



The Next Chapter

An invitation
to change
a child's life story

literacytrust.org.uk/thenextchapter

A childhood it's hard to imagine

Imagine struggling to read and dreading that sooner or later everyone will find out.

Imagine your own mum or dad can't help you.

Imagine not having a single book in your home.

Imagine what happens next.

If you find it hard to read and learn then it's difficult to work. Which means it will be a struggle to live as an adult. This is the reality for 2.4 million disadvantaged children in the UK today.



What if you could help?

Life is a struggle if you can't read

- **28% of children** leave primary school unable to read well. This rises to 44% of children from disadvantaged backgrounds¹.
- By the age of just five, children from the poorest families are already **1½ years behind their peers** in vocabulary² – a disadvantage most will not recover from.
- **1 in 8 disadvantaged children** do not have a single book of their own.³
- These children will be held back at every stage of their lives. They will **struggle to do well in school** or to find a job, and when they become parents **won't be able support their own child's learning** – creating a vicious cycle of deprivation.

So what can you do?

Join The Next Chapter and commit to giving £500 a year to help change the life stories of children and families from some of the most deprived communities in the UK.

1 Department for Education (2016) National curriculum assessments: key stage 2, 2016 (revised)

2 The Sutton Trust (2012) The Social Mobility Summit: Report of the Summit held at the Royal Society London 21-22 May 2012

3 National Literacy Trust (2017) Book ownership and reading outcomes





You can write The Next Chapter today

- **Become a member** of The Next Chapter and help transform the life stories of disadvantaged children in the UK
- **£500 per year** will help give children from some of the poorest communities in the UK the literacy skills they need to succeed in life – that's just **£10 a week**
- With **Gift Aid**, your £500 donation will become £625 – that's an **extra £125** to help us improve the literacy of even more children and families
- **500 founding memberships** are available

The Next Chapter members will:

- Be invited to attend members-only events, hosted by acclaimed **National Literacy Trust author ambassadors**
- Receive **bi-annual updates** on the impact of the work you and your fellow The Next Chapter members have funded
- Get **priority invitations** to other special **National Literacy Trust events**
- Receive a **signed copy** of a best-selling book by one of our author supporters
- Be 'in the know' with the **latest research and policy** on why literacy is so vital for each and every one of our futures
- Get the opportunity to **visit or volunteer** with our work to personally see **what a difference** your generous donation can make



To accept the invitation to join *The Next Chapter* visit literacytrust.org.uk/thenextchapter or fill in the form below.

YOUR DETAILS

Title _____	Full name _____
Address _____	
_____	Postcode _____
Mobile number _____	
Email _____	
<input type="checkbox"/> I would like to receive occasional updates about the work of the National Literacy Trust	

DONATE BY DIRECT DEBIT

<input type="checkbox"/> £500 per year	or	<input type="checkbox"/> £41.67 per month
Instruction to your bank or building society to pay by Direct Debit.		Reference number _____ <small>(to be completed by the National Literacy Trust)</small>
To the Manager _____		
Address _____	Postcode _____	Instruction to your bank or building society: Please pay the National Literacy Trust Direct Debits from the account detailed in this instruction subject to the safeguards assured by the Direct Debit guarantee. I understand that this instruction may remain with the National Literacy Trust and, if so, details will be passed electronically to my Bank/Building Society. Registered office: 68 South Lambeth Road, London SW8 1RL.
Day of the month for monthly payments _____		
Name of account holder(s) _____		
Bank/building society account number _____	Signature _____	
Branch sort code _____		Date _____

MAKE YOUR DONATION WORTH 25% MORE

Gift Aid. **YES**, please claim the tax I have paid against all gifts made in the last four years and any future gifts I may make to the National Literacy Trust. I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity or Community Amateur Sports Club (CASC) named above to reclaim tax on the donation detailed below, given on the date shown.

I understand that if I pay less Income Tax / or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of 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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DONATE BY CHEQUE OR CREDIT/DEBIT CARD

I would like to make a donation of **£500**

Please debit my credit/debit card Visa Mastercard

Card number: _____ Expiry date ____ / ____

Start date ____ / ____ Security code _____

I enclose a cheque made payable to: The National Literacy Trust
(please write your name and address on the reverse). Signature _____

Simply complete this form and return it to our freepost address:

Freepost RRLH-HGXT-ZSJB The National Literacy Trust, 68 South Lambeth Road, London, SW8 1RL.



The National Literacy Trust



The National Literacy Trust transforms children's lives through literacy.

We run literacy projects in some of the most deprived communities in the UK, and support children, their parents and communities.

Our research and analysis make us the leading authority on literacy. This drives all of our interventions and our campaign work to make literacy a priority for politicians and parents.

Literacy and poverty are inextricably linked. Improving children's reading, writing, speaking and listening skills gives them the best possible start in life, helping them to break the intergenerational cycle of low literacy and realise their potential.

In our 25 years, we have directly supported the literacy of 2 million children in the UK, but there is so much more that we need to do. That's why we're setting up The Next Chapter, and we'd like you to be a part of it.



Join *The Next Chapter*
and change a child's life story today.

You can transform a child's life today

What difference could £500 make?

- It can give 150 disadvantaged children their very first book
- It can give 20 families from deprived communities the skills and support they need to help develop their children's reading
- It can give 10 children who have fallen behind in their reading 20 hours of motivational literacy support
- It can give 50 children who struggle with writing the inspiration they need to put pen to paper
- With our ability to generate additional support through our network of partners, your donation can go seven times further



We are committed to ensuring that every £1 donated makes a real difference to the lives of children and families we support.

We spend 84p directly on our activities to improve literacy and the remaining 16p is spent on raising vital funds for the future.

Visit literacytrust.org.uk/thenextchapter

to join *The Next Chapter* today.