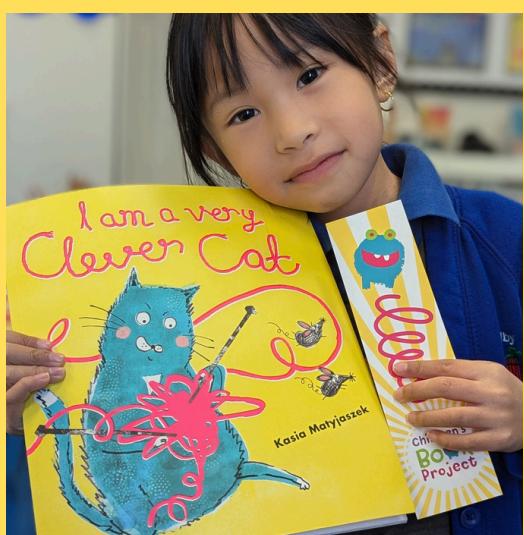


2025/2026

PARTNER WITH US



Children's
Book
Project

ONE MILLION BOOKS
CAMPAIGN

OUR VISION

A fairer society where every child owns books and loves to read.

OUR MISSION

We re-home pre-loved and publisher donated books so that every child can grow up surrounded by stories and proud to be a reader.



2025-2026

We have exciting plans for the year ahead and we would love you to join us on our journey. We want to make it easy and instinctive for families to donate their pre-loved books and to embed book gifting into the national conversation on literacy equity.

- ✓ **Distribute One Million books**
- ✓ **To 125,000+ children**
- ✓ **Via 1,600 Pop Up Book Festivals**
- ✓ **In 1,000 primary, secondary and special schools nationwide**

“Heartfelt gratitude for our books. They are beautiful quality, engaging, modern titles and the perfect resource to inspire our community and drive to improve whole school literacy.”

Head Teacher, B37

ONE MILLION STORIES

Our bold campaign for 2025-2026 will give over 125k children across 1,000 schools and community groups nationwide the chance to browse for and take home multiple books of their own that they've chosen and that they feel excited about.

**JOIN US AND HELP
WRITE BOOK
POVERTY OUT OF
THE STORY**

2024-2025 IN NUMBERS

529,397

We've gifted over **529k beautiful, curated books** to >140k targeted babies, children and young people nationwide. Every book has been personally chosen and taken home.

658

658 schools, food banks, prisons, women's groups, charities and community groups put on 1,270 mini festivals using our books.

1.4km

1.4km of book bunting has been created from unusable books this year for use at 460 Pop Up Bookshops.

25,142

25,142 hours given by over 3,853 incredible volunteers at our premises in Birmingham, Leeds & London. Volunteering takes place weekly in term-time, year-round.

£4.77

For every £1 spent this year **we delivered £4.77 in social value**, including children's wellbeing, emotional development, literacy engagement and aspirations as well as volunteer wellbeing.

748

748 schools, companies & organisations hosted book collections on our behalf. 1,344 individuals donated books via our online map.

168 tons

We've **re-homed 168 metric tons of pre-loved and new surplus books** that were sitting idle or that might otherwise have been wasted.

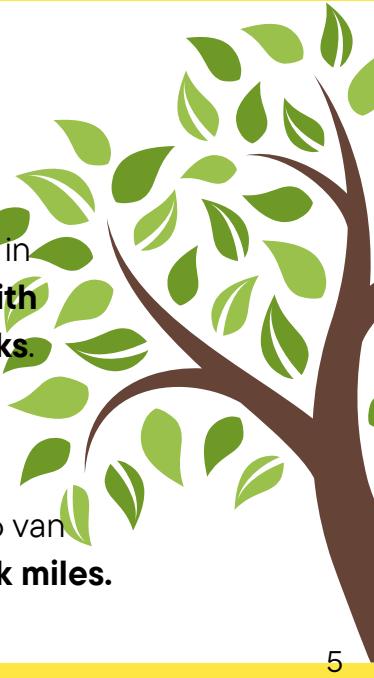
13,292

We launched our bright yellow boxes in March, **fully recyclable and made with recycled card and water soluble inks**.

