

**100 Million Minutes** Reading Challenge 1st - 29th March 2018

# Parent and Carer Welcome Pack







## 1. Welcome to the challenge

#### You're signed up!

Thank you for registering for the **100 Million Minutes Reading Challenge.** 

From Thursday 1st March 2018, you will be joining early years settings, schools, colleges, parents, carers and community groups across the UK to collectively read for...

## 100,000,000 minutes!

It's a HUGE target – over six times more than what we achieved last year – but we think that, together, we can do it. There will also be a selection of amazing prizes for the settings that clock the highest average number of reading minutes per child.

#### What is there to do next?



#### 1. Read this pack

Inside this pack is everything you need to know about this year's challenge. It also includes materials for you to use at home to help engage children with their reading, including door hangers, posters and bookmarks.

### 2. Allocate the 'Challenge Champion'

We suggest that one parent or carer is responsible for entering the number of minutes read by your child/children over the course of the challenge on our website.

#### 3. Get spreading the word

Once that's done, all you have to do is encourage more people to join the challenge and inspire your children to read for as many minutes as possible during the month!

# 2. Why 100 Million Minutes?

#### **Engaging children in reading**

This challenge isn't just about winning prizes.



It's about introducing children and young people to the habit of reading in every day life, helping them to improve their imagination and communication skills, and brighten their future prospects.

Research shows that just **ten minutes** of reading a day makes a huge difference to a child's progress. We hope that the **100 Million Minutes** Reading Challenge will encourage many more children and young people to read, and to read for longer, both at school and at home.

Up to two in five children in disadvantaged communities across the UK have difficulties with iteracy.

This means there's a lot of improvement still to be done. Challenges like this are a big step in the right direction, and are exactly what we at Achievement for All are about.

#### Who is Achievement for All?

Achievement for All is a leading not-for-profit organisation that strives to support all children and young people who are underachieving in education. In partnership with organisations such as Project Literacy and the Read On. Get On. coalition, we are working to close the gaps in the education system, creating a world in which every child has access to what they need in order to aspire and achieve.

# 3. Challenge guidelines



Here are some of the finer details about the challenge:

#### 1. Reading materials

- All reading counts towards children's minutes. They can read anything. Picture books, paperbacks, comics, magazines, newspapers and e-books are all great.
- Whether reading on their own or with others, you can note their reading time on the special bookmarks provided in this pack. You can then log into the website every day to add up minutes and see your position on the live leaderboard!

#### 2. Numbers of children taking part

- The total number of children participating in the challenge must be included during the registration process. This is vital in enabling us to accurately calculate the average number of minutes read per child, and determine our final prize winners.
- The leaderboard will be decided by the average number of minutes read per child. This average will be obtained by dividing the total number of reading minutes entered by each setting, group or family on the 100 Million Minutes website by their total number of participating children and young people. The winner of the competition will be the setting, group or family with the highest average number of reading minutes per child.

#### 3. Validating the minutes

- Each 'Challenge Champion' has sole responsibility for validating the number of reading minutes that are entered during the competition. By entering the competition, each setting, group or family confirms that all the information it submits is true, current and complete.
- Achievement for All reserves the right to query any submissions received and to remove or disqualify from the competition any setting, group or family which it believes to be entering invalid, exaggerated, or otherwise incorrect or inaccurate data. We also reserve the right to deduct any invalid reading minutes from a participating group, family or setting's total.
- Please ensure that only one person (the 100 Million Minutes Champion) enters minutes on the 100 Million Minutes website. Do not share the username or password.
- Minutes can be entered on the site from 9am on Thursday 1st March 2018. The competition will close at 5pm on Thursday 29th March 2018. Any minutes entered after this time will not be counted.
- For full terms and conditions visit our website www.100millionminutes.org.

# 4. Ideas to get children involved



Books

#### How can you get your children excited about reading?

Here are some examples of the sort of reading activities that you can do throughout the challenge:

#### 1. Get chatting about books

Use World Book Day as a way to kick-start conversations about reading. Why not dig out a copy of your favourite book and read it out loud together after dinner or at bedtime?

## 2. Book party

Have a storytelling night at home, inviting your child's friends to bring their best-loved books, and come with a prop or object that reflects their favourite characters.

#### 3. Reading den

Help your child make a reading den somewhere comfy and cosy.

#### 4. Mini-reading challenge

Set reading challenges between other parents and carers in your area and get a mini-competition going - or club together and form a reading group. You could even organise a reading relay where you pass books between friends to complete?

#### 5. Book swap

Try a book swap for a chance to pick up some other books and share recommendations.

#### 6. Library adventures

Make a trip to your local library together and see how many exciting new books you can find, or even take part in an organised reading event.



#### 7. Expanding literacy

Spend some time looking at poetry, plays or song writing, to expand children's understanding of books and literacy. They could try and write their own song or poem too.

#### 8. Use resources

Make use of the fun door hangers and bookmarks enclosed in this pack – print and cut them to use at home. You could even mark each reading session by adding a piece to Millie the Millipede!

