BOOKMARK READING CHARITY

England & Wales · Charity number 1177681

Details

Other names	BOOKMARK READING LIMITED
Status	Registered
Legal form	Charitable company
Company number	11104438
Registered	2018-03-23
Register	View on the Charity Commission register

Contact

Address	Third Floor Charles House 5-11 Regent Street St James's London
Phone	02039957960
Email	info@bookmarkreading.org
Website	www.bookmarkreading.org

Activities

Objects: THE OBJECT OF THE CHARITY IS TO ADVANCE THE EDUCATION OF CHILDREN IN THE UNITED KINGDOM, IN PARTICULAR BY PROMOTING OR SUPPORTING THE DEVELOPMENT OF LITERACY, AND (SAVE FOR PURPOSES INCIDENTAL AND ANCILLARY TO THAT OBJECT) NO OTHER PURPOSES.

Activities: We're helping children develop the reading skills they need to succeed in school and beyond, by creating flexible volunteering at the heart of our communities.

Classification

- **How:** Provides Services
- **What:** Education/training
- **Who:** Children/young People

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Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-08-31	£4,051,056	£4,154,048	£4,987,207	46
2024-08-31	£7,074,064	£3,968,227	£5,090,199	42
2023-08-31	£4,183,167	£3,498,213	£1,966,716	41
2022-08-31	£5,150,406	£5,076,484	£1,281,762	36
2021-08-31	£2,233,585	£1,683,992	£1,207,840	27

Trustees

Name	Role	Appointed
Rachel Brodie	Chair	2025-03-19
Helen Jones		2024-04-01
Mark Byrne		2024-09-01
PHILIP NEAL		2017-12-08
Paul Richard Fletcher		2017-12-08

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BOOKMARK READING CHARITY

England & Wales - Charity number 1177681

Accounts

Bookmark
Reading Charity



Annual Report

For the year ended 31st August 2025

bookmarkreading.org

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Registered with FUNDRAISING REGULATOR

Registered Charity No. 1177681 (England & Wales)

Registered Company No. 11104438

Bookmark is committed to safeguarding and promoting the wellbeing and welfare of children.

Trustees, officers and professional advisors

Reference and Administrative Information

Principal Office and Registered Office:
Third Floor
Charles House
5-11 Regent Street
St James's
London
SW1Y 4LR

Charity Number: 1177681
Company Number: 11104438

Trustees (who are also the Directors of the Charitable Company)

Rachel Brodie (appointed 19 March 2025)
Mark Byrne (appointed 1 September 2024)
Paul Fletcher
Helen Jones
Philip Neal
Sharon Pindar (resigned 11 August 2025)
Chloe Wright

Patron

Sharon Pindar (appointed 1 August 2025)

Key Management Personnel

Current:

Emily Jack	Chief Executive Officer
Francis Smith	Chief Finance and Operations Officer
Daniel Oliver	Head of Marketing and Communications
Laura Burke	Head of Fundraising (on sabbatical 23 September 2025)
Emily Gibbons	Interim Head of Fundraising (joined 23 September 2025)
Lauren Landi	Head of School Delivery (joined 6 November 2024)

Post holders during the period:

Dionne Campbell	Head of Technology (left 4 April 2025)
Anna Croghan	Head of Volunteering (left 22 November 2024)

Professional advisors

Independent Auditors	Hazlewoods LLP, Staverton Court, Staverton Cheltenham GL51 0UX
Legal Advisors	Addleshaw Goddard LLP, One St Peter's Square, Manchester M2 3DE
Bankers	Santander, Bootle, Merseyside L30 4GB
Investment Managers	Killik & Co, 46 Grosvenor Street, London W1K 3HN

Chief Executive and Chair message

This has been a landmark year for us here at Bookmark. Together, we have demonstrated what is possible when ambition, innovation and commitment come together.

From helping more children through our programmes, to being recognised nationally for our impact, we are firmly on course to transform literacy for hundreds of thousands of young people. We are pleased to announce 180,979 children have been supported this year through our programmes – a 92% increase year on year.

