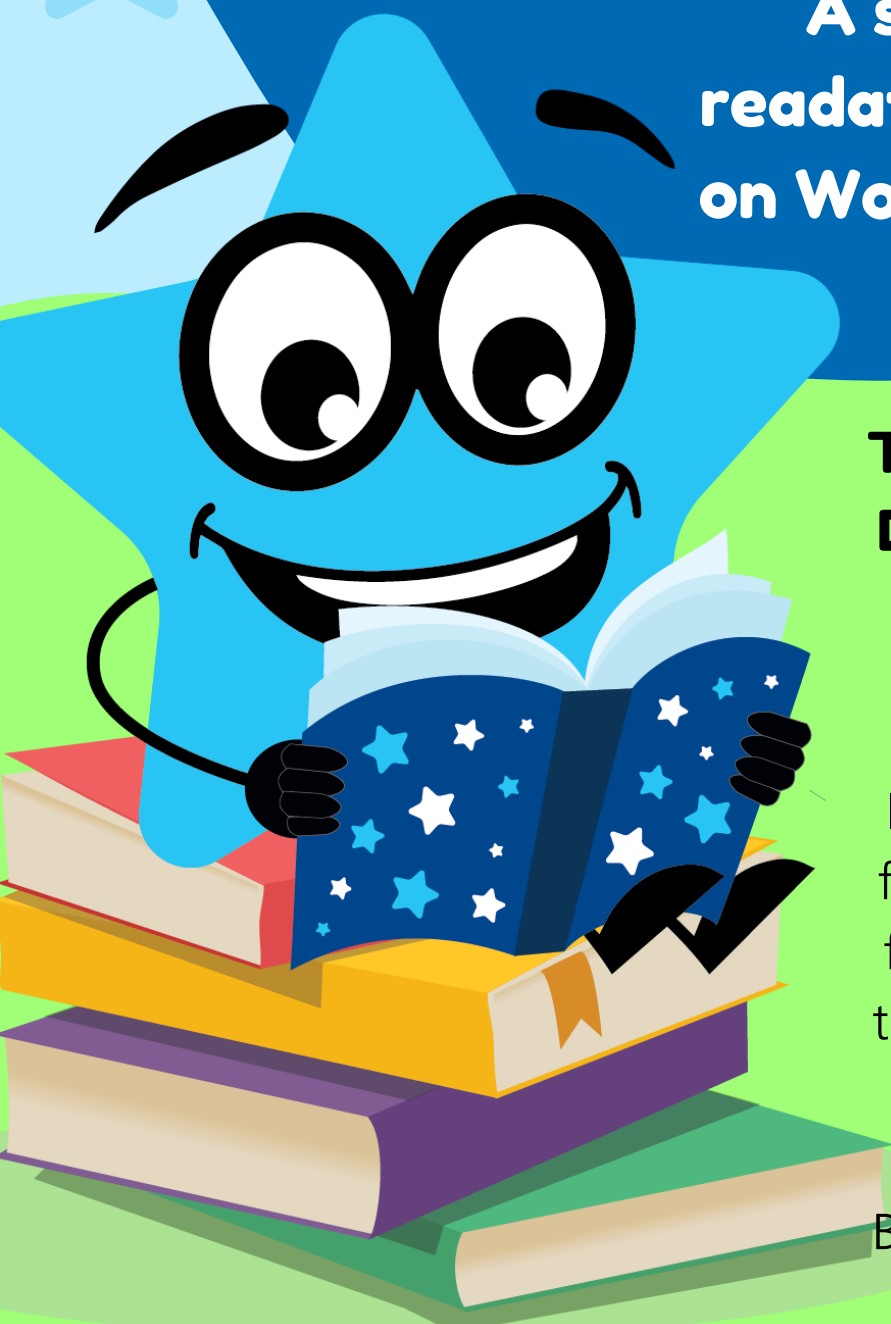




Birmingham Community  
Healthcare Charity

# Bookworm Challenge

A sponsored  
readathon starting  
on World Book Day



**Thank you for contacting  
BCHC Charity to find out  
more about the  
Bookworm Challenge**

In this fundraising pack, you'll find information on signing up for the challenge, fundraising, the rules of the challenge, how your fundraising makes a difference, and details on our Bookworm Bundle prize packs!



