



23rd January 2022

Hello,

Great Big Read is an initiative to help Dorset schools, nurseries and childminder settings benefit from more books, building internal library resources and boosting literacy levels through encouraging reading for pleasure. Our previous events have fundraised a combined total £27,000 books for participating settings... despite mid-pandemic challenges!

For the Spring 2022 Challenge we have all 33 Tops Day Nurseries settings participating, plus Little Deers Day Nursery and a group of Dorset Childminders, as well as Queen's Park Infant School, Heatherlands Primary School, and Courthill Primary School. This amounts to 4,750 participant children and families.

Pupils participate in a 14-day reading challenge between 14th February to 6th March 2022; children work as a team to generate funds through donations from families and book fair sales.

We aim to collect £1,000 in business sponsorship by Sunday 6th March to supplement children's own fundraising efforts. All business sponsorship is divided equally across Great Big Read participant settings, boosting the number of books received. For every £5 donated, our community partner, Pop-Up Bookshop www.popupbookshop.net will donate an extra £1 in free books!

You can support us by pledging any amount of money towards replenishing school and nursery library stock. Sponsorship includes:

- Option to include company logo plus QR code on the printed challenge sheet, distributed to every child
- Option to include A5 flyers in goodie packs, distributed to each child (sponsor supplies flyers)
- Company logo hyperlink from the Great Big Read website: www.greatbigread.com
- Recognition through our school, nursery and childminder newsletter and social platforms
- Framed sponsorship certificate to proudly display at your workplace plus e-certificate

Great Big Read was founded in 2019 by Vanessa Marsh, Pop-Up Bookshop business owner, who coordinates every aspect of the challenge and fundraising and is duly authorised by participant school headteachers and nursery managers to promote this initiative.

We do hope you will take part in this initiative to help raise literacy standards of our community's next business generation. To donate funds, liaise directly with Vanessa at the below details. Alternatively, request a business invoice or donate via PayPal at the Great Big Read website: www.greatbigread.com



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