



# LIFE LINES APPEAL

## 12 DAYS READING CHALLENGE

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Fundraising  
for The Reader  
this winter.

*This winter, we're asking Readers far and wide to read great literature aloud every day for 12 days - sharing stories or poems with your friends and family, online or in-person to raise money that will support our vital work reading with people across the UK.*

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At a time of uncertainty and increased isolation, our work continues to bring comfort and companionship to many, including those who have been – and still are – deeply affected by Covid-19. Reading gives us ways to express ourselves and find meaning in tough times. When we read together, the words become life lines that help us develop deep connections and meaningful moments.

By taking part in our 12 Days Reading Challenge this winter, you'll be helping to bring life lines to more people in need. As well as raising funds in aid of The Reader, you'll be helping to raise awareness of Shared Reading, and spreading the joy of reading aloud!

0151 729 2200  
[www.thereader.org.uk](http://www.thereader.org.uk)  
[@thereaderorg](https://twitter.com/thereaderorg)  
[#SharedReading](https://www.facebook.com/SharedReading)

The Reader Mansion House  
Calderstones Park  
Liverpool  
L18 3JB

**The  
Reader**



# 12 DAYS READING CHALLENGE

**Getting involved is as simple as 1, 2, 3:**

## **1 - Set up a JustGiving page**

You'll find the instructions on how to set up your page and fundraise in aid of The Reader in this pack.

## **2 - Plan your readings**

Think about what you'd like to read and how you're going to do it. It could be your favourite bedtime story, a selection of poems, or perhaps an excerpt from A Christmas Carol (a Reader favourite!).

You might want to:

- share daily video or audio recordings with friends on social media or email
- read at home or on Zoom with your family, children or grandchildren
- read over the fence with a neighbour
- read live on Facebook or Instagram!

Remember: When sharing literature aloud publicly online, it should be out of copyright and in the public domain. But don't worry - we have lots of great ideas and suggestions for you in this pack!

## **3 - Read aloud and shout about it.**

Tell those who you share your readings with what The Reader means to you, and ask if they'll support you by sponsoring your challenge.

## **When is the 12 Days Reading Challenge?**

You can take part in the 12 Days Reading Challenge any place, anytime; whether it's during the countdown to Christmas Day or New Year's Eve, the Twelve Days of Christmas or perhaps make it a New Year's resolution and complete your challenge during the first twelve days of 2021!

Be sure to share your readings online with the hashtag #12DAYSCHALLENGE - we can't wait to see what you're reading and help you to spread the word.

In this pack you'll find everything you need to get started:

- guidance on how to set up your fundraising page
- links to resources and some ideas for what you could read
- top tips to help you with your fundraising.





# FUNDRAISING FOR THE READER

## *How your fundraising makes a difference*

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As a charitable organisation, The Reader relies on the generosity of our supporters to help us work towards our mission of creating a Reading Revolution, so that everyone can experience and enjoy great literature.

Your fundraising will make a real difference in supporting the charity's core costs, and growing Shared Reading nationally – it will allow us to train and support volunteers, provide resources for groups, and help to ensure that anyone can attend a Shared Reading group, no matter their background, income or situation. It will also help to raise awareness of Shared Reading in your local community, which is needed now more than ever.

**£20 could help provide 6 children struggling with educational, social or emotional challenges with an inspiring and stimulating visit to our imaginative play-space dedicated to sharing the delights of reading with young people.**

**£50 could help provide books for a Shared Reading group in a Care Home for people living with dementia.**

**£100 could help to train a volunteer to run one-to-one Shared Reading sessions over the phone with an isolated and vulnerable member of the community.**

To help you get started, we've put together lots of ideas and tips for your fundraising, and some guidance on how to set up your own online fundraising page.

Thank you for your support – and good luck!

# ONLINE FUNDRAISING

*The best way to pay in money from your fundraising is via a personalised JustGiving page. It's really simple to set up, safe to use and easy to promote to your family and friends – and you can even link together your fundraising page with others in your area as a team!*

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All donations made on your page come straight to us, so you don't need to worry about transferring money. Here's our step-by-step guide to setting up your page, and links to further support. You can also get in touch with us at [fundraising@thereader.org.uk](mailto:fundraising@thereader.org.uk) if you have any questions about getting started.

1. Visit The Reader's JustGiving page, <https://www.justgiving.com/thereader> where you can see other people's fundraising pages for The Reader.
2. Click on 'Fundraise for us' in the top right hand corner.
3. If you are an existing JustGiving account holder, simply log in to your account. If not, then enter your email address and click 'Sign Up'. It's free!
4. Complete your profile by selecting your country and address, and click 'Continue'
5. Select 'Doing your own thing' from the options on 'What are you doing'?
6. Select Event Type (an 'appeal for a charity' is fine for the 12 Days Reading Challenge!) and an Event Name (this will be the title of your page, and will appear with your name in front of it, for example: Sarah's 12 Days Reading Challenge)
7. Choose your fundraising web address. It's best to use your name for this, so that we can see how you're getting on and provide any support you might need!