# Birmingham Community Healthcare Charity

Welcome to Birmingham Community Healthcare (BCHC) Charity's sponsored readathon; challenge yourself to read as many books as you can to help raise funds to make a difference across BCHC.

The Bookworm Challenge is designed to be a fun, friendly fundraiser that encourages reading. If you're anything like me, you've probably got a huge stack of books sitting in your 'To Read' pile, and what better incentive to start making a dent in it than raising funds for a worthy cause? There are also prizes to be won for the Biggest Bookworm and Fabulous Fundraiser in 3 age categories! All funds raised through the Challenge will go into the BCHC Charity Sparkle Fund, which any BCHC service can apply to access, meaning that your fundraising will have the maximum impact.



The challenge will begin on World Book Day, Thursday 7th March, and end at midnight on Wednesday 3rd April (so, just as it turns to Thursday 4th April). The object of the challenge is to read, in full, as many books as you can during that month. There is no registration fee and no minimum sponsorship requirement; all that's required is for you to have fun reading some brilliant books! We wholeheartedly encourage folks of all ages to take part, so if you know of any keen readers in your family or friend groups, or you'd like to encourage them to read more, do let them know about the challenge.

Within this fundraising pack you will find:

- A poster for you to display - just add your JustGiving or contact details
- A list of rules for the event to ensure fairness, along with details on the prizes available
- A 'How To' guide which will help you get set up to take part in the readathon, how to promote your fundraising, and how to cash in your sponsorship money
- A recommended reading list for inspiration
- A paper sponsor form should you like to cash fundraise instead of, or alongside, your JustGiving page
- A log for you to keep track of the books you have read
- A certificate for you in thanks for taking part; please do let us know if you would prefer a fully completed copy, or extra copies of this certificate

With your help and support we can continue in our mission to help provide the 'extras' for patients and service users, their families and carers, and our staff across Birmingham. These extras are the sorts of things that bring a smile to our patients of all ages, and can range from smaller items like books, toys and toiletries all the way up to huge projects like our therapeutic playground for children with prosthetic limbs. We've renovated garden areas, funded beautiful murals, thrown festive parties with food, drink and gifts, provided sensory lighting spaces, entertained patients with music, magic and days out, and loads more!

Thank you for choosing to take part in our sponsored read, we hope you have fun!



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**I'm taking part in the  
BCHC Charity  
Bookworm Challenge!**

To make a donation,

.....

.....

.....

**For more info about the  
Challenge or the work  
BCHC Charity does, email  
[bchc.charity@nhs.net](mailto:bchc.charity@nhs.net)**

# The Rules



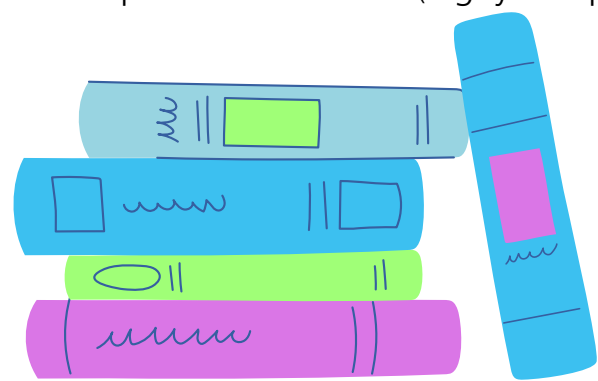
In the interest of fairness, we ask that you follow the below rules for the readathon. This event will rely on an honour system; whilst there are prizes on offer, the object of the Bookworm Challenge is to have fun whilst raising funds (fun-draising, if you will!) so please do be honest about the books you've read.

