

THE PUBLISHERS ASSOCIATION

PA GUIDE TO CHARITIES OPERATING IN THE PUBLISHING/BOOK INDUSTRY

A number of charities currently operate in the UK book publishing industry serving a number of different purposes. The guide below focuses largely on charities based in England and outlines the purpose and mission of each one, their activities and methods of delivery and details of how publishers can get involved (where available). We welcome additions to the list.

THE READING AGENCY

www.readingagency.org.uk

BOOKTRUST

www.booktrust.org.uk

NATIONAL LITERACY TRUST

www.literacytrust.org.uk

WORLD BOOK DAY

www.worldbookday.com

QUICK READS

www.quickreads.org.uk

WORLD BOOK NIGHT

www.worldbooknight.org

VOLUNTEER READING HELP

www.vrh.org.uk

NATIONAL LITERACY ASSOCIATION

<http://www.nlaguide.co.uk>

FIRST STORY

<http://www.firststory.org.uk>

BOOK AID INTERNATIONAL

www.bookaid.org

ENGLISH PEN

www.englishpen.org

THE BOOK TRADE CHARITY – (BTBS)

www.booktradecharity.wordpress.com

HEALTHY PLANET - “Books for Free Scheme”

<http://www.healthyplanet.org>

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Section one: Literacy Organisations

THE READING AGENCY

www.readingagency.org.uk

Mission

The Reading Agency believes passionately in the life-enhancing power of reading. The independent charity aims to drive up participation in reading so that everyone can benefit from the improved life chances, intellectual freedom and sheer joy and inspiration that come when life is full of reading.

The mission of The Reading Agency is to inspire more people to read more. Since access to reading is not equal for everyone, the charity works to redress the balance by helping turn libraries into vibrant community hubs for reading.

The charity's function as the UK's leading development agency specialising in helping libraries make more impact through their reading work is widely recognised by government, library bodies and linked partners. The Reading Agency is seen by publishers as the most valuable link between them and libraries and a valuable way to stage author events and promotions in libraries, and ensure libraries are strategically integrated in all the big book world initiatives.

Strategy

The Reading Agency uses five tools of engagement to encourage reading and change lives: challenges; reading groups; author contact; promotions and volunteering. It specialises in creating big shared reading programmes using these tools, working right across the whole UK library network, and also reaches readers through broadcasters, publishers, workplaces, schools, prisons and youth services.

Programmes

The Reading Agency's programmes combine these tools of engagement to powerful effect:

- Children:

Summer Reading Challenge

Major national initiative which combats the 'summer holiday dip' in pupils' reading motivation and attainment, widens pupils' reading range and repertoire and boosts their desire to read at home. 97% of library authorities participate, reaching 760,000 children.

Chatterbooks

National network of children's reading groups for 4-12 year olds, involving 8,500 children

- Young People:

MyVoice

Creative reading and writing initiative for disadvantaged young people aged 11 to 19 in England who would not usually use their library.

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- Adult Learners:

Six Book Challenge

Programme to help people get into reading and develop literacy skills - in many cases for the first time – through inviting less confident readers to read six books and record their reading in a diary.

- Adults:

Reading Groups for Everyone

National campaign for reading and reading groups, delivered through a comprehensive website www.readinggroups.org

Partnerships

The Reading Agency acts as an entry point to the complex library network. It helps partners - from the BBC to World Book Night, Quick Reads to TV Book Club - reach readers through libraries.

Publisher engagement

The charity's most highly developed partnership is with the 40 publishers involved in its Reading Partners scheme, a subscription-based programme delivering a framework for national collaboration between publishers and libraries. Reading Partners helps publishers reach readers through libraries' 4,000 branches and 10,000 reading groups, and has led to changed working practices in publishing houses who can now integrate libraries more effectively in marketing and publicity strategies. This is resulting in exciting author events, big reading group projects and community reading promotions. The charity is currently developing a digital marketing action plan with libraries and publishers.

Development areas

The charity is currently working with the Society of Chief Librarians on a new national reading offer which will focus libraries' reading promotion efforts on doing fewer, bigger things together as a network. This involves strategic planning with the main book world partners and will result in a much better integrated approach in 2012.

It is also developing a new health and reading programme with libraries, including a new annual promotion of Mood Boosting Books, and a new volunteering strategy

Funding

The Reading Agency receives regular funding from Arts Council England and the Museums, Libraries and Archives Council, and has been successful in securing grants for individual programmes from the Big Lottery Fund, Grants for the Arts and a range of trusts and foundations.