# ONLINE FUNDRAISING CONTINUED

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8. Leave 'No' ticked for 'Are you planning to ask for donations to your JustGiving page in return for goods, services or other benefits', unless you plan to use the page to take payments in return for tickets, events, benefits or services. If you tick 'yes' then your page will not be eligible for Gift Aid from normal donations to your page.

9. Leave 'No' ticked for 'Is your charity contributing to the cost of your fundraising?'

10. Click 'Create your page'. Make sure you read through the Fundraising Regulator's Guidance Notes linked at the bottom of the page – these include important guidelines for public fundraising.

11. Personalise your page! Edit your page title, give yourself a fundraising target and add a photo of yourself. Make sure to also edit your fundraising summary (the section at the top of your page – keep it short and sweet!)

12. Finally, edit your personal story. We've provided a template to get you started, or you can write it yourself. It's a great idea to talk here about why you're fundraising for The Reader, what it means to you, and what The Reader does. And remember to thank your generous donors!



# JUSTGIVING STORY TEMPLATE

*We've provided you with a template to tell your personal story about why you're fundraising for The Reader, and why it's important to you!*

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Thanks for visiting my JustGiving page! I'm fundraising for The Reader, a charity that runs Shared Reading groups in my area.

All around the UK, Shared Reading brings thousands of people together on a weekly basis to talk, laugh and share great books, poems and plays aloud.

The groups get people talking and connecting with each other in meaningful ways. Friendships are made that are long lasting. Wellbeing and health are positively improved.

Throughout coronavirus, The Reader and its amazing volunteers have kept on reading with people in care homes, hospices, hospitals, temporary accommodation, online library services, prisons and in homes throughout the UK.

I'm fundraising to help The Reader continue its work because it's needed more than ever right now. All donations will go towards supporting volunteers to run groups across the UK, providing reading resources for groups, and helping to ensure that anyone can attend a Shared Reading group for free.

I'll be [insert detail of fundraising activities] – keep up to date with my progress on this page! Thank you for your generous support.

To find out more about The Reader and Shared Reading, visit [www.thereader.org.uk](http://www.thereader.org.uk)



# OFFLINE FUNDRAISING

*How to pay in funds  
raised offline*

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The best way to add any funds or donations you raise offline to your JustGiving total is to make an online donation using your own credit/debit card.

Pay the donations into your own bank account and make an online donation via your JustGiving page. Make sure to un-tick the Gift Aid box for this donation; Gift Aid should not be claimed on behalf of someone else or a group.

If you've used a sponsorship form and collected your sponsorship money, you can also pay in your fundraising money via your JustGiving page in this way, and send us a copy of your sponsorship form via post or email so that we are able to claim Gift Aid on these donations.

If you would prefer to pay in your funds via cheque, please make this payable to The Reader Organisation.

Cheques should be sent along with any sponsorship forms to:  
The Reader, Mansion House, Calderstones Park, Liverpool, L18 3JB.  
Please write your name clearly on the back of the cheque, so we know who it's from.

If you would prefer to pay in your funds in cash, please email [fundraising@thereader.org.uk](mailto:fundraising@thereader.org.uk) so that this can be arranged.





# FUNDRAISING TIPS

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- Be sure to promote your fundraising widely! Use Facebook, Twitter and Instagram to tell people about your fundraising, and share your JustGiving page regularly. You can also add videos to your JustGiving page by clicking on the 'Add a livestream' button. Sharing it on social media using the hashtag #12DAYSchALLENGE will also help more people find your video.
- Think about your network: colleagues, old friends, sports teams or your extended family will all be interested to hear what you're up to – you'll be surprised at how many people will be willing to help out for a good cause! Don't be scared to ask for support or donations.
- Let us know your fundraising plans, so that we can help support you and spread the word about your activities! Send your stories and photos to: [fundraising@thereader.org.uk](mailto:fundraising@thereader.org.uk).
- Remember: When sharing literature aloud publicly online, it should be out of copyright and in the public domain. All literary works are covered by copyright until 70 years after the author's death. If you're in doubt or need help looking for material that is out of copyright, please get in touch at [fundraising@thereader.org.uk](mailto:fundraising@thereader.org.uk), or check out the resources below.