There are 3 age categories for this challenge; Adult (over 16yrs), Older Kids/Teens (8-16yrs) and Kids (up to 8yrs). BCHC Charity will be offering 2 Bookworm Bundle prize packs in each age category; Biggest Bookworm (most books read) and Fantastic Fundraiser (most money raised). To be eligible for a prize, you must follow the rules of the challenge:

Books must be read in full between the start and end dates of the challenge (Thursday 7th March until midnight on Wednesday 3rd April)

- For adults: To be considered a book, the story must have over 120 pages (anything less would most likely be considered a novella!)
- For adults: Short stories do not count, unless you read a collected volume (which only counts as 1 book)
- For under 16s: Picture only books would not count, but anything age-appropriate otherwise would be considered a book
- Audio books are fine as long as you listen at the normal speed and do not skip ahead
- You must provide a short review of the book in order to show that you have read the book in full (see the 'How To' guide for information on this); a couple of sentences will do
- If children are taking part, parental guidance should be exercised in the choosing of appropriate books
- The deadline for submitting your/your child's Challenge Total (number of books read) to the Charity will be 5pm on Monday 8th April in order for the winners of the Biggest Bookworm prizes to be announced later in the week. If you do not contact us with your total, we will use the updates on your JustGiving page to calculate this for you, so if you have been keeping a paper log, do let us know before the deadline so that you can be eligible to win!
- The deadline for fundraising totals will be 5pm on Monday 8th April in order for the winners of the Fabulous Fundraiser prizes to be announced later that week; any further fundraising after this date will not be counted towards the prizes (but will be incredibly gratefully received by the charity!) We will request your fundraising total via email; if we do not receive your total before the deadline of 5pm on Monday 8th April, you will not be eligible for a prize. You do not need to have banked any cash money by this date, just provided evidence (e.g. your sponsor form) of your fundraising total.

**If you have any questions about the Bookworm Challenge or any of the above rules, please feel free to contact the Charity Team on [bchc.charity@nhs.net](mailto:bchc.charity@nhs.net) or call 0121 466 7314.**



# How To: A Guide to Taking Part in the BCHC Charity Bookworm Challenge

Now that you know the rules of the challenge, it's time to get set up ready for the launch on World Book Day!

## Step 1: Registering for the Bookworm Challenge

There is no registration fee to take part in this event, so this step is as simple as contacting the Charity Team via email [bchc.charity@nhs.net](mailto:bchc.charity@nhs.net) to let us know that you'll be taking part. We'll need your name, whether you will be taking part as an Adult (over 16yrs), Older Kid/Teen (8-16yrs) or Kid (up to 8yrs), confirmation that you are happy for us to contact you via email should you win a prize, and, if you choose to fundraise via JustGiving, a link to your fundraising page. To set up your page, visit [justgiving.com/campaign/bookworm24](https://justgiving.com/campaign/bookworm24) and click the 'Start Fundraising' button. You will need a JustGiving account to do this, and you can choose between logging in via an email address and password or by using Facebook.

If you are registering more than one person, for example you would like to register yourself and your child(ren), please provide the above information for all entrants.

## Step 2: Wait for World Book Day, and then Get Reading!

Now for the fun part; grab a book and get lost in it! Only books read between World Book Day (7th March) and the end date of midnight on 3rd April will count towards your Challenge Total, therefore we ask that you keep a log of the start and finish date for each book you read. You can choose to keep track of this on our log sheet or via updates on JustGiving. To do the latter, simply visit your JustGiving page, scroll down to the 'Updates' section, and click into the text box to write your update. Be sure to include a running total of books read, the book title, the author(s), the dates you started and finished the book, and a short review.

If you choose to keep the paper log, remember to send your challenge total to the Charity Team by 5pm on Monday 8th April to be eligible for the Biggest Bookworm prizes! Feel free to get in touch if you need more log sheets during the challenge.

## Step 3: Getting Sponsored

Be sure to ask your friends and family to get behind your reading challenge. You can let your sponsors choose whether to sponsor you one set amount, or per book you finish. If you are using JustGiving for your fundraising, here are some tips on how to make the most of your page (based on information from JustGiving themselves on what makes a successful page):

- Sharing on social media: Sharing your story helps you reach a wider audience for more donations. Don't forget to tag BCHC Trust's Facebook page or Twitter account @bhamcommunity in your posts so that we can share your donation page, and use the hashtags #BCHCCharity and #BookwormChallenge. Posts with photographs tend to get the most views, so why not include a snap of your current reading choice or a selfie of you reading your book?