BOOKTRUST

www.booktrust.org.uk

Mission

Booktrust is an independent UK-wide charity dedicated to encouraging people of all ages and cultures to enjoy books. The written word permeates all our activity and helps us to fulfill our vision of inspiring a lifelong love of books for all.

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Methods of Delivery

Booktrust manages a wide variety of reading and writing programmes, prizes and campaigns which aim to reach people of all ages, feeding their imagination and introducing them to the unique and empowering pleasures of reading that will accompany them throughout their lives.

- **Bookgifting Schemes:**

Booktrust believes it is important that everyone has access to the benefits of reading and they run a number of bookgifting programmes (Bookstart, Booktime, Booked Up and The Letterbox Club) to support every child's development from the earliest age. These programmes give free books and other resources to 2.8 children in England each year at key transitional phases of their lives from 6 months to 11 years of age. They also offer resources in 27 different languages as well as offering special titles for deaf and blind children via the Bookshine and Booktouch packs. The programmes are carried out in partnership with Government, publishers, local authorities, health visitors, libraries and early years' settings.

- **Campaigns and Promotions:**

Booktrust also runs a variety of campaigns to inspire reading and writing in people of all ages and cultures. These include: the Children's Laureate, Children's Book Week, Bookbite, Bedtime Reading, The Big Picture, Story, Get London Reading, Translated Fiction and the online Writer in Residence. Booktrust manages the DIPNET programme which aims to encourage diversity in publishing as well as the Bookmark website which offers advice for anyone seeking information about disability and children's books.

- **Promoting Quality Reads:**

Booktrust offers independent advice on great quality reads for all ages and reading levels. The website offers thousands of book reviews via a bookfinder resource. In addition they run a number of literary prizes including: the Orange Prize for Fiction, the BBC National Short Story Award, The Sunday Times EFG Private Bank Short Story Award, the David Cohen Prize for Literature, the Independent Foreign Fiction Prize, the Kim Scott Walwyn Prize, the Roald Dahl Funny Prize and The Sunday Times EFG Private Bank Short Story Award.

Due to current financial restraints Booktrust has put the Early Years Awards, the Booktrust Teenage Prize and the John Llewellyn Rhys Prize on hold for this year whilst they look for alternative sources of funding.

- **Resources:**

As well as resources sent out in support of specific programmes Booktrust also offers a range of resources around reading and writing for a variety of audiences including readers of all ages, parents, teachers, writers and illustrators. Resources from Children's Book Week and Everybody Writes provide pupil activities for schools.

- **Research:**

Booktrust conducts evaluations of all its bookgifting programmes on an annual basis, these measure the impact of the programmes on the children and families. They have

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also carried out a number of research projects including Bookstart's Social Return on Investment Study; research into School Libraries as well as research into young people's reading habits.

Funding/Publisher Involvement

The Booktrust bookgifting programmes are a public/private partnership. Sponsored by the Department for Education in England Booktrust opens up the programmes for submissions from all interested publishers. Booktrust also works with a range of corporate sponsors including Waterstones, WHSmith, Orange and the Sunday Times to name but a few. They also work closely with publishers and booksellers on their many prizes, inviting submissions, working on shortlist and winner announcements and providing POS resources for use.

NATIONAL LITERACY TRUST

www.literacytrust.org.uk

Mission

The National Literacy Trust is an independent charity that transforms lives through literacy by supporting those who struggle with literacy and the people who work with them.

Strategic priorities for **2009 to 2012** are:

- Literacy in the home
- Motivations and aspirations: supporting the acquisition of literacy skills
- Literacy as a lever for social mobility and social justice

Method of Delivery

NLT works through, Projects and networks, Partnerships and Campaigning, and supports a wide range of research.

Projects and Networks

- *National Young Readers' Programme* (Motivating disadvantaged children and their families to read),
- *Talk To Your Baby* (Championing early communication for better child development),
- *Words for Work* (Unlocking young people's speaking and listening skills for future employability),
- *Schools Network* (Supporting school professionals to raise literacy attainment),
- *Early Years Network* (Supporting professionals to raise the profile of language and literacy),
- *Leaders Network* (Helping literacy leaders to share ideas stay informed and network with others),
- *Communities and local areas* (Helping local areas to target support to those with the greatest need, and improve literacy levels and life chances).

Research

The National Literacy Trust's research aims to improve literacy attitudes, habits and skills by informing and inspiring policy and practice.

