

# Chapter One

## Online Reading Volunteers

### Volunteers' Week 2024 Toolkit for our corporate partners

#### Volunteers' Week 2024

#### Monday 3 June to Sunday 9 June

**Volunteers' Week** celebrates the amazing contributions volunteers make to communities across the UK. Starting on the first Monday in June every year, it's **a chance to recognise and thank** the UK's incredible volunteers for all they contribute to society - and at Chapter One we will most certainly be shouting our appreciation for our online reading volunteers very loudly from the rooftops!

This year is the 40th anniversary of Volunteers' Week and there are a number of ways in which you can join in by celebrating our partnership - and the vital role your volunteers play in helping to close the reading gap in the UK.

#### How can you get involved as a valued Chapter One partner?



**Option 1: Post from your corporate social media accounts about your partnership with Chapter One**

**Don't forget to tag us!** Please include our handles (on Twitter and Instagram) or tag us (on LinkedIn and Facebook) in your posts to make it easier for us to share and amplify them. Please also make sure you are following us!

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

**X:** [@chapterone\\_uk](https://twitter.com/chapterone_uk)

**Instagram:** [@chapterone\\_uk](https://www.instagram.com/chapterone_uk)

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

## Example LinkedIn post 1

*[Insert your organisation name]* proudly supports Chapter One's, Online Reading Volunteers Programme which pairs corporate volunteers with 5-7 year-old children from communities facing disadvantage 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]* [#VolunteersWeek](#) [#ChapterOne](#) [#ItAllStartsWithLiteracy](#)

## Example LinkedIn post 2

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](http://chapterone.org)].* [#VolunteersWeek](#) [#ChapterOne](#) [#ItAllStartsWithLiteracy](#)

## Option 2: Don't forget to encourage your Chapter One volunteers to post on social media too!

We are providing all our individual volunteers with an adapted version of this [Volunteers' Week toolkit](#), but it would be great if you could also suggest that they share on social media why they're proud to volunteer for Chapter One. If they are able to record short video testimonials or take selfies of themselves during a reading session then even better!

## Example LinkedIn post 1

I love being an online reading volunteer with Chapter One! 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! [Chapterone.org](http://Chapterone.org) [#VolunteersWeek](#)

## Example LinkedIn post 2

Did you know that 40% of 11 year-olds in England from disadvantaged backgrounds leave primary school unable to read to the expected standard? Through Chapter One, a number of my colleagues and I are volunteering online for 30 minutes a week to help disadvantaged children improve their reading skills. It's fun and rewarding and so easy to fit into my working week. Ask me



anything about my experience - I would be happy to help! [chapterone.org](https://www.chapterone.org)  
[#volunteersweek](#) [#chapteronevolunteer](#) [#employeevolunteering](#)

### Example LinkedIn post 3

Research shows that having multiple 'reading influencers' in a child's life has a marked impact on their love of reading, which in turn increases their wellbeing, educational prospects and life outcomes. So, if you've always wanted to be an 'influencer', now is your chance! By becoming a [Chapter One UK](#) online reading volunteer like me, and/or supporting your employees to do this, you will become a reading influencer yourself - and help children facing disadvantage

across the UK! Ask me anything about my experience - I would be happy to help! [chapterone.org](https://www.chapterone.org) [#volunteersweek](#) [#chapteronevolunteer](#)  
[#employeevolunteering](#)

### Some other key messages about Chapter One you can include in your communications:

- **Reading for pleasure** is the single biggest indicator of a child's future success. We are proud to partner with Chapter One to give 1:1 online literacy support to children at the time they need it most.
- Volunteering, as well as improving the lives of others, can play an important role in **employee wellbeing**. Employees love their online 30-minute weekly reading sessions with children that need literacy support through our partnership with Chapter One.
- Chapter One has identified a problem being faced in schools and the wider society where **children facing disadvantage have lower literacy levels**. Unfortunately, teachers have limited time and resources to be able to spend one to one time with children practising their reading and inspiring them to enjoy books and become confident readers. They match schools and children with corporate volunteers to solve this issue by reading online with a child each week.
- **Chapter One focuses on areas of deprivation in the UK**, working in schools which have a high number of children receiving free school meals.



- **Chapter One encourages reading for pleasure.** Reading for pleasure is the single biggest indicator of a child's future success – more than their family circumstances, their parents' educational background.
- Many children selected for Chapter One **don't have anyone to read with at home or don't have books** to read for pleasure.
- The relationship developed between the child and the volunteer goes beyond reading and has a **lasting impact**.
- The **reading levels of the child improve** but there is also a wider impact on their **confidence levels**.
- **Volunteers commit 30 minutes every week** to reading with their child but it is **flexible** and can fit in with their schedule.
- Volunteering with Chapter One is a way for businesses to meet their **social value/CSR objectives**.
- Chapter One online reading volunteers are part of something innovative, the **best kind of use of technology** – as an enabler for meaningful human interaction.
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## Graphics and images

You can download some suggested accompanying images [via this Dropbox](#), including the Chapter One and Volunteers' Week logos. If you have any issues with accessing the assets, please contact Chapter One's Social Media and Communications Officer, Isabel Davies [isabel.davies@chapterone.org](mailto:isabel.davies@chapterone.org).

## Questions? Ideas? 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 this Volunteers' Week. 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.

## **Support our Champions for Children campaign in Volunteers' Week!**

**One donation, twice the impact! This Volunteers' Week, Chapter One is taking part in The Childhood Trust's Champions for Children campaign to expand our reach to more children in London.**

"We're aiming to raise a total of £8,000 to support our work with struggling early readers in London. To unlock the £4,000 that we have in the matching pot from our generous pledgers, we need to raise £4,000 in online donations and are calling on our fantastic, engaged, Chapter One community to support this brilliant initiative and help transform the futures of more young children."

**- Emma Bell, CEO, Chapter One**



The Champions for Children campaign is a great opportunity for your teams of volunteers to collectively fundraise because their **donations will be doubled!** From midday on **Tuesday 4 June** to midday on **Tuesday 18 June**, every donation made on our Champions for Children campaign page will be matched until we reach **our target of £8,000.**



## How can you help the campaign during Volunteers' Week and the following week?

- 1) **Encourage your volunteers to get involved in the campaign collectively** as a community, particularly if they are matched with children in London - what about fundraising jointly for the campaign through a book club, book or bake sale?
- 2) **Visit our [Champions for Children campaign page](#) and make a donation** from midday on Tuesday 4 June to midday on Tuesday 18 June. Set a reminder so you remember not to miss your chance to double your donation!
- 3) **Help us to spread the word** and share information about the campaign with your networks.

For further information, [read our FAQs](#) and/or please contact:  
**Lisa Barea**, Trusts and Foundations Fundraiser,  
[lisa.barea@chapterone.org](mailto:lisa.barea@chapterone.org)