

# — THE — OCTOBER CLUB

2023

**Schoolreaders**  
improving literacy • increasing life chances

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Schoolreaders was founded in 2013 and matches volunteers with local primary schools to provide free, one-to-one reading support sessions, with a focus on reaching the most disadvantaged children.

They currently support over 17,000 children every week in more than 880 primary schools.

In 2022, 1 in 4 children in England left primary school unable to read to the expected standard age 11\*. If a child leaves primary school unable to read properly their future life opportunities are compromised as they are unable to access their secondary schooling fully. Poor literacy is linked to many longer-term issues in society such as poverty, homelessness, unemployment, mental and physical ill-health, and crime. Nearly two-thirds (62%) of people entering prisons have the literacy skills expected of an 11-year-old\*\*. 1 in 7 adults in England (7.1 million people) have very poor literacy skills\*\*\* struggling with everyday tasks like reading a medicine label, interpreting simple written instructions, or filling out a job application form.

**Jane Whitbread, Founder and CEO said:**

“As we celebrate our 10th anniversary, Schoolreaders’ work has never been more vital. Weekly time with our volunteers makes a proven difference to a child’s reading ability, fluency, comprehension and, just as important, their love of reading and social skills. It connects people and helps build community.

We are absolutely delighted to be working with The October Club – their support will be transformational in reaching many thousands more children. Our partnership will enable us to significantly expand our provision into the North of England.”

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## ADVERTISEMENT INFORMATION

**Wednesday 11<sup>th</sup> October 2023, The Savoy, London**

If you would like to advertise in this years October Club Dinner Programme please email [narinder@theoctoberclub.co.uk](mailto:narinder@theoctoberclub.co.uk) specifying your preferred from the options below:

Back cover full colour @ £5,000 image area 277mm x 190mm

Inside front cover full colour @ £2,500 image area 277mm x 190mm

Inside back cover full colour @ £2,500 image area 277mm x 190mm

Full colour A4 portrait full page @ £1,500 image area 277mm x 190mm

Full colour A4 landscape half page @ £1,000 image area 136mm x 190mm

Full colour logo only – 1/8 A4 page @ £500 image area 65mm x 92mm

An invoice with payment instructions will then follow, please note the spec requirements and where to send your advert:

Supply artwork as follows and mark the file The October Club:

FTP: ftp.europe.dg3.com

Email: digital.services@paragon-cc.co.uk

Username: FTPGuest

cc: david.willison@paragon-cc.co.uk

Password: guest1

cc: narinder@theoctoberclub.co.uk

Any files over 20mb should be sent via FTP. Any problems please call the printers direct on 020 7531 0500 and ask for David Willison.

**ARTWORK TO BE RECEIVED BY NO LATER THAN FRIDAY 22<sup>nd</sup> SEPTEMBER 2023**