend your donation with Gift Aid. If you pay UK tax, the Government will give us 25p on top of every £1 donation if you check this box.  
If you are able to support us with Gift Aid simply check the box when you make your donation.

### STEP THREE - SEND US YOUR FORM

Once you've made your donation, we'd love to hear from you, so send us your form and we'll make sure to send you a thank you!

Email it to: [christmaschallenge@thereader.org.uk](mailto:christmaschallenge@thereader.org.uk) or pop it in the post to: Christmas Challenge, The Coach House, Calderstones Park, Liverpool, L18 3JB

### FOUR - WINNER'S DETAILS (so we can send their audio-book)

Name  
\_\_\_\_\_

Email  
\_\_\_\_\_

### TOTAL RAISED

£

### REMEMBER TO GIVE THE WINNER £20 PRIZE FROM THE TOTAL RAISED

They might want to donate it though.

### TOTAL DONATED

£

### ORGANISER'S DETAILS

Name  
\_\_\_\_\_

Email  
\_\_\_\_\_

Address (including postcode)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I have donated the total raised online between 12noon on Tuesday 28 November and 12noon on Tuesday 5 December.

Add me to your email mailing list

# SPONSOR ME!

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**£10** will give one *Shared Reading* group enough stories and poems to spark conversation and connections for a month.

**£50** to help run a *Shared Reading* group for a week, giving up to 12 older people the opportunity to spend some quality time together.

**£150** will give one volunteer Reader Leader the ongoing training and support they need to keep their *Shared Reading* group running for a whole year.

Who \_\_\_\_\_  
What \_\_\_\_\_  
Where \_\_\_\_\_  
When \_\_\_\_\_

Initials	Surname	Email Address	Postcode	Donation	Date Paid
E	SCROOGE	e.scrooge@humbug.com	AB12 3CD	£25	03/11/17
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Initials	Surname	Home Address	Postcode	Donation	Date Paid
E	SCROOGE	e.scrooge@humbug.com	AB12 3CD	£25	03/11/17

**TOTAL RAISED**

£

**YOUR DETAILS**

Name \_\_\_\_\_

Email \_\_\_\_\_

Address (including postcode) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

I raised money by \_\_\_\_\_

\_\_\_\_\_

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**Email us** [christmaschallenge@thereader.org.uk](mailto:christmaschallenge@thereader.org.uk)     **Speak to us** 0151 729 2200

**Tweet us**  
 @thereaderorg  
 #SharedReading #ChristmasChallenge17

**Join us on Facebook**  
 @thereaderorg  
 #SharedReading #ChristmasChallenge17

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# full, rich lives that person is still there

## Rachel - a volunteer Reader Leader's story

**Rachel has been volunteering with The Reader since 2014, mainly running Shared Reading groups for older people living with dementia.**

I like the fact that technology isn't involved, with *Shared Reading*, once you have a printed poem in your hand, that's all you need. It can be quite soothing for everybody, you really feel 'in the moment' with the people in your group. For people who are used to staring at tv screens, it feels refreshing to be sitting and enjoying something together.

It still surprises me how a poem comes to life when you read it aloud. Since I started volunteering my personal appreciation of poetry has really deepened. Before I would have thought that Shakespeare's Sonnets were boring, but nowadays, I know that there's something really special about them.

For me, *Shared Reading* is all about people, for the last three years it has been my volunteer partner and our group members that have kept me excited to be involved. The staff member at the care home is also very committed and keen on our group, which is great.

Some weeks there might just be a couple of people in the group, but even then it's still worth doing. There's one lady for instance, she's 85, she's become like a friend to me. I don't think she has many friends and family that visit her but we've developed a special bond, I couldn't just abandon her.

You meet some lovely people taking part too, which is another reason that I think it's great to volunteer with The Reader. You get to meet other people at training and support days, and being paired with another volunteer lets you connect deeper with people you might never have met otherwise - people with different backgrounds. I have learned so much from my volunteer partner.

The people that I read with can be quite different from me too, but they love reading the poems - I'm not sure I expected that. Although not everyone is able to fully articulate their thoughts, some are very content to just listen to the poem several times. You know that they are getting something from it.

There's something really quiet about poetry too, it can take you to a really deep and calm place. There's one man we read with, I could see that *Shared Reading* took his mind off his pain and distress. He would concentrate very hard on the poems and I could see that they calmed him down.

People were surprised how calm he became in the group because he could often become very distressed and shout out. One carer said, "Oh I'll take him out" and I said "No just give him a chance, he does enjoy it". And he would really focus very intensely on the poem.

Another man once said to me "this is something totally different, it helps to keep me sane". It made me realise how desperately difficult people's lives can be and how courageously they are coping, we can't just write them off.

Reading with different people gives you some insight into their lives, reading with older people especially shows you a personal history. These people have lived full, rich lives and *Shared Reading* shows that person is still very much there.

To find out more, make a donation or spread the word visit:  
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Get in touch and be part of the story  
0151 729 2200 [info@thereader.org.uk](mailto:info@thereader.org.uk)  
[thereader.org.uk](http://thereader.org.uk) [@thereaderorg](https://twitter.com/thereaderorg)