

**Christmas
Challenge**

BigGive



Chapter One and the Big Give Christmas Challenge -

Fundraising ideas for corporate partners



The Big Give Christmas Challenge

Gift literacy. Unlock imagination. Transform lives.

Christmas Challenge

Big Give

1 WEEK



2

December

2025

9

December

This pack contains everything you need to support our campaign: key dates, fundraising ideas and ready-to-use resources

Every donation doubled
Our target: £15,000

Chapter One is taking part in the Big Give Christmas Challenge when donations made via the Big Give platform during the campaign week are match funded - doubling their impact!

Our £15,000 target is enough to provide over 835 Chapter One online reading sessions for children facing disadvantage. Any funds we raise - whether below or in excess of our campaign target - will be used to deliver reading sessions to children facing disadvantage during the 2025-26 school year.



[Visit our Big Give campaign page.](#)

WHY LITERACY MATTERS NOW

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Christmas is a time of **imagination** and **wonder** - yet for **children facing disadvantage**, this Christmas wonder might be just out of reach.

Only 1 in 3 children enjoy reading - the lowest level in 20 years.

The children we support face significant challenges:

- Few or no books at home
- Household instability
- English as an additional language
- Limited access to adult reading support



“ [Reading] makes me feel imaginative – like I can imagine magical worlds. I love it more than anything! ”

– A child supported by
Chapter One

But reading enjoyment changes everything. Children who enjoy reading are twice as likely to have above-average reading skills.

OUR SOLUTION: ONE-TO-ONE READING SESSIONS



Chapter One supports children at the moment they need it most at the start of their school journey – through one-to-one online reading sessions with corporate volunteers. We're so grateful to all our corporate partners and volunteers!

We work with schools in areas of highest need, reaching children who might otherwise fall through the cracks.

Each 30-minute session helps children:

- ✓ Build confidence and essential literacy skills
- ✓ Discover the joy of reading
- ✓ Unlock imagination and opportunity

In addition to giving their time, many of our volunteers also fundraise or donate to help support these transformational sessions.

DOUBLE YOUR IMPACT

With match funding, your donation goes twice as far:

£9 → £18

Funds one transformational online reading session

£45 → £90

Provides five sessions for one child

£99 → £198

Supports a term of weekly sessions for one child



Every session is a step toward ensuring children don't slip through the cracks. Every pound you raise during the Big Give week becomes £2 of support.

Ready to get started? Here are some fun ways you and your workplace colleagues can help...

FESTIVE FUNDRAISING IDEAS

We've created a menu of fun, festive activities you and your colleagues can do to support the Big Give Christmas Challenge. Choose what works for your workplace!

SPECIAL ONLINE BOOK EVENT

Festive Book Guide –

Join our free online lunchtime event and donate while discovering perfect books for young readers

IN-PERSON ACTIVITIES

Sweet Treats Bake Sale
Book Swap

FOR HYBRID/REMOTE TEAMS

Day-Off Raffle
Alternative Secret Santa
Christmas Quiz
One Hour's Pay donation

Full details on the following pages...



UNWRAP THE JOY OF READING



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ONLINE EVENT: FESTIVE BOOK GUIDE

Friday 5 December, 12:30pm | Online

Join us for expert book recommendations, networking with fellow Chapter One supporters, and learn how your support makes a difference.

WHAT YOU'LL DISCOVER:

- Perfect book recommendations for young readers
- Tips for nurturing reading for pleasure
- Impact stories from Chapter One
- Connection with passionate reading champions

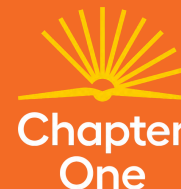
FREE TO ATTEND – DONATIONS ENCOURAGED

We'll share the Big Give campaign link during the event.

Gather your colleagues for a lunchtime event and donate as a team!



[Register for the Event](#)



SWEET TREATS BAKE SALE

Hold a bake sale in your office and donate proceeds to Chapter One! Get creative with Christmas and book-themed treats.



BOOK SWAP

Ask colleagues to bring in a book and display all the books on a table. If you have brought in a book and donate £1-£2, you can choose a different book to take home. To make it more festive, ask people to wrap books in plain paper and write a little clue about the theme or plot!

GUESS THE WEIGHT/NUMBER

Fill a jar with sweets and ask colleagues to guess the weight or number for an entry fee of £1-£2. The closest guess wins the jar, and proceeds go to Chapter One. Try themed sweets for Christmas, chocolate tubs, or guess the number of pages in a sealed book!



