



Chapter One

Online Reading Volunteers

Communications Toolkit for Corporate Partners

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Summary and Introduction to Chapter One

This document includes information and content to enable our corporate partners to share, through their own communication channels, information about their support of Chapter One's Online Reading Volunteers Programme.

Our online reading volunteers transform children's futures with one-to-one support at a time when they need it most. We connect corporate volunteers and struggling young readers via a fully supported, online platform, enabling them to enjoy engaging, 30-minute, weekly interactive sessions throughout the school year. Volunteers help young children develop critical literacy skills, like fluency and comprehension, and build their reading confidence, enjoyment and self-belief.

Interventions like Chapter One are urgently needed:

- **40%** of 11 year-olds in England from disadvantaged backgrounds leave primary school unable to read to the expected standard (*DfE, 2023*)
- **43%** of English adults can't read well enough to understand basic health information (*NHS*)
- **1 in 5 children** aged 5-8 don't own a single book (*National Literacy Trust, 2022*)
- **3x** as many 6- to 7-year-olds are now very low attaining readers than before the Covid pandemic (*National Foundation for Educational Research, Nov 2022*)
- **£80 billion** is the annual cost of illiteracy to the UK economy (*World Literacy Foundation*)

OUR VISION: A world where all children have the literacy skills needed to thrive.

OUR MISSION: To close the reading gap by providing children with one-to-one support at the time they need it the most.

Visit our website at chapterone.org



The purpose of the toolkit

- **To help you, our corporate partners**, share with as wide an audience as possible the vital support that your company gives to Chapter One. This will boost awareness of the partnership within your own organisation and with your customers and stakeholders.
- **To help us at Chapter One** spread the word about our work and encourage other businesses to embrace online employee volunteering with us. The funding and volunteers that our corporate partners provide are essential for us to continue the programme and we have ambitious plans to grow and scale.

How you can help

- **Copy and paste the suggested social media posts given below**, or develop your own customised posts to share the story about your organisation's partnership with Chapter One and the important work we do together.
- **Add the suggested hashtags given below** to your social media posts, **and engage with us** via your organisational (and personal) accounts.
- **Follow/Like/Share Chapter One on LinkedIn, X, Facebook and Instagram**
- **Reach out to us if you have other ideas about how we could tell the story of our partnership**, for example a LinkedIn blog, a video or interview series, or any other form of either online or offline content.

When you can help

We encourage our corporate partners to regularly share news and information about the Chapter One Online Reading Volunteers Programme and to make highlighting our partnership and its mission an integral part of your marketing and social media content calendar. However, there are key moments in the Chapter One yearly cycle when your communications support would be particularly impactful.

Pre-programme launch: To create a buzz around and anticipation for the year ahead during the set-up and training phase with the volunteers (typically in September/October)

Programme launch: The big day of the first online reading sessions arrives (typically between September and November)

Weekly online reading session: Volunteers can capture the experience of reading with their pupil by taking selfies or videos of a session with their reading partner.

Meet and Greet sessions: Volunteers are encouraged to meet their reading partners in real life, once at the end of the first term just before or after the Christmas holidays, and once at the end of the school year for a celebration of a year of reading together. Plenty of photo opportunities here! As you'd expect, for volunteers who live too far from their pupil's school, or if they are too busy on the day of the visit to attend in person, we do offer an alternative online Zoom celebration wherever possible.

End-of-year reading celebration: Celebrate the end of the academic year, reading successes, confidence boosted and friendships made! Where possible, a face-to-face visit to schools is a wonderful way to round off the year of reading.

Impact sharing: At any point that is useful to your business, we're able to provide you with information about the number of hours your volunteers have spent reading and the reading progress the children they have supported have made. More broadly, we conduct rigorous [impact and evaluation studies](#) each year that we'd love you to share.

[UK and international awareness days/weeks:](#) Please think about highlighting the partnership you have with Chapter One on key days relating to literacy, young people, education and social mobility, volunteering, corporate social responsibility and employee engagement. Here are a few key examples:

- **[#WorldBookDay](#)**
If you have primary-school age children you'll know all about [World Book Day!](#) Held annually in early March - in 2025 this will be on 6 March.
- **[#VolunteersWeek](#)**
[Volunteers' Week](#) is celebrated in early June every year. It is a week in which the UK celebrates volunteers and says thank you to them for the contribution that they make. The week also raises awareness about the benefits of becoming a volunteer and the diverse volunteering roles that are available.
- **[#YoungReadersDay](#)**
Annually on the second Tuesday in November. Founded in the US in 1989, this awareness day is increasingly celebrated in the UK.
- **[#ThankATeacherDay](#)**
- **[#WorldTeachersDay](#)**
UNESCO proclaimed 5 October to be the annual World Teachers' Day in 1994.



