

SAMPLE



A letter of introduction

Ready, Steady...READ! is Usborne's simple sponsored reading challenge that helps you to promote literacy in the classroom, introduce the importance of reading at home to parents AND get **FREE BOOKS** for school.

The more your pupils read, the more money they will raise to buy books for your library and classroom, and the more FREE BOOKS you will earn.

Free Usborne books

The money raised can be used to purchase Usborne books for your school. On top of this, you will earn **up to 60% in EXTRA FREE BOOKS:**

Raise £100 or more You get **10% extra** in free books

Raise £250 or more You get **30% extra** in free books

Raise £600 or more You get **60% extra** in free books

That's an extra £360 in free books for every £600 raised!

We organise everything

An Usborne representative will arrange the entire event and can provide sponsorship forms, reading logs personalised to your school, certificates acknowledging each child's personal achievement, bookmarks and even an explanatory letter to parents, asking for their support.

For more information about Usborne books, visit www.usborne.com/schools

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How *Ready, Steady... Read!* works

Children are sponsored to read as much as they can in a given time.

Whether it's in school time, at home, during the school holidays or in a 24 hour race, children of all ages can spend any amount of time reading to raise funds for books.

They can read books, comics, magazines, newspapers, menus, recipes, poems, leaflets, instructions – anything with words.

The money raised can be used in a variety of ways – the choice is yours:

- **Books for the school**
- **Books for each child and the school**
- **Books for each class**
- **Books for the school and a charity**
- **Books for prizes**

For more information, please contact your local Usborne representative, who will organise the entire event for you and provide an unrivalled book service.

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Dear Parent/Guardian,

To encourage a lifelong love of reading at home and school, we will be running a **school sponsored read** between insert date and insert date.

The project is being organised in conjunction with our local **Usborne representative**, representative name, and all the money raised will go towards brand new books for our school.

In addition to the sponsorship money, Usborne also will donate up to 60% of the total raised in **EXTRA FREE BOOKS** to the school. **So for every £600 raised we will get an extra £360 in FREE Usborne books!**

Please help us to enhance our reading resources for pupils by encouraging your child to spend a small amount of time each day either reading to themselves, to others, or being read to. They can read anything with words (for example comics, recipes, magazines) for as long or as little as they like.

Should you wish to support our sponsored read, please find enclosed a sponsorship form for your child. A reading log, to record the minutes they have spent reading, will be given to them in class.

After the sponsored read, please send all the sponsorship money that your child has raised to the school by insert date.

Cheques should be made payable to insert name.

Please support our sponsored read so that your child has more books to read, share and enjoy.

SAMPLE



Sponsorship Form

Insert name of school here

Pupil name: Class:

Name	Address and contact details	Sponsorship (per minute or total donation)	Amount collected	Total

Total Amount:

Please return sponsorship money to the school by
Please make cheques payable to

SAMPLE



Reading Log

Pupil name: Class:

Day	Minutes Read	Total
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		

Total minutes read