DAY-OFF RAFFLE

Could your company donate a bonus day off in December? Sell raffle tickets or entries into a draw (£2-£5 each). The winner gets an extra day off in December for Christmas shopping, decorating, gift-wrapping or anything else! Proceeds are donated to Chapter One's Big Give Campaign.

Note: Please [click here](#) to read about regulations regarding raffles.

All fundraising must be safe and legal: please view the [Code of Fundraising Practice](#) for further information.

SECRET SANTA - WITH A TWIST

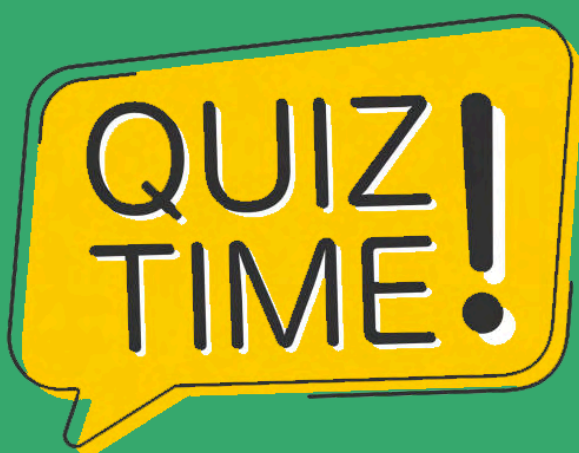
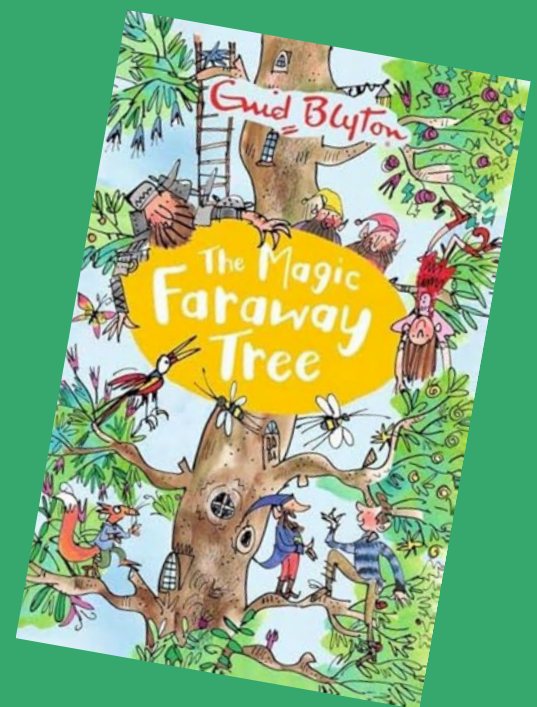


Do Secret Santa a little differently this year:

- Reduce the gift budget by £1-£2 and ask people to donate that £1-£2 to Chapter One's appeal
- Or donate the full gift budget in someone's name and give them a lovely Christmas card with the message: "A donation has been made in your name to the Chapter One Big Give Christmas Appeal! You're supporting children facing disadvantage to develop a real love of reading."

FUN IDEAS FOR REMOTE TEAMS

- Work out your hourly rate and donate one hour's worth of your November pay to the Big Give campaign.
- Ask your fellow Chapter One volunteers and colleagues to share a picture of their favourite book as a child, then ask everyone to guess which book belongs to which person! Suggested entry £1.



CHRISTMAS LITERARY QUIZ

Hold an office Christmas Quiz! Colleagues pay an entry fee for a chance to win a prize (book voucher?) or bragging rights. Suggested entry fee: £1-£2.

We've created a [Christmas Literary Quiz](#) you can download and use – or create your own!



READY TO HELP?

CAMPAIGN LINKS

- [Visit our Big Give campaign page](#)
- [Read FAQs about the campaign](#)
- [Learn more about Chapter One](#)

DOWNLOADABLE RESOURCES

- [Workplace Big Give appeal poster](#)
- [Literary Christmas Quiz - questions and answers](#)

GET IN TOUCH

Questions? Want to discuss corporate matching?

Contact Rhiannon Lucas-Thompson: rhiannon.lucas-thompson@chapterone.org

Thank you for supporting children facing disadvantage to discover the magic of reading this Christmas.



Chapter One is a registered charity (no. 1179625)