- **#InternationalLiteracyDay**
UNESCO's International Literacy Day is an annual awareness day marking the importance of literacy to all countries and cultures. Celebrated every 8 September.

Follow and engage with us on social media

LinkedIn: [chapteroneuk](#)

X: [@chapterone_uk](#)

Instagram: [@chapterone_uk](#)

Facebook: [ukchapterone](#)

Suggested X posts

We are so proud of our [\[insert company name\]](#) team for volunteering for [@chapterone_uk](#), transforming children's futures with one-to-one reading support at the time when they need it the most! [chapterone.org](#) #corporatevolunteering

**

Volunteering, as well as improving the lives of others, can play an important role in employee wellbeing. Our staff love their online 30-min weekly reading sessions with children that need literacy support through our partnership with [@chapterone_uk](#).

**

Reading for pleasure is the single biggest indicator of a child's future success. We are proud to partner with [@chapterone_uk](#) to give 1:1 online #literacy support to children at the time they need it most. [chapterone.org](#)

Suggested posts for LinkedIn, Facebook and Instagram

[\[Insert company name\]](#) proudly supports Chapter One's, Online Reading Volunteers Programme that pairs corporate volunteers with 5-7 year-old children from disadvantaged communities across the UK. The programme develops fundamental reading skills and inspires a love for reading from an early age, helping build

confidence in children who might otherwise slip through the cracks. [\[Accompany with image or video\]](#)

**

Check out our fantastic team members who are online reading volunteers for our charity partner Chapter One, which transforms children's futures with one-to-one reading support at the time when they need it the most. Members of our team 'meet' online with a child for 30 minutes a week, during the school day. They read stories and play word games that inspire a love for reading from an early age, helping build confidence in children who might otherwise slip through the cracks. [\[This could be accompanied by a collage or carousel of photographs and a link to chapterone.org\].](#)

Recent examples

[TAYLOR & FRANCIS](#)



Taylor & Francis Group
184,757 followers
2d • 

...

According to [Chapter One UK](#), 36% of English children from disadvantaged backgrounds are unable to read adequately at 11 years of age, and one in eight children in the UK don't own a single book.

Our partnership with Chapter One's Online Reading Volunteer program pairs struggling readers with a positive, committed adult who helps them practice reading. Each Taylor & Francis employee is given four paid days a year to volunteer at the organization of their choice; throughout the school year, many of our colleagues volunteer at Chapter One to help children via these online reading sessions.

Learn more: <http://spr.ly/6047VSDoZ>

[Amy Hawkes](#)

“

I'm so looking forward to the reading sessions with the student – volunteering has been such a positive experience.”



Serco

 **Serco Citizen Services UK&E** 3,607 followers 1w • 🌐 ⋮

It's [#NationalStorytellingWeek](#) and we're passionate about children's literacy and the power of storytelling to connect and inspire. ❤️

That's why we're giving the gift of storytelling in a variety of ways, through our collaboration with several charities that help children discover the joys of reading, storytelling and creativity.

📖 Colleagues from across Serco in the UK volunteer with [Chapter One UK](#) as online reading volunteers to help primary school children learn to read in virtual sessions. The volunteers are matched with struggling young readers from disadvantaged backgrounds to encourage reading for pleasure and wellbeing, as well as education, helping children fall in love with reading.

Mentor IMC Group

 **Mentor IMC Group** 49,395 followers 1mo • 🌐 ⋮

CSR is not only for businesses, employees can do their part also! 🤝

[Chapter One UK](#) registered as a charity in the UK in 2018, launching an online reading volunteer programme to help close the literacy gap by fostering a love for reading through support at the beginning of children's primary school years when they need it the most.

IT ALL STARTS WITH LITERACY, Chapter one 📖

"I am now volunteering online for 30 minutes a week to assist a child improve their reading skills. My first volunteer reading session this week was so rewarding and over time I hope my 1:1 support will help my allocated pupil grow in reading confidence and ability." - [Clea Campbell](#)

[#VINCIenergies](#) [#MentorIMC](#) [#EducationFirst](#) [#CSRInitiative](#)



Kennedys



Michelle Blythe • 2nd

Social Impact professional ♦ Change maker ♦ Innovater ♦ Collaborater...