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Resources for 2011

- **For early years settings and primary schools**
[Family Literacy Wheel](#) (Our interactive wheel of tips and ideas will help families provide literacy support in the home)
- **For primary schools**
[Young Readers Programme Pack](#) (Provides everything you need to run a programme of motivational events that will get your pupils reading for pleasure and help develop vital literacy skills).
[Reading Champions Resource Pack](#) (Target reluctant readers using peer influence to increase their enjoyment of reading and positively impact on the rest of the school).
[Premier League Reading Stars Pack](#) (Turn football fans into reading fans and use exciting challenges to support reading and literacy skills).
- **For secondary schools**
[Words for Work](#) (Transform the communication skills of key stage 3 pupils of all abilities for success across the curriculum and in preparation for the workplace).

Campaigning

NLT regularly lobbies Government to take action to support literacy at every level. The National Literacy Trust has a commitment to evidence-based policy in order to empower learners of all ages and support professionals. Their work both supports the development of high quality national and local policy and helps bring policy to practitioners.

Funding/Support

Publishers take part in fundraising activities and also donate funds towards NLT literacy initiatives.

WORLD BOOK DAY

www.worldbookday.com

Mission

World Book Day was designated by UNESCO as a worldwide celebration of books and reading, and is marked in over 100 countries around the globe. **World Book Day 2012** in the UK and Ireland will take place on **Thursday 1st March 2012**.

Method of Delivery

- A main aim of World Book Day in the UK and Ireland is to encourage children to explore the pleasures of books and reading by providing them with the opportunity to have a book of their own.
- To support this aim, a Schools' Pack full of ideas and activities, display material and more information about how to get involved in World Book Day will be mailed to schools (including those secondary schools that have specially registered to participate) from mid-January 2011. Most of the traditional pack material will migrate online in 2011. Registered pre-schools will also receive material around the same time.

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- There is a range of activities and events organised by thousands of people around the country. Over the years activity has been extended to cover both avid and emergent adult readers.
- Thanks to the generosity of **National Book Tokens Ltd** and numerous participating booksellers, school children are entitled to receive a World Book Day £1 Book Token (or equivalent €1.50 Book Token in Ireland). The Book Token can be exchanged for one of the six specially published World Book Day £1 Books (where stocked and while stocks last), or is redeemable against any book or audiobook of their choice at a participating bookshop or book club.

Support/Funding

World Book Day is a partnership of publishers, booksellers and interested parties who work together to promote books and reading for the personal enrichment and enjoyment of all.

QUICK READS

www.quickreads.org.uk

Mission

Quick Reads are brilliant, short new books by bestselling writers and celebrities. Ideal for busy people; anyone wanting to grab a quick read on a train, tube or bus; even people who find reading difficult or dull, Quick Reads get everyone hooked on books. Quick Reads continues to develop, with a strong list of new titles.

Method of Delivery

Ten new Quick Reads were published on World Book Day, 3 March 2011. For 2012 the plan is to launch on Valentine's Day under a campaign along the lines of 'falling in love with reading'. This will be backed by a PR campaign with support from Galaxy.

Each May thousands of people engage in events during Adult Learners' Week. The week enables new means of discovering learning through fun activities that engage families in learning. **New** for Adult Learners' Week 2011, a resource kit to engage children and adults in Family Reading. Quick Reads has teamed up with Adult Learners' Week to introduce the Family Reading Resource Kit - designed for children and adults to take part in stimulating activities that could lead to further interest in reading and learning together.

Family Reading Breakfasts; for schools to encourage children and adults to develop a love of reading on World Book Day. Piloted in 2010, the Family Reading Breakfasts are a fun-filled hour in which children and parents enjoy books and activities together. Family Reading Breakfasts' are specially sponsored by National Book Tokens.

Support/Funding

Quick Reads are brought to you with the help of leading publishers, supermarkets, bookshops, libraries, government departments, the Arts Council (UK only), BBC RaW (UK only), World Book Day, National Book Tokens and more.

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WORLD BOOK NIGHT

www.worldbooknight.org

Mission

To raise the profile of books and reading for pleasure, and the concept of gifting a book that you have enjoyed yourself.

Method of delivery

The 2011 event saw a panel of experts select 25 books, which would be given away through a series of events in one night. 20,000 members of the public were recruited to each give away 48 copies of the title they have chosen. BBC gave extensive radio and TV coverage and the largest literary event ever was staged in Trafalgar Square. For 2012 plans are evolving to include public participation in the book choice, year round reader engagement and a reduction in the quantity of books given through the givers but an increase in the quantity that go directly to prisons/hospitals/libraries etc.