- Updates: JustGiving pages allow you to provide updates for your supporters which can be shared to your social media pages if you like. If you're using this method to log your reading, it'll be a great way to remind everyone of your page each time you finish a book.
- Encourage others to share your page: There may be people who see your updates that want to help but cannot afford to give any money; encourage them to share your post with their family and friends, assuring them that this is just as important and appreciated a step as donating.
- Raising funds offline: Some people aren't as technology savvy as others, so if you are happy to run pen-and-paper sponsorship alongside your page, let your supporters know! Remind people when you're sharing your page that they can also sponsor you via your paper sponsorship form if they would prefer.

#### Step 4: Submitting your Totals & Cashing In Money.

Once the challenge finishes at midnight on 3rd April, there will be a few days for you to submit your Challenge Total to the charity, and whip round for a final few sponsors. To submit your Challenge Total of books read during the month, simply email the Charity Team on [bchc.charity@nhs.net](mailto:bchc.charity@nhs.net) before 5pm on Monday 8th April. A reminder will be sent out via email a few days before. If you are tracking your reading via a paper log, please include a copy (scanned or photographed) attached to your email. If you are unable to do this, you can pop them in the post to the Charity Team at BCHC Headquarters, 3 Priestley Wharf, Aston Science Park, B7 4BN (although this may not get to us before the prize deadline).

To submit your fundraising total, again, just pop us an email by 5pm on Monday 8th April. If you are raising funds via both JustGiving and paper sponsorship, remember to include both in this email. If you are able to include a scanned copy/photograph of any sponsor forms you have, that would be brilliant, though we are happy for these to be posted to us as above.

Prize winners will be contacted directly, and announced via social media (Facebook and Twitter) once the winners have accepted the prizes.

To pay in any cash sponsorship you have, you can choose one of the following methods:

- Bank transfer
- Cheques made payable to Birmingham Community Healthcare Charity

Contact the Charity Team for our bank details, or a copy of our donation form for you to pay in via these methods. You can also choose to pay this directly into your JustGiving page, however please note that if you choose to do this, we will not be able to claim GiftAid.

Please note that it is currently difficult for us to arrange cash payments in person due to COVID-19; please contact us if you need to pay in cash donations and are unable to make a bank transfer, provide a cheque, or make a payment via JustGiving.

If you have any questions or comments, please do not hesitate to contact us.



# Recommended Reading

Need some inspiration? The Charity Team are here to help!

## **Sarah Binks – Charity Manager**

Monkey Puzzle by Julia Donaldson: "A lovely story about a monkey finding his mum. This story will always have a special place in my heart as I used to read it to children with autism as a carer, and now I read it to my own daughter."

Room by Emma Donoghue: "A story of strength, love and innocence; a book that will leave you with a new look on life and also break your heart."

## **Stacey Taylor – Engagement & Communications Lead**

The Hitchhiker's Guide to the Galaxy by Douglas Adams: "If you enjoy absurdist humour, science fiction and cups of tea, then you will love this book. Adams has such a wonderful style that never fails to make me laugh, meaning I am often caught re-reading this!"

The Suitcase Kid by Jacqueline Wilson: "The Suitcase Kid is the story of a feisty ten year old coming to terms with her parents' recent divorce, and trying to find her place in her new families. Wilson approaches the serious topic of divorce in a moving, realistic and yet often hilarious way, making this a great read for older children."

## **Angela Corry – Campaigns Manager**

Polar Star by Martin Cruz Smith: "This is the sequel to Gorky Park, which continues the story of Arkady Renko, now a former Moscow Police investigator gutting fish on a factory ship in the Bering Sea. The descriptions of the fish gutting and the cold are so shudderingly vivid, and the last line of the book still makes me feel emotional even after all these years."

Barcelona Plates by Alexei Sayle: "A short story within a book of the same title. Typical style from Alexei whose stories start off highly amusing before taking on a very sinister turn and feature ordinary people who find themselves in bizarre situations. The plot twist at the end is seriously innovative"

## **Vanisha Mistry – Volunteer & Experts in Experience Co-Ordinator**

Superworm by Julia Donaldson: "Superworm is a kind helpful worm!"

Who Moved My Cheese by Dr Spencer Johnson: "An amazing way to deal with change in your work and in your life."