1w • 🌐



It's [#NationalStoryTellingWeek](#) and [Kennedys](#) is proud to partner with [Chapter One UK](#). Our champions have been holding one-on-one reading sessions every week, with 1,612 hours recorded so far this year. 🙌

[#socialimpact](#) [#sdg4](#) [#makeadifference](#)



Chapter One UK

1,772 followers

2w • 🌐

📖 Happy [#NationalStorytellingWeek](#)! Pupils at New North Academy in Islington couldn't wait to show volunteer [Kerry Seymour](#) from [Janus Henderson Investors](#) their new books at a recent virtual Meet and Greet. JHI is a Gold partner and supports 50+ of its employees to read online weekly with Chapter One children. As you can see, the bonds between our volunteers and their pupils are quite magical!

Did you know that we offer an online collection of stories and materials that celebrate the world's diversity? Discover our global free library here: <https://bit.ly/3Oozob8>

Suggested social media posts for your employees volunteering with us

In addition to using your company social media channels to showcase our partnership, we would love you to encourage your employees who are volunteering for Chapter One to actively promote their involvement with the programme on their personal social media networks. They could post about the excitement of watching their student's confidence soar, or reflect on how they themselves are benefiting from the experience. Many volunteers tell us that reading with Chapter One gives them 30 minutes when they can switch off from the pressures of the working day and enjoy a meaningful 1:1 human connection.

If they are able to record short video testimonials or take selfies of themselves during a reading session then even better!

LinkedIn, Facebook and Instagram



Michelle Winton • 2nd
Community & Event Manager at BE Offices
1mo • Edited •

...

An exciting visit this morning to meet the child I have been tutoring through **Chapter One UK**'s amazing reading scheme. Spending just 30 minutes a week reading online with the same child offers great support and it's so rewarding to see how this transforms each child's reading confidence and ability. Thank you **Chapter One UK** and **BE Offices** for this opportunity

[#volunteeropportunity](#) [#tutoring](#) [#reading](#) [#literacymatters](#)



Daisy Johnstone (She/Her) • 3rd+
Governance Lead, Board & ExCo
1w •

...

The highlight of my working week without fail is my time as a volunteer reader with **Chapter One UK** - today a group of us got to meet (virtually) the students we've been reading with since August. Such a lovely experience - the children are all so enthusiastic!



Cindy Kendall • 3rd+
General Manager at NW Total Engineered Solutions
16h •

...

I would encourage you to get involved with [#ChapterOne](#), inspiring a child to read and enjoy stories is so rewarding! I dial in to play word games and read stories with my little student (Yr1) every Thursday at 2pm, I look forward to it every week and make it a non-negotiable in my diary.....when it's half term, I miss the half hour of spin the word wheel and the excitement she has when choosing a new story is delightful! 😊📖 [#itallstartswithliteracy](#)



Peter Wells • 3rd+
Responsible Business Manager at Datagraphic
3mo • Edited •

...

Chapter One UK pupils who receive 16 or more tutoring sessions will, on average, complete the year with a full reading level gain above their peers in the same classrooms with the same teachers.

I can confirm that after 16 sessions, the pupil I read with has improved with his reading, but also his confidence. Both important life skills.

I love this initiative ❤️

[#DgCommunity](#) [#volunteering](#) [#SocialImpact](#)



Amy Lawson • 3rd+
Chief Corporate Affairs Officer, Sage
2w •



📄 Have got so much from our partnership with [Chapter One UK](#) and my 7-year old reading buddy. Every week, whatever happens, the two of us connect for 30 mins to read a story online. Brilliant way for kids to get extra reading time, and its reminded me of a couple of things too:

--- 🕒 The importance of stepping away to get perspective and fresh thinking. It's fair to say that some weeks as my reading slot approaches it can be hard to step away from the to do list. But it's always worth it, and the switch always makes me better when I return to the day job.

--- 💡 If you can't explain it simply, you don't understand it. Often, in the name of speed, politeness or an assumption that the cloudiness is ours, we accept a lack of clarity from each other in business. No such luxury with a 7 year old who wants to understand silent letters or magic 'e's and it's been good discipline to communicate on the terms of the listener. Educational for me too!

