

Fundraising Pack



Welcome to Team CLC

Thank you for joining Team CLC, and for supporting us with your fundraising.

Together, we can make a life-changing difference to disadvantaged children struggling with their literacy. Every pound you, your family and friends raise for the CLC means we can break the cycle of frustration and failure and give these children the 1-1 tuition they need to succeed.

Join our community of fundraisers on Facebook or follow us on Twitter and feel part of the team.





How CLC makes a difference

The Children's Literacy Charity has been improving the life opportunities of disadvantaged children who are falling behind in the education system since 1992. The teaching model we use is a holistic, multi-sensory, phonics based programme that focuses on all aspects of literacy: reading, comprehension, speaking and listening.

Elle

7 year old Elle joined our Literacy Lab in September 2017.

As with many of the children we support, she was so far behind that she did not even register on the initial reading assessment. Her confidence was so low that she was reluctant even to speak in class, and when she did she was almost inaudible. Despite her difficulties, Elle was determined to learn and once she was given the time and one-to-one attention she needed, she began to flourish. She even wrote her own three page book with accompanying illustrations. Elle's teacher told us, 'We have been so pleased with Elle's progress. Her work is now really good; she just needs time to complete it.' Best of all, Elle's confidence has soared so that she is now able to take an active part in class, volunteers information to her teacher and looks forward to reading at home.

Your support means we can enable children like Elle to gain the skills and confidence to thrive at school.

How your fundraising helps

Every pound you raise will make a difference to a disadvantaged child, so please set your target high.

£100

Would pay for Reward Sticker Books & Graduation Certificates for 10 children

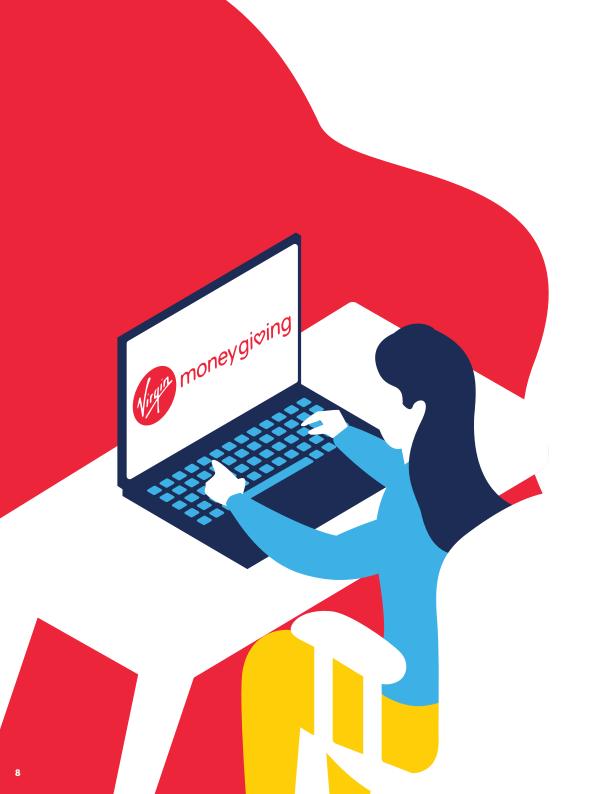
£350

Would pay for educational books and games for 20 children

£2,000

Could provide a place on our Expert Programme for one academic year





Online fundraising

The easiest way to ask your friends, family and colleagues to sponsor you is to set up an online fundraising page.

- Go to our page on our preferred fundraising site, Virgin Money Giving and set up your page.
- Choose your fundraising target (the higher it is, the more children we can help), page title and team members if you have them
- Tell people why you are fundraising for CLC and how their donations will make a difference to the lives of children
- Once your page is set up, send it to all your contacts and promote it on your social media accounts.

Online fundraising saves you time, and saves us money in processing the donations. If you do collect offline donations, please send them in to us. Cheques should be made payable to The Children's Literacy Charity. Please bank any cash donations and send a cheque for the full amount.

Alphabet of fundraising ideas

Take part in our Readathon and get sponsored to read as much as you can! Hold a literary themed guiz with colleagues or friends. Organise a poetry reading or a book club dinner and charge for entry.

Need more inspiration? Have a look at our Fundraising Alphabet for more ideas.



is for Auction

Get prizes donated and sell them to the highest bidder





is for Ebay for Charity

Sell your unwanted items and raise money for CLC





is for It's A Knock Out Challenge

Get competitive with your friends in a

















is for Readathon Get sponsored to complete a certain amount of reading





is for Cake Sale Get baking and sell delicious homemade goodies at school or work



is for Keepy Uppy Challenge

Charge friends to keep the ball up for the longest time



is for Sweepstake Choose an exciting sporting event and hold a sweepstake



is for Dress Down Day Make a donation to wear what you want to













Spreading the word

The more you publicise your fundraising, the more people will donate to your target.

Use social media to create a buzz about your event. Share your photos and the progress you are making in reaching your target. Tag us and we will share your posts.

Contact your local newspaper or radio station with a simple press release including When, Who, What, Where and Why. Make sure you include why you have chosen to fundraise for CLC and the target you've set yourself.

Frequently asked questions

Can I use the CLC logo?

As a fundraiser, you may use our logo with the words 'in aid of' before it.

How can I get the materials I need (collection tin, balloons, t-shirt, flyers) for my event?

Contact us at fundraising@theclc.orq.uk

How do I send in the money I raise?

See p. 4

Sponsorship Form



Please sponsor me to raise money for The Children's Literacy Charity

Name:	
Sponsor me to:	
When:	



If you pay UK tax, the Government will give The Children's Literacy Charity 25p for every £1 that you donate. **Please tick the Gift Aid column** and provide your initial, surname and home address so that your sponsorship to The Children's Literacy Charity can go even further. Please make sure you read the statement below so that you know what Gift Aid is.

If I have ticked the box headed 'Gift Aid?', I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want The Children's Literacy Charity to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

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Thank you!

We rely on voluntary donations, and without support like yours, we would not be able to help the most disadvantaged children get the literacy support they need.

If you need any further advice or support:

Call us on 0207 740 1008 or email fundraising@theclc.org.uk

thechildrensliteracycharity.org.uk