



Sharing the timeless magic of reading:

How you made a difference in 2023/24



Welcome

BookTrust is helping us make a big difference to families who live in Hull, where the support is so desperately needed. In our city at the moment, 50% of children aren't meeting their developmental milestones at the age of two. The impact of that is huge. Any time we make contact with a family, if there's a BookTrust pack or programme we can use, we use it.

I can't say enough about the value of sharing a book with a child, and what that shared experience does for that child's attachment, their mental health and their empathy. Parents sometimes don't realise how important they are on their child's reading journey – and the materials in the BookTrust packs are so important for this. It's not just about that child getting that book, it's about building that partnership between a nursery setting or a school and a parent. This is how we make the biggest difference, and BookTrust really helps us bring that all together.

Helen Tan,
Early Years Standards and Improvement Officer,
Hull City Council

Why reading matters – creating lasting impact

Today, so many children are experiencing real challenges. Some are falling behind with their language development and social skills, while others are struggling emotionally.

Reading helps prepare children for school and develop better mental wellbeing and relationships, while boosting their imagination, creativity and empathy. Reading doesn't just help children thrive now; it also sets them up for a brighter future.

Your support helps make sure that more children can discover the joy and benefits of reading.

Our research with parents and carers from low-income households shows that:

95% of families know it's important to read with their child but only

42% of children have a bedtime story.

Launched this year, our Reading Together campaign highlights four key ways we're urging the government to ensure every family gets the support they need to make reading a part of daily life.

1

Make reading an **integral** part of life for low-income families.

2

Use shared reading to provide **stability** for vulnerable children.

3

Empower early years and antenatal professionals to **encourage** family reading.

4

Support primary school teachers in **nurturing** a love for reading.

A reading journey for every child



Thanks to your incredible generosity, we've made reading more inclusive and accessible to thousands of children across the UK. Last year, 42,500 dual language early years packs were provided to families with children aged 1–4 who speak English as an additional language.

These packs are a powerful reminder of how books and stories can connect cultures while offering

comfort and familiarity to families, helping them feel at home within their new communities.

Specialist packs were also supplied to 22,000 children who are deaf, blind, partially sighted, or have conditions that affect fine motor skills.

These expertly curated packs offer guidance and support to help children build confidence in their reading journey.



Last year, we provided
42,500
families with dual language
early years packs

22,000
children under 3
with additional
needs received our
specialised resources

"When families flee from a country and arrive in Wales, they have nothing. They find themselves living in tiny single or shared rooms, often with no access to outside space and no toys. Giving out the dual language books from BookTrust is joyful. Parents' faces light up when they recognise their own language in their children's storybook."

Play Development Worker at the Welsh Refugee Council

We know how crucial it is for children to find themselves and familiar faces in the stories they read. With our [BookTrust Represents virtual author visits](#), we continue to highlight diverse voices and perspectives. Together, we're opening up worlds of possibility, showing children inspiring examples of what's achievable.

"Giving students books that literally mirror what they are going through at the moment is so impactful for them. It makes them feel involved and listened to."

Team Leader for secondary school in Croydon



Over
54,000
children in 1,800
schools were
introduced to
creators of colour
through virtual
school visits

Helping families build reading habits

Because of you, we gifted over half a million Bookstart Baby packs last year (i.e. 90% of all families with new babies). These packs include a specially selected book and expert advice on how to enjoy reading together, helping embed reading as a part of daily life.

We also reached 408,000 1–4 year olds with our Bookstart Toddler and Pre-schooler programmes, supporting early development and school readiness.

Your support is helping families build lasting reading habits that will benefit their children for years to come.



71%

of parents said their Bookstart Baby books were some of the first they owned for their baby*

"We have started to do story times at bed time using the books we got in our book pack. It's made me want to set up a cosy book corner to allow my child to have access to it all the time."

Family receiving Bookstart Toddler pack

97%

of parents and carers said they enjoyed using the books and activities

76%

said packs prompted them to read more with their young children*



"When you're sharing a story, you can go from being in a simple bedroom into a magical land with weeds everywhere and a castle in the background. A bath becomes a swimming pool. That's why it's magic to me."

Parent from Cornwall

* Parents and carers surveyed in our Bookstart Baby (page 6) and Early Years (page 7) evaluations

Bringing stories to life in communities

With your support, BookTrust Storytime continues to engage families who might not otherwise visit a library.

Offering our best books for under-5s, and book related engaging activities makes storytelling fun.

BookTrust Storytime creates magical moments for families, inspiring them to continue reading long after leaving the library.

"BookTrust Storytime adds a whole other element to our library events. The resources mean we're able to offer more for families. When parents ask us how much these sessions cost, we tell them: 'It's free. The only way to pay us back is to borrow some books.' We keep those people as readers for life."

**Librarian at
Glengormley Library**



Library partners estimated that **70%** of families returned to the library after their initial BookTrust Storytime visit.*

* In our latest evaluation of BookTrust Storytime.

A big thank you to book lovers like you!

We're so grateful to every donor, fundraiser and supporter. It is your incredible kindness that makes our work possible.

Emerald Publishing chose BookTrust to be their charity of the year, and so far have **raised over £15,000**. Employee Daniel raised an **incredible £3,440 by running 192 miles** in the Coast-to-Coast challenge.

£37,675

was raised by all of you who ran, walked, dedicated creative projects and baked cakes.

Anastasia walked the Great Wall of China in September 2024 **raising £1,060**.



"I love reading to my children, and they love being read to. A good children's book is timeless."

Daniel



"I moved around a lot growing up and I got bullied. I found my escape in the library and that was it, once I started reading, I couldn't stop. I think it's great to encourage the younger generation and I want to help how I can."

Anastasia



An incredible 6,428

of you supported our Christmas Appeal, helping even more children facing disadvantage experience the magic of reading.

£726,683

was raised by nearly 10,000 of you with regular monthly gifts.

This allowed us to plan a brighter future for more children facing disadvantage.



This year hundreds of schools, libraries, nurseries and families took part in our Pyjamarama fundraiser, raising over

£23,400

Where your money goes

Figures in summary

For every £1 raised:



77p

goes to **getting children reading** regularly and by choice.



16p

goes on **support costs** – running our organisation.



and just 7p

is invested into **raising the next £1.**



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