Thanks to [Sage](#) for the Sage Foundation time, and this clever way of using it to knock down barriers for someone else learning a new skill. I'm going to miss it this Summer. ❤️

Example 1

After [*enter number*] of weekly online one-to-one reading sessions my colleagues and I were invited by [Chapter One](#) and the school to meet the children we read with in person/at a virtual Meet and Greet. It was great to meet such an enthusiastic group of readers and put a face to the voice I hear in my weekly reading sessions! Reading with a Chapter One child has been one of my favourite volunteering opportunities to date and it's great that it runs through the whole school year. #ChapterOne #italstartswithliteracy #employeewellbeing #socialvalue #socialimpact #socialmobility #literacy #corporatpartnerships #corporatvolunteering #employeevolunteering #readingforpleasure

**

Example 2

I have done a lot of reading in my career, but rarely has it been as rewarding as the first online session with my 7 year-old reading partner today. Through [Chapter One](#), a number of my colleagues and I are volunteering online for 30 minutes a week to help children from disadvantaged communities improve their reading skills. I go back to my report writing and business planning with a happier heart. #ChapterOne #italstartswithliteracy #employeewellbeing #socialvalue #socialimpact #socialmobility #literacy #corporatpartnerships #corporatvolunteering #employeevolunteering #readingforpleasure

**

X

Here are some real examples of posts on X by our volunteers:

My first [@chapterone_uk](#) session of 2024 done! A really good session with my pupil especially as she really enjoys reading! #reading #volunteering #itallstartswithliteracy

**

Cannot wait to start with my student next week - #virtualvolunteering at its best! @chapterone_uk has a waiting list of struggling young readers across the UK that need an online reading partner. Check them out: chapterone.org

**

I had another reading session with my pupil through [@chapterone_uk](#) today. We played some games and read two stories together. What a wonderful way to help children read! #VirtualVolunteering #reading

**

I am so proud to be a part of the @chapterone_uk volunteer programme. Seeing our pupils' reading and communication skills develop through the school year is so rewarding. Not only do the children improve their reading, but their overall confidence in learning improves. 📖📚

**

I had another Chapter One session today with my student and it was amazing! We went through a story, then did some 3 in a Row and . The whole experience was very fun and rewarding!

**

My [@chapterone_uk](#) online reading session left me smiling from ear to ear today! I even heard my little one say 'It's reading time, I'm lucky!' as he joined the call. Such a pleasure.

**

I love being an online reading #volunteer with @chapterone_uk! It's a really fulfilling 30 minutes of my week and I don't even need to leave my desk! Ask me anything about my experience and I would be happy to help! <http://chapterone.org>

Some key hashtags to use

#ChapterOne #itallstartswithliteracy #employeewellbeing #socialvalue
#socialimpact #socialmobility #literacy #corporatepartnerships
#corporatevolunteering #employeevolunteering #readingforpleasure

Our newsletter for partners and supporters



Our monthly [newsletter](#) shares the perspective of businesses that are focused on improving educational opportunities for young people. It keeps our partners and other stakeholders up-to-date with our news and resources, as well as the latest research and developments in addressing the literacy challenge. The newsletter also showcases the work our partners do in supporting Chapter One. If you would like your volunteers to be featured in one of our 'spotlight' interviews, or if you have any other content ideas, then please let us know. You can contact our Marketing and Communications Manager, Rebecca Hewitt, at rebecca.hewitt@chapterone.org.

You can subscribe to, and see back issues of the newsletter, [here](#).

Other resources to support you

Our logos and some Chapter One images for you to download can be found [here](#). If you are unable to access Dropbox then please let us know and we will arrange to send them to you by email. Please note: All children in these images have parental consent for the image to be used externally on social media and websites.



If you'd like to watch and share our short 3-minute video giving an overview of how Chapter One works for our corporate partners and volunteers, our explainer video is [here](#) on the Chapter One YouTube channel.

You might find some of our other 1-minute videos good to share too.

[43 percent of adults in England struggle to read basic health information](#)

[The joy and impact of being a Chapter One online reading volunteer](#)

[Chapter One helps children from disadvantaged backgrounds from falling through the cracks](#)

Questions? We'd love to hear from you so please don't hesitate to be in touch!

This toolkit is intended to assist you in putting together some quick and easy communications about your partnership with Chapter One. However, we do appreciate that our corporate partners have their own branding requirements and messaging to consider and we are also happy to work with you to create materials that show how your organisation is supporting Chapter One.

Anna Ansted, Corporate Partnerships Manager
anna.ansted@chapterone.org

Rebecca Hewitt, Marketing and Communications Manager
rebecca.hewitt@chapterone.org

Thank you!