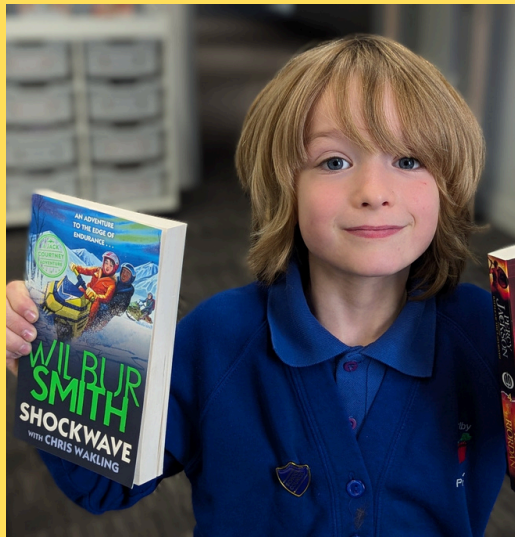


# PARTNER WITH US

2025/2026



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

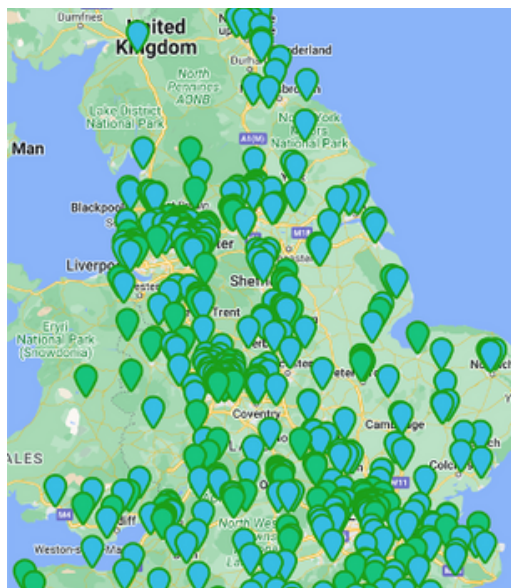
We launched our bright yellow boxes in March, **fully recyclable and made with recycled card and water soluble inks.** Over 13k have been used to date.

## 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

## 2025/2026

### London

120 schools  
45,600 children  
273,000 books

215 schools  
75,889 children  
456,300 books

### Leeds

40 school  
15,200 children  
91,200 books

50 schools  
19,500 children  
117,000 books

### Birmingham

40 schools  
15,200 children  
91,200 books

88 schools  
34,320 children  
205,920 books

### Manchester

13 schools  
4,745 children  
10,069 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



	<i>Annual contribution</i>	<i>Funds 3 book festivals in:</i>	<i>Funds 6 books each for:</i>	<i>Volunteering opps</i>
<b>Bronze partner</b>	£4,000	2 schools	800 children	-
<b>Silver partner</b>	£10,000	5 schools	2,000 children	✓
<b>Gold partner</b>	£20,000	10 schools	4,000 children	✓
<b>Platinum</b>	£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.

JCDecaux

ASDA

heart

# VOLUNTEERS UNDERPIN ALL WE DO

Children's  
**Book**  
Project



**3,993**  
Volunteers  
nationwide



**19,965**  
Hours given

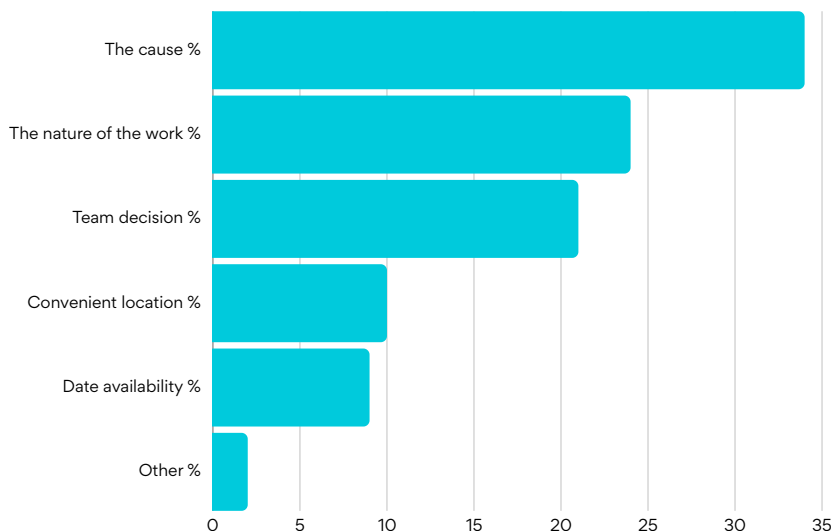


**£276,515**  
Equivalent social value

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



Photograph provided with permission to share

\*As calculated by The Social Value Consultancy



# HELP US TACKLE BOOK POVERTY

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