### **Samantha Howell - Project Support Manager**

The Book Thief by Markus Zusak: "A beautiful but tragic story told by death who follows a little girl during World War 2 in Germany. It is a must read book with many highs and lows."

SPACEBOY by David Walliams: "This is one of my son's favourite books that we have read together. The book is funny and entertaining with comical drawings. A good read for all ages to enjoy."

### **Rashad Gregory - Project Manager**

The Goldfinch by Donna Tartt: "A brilliantly written epic that takes you on a journey through the turbulent life of Theo Decker. It's long but flies by and is incredibly satisfying."

The Wind-up Bird Chronicles by Murakami: "This does everything I want a novel to do, as you get completely lost in it. It's completely bonkers at times, but is a magical piece of escapism."

### **Katie Bradshaw - Charity Assistant**

The Hundred-Year-Old Man Who Climbed out of the Window and Disappeared by Jonas Jonasson: "This book made me laugh and it takes you through time and all the major world events along the way; quite amazing to think how much the world can change in just one lifetime. It reminds me of Forrest Gump in a way!"

Butterfly Lion by Michael Morpurgo: My favourite book as a child, it makes me feel nostalgic!



**You can also find lots of inspiration online, just search for 'recommended reading list' and you'll find loads of suggestions!**

**If you're looking for something a bit more tailored to your own reading preferences, why not contact your local library or book store? Libraries and book stores are often chock full of staff recommendations across different genres and topics, so there's bound to be something for you!**



# Making a Difference

By taking part in the Bookworm Challenge, you will help us to continue in our mission to enhance care and improve experience for our patients, service users and their families and carers, as well as support Team BCHC staff to provide top quality care.

Here are just a few examples of how we've made a difference for BCHC services across the city:



## Dementia-Friendly Initiatives

We've supported inpatients with dementia by supplying items such as therapy dolls, large print time-and-date clocks, and dementia-friendly activity stations.

## Toys for Waiting Rooms & Clinics

Toys have been provided for our children's services, to encourage children to participate in appointments and help to distract and relax them in waiting rooms.



## Bereavement Memory Boxes

We provide a bundle of remembrance items, including a candle, forget-me-not seeds, condolence card and more, for those who lose a loved one in BCHC care.

## Communication Aids

We funded items to help patients in our neurological rehabilitation unit to communicate, feel empowered & involved in their care when they are unable to use speech.



**bchc.charity@nhs.net**  
**0121 466 7314**



Birmingham Community  
Healthcare **Charity**



# BIRMINGHAM COMMUNITY HEALTHCARE CHARITY - BOOKWORM CHALLENGE SPONSOR FORM

Registered Charity No. 1069427

BCHC Charity would like to thank you for your sponsorship. Please note all funds raised will be held in the BCHC Charity Sparkle Fund for all services to access.

TITLE: ..... NAME: .....  
ADDRESS: .....  
..... POSTCODE: .....

*giftaid it* Please make your gift worth even more, Help us add 25p to every pound that you give, at no extra cost to you, by ticking the gift aid declaration box and filling in your full home address and postcode.

By ticking the gift aid declaration you agree to the following; I am a UK taxpayer and will notify you if I no longer pay an amount of income and/or Capital Gains Tax equal to the tax reclaimed on my donation. I have provided my full name and address to enable BCHC charity to claim gift aid on the donation detailed below, given on the date shown.

Title and full name	Full home address (if gift aid is ticked) for administration purposes only	Postcode	Amount pledged £	Amount given £	<i>giftaid it</i> Gift Aid (Please tick)	Date

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Birmingham Community  
Healthcare **Charity**

**NHS**

**Birmingham  
Community Healthcare**  
NHS Foundation Trust

# WITH GRATEFUL THANKS TO

for completing  
the BCHC  
Charity  
Bookworm  
Challenge  
2024!



Your fundraising efforts are greatly appreciated and  
will make a real difference for our patients. Well done!



Registered with  
**FUNDRAISING  
REGULATOR**

Registered Charity No: 1069427

# THANK YOU!

For more information, visit [www.bhamcommunity.nhs.uk](http://www.bhamcommunity.nhs.uk)