## **Top tips for recording your readings:**

- Pick a poem that is out of copyright (the author has been dead for 70+ years), see Page 10 for some ideas. Choose a quiet and bright place with a clear background. It's best to be facing a window rather than being in front of a window.
- If you are using a mobile device turn your phone to the side and film in landscape. Try to keep the device still to avoid unnecessary noise. Speak slowly and clearly whilst looking at the camera.
- You can upload your video to JustGiving (click on 'add a livestream' to add images or videos), YouTube or Facebook to share with your family and friends.



# FUNDRAISING GUIDELINES

*We're so grateful that you've chosen to fundraise for The Reader, but before you get started it's important to think about how to make your fundraising safe and be aware of any legal requirements or restrictions.*

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## Copyright

When sharing literature aloud publicly online, it should be out of copyright and in the public domain. All literary works are covered by copyright until 70 years after the author's death. If you're in doubt or need help looking for material that is out of copyright, please get in touch at [fundraising@thereader.org.uk](mailto:fundraising@thereader.org.uk), or check out the resources below.

## Publicity Material

When you are writing about your fundraising (for example, on posters or publicity material), you need to say it is being held 'in aid of The Reader'. You should also include our charity number: Registered Charity no. 1126806 (England and Wales), SC043054 (Scotland).

It's important that people you are seeking donations from understand where the money goes – you must inform potential donors if any of the funds you raise will not be paid to the charity.

## Gift Aid

Gift Aid is a great way to maximise your fundraising, so it's a good idea to encourage donors to tick the Gift Aid box! However, Gift Aid cannot be claimed on ticket sales, raffle ticket sales, or anything other than an individual donation. It also can't be claimed on behalf of a group. You can find more information about Gift Aid [here](#).

## Handling Cash

If you've collected cash donations, make sure that you follow the Code of Fundraising Practice's [guidance on handling cash](#).

- Don't leave any unsecured cash unattended
- All cash should be counted and recorded by two unrelated people, wherever possible.
- Keep cash in a safe and secure place, and bank it as soon as possible

## Under 18s

If children are involved in your fundraising, please seek permission from their parent or guardian. Always make sure children are supervised by a responsible adult.

## Expenses

The Reader is currently unable to cover fundraising expenses or costs for those raising money in aid of the charity. Please note that The Reader cannot accept any responsibility for your fundraising, or any loss, damage or personal injury related to your fundraising.

If you're unsure or need any help or advice with your fundraising, please get in touch at [fundraising@thereader.org.uk](mailto:fundraising@thereader.org.uk). You can also read the Code of Fundraising Practice full guidelines [here](#).



# IDEAS ON WHAT TO READ

*We've compiled some resources where you can find some great poems and extracts for your readings - take a look!*

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**Remember: When sharing literature aloud publicly online, it should be out of copyright and in the public domain. All literary works are covered by copyright until 70 years after the author's death.**

- Check out our 'Bread and Roses' Anthologies - filled with poetry and readings offering company, comfort and connection. Search 'Bread and Roses' on The Reader's website to find all 4 parts of this series.
- Browse our weekly 'Featured Poems' archive on the Reader website here: [www.thereader.org.uk/category/daily-readings/featured-poems/](http://www.thereader.org.uk/category/daily-readings/featured-poems/)
- Take a look at the Daily Readings on The Reader's social media for inspiration!

We've also collated a list of great poems to get you started, which you can easily find online:

- 'Sympathy' by Paul Laurence Dunbar
- 'My Soul is awakened, my spirit is soaring' by Anne Brontë
- 'Hope is the thing with feathers' by Emily Dickinson
- 'Among all lovely things my Love had been' by William Wordsworth
- 'What if you slept?' by Samuel Tylor Coleridge
- 'All Nature has a Feeling' by John Clare
- 'The Call' by Charlotte Mew

And if you're feeling festive, here's a few Christmas texts that are also in the public domain:

- A Christmas Carol, by Charles Dickens
- Christmas Time, by John Clare
- A Visit from St Nicholas ('Twas the Night Before Christmas) by Clement Clark Moore
- A Song for a Christmas Tree by Louise May Alcott
- Christmas Bells by Henry Wadsworth Longfellow
- Love Came Down at Christmas by Christina Rossetti



## FUNDRAISING RESOURCES

*We want you to enjoy fundraising for The Reader, and for it to be as easy as possible! We've got lots of resources to help you on your fundraising journey – please get in touch with us at [fundraising@thereader.org.uk](mailto:fundraising@thereader.org.uk) for any of the below:*

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- Reader logos and photos
- Template posters or leaflets
- Sponsorship forms
- Gift aid forms for offline donations
- Advice on literature that is out of copyright and for use at public events

We're here to help support you – get in touch with [fundraising@thereader.org.uk](mailto:fundraising@thereader.org.uk) if you have any questions, or need any help or advice.

If you'd like to raise money for The Reader but have a different idea or fundraising activity in mind, please get in touch! We'd love to hear from you, and have lots of resources to help.

