

Help a child discover  
the magic of reading



This year, The British Land Company is supporting the National Literacy Trust's Reading Is Fundamental, UK (RIF) initiative. This innovative programme gives free books to children to help them develop their full potential – at school and beyond.

Please help to bring the power of words and the magic of storytelling to children across the UK. With your support, these children will have the opportunity to hear stories, meet authors and illustrators, and choose three new books to take home and keep. This carefully designed programme of events fires their imaginations and fosters a love of reading.

Working with project volunteers, RIF supports children of all ages in schools, youth centres, libraries, women's refuges and football clubs. These children often live in difficult and unsettling circumstances, and may not have books of their own or families that share stories with them.

Giving a child the chance to choose a book that they want to read can be very motivational. Mario, aged 10, told us:

*"I couldn't put the book I chose down until my mum shouted at me to switch off the light. But she didn't know I had a torch under the sheets! I can't wait to choose my next book."*

It costs just **£15** for a child to take part in the programme for one year – giving them the chance to choose and keep their very own books.

Please donate today, and give children a better start in life through the pleasure of reading and the enormous advantages that literacy brings.

Supported by



www.britishland.com



War of the roses: John Tenniel Pen Ink and watercolour reproduced with kind permission of The Chris Beetles Gallery  
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## Yes, I would like to help a child become a reader

- £15 could help enable another child to take part in a Reading Is Fundamental, UK project for a year, which could help them develop lifelong literacy skills
- £150 could bring a storyteller to a Reading Is Fundamental, UK event, helping to inspire a love of reading in many children
- My choice of amount \_\_\_\_\_
- I enclose a cheque payable to Reading Is Fundamental, UK.
- Or, please debit my Visa | MasterCard | CAF card | Switch:

Card No:

Expiry Date: . Issue No. (Switch only):

Start Date: .

Signature: \_\_\_\_\_

Today's date: ..

Please fill in your details here. Thank you.

Title \_\_\_\_\_

Name \_\_\_\_\_

Surname \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Postcode \_\_\_\_\_

Email \_\_\_\_\_

Telephone \_\_\_\_\_

Increase the value of your gift at no extra cost to you: To add 28p to every £1 you donate, please tick and date below.

I am a UK taxpayer and would like the National Literacy Trust to treat all donations I have made since 6 April 2000, and all donations I make hereafter, as Gift Aid donations.\*

I am not a UK taxpayer.

Today's date: ..

\*I understand that I must have paid an amount of income tax or capital gains tax at least equal to the tax you reclaim on my donations.

Please send to:

**Reading Is Fundamental, UK**  
**Freepost LON 543**  
**London SW1E 6YT**

Thank you.

T 020 7828 2435

**[www.rif.org.uk](http://www.rif.org.uk)**

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