Christmas Challenge

BigGive



Chapter One

Chapter One and the Big Give Christmas Challenge 2026

Fundraising ideas for corporate partners



The Big Give Christmas Challenge

Gift literacy. Unlock imagination. Transform lives.

1 WEEK

1 December **2026** **8** December

Every donation doubled

Our target: £22,000

This Christmas, we need your help to give more children the chance to discover the joy of reading.

Chapter One is taking part in the Big Give Christmas Challenge. During campaign week, every donation made through the Big Give platform will be match funded, so every pound you and your colleagues give will go twice as far!



This year, we're raising funds for our new Book Clubs Programme. Many of you will be familiar with our Online Reading Volunteers Programme, which focuses on 5 to 8 year olds. Book Clubs target older, reluctant readers, helping them build a lasting love of reading. Our £22,000 target will enable over 100 children facing disadvantage to join a Book Club in 2027, with any extra funds supporting future Book Clubs or our other reading programmes.

There are lots of ways your organisation can help: donate during campaign week, run a team fundraiser, match employee donations or share the campaign with colleagues and on social media. This pack has everything you need to get started. Thank you for your support!

Visit our Big Give campaign page

Campaign | Why It Matters | How We Help | Get Involved | Resources

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WHY LITERACY MATTERS NOW



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

Less than 1 in 3 children receiving free school meals enjoy reading.

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 a **Chapter One Book Club**

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

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OUR SOLUTION: BOOK CLUBS

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Reading for pleasure is one of the strongest predictors of a happy, successful life for children, yet only 36.1% of 8-18 year olds enjoy reading and many capable readers switch off from it by ages 8 to 10. Our award-winning new Book Clubs address this by offering reluctant readers aged 8 to 10 a fun, social space where they choose from regularly refreshed "book boxes" that offer a wide range of formats, including picture books and graphic novels. Children are encouraged to shape each session and say what they think - disliking a book is as welcome as loving it. In some clubs, online reading volunteers also join children one-to-one to talk about their reading.

Book Clubs are a key addition to the support our corporate volunteers provide through our flagship Online Reading Volunteers Programme. They aim to help children at a later stage of their reading journey to build a lasting love of reading.

We work with schools in areas of highest need, reaching children who have fewer opportunities to discover the magic of reading.

Each Book Club session helps children:

- ✓ Discover the joy of reading
- ✓ Unlock imagination and opportunity
- ✓ Build confidence and communication skills
- ✓ Become better readers

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DOUBLE YOUR IMPACT



With match funding, your donation goes twice as far:

£10 → £20
Could provide a range of exciting books

£50 → £100
Could provide six weeks of Book Club support for one child

£100 → £200
Could cover 12 weeks of Book Club support for one child

Every session is a chance for a child to discover the joys of reading. 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...

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FESTIVE FUNDRAISING IDEAS

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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! We love seeing the creative ways our corporate partners have fundraised for us in the past, from sponsored readathons to Christmas bauble donations and festive coffee mornings.

SPECIAL ONLINE BOOK EVENT



🎄 Festive Book Guide –
Join our free online lunchtime event and donate while discovering books that make ideal gifts for young readers

IN-PERSON ACTIVITIES

🧁 Sweet Treats Bake Sale
📚 Book Swap/Readathon



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

Thursday 3 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.

Why not gather your colleagues for the lunchtime event and donate as a team!



Register for the Event

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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.





READATHON

Challenge your colleagues to see how many books they can read between now and Christmas. Each participant chooses an amount to donate for every book they finish, for example £5 a book, or asks friends and family to sponsor them.



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. See page 11 for more information on safe and legal fundraising.

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Christmas Challenge

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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 instead
- 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 your Corporate Partnerships Team contact and Chris Poole, Fundraising Officer, chris.poole@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)

Registered with FUNDRAISING REGULATOR

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FUNDRAISING GUIDANCE

Here is some important guidance for fundraising:

Please ensure that you use the expression 'in aid of' when describing your fundraising for us, in order to distinguish your fundraising from Chapter One's. As an 'in aid of' fundraising volunteer, you're responsible for organising all aspects of your fundraising activity and we can't accept any liability relating to it.

Below is information on how to fundraise legally, safely and in line with best practice:

Fundraising, raffles and lotteries
The Gambling Commission provides full guidance on running a lottery or raffle and the licensing requirements. A licence isn't required if you run an incidental lottery - this is where a lottery or raffle is held at an event: tickets can only be sold at the location of the event and whilst the event is taking place. Guidance is also provided on how to run a lottery with people you work with. Please review all of the information to ensure that your raffle is compliant. Please note: Gift Aid cannot be claimed on raffle ticket purchases.

Health and safety
Make sure that you have any permission or licences you need for your event/activity from the local authority or other relevant body. Carry out a risk assessment to mitigate possible problems. Ensure you have appropriate insurance in place if required along with first aid support.

Behaviour when fundraising
Follow the general fundraising behaviour standards in section 1 of the Code of Fundraising Practice. This includes treating people fairly and taking into account the needs of donors who may be in vulnerable circumstances.

Please contact the Fundraising team (Lisa Barea lisa.barea@chapterone.org / Chris Poole chris.poole@chapterone.org) if you have any questions.