Funding/Support

Came from private sponsors, publishers funding the printing of their books, authors waiving royalties, printers and shippers giving concessions and booksellers/libraries promoting WBN and acting as pick up points from their premises for the givers to collect their books

VOLUNTEER READING HELP

www.vrh.org.uk

Mission

VRH's vision is 'A nation of confident children, literate for life'. Our mission is to work with schools to provide the highest quality, best value reading support. We provide trained reading helpers who give consistent and bespoke support to children enabling them to develop confident reading skills.

Method of delivery

Volunteer Reading Help (VRH) is a national charity with 17 regional branches that gives one-to-one literacy support to children in primary schools in the most deprived areas of England. Each week we support over 5,000 children through over 1,800 volunteers in 1,100 schools and we continue to grow each year. In the next five years we aim to be supporting nearly 10,000 children each week.

The children we work with are chosen by their teachers because they struggle with reading and urgently need one-to-one support. Our trained network of reading helpers support the same children week in, week out, giving each an hour of quality, one-to-one time. They read, they play, they talk. With the support of VRH their approach to learning and enjoying reading is often transformed - our latest evaluation showed that:

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- 96% of children showed improved reading performance
- 96% of children showed an improved attitude to reading and confidence in reading
- 96% of children showed an improvement in overall achievement
- 94% of children showed an improvement in general confidence and self esteem
- 92% showed an improvement in motivation
- 78% of schools said that they would benefit from having more VRH volunteers

Funding/support

It costs VRH just 91p per day to provide one-to-one reading support to a child and the hope of a brighter future.

Our income last year (year ending 31st August 2010) was approximately £1.7 million. Of this c.£600k came from the fees that schools pay for our service, c.£450k came from central and local Government grants and contracts and c.£680k came from charitable donations and grants from trusts and foundations, companies and individuals.

NATIONAL LITERACY ASSOCIATION

<http://www.nlaguide.co.uk>

Mission

The National Literacy Association strives to ensure that 99% of children develop adequate literacy levels and a love of reading. One of the major aims of the NLA has always been to provide support for the significant minority of young people who, for a variety of reasons, have difficulty in becoming literate. NLA wants every child to be able to communicate with confidence and enjoyment through speech, technology and the written word. The National Literacy Association works in partnership with a range of organisations to promote awareness of and support children's literacy needs.

As well as campaigning for the needs of the 20% of children who continue to under-achieve, we do practical work in schools, with children in public care, with parent groups and in the wider community.

Method of delivery

NLA advocates and campaigns for

- A less prescriptive, more creative approach to reading and other aspects of literacy that recognises children learn in different ways and progress at different rates. However, every child needs to experience the fun, pleasure and enjoyment of becoming literate.
- More emphasis on the importance of developing the skills of listening and speaking - a curriculum that includes storytelling, reading aloud, drama and role play.
- Children's diversity to be reflected and celebrated in books. We want to see imaginative and inspirational learning materials that give a positive view of different cultures, religions, gender, abilities and disabilities.
- Ending of SATs at KS2, giving teachers and children more scope for developing and exploring creative approaches to reading, writing and other literacy skills.

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- Greater access to books and other reading materials for children from backgrounds where reading is not always seen as a priority.
- Training and support for teachers, carers, other professionals and parents on the imaginative and appropriate use of ICT, including ebooks and other new technologies.
- Expanding support for disadvantaged parents of pre-school children to enable them to help their children.
- Support for our work so that we can keep working on behalf of all children particularly those who find it difficult to learn.

FIRST STORY

<http://www.firststory.org.uk>

Mission

First Story's charitable objectives (as set out in its Memorandum of Association and approved by the Charity Commission) are:

- (1) To advance the education of young students in challenging UK secondary schools by providing and assisting in the provision of facilities not required to be provided by the local education authority for education in creative writing;
- (2) To advance in life and help young students in challenging UK secondary schools through the provision of support, opportunities and activities which foster their creativity, literacy and talent to build self-confidence, skills and aspiration so they may grow to full maturity as individuals and members of society; and
- (3) To promote the arts and, in particular, literature, poetry and creative writing by:
 - (a) Inviting, commissioning and maintaining services of British writers whether such services require the payment of fees by the charity or otherwise; and
 - (b) Encouraging and assisting in promoting, advancing and publishing the works of British writers.

Method of Delivery

We arrange and pay for acclaimed authors to run **creative writing workshops** for students in challenging secondary schools across the country. Each author leads weekly after-school creative-writing workshops for up to sixteen students. At the end of the workshops, First Story publishes a professionally produced anthology for each school, and the schools host book-launch events at which the students read their stories aloud to friends, families and teachers.

In addition, we encourage students to continue their publications independently of First Story and provide resources to help students and teachers build 'writing schools'. From **September 2011**, we'll have twenty-six residencies under way at schools in London, Oxford and Nottingham.

