



theBigGive.org.uk  
CHRISTMAS CHALLENGE 2017



**THE £10**

# RANDOM READ PLEDGE

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.

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?

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.

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

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

## 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 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.

The Reader

CONNECT  
REALISE  
CHANGE



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

The  
Reader

CONNECT  
REALISE  
CHANGE

