

## Welcome

November 2015 marks our first edition of *Read it!*, our new quarterly update for sharing the important work we are doing in the community. 2015 has been an incredibly busy and successful year for our team, with the launch of our new brand identity, Raising Literacy Australia, the introduction of a Preschool Reading Pack for SA families, the roll out of an affiliate partnership with Booktopia, our first national fundraising appeal and 10 year birthday celebrations for The Little Big Book Club program. I particularly want to thank our founding partners, The Advertiser and Department for Education and Child Development for their significant support, enabling us to reach hundreds of thousands of families every month.

*Sue Hill, CEO Raising Literacy Australia*



## Buying books through our partner Booktopia helps our program grow

Just in time for Christmas, we are pleased to announce a new partnership with Australian retailer Booktopia, giving visitors the option to buy their favourite picture books from our website. A percentage of all book sales clicked through from our website to Booktopia's will support The Little Big Book Club program. Browse over 400 of our recommended and featured books on our new look website and enjoy the opportunity to give back with each purchase – [www.thelittlebigbookclub.com.au/shop/titles](http://www.thelittlebigbookclub.com.au/shop/titles)

## 63,000 Reading Packs – our biggest challenge to date

From 21-26 November we will be packing our biggest ever quantity of free reading packs destined for families in SA. With the support of a 300+ volunteer workforce, 357,000 books and resources will be collated into 3 reading packs specially developed for babies (0-12 months), toddlers (18 months) and preschoolers (3 years). Over 200,000 reading packs have been distributed throughout the past ten years, helping to build home libraries and encourage a love of books and stories right from the start.



## The Little Big Book Club turns 10!

On Friday 9th October, we celebrated 10 terrific years of The Little Big Book Club program. Key initiatives include supplying books and resources to vulnerable families, the provision of free reading packs, community engagement through It's Rhyme Time performances, professional development workshops for early childhood practitioners and selecting and promoting the very best picture books for families as part of our Featured Stories program. Here is to the next 10 years and a big thanks for your continued support!

## Read to Me project launched in SA

With the generous support of Variety SA, State Government SA, Cochrane's Transport and the publishing industry nationally, we have recently launched the Read to Me project, providing children aged 0-5 years in out-of-home care with books and resources to encourage their development and get them ready for school. Approximately 10,000 books, CD's and modelling DVD's have been distributed so far, with a further supply of books delivered every 3 months to continue building the child's home library. Watch this space for further updates as this project progresses.



**\*A special thank you to all of our donors for supporting our vision to enrich Australian lives through literacy\***

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