



Chapter One

Innovations for Learning and TutorMate are becoming Chapter One!

Frequently Asked Questions

When is the rebrand from Innovations for Learning/TutorMate to Chapter One happening?

The official launch day is **Monday, 6th February 2023**. The new website and rebranded reading platform will go live and there will be announcements posted on our social media.

If you're part of our volunteer reading programme, please note that the rebranded reading platform will go live on **Tuesday, 7th February** (we are using Monday 6th Feb for final technical testing!). This means that there will be **no reading sessions available with children on Monday, 6th February**. From Tuesday onwards it will very much be business as usual!

Why has the charity rebranded?

As our charity grows, we're changing our name to better represent our work and core belief that reading is the foundation of learning and opportunity. We transform children's futures with one-to-one reading support **at the time they need it most** in the pivotal first years of school - helping them create the "first chapter" of their own success story.

In addition, our previous branding included two names which was confusing!

Our charity's name was Innovations for Learning but the former name of our online reading volunteer programme was TutorMate. In fact, the name Tutormate is also used by a commercial tutoring organisation, which has led to inevitable mix-ups that we're keen to avoid!

So, what will our future names be?

Innovations for Learning becomes Chapter One; the TutorMate reading programme becomes Chapter One - Online Reading Volunteers.



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Are you going to be changing what you do?

No. Our vision and mission remain unchanged. We simply want to do more of what we do best and reach more children who need support.

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.

How did you come up with the new name and brand?

Our new name and brand was developed through an inclusive process involving our staff, design and brand experts, and our wider community of volunteers, companies and schools. We were focused on ensuring relevance, longevity and impact.

How much did this rebrand process cost?

The costs of the rebrand and new website were met by a donation from the founder of Innovations for Learning in the USA, Seth Weinberger. Our sister organisations in the US and Canada are also changing their names. We always ensure we spend our limited resources wisely and we are confident this investment in our brand represents excellent value for money.

How are you letting everyone know?

Our rebrand and change of name has been planned for some time and will not come as a complete surprise to our community and partners, many of whom have been involved in the process. However, we will be contacting them all to let them know we are now formally Chapter One.

If the TutorMate name is going, does it mean that volunteers will no longer also be referred to as 'tutors'?

That's correct. The new name for our online reading programme is Chapter One - Online Reading Volunteers and so we will be talking about - 'online reading volunteers', or of course volunteers for short. This is an important part of the rebrand: ensuring our online reading volunteers are not perceived to be academic 'tutors'.



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I'm an online reading volunteer, how will this affect me and my reading sessions?

Practically, it means that on Monday, 6th February there will be no reading sessions for you and the children. This is so that our team can check that the technical side to the rebrand process has gone smoothly. If you have a reading session planned that day, please reschedule to a slot from Tuesday 7 February onwards when it will be very much business as usual!

I'm a teacher, how will this affect me and my class who have allocated reading volunteers?

Practically, it means that **on Monday, 6th February there will be no reading sessions for the children.** This is so that our team can check that the technical side to the rebrand process has gone smoothly. If you have a reading session planned that day, please reschedule to a slot from Tuesday 7 February onwards when it will be very much business as usual!

In terms of accessing the rebranded Chapter One reading platform from 7th February, there should be no need to do anything on your classroom laptop as it will be configured by us to auto-logout to the updated platform at **app.chapterone.org**. You'll be ready to go!

However, if you also access our online reading platform from your own or a separate school-based device, then you will need to go to our lovely new website chapterone.org which (unlike our old website) gives you the option to login to the platform directly from there (look out for the login button at the top right hand corner of the homepage). Your login details (email address and password) remain the same. Once you've signed in the first time you can then just bookmark app.chapterone.org for future reference if you prefer to go straight to the platform and bypass the website.

What else is new and exciting?

As well as its exciting modern look and feel, our lovely new Chapter One website chapterone.org allows us to much better showcase the work and impact of our charity. Our latest news, case studies and other resources will be easily accessible.

The website also includes the launch of our [Global Free Library](#), a completely free online collection of stories that can be accessed by anyone via the Chapter One website. The collection is shared with our sister organisations in the US and Canada.



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The stories celebrate the world's diversity and are part of our mission to support children from disadvantaged communities around the globe.

What is happening to your existing materials and resources?

We need the support of our whole community of supporters to ensure people get to know us by our new name Chapter One as quickly as possible. The best way to do this is to all fully adopt the Chapter One name and logo from 6th February. All materials that we share with our community and partners are being redesigned in line with our new name and branding guidelines. If you notice an occasion where our old name or branding have slipped through the net, please bear with us as we work hard to get everything done! We thank you in advance for your understanding and cooperation.

The one caveat is our video bank in the **Knowledge Base** of the reading platform (and on our YouTube channel) which we are unable to rebrand entirely in advance of the launch of Chapter One. To these we are adding overlay text banners to explain that our organisation has rebranded and that videos will be updated accordingly as soon as possible.

What about payments and donations?

For the time being, any payments should continue to be made to Innovations for Learning UK. Once the name change has happened, we will be notifying Companies House and the Charity Commission and our bank. This will take some time, so we will let you know when our bank account name has changed. You don't need to change direct debit or standing order payments.

Has your registered charity number or company number changed?

No. Once the name change has happened our charity number (1179625) and company number (11116416) will stay the same.

What about email addresses?

We have new email addresses in the following format:

<account>[@chapterone.org](mailto:chapterone.org)

Any emails addressed to our old Innovations for Learning email addresses will be redirected to our new email accounts.



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What about your website and social media channels?

From 6th February we will have a fantastic new website at chapterone.org. Anyone who visits our previous website will be redirected.

Our rebranded social media pages are:

LinkedIn: [chapteroneuk](https://www.linkedin.com/company/chapteroneuk)

Twitter: [@chapterone_uk](https://twitter.com/chapterone_uk)

Instagram: [@chapterone_uk](https://www.instagram.com/chapterone_uk)

Facebook: [ukchapterone](https://www.facebook.com/ukchapterone)

If you already follow us on social media you won't need to do anything. *(Please make sure you follow us if you haven't already!)*

I've got some questions about the rebrand process, who can I contact?

Please email Rebecca Hewitt, our Marketing and Communications Manager, at rebecca.hewitt@chapterone.org.

**Thank you for your support -
and here's to our exciting 'new chapter'!**

Like all good books, with Chapter One, the best is yet to come.