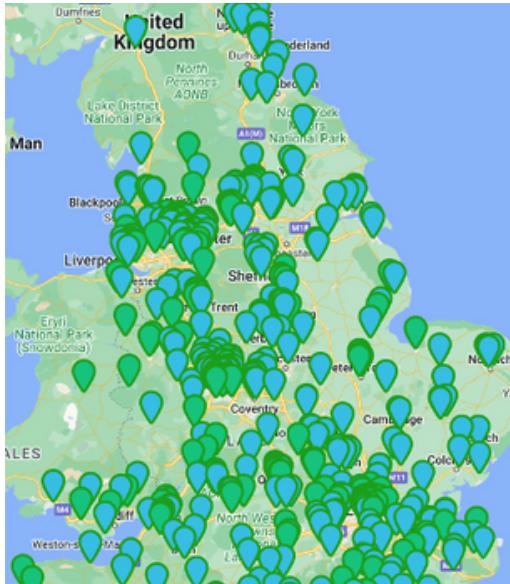
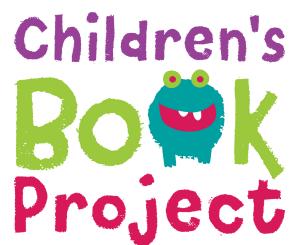
Over 13k have been used to date.

156

Using our Salesforce platform we carefully planned 156 van trips to optimise fuel efficiency and **minimise our book miles**.



2025-2026: WHAT'S NEXT?



“

"We did our first book shop experience today and it was truly wonderful. The children were amazed at all the books available and couldn't believe they got to take some home to keep!"

Thank you so much for choosing us to be part of the Discovery Programme. **You have no idea the positive impact it will have. and children sharing with each other!"**

2024/2025

London

120 schools
45,600 children
273,000 books

Leeds

40 school
15,200 children
91,200 books

Birmingham

40 schools
15,200 children
91,200 books

Manchester

13 schools
4,745 children
10.069 books

2025/2026

215 schools
75,889 children
456,300 books

50 schools
19,500 children
117,000 books

88 schools
34,320 children
205,920 books

38 schools
114,820 children
88,920 books

Plus Pop Up Bookshops in schools in Bristol and Nottingham

“

"You are an incredible charity and the impact you are making on children's lives cannot be underestimated....

Many of our children have never experienced entering a book shop, or for some, even a library.

Having the opportunity to select a book from such a wide choice, and to be told that they can keep it forever, at no cost, is momentous.

It means the world to our children.

PARTNERSHIP MODELS



	Annual contribution	Funds 3 book festivals in:	Funds 6 books each for:	Volunteering opps
Bronze partner	£4,000	2 schools	800 children	-
Silver partner	£10,000	5 schools	2,000 children	✓
Gold partner	£20,000	10 schools	4,000 children	✓
Platinum	£40,000+	20 schools	8,000 children	✓

OUR DELIVERY PROGRAMMES NATIONWIDE ENSURE WE HAVE LOCAL IMPACT DATA TO REPORT BACK ON:

DISCOVERY PROGRAMME

- Operates in London, Leeds, Birmingham and Manchester
- 3 free bookshops per year per school
- Every child chooses 6 books to take home and keep over the year

BOOKS AT BREAKFAST

- Operates at schools nationwide
- Books available at Breakfast clubs to choose and keep

POP UP BOOKSHOPS

- Can be delivered to any school nationwide meeting our criteria

SHARE A STORY PRISON PROGRAMME

- Gifting to children with a parent in prison through 28 prisons nationwide



OUR PARTNERSHIPS INCLUDE:

VOLUNTEERING DAYS

FUNDRAISING EVENTS

BOOK DRIVES

DETAILED IMPACT REPORTING

OUR PARTNERSHIPS ARE SUPPORTED BY ROBUST IMPACT DATA



By funding our programmes, we are able to report back on the qualitative and quantitative impact of your contributions, including calculating the social value



Each £1 of funding returns £5.17 in social value



Activity	Overall Cost	Cost/Benefit - Savings to Education	Wellbeing Benefits to Children and families	Total Social Value	Net Social Value	Budget : Social Return on Investment
Children's Book Project	£ 654,000	£ 706,706	£ 2,675,429	£ 3,382,135	£ 2,728,135	£5.17 for every £1 spent

35 NATIONAL PARTNERS NOW SUPPORT OUR CAUSE

The message to donate books that are no longer needed is effectively shared through partners that can amplify our voice

Families can currently donate their pre-loved books at one of **300 ASDA stores, 10 Premier League clubs, 272 schools, 45 indie bookshops, 12 building sites, 30 clothing retailers and 35 estate agent branches!**



We were Heart Breakfast's nominated charity on World Book Day and in March benefited by a month-long UK-wide poster campaign courtesy of JC Decaux. Lauren Laverne joined us as patron.