#### 9. Celebrate success

As well as handing out our 100 Million Minutes certificates (enclosed), encourage individual achievements at home with your own rewards. What about Silliest Reading Voice? Or Best Book Character Costume?

#### 10. Sponsored reading

Encourage friends and family to sponsor children as an extra motivation, raising money to help Achievement for All improve the future of our children and young people. See the 'Sponsorship Possibilities' section for more details.

Don't forget to share your reading activities with us too! Include the hashtag #100MillionMinutes in any of your posts on Twitter, mention @AfAEducation on Facebook or email us at info@100millionminutes.org.

## 5. Other campaign activity

As well as your fantastic reading initiatives, there will be lots of other activity taking place in the run up to and over the challenge, including:



**Celebrity story time** 



A blog & video series:
What reading did for me...



**Rhyme Timez** 



A number of quizzes & challenges

Some of the confirmed supporters, partners and sponsors of the campaign so far include:











To see our other partners, please visit: https://millionminutes.afaeducation.org/#partners

## 6. Prizes

Thanks to our fantastic competition partners, taking part in the 100 Million Minutes Reading Challenge means you have the chance to win some incredible prizes.

Last year's winners received a dedicated reading space, vouchers for resources, equipment and a great deal more.

We'll be announcing our PRIZES over email, so watch out for exciting updates!



## 7. Certificates to celebrate success

We want to make every child feel special for their reading, so we've developed certificates that can be downloaded, printed and awarded throughout the challenge.

You can download them by clicking on the link below.

**DOWNLOAD YOUR CERTIFICATES HERE** 

# 8. Challenge resources

#### Download your campaign materials

We've created bookmarks, door hangers, images and a range of resources to help you and your children with the challenge!

Click on the links below to get your materials:

#### 1. BOOKMARKS

Download and print these special challenge bookmarks. You and your children can use them to log reading minutes over the challenge.

#### 2. DOOR HANGERS

Read in peace with door hangers that can be used at home or at school.

#### 3. SPREAD THE WORD TOOLKIT

Follow this link to get to your spread the word toolkit. It has everything you need to share your involvement in the challenge, including downloadable images and examples of social media posts

#### 4. BUILD YOUR OWN MILLIE

Download and cut out our Millie the Millipede template. You can add a piece to her after each reading session until you've built a full Millie!

## 9. Sponsorship possibilities

Achievement for All is a charity. We work with early years settings, schools and colleges to improve outcomes for all children and young people vulnerable to underachievement, regardless of their background or needs.

The 100 Million Minutes Reading challenge is free to all participants. However, we would be enormously grateful if friends and families could sponsor their children's reading.

Not only will this help motivate your readers, but it will also raise money for disadvantaged young people in education.

To download a sponsorship form, please follow THIS LINK.

You could also run some simple fundraising activities during 100 Million Minutes campaign. Why not try holding a book and bake morning, a reading-themed car boot sale, a fancy dress event, or even a community reading quiz? Every bit of effort helps.

## **10. Sending sponsorship money**

We would be very grateful if you could send any funds raised to us once the challenge is over. You can do this in a number of ways:

**Cheque:** you can send us a cheque (payable to Achievement for All) along with any sponsorship forms.

Bank Transfer: please contact us for details.

Online: friends and family can sponsor children directly by card payment. Simply visit the 100 Million Minutes website, click on the 'Sponsor a Child' link, and follow the steps.

Our postal address is: Achievement for All, FAO 100 Million Minutes, St Anne's House, Oxford Square, Oxford Street, Newbury, Berkshire RG14 1JQ.

Please remember to include your name and address so that we can say thank you!

Still got queries? Please email us at info@100millionminutes.org.

## **11.** Going further

On Thursday 29th March 2018 our 100 Million Minutes challenge will end.

But sadly many of the gaps in our education system will remain, leaving tens of thousands of children and young people vulnerable to disadvantage. In schools and settings throughout the UK, the challenge of underachievement continues.

So far, our independently evaluated programmes have reached

#### 3.86 million people in England and Wales.

We plan to reach many more. But Achievement for All would not succeed without the help of the communities around it – and your support could take us even further.

Share Achievement for All's message through social media sites such as Facebook and Twitter. And don't forget to follow our progress via @AfA\_Education. Tap into the reading challenge community using the hashtag #100MillionMinutes, or contact us by email on info@100millionminutes.org.

The power for change really is at your fingertips. To get in touch, donate, or for more information, visit **afaeducation.org.** 

## Get in touch



If you have any questions about the 100 Million Minutes Reading Challenge, please don't hesitate to contact us on the details below:

Website: www.100millionminutes.org

Email: info@100millionminutes.org

Telephone: 01635 279 499

Twitter: @AfA\_Education

Facebook: @AfAEducation

Thank you again for joining the 100 Million Minutes Reading Challenge. Together we will try to eradicate illiteracy and brighten futures.







100 Million Minutes Reading Challenge