Funding/Support

First Story receives funding and support from individual donations, trusts and foundation grants and fundraising events. We also rely on in-kind support and volunteers.

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SECTION 2: FREE BOOKS FOR OVERSEAS MARKETS

BOOK AID INTERNATIONAL

www.bookaid.org

Mission

Book Aid International increases access to books to support literacy, education and development in sub-Saharan Africa.

Method of Delivery

We provided 507,787 new books to over 2,000 libraries last year alone and have sent more than 30 million books to partner libraries since 1954. We support libraries in schools, refugee camps, prisons, universities, communities and more. As well as donating books, we also support libraries by providing grants for purchasing books locally, maintaining library buildings or training for library staff.

Funding/Support

Raises money through a variety of fundraising events.

BOOK POWER

www.bookpower.org

Book Power no longer exists

SECTION 3: OTHERS

ENGLISH PEN

www.englishpen.org

Mission

English PEN is a registered charity working to promote literature and human rights. From defending the rights of persecuted writers to promoting literature in translation and sending writers in to refugee centres and prisons, English PEN promotes literature as a means of greater understanding between the world's people.

Method of Delivery

- *“Writers in Prison” committee*, working on behalf of persecuted writers around the English PEN campaigns to improve the understanding of freedom of expression as a fundamental human right.
- *Public Events, a Readers and Writers Programme* (promotes literacy and literature among socially excluded children, young people and adults),
- *Writers in Translation Programme* (supporting and promoting literary translation in the United Kingdom).

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Funding/Support

- English PEN's work is made possible by the generosity of our sponsors, donors and members.
- **Silver PEN Partners**
Since 1921, English PEN has defended the freedom to write often engaging the support of public institutions, newspapers and publishing houses. In order to safeguard our vital work for the future, we are now adding to our regular membership of writers and literary professionals a small circle of **Silver PEN Partners** - companies and organisations drawn from within the publishing industry whose commitment to the literary community extends far beyond their own list of authors. Our current **Silver PEN Partners** are [Hachette UK](#), [HarperCollins](#), [Penguin](#) and [London Book Fair](#). The partners raise money, donate books, sponsor public events and suggest authors for events.

PEN awards

[PEN/Ackerley Prize](#) ; this award is given annually to a literary autobiography of outstanding merit, written by an author of British nationality and published in the United Kingdom.

[Golden PEN Award](#); this award is presented to the very greatest of writers - those whose work has given both pleasure to readers and inspiration to their fellow writers.

[Hessell-Tiltman Prize](#); This prize goes to a historical work of high literary merit covering any historical period until the end of the second world war.

THE BOOK TRADE CHARITY – (BTBS)

www.booktradecharity.wordpress.com

Mission/Method of Delivery

It offers practical, emotional and financial support to anyone who works or has worked in the Book Trade, as well as their dependants, providing assistance to some 200 people each year, covering a wide range of issues and problems that may be personal, financial or work-related. This includes housing provision at the charity's retreat.

Fundraising/Support

BTC raises money through book sales, from donations and the “**Book Trade Action Week**” which takes place between the 6th and 10th June 2011. Action Week is an annual “open” fundraising week for the charity, which any individual, group or company can be part of, simply by organising their event between the 6th and 10th June 2011.

HEALTHY PLANET - “Books for Free Scheme”

<http://www.healthyplanet.org>

Mission

This Healthy Planet initiative rescues books otherwise destined for landfill or pulping. By visiting their stores and taking a book, you're reducing the amount of waste that goes to landfill each year and helping to recycle valuable resources.

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Method of Delivery

To collect books from people who make a living out of buying and then selling on re-used books. Usually such books are sold on to places like Amazon, charity shops and libraries however it is estimated that only about 10% sell and the rest are sent for pulping. Healthy Planet buys these surplus books, which are then given out for free.

Healthy Planet uses short-term empty lets in retail spaces and high streets – these are often shops that have closed down, but the landlord will still have to pay hefty business rates to keep the property, even whilst it stands empty. As Healthy Planet is a charity, they can set up shop in these empty properties until a permanent tenant moves in, but in the meantime the landlord's fees are reduced massively as it is being let out to a charity. Healthy Planet's fees are also a fraction of the normal price.

How publishers can support

Publishers can donate any books (which would otherwise be pulped) for store giveaways publishers to get any surplus books for his stores. Publishers in return can make use of the Healthy Planet Books for Free spaces to stage events to promote publishers or their authors – ie book-signings or simply stage a PR event. Healthy Planet also welcomes volunteers to run their shops.