VOLUNTEERS UNDERPIN ALL WE DO



3,993

Volunteers
nationwide



19,965

Hours given



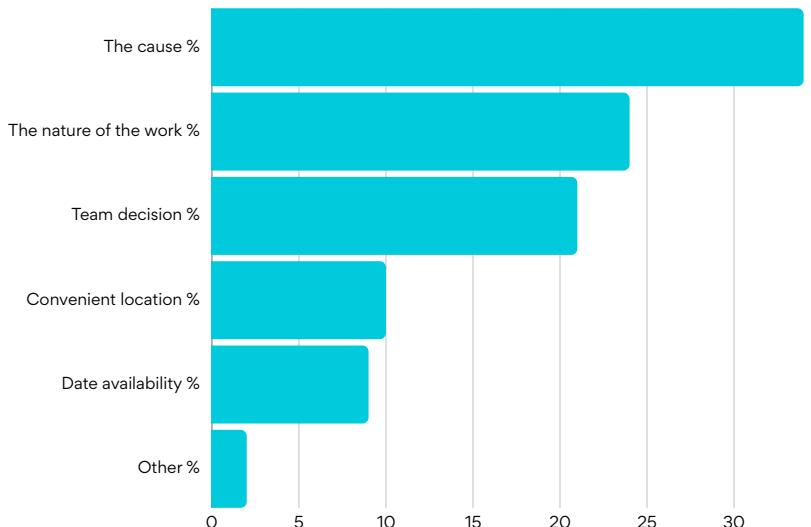
£276,515

Equivalent social value

We are powered by volunteers. They drive almost every aspect of our work: running book collections, sorting and boxing donations and gifting onwards within our targeted communities.



WHAT PROMPTS CORPORATE VOLUNTEERS TO SELECT US?



“Appreciated the introduction and the insight into child poverty. It really set the tone of why what we were about to do was important.



100%

of corporate volunteers felt their contribution was valued



95%

of corporate volunteers would be very likely to recommend us to others

We welcome in person group volunteering at our sites
in London, Leeds and Birmingham

Almost

1

million children across the UK
have no books of their own.

Children's
Book
Project

OUR SCHOOLS PROGRAMME IS OVERSUBSCRIBED

Our core offer gives primary schools that support the most disadvantaged communities a curated donation of books suited to all reading stages plus the creative resources to put on an inclusive and celebratory gifting event. In total, 240 primary schools above 40% FSM received 2 books per child each term in 2024/2025.



90%

OF RESPONDENTS
AGREE STRONGLY
THAT OUR WORK
POSITIVELY IMPACTS
DISENGAGED
READERS



77%

OF RESPONDENTS
AGREE STRONGLY
THAT OUR WORK
ENABLES CHILDREN
TO RECOMMEND
BOOKS TO OTHERS



OUR PRISONS PROGRAMME HAS BEEN ADOPTED NATIONWIDE

28 PRISONS

53,000 BOOKS

11,320 CHILDREN

Children with a parent in prison are among the most stigmatised, marginalised and under-represented sections of society. Our books are used to help build and maintain relationships between parent and child, including our paired reading with each having one copy of the same title and reading together by phone every night.

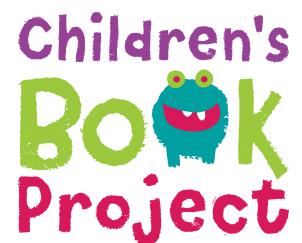


OFFENDERS WHO MAINTAIN
FAMILY TIES ARE NEARLY
40% LESS LIKELY TO
REOFFEND



The books are exactly what's needed for my daughter to be able to feel close to Dad through them. Thank you.

BARLBY PRIMARY SCHOOL, NORTH KENSINGTON



About this school:

- Barlby Primary School in North Kensington has 373 pupils
- 54% of these children live in households with an annual income of less than £7,400 per year
- Via the Discovery Programme we deliver 2,238 books to children at Barlby School each year

About this community:

At Barlby Primary School, we want to promote a love for reading for all! We aim to get the children excited about reading and writing and plan to fill the year with different events to encourage this. We also want to close the gap between the number of girls and boys who read for pleasure. As Barlby Primary School is a community school, we do the best that we can to provide children with books that they can take home to read for the week or even keep! We understand the importance of providing families with opportunities that they may not have otherwise.

The impact of our books:

We have noticed children wanting to read more this year. Parental attendance at school workshops around reading has also increased.

Excerpt from headteacher termly survey:

Children empowered to choose their own books	94%
Children enabled to recommend books to others	77%
Children helped to feel part of a wider reading community	78%
Children's book-related interests better understood	67%
Disengaged children positively influenced	87%
Literacy outcomes improved	33%

Cost of delivery: £2,000 per year

Social value delivered per year*: £7,540



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HELP US TACKLE BOOK POVERTY

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www.childrensbookproject.co.uk

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