We are especially proud to have welcomed Sharon Pindar, our Founder, as Bookmark's first Patron. Sharon's move from Chair to Patron reflects both the strength of our organisation and her continuing belief in the importance of our mission. It also marks an important moment of maturity for us as we continue to grow.

Our achievements this year speak volumes. An incredible 96% of teachers noticed an increase in reading confidence among children in our One-to-one Reading Programme. In addition we distributed the millionth copy of *The Story Corner* magazine and delivered high-quality CPD training for teachers in partnership with Wandle Learning Trust. Our School Network Programme is now running in 78 schools, and we have rolled out new, innovative initiatives to inspire reluctant readers. Building on this momentum, we will soon launch a Key Stage 1 book club in addition to our existing Comic Book Club and Fact Finding Club for Key Stage 2.





We are pleased to announce

180,979

children have been supported this year

We also expanded our Story Starter Programme, reaching 3,970 children across 84 schools. By combining the energy of corporate partners with the efficiency of fulfilment partners, we increased our impact in creative and cost-effective ways. Our Literacy Partner Programme also continues to deliver world-class results, achieving excellent Net Promoter Scores (NPS) of 96 and 98 from our schools. Independent evaluation by ImpactEd also found that our One-to-one Reading Programme makes measurable, positive differences for children, particularly those eligible for Pupil Premium or with Special Educational Needs (SEN).

We partnered with

399

unique schools this year through our 10 literacy programmes.

This recognition has been mirrored externally. We secured national media coverage across BBC Breakfast, BBC Radio, ITV and GB News and were awarded Bank of America's Charity of the Year, selected from more than 700 organisations. These validations are not only a testament to our work, but also vital in an environment where funders rightly expect clear, proven impact.

Of course, the year was not without challenges. A national shortage of volunteers – with numbers having halved since 2018 according to NCVO – has placed real pressure on charities like ours. At the same time, financial pressures in schools continue to stretch resources, making it harder for them to provide the support children need. At Bookmark, we have responded with resilience and creativity: introducing Session Delivery Executives to ease the strain on volunteers, embedding smarter business planning and making data-driven decisions through new Power BI dashboards. These steps are helping us to adapt without losing sight of our mission.

We are also proud of the new ideas that flourished this year. Our new online quiz platform Kahoot! is enabling us to share free reading content with children at home and at school, while The Reading Room – our online community for volunteers – is building connection and engagement to aid us with retention. With school participation now at a record 95% active engagement, and with strong governance from our trustees and leadership across our teams, we are better placed than ever to deliver at scale.

Looking ahead, we remain united in our purpose and confident in our direction. Our goal for our three-year strategy is clear: 500,000 children will benefit from our work by July 2027. Achieving this will require not only continued innovation but also resilience in the face of ongoing challenges. The progress we have made this year shows that we are more than capable of rising to this task.

Finally, we want to thank everyone who has made this possible – our staff, volunteers, schools, partners, donors and trustees. It is through your collective effort that we are changing life stories, one child at a time.

Together, we are building a future where every child can read.



Emily

Emily Jack
CEO



Rachel

Rachel Brodie
Chair

Our vision, mission and values

Vision:

We want every child to read.

Mission:

We improve children's literacy by promoting a reading for pleasure culture in primary schools, with a focus on supporting children in the most disadvantaged communities.

Our values:



We have heart

- We care deeply about what we do; it is our driving force.
- We believe in the potential of all children and the power of communities to support them.
- We fuel our work with optimism and a positive energy, supporting each other through challenges and celebrating our achievements.



We act with integrity

- We are trusted to always keep safeguarding at the heart of what we do.
- We are honest and open within our teams and across our communities.
- We are professional and hold the highest expectations of ourselves and one another.



We are curious

- We are interested and constantly learning so that we can adapt to improve the support we provide.
- We ask questions and contribute outside of our specialties to develop great ideas.
- We have the courage to challenge the norm in search of a better alternative.



We make it happen

- We work hard – and smart – to fulfil our promises and make an impact.
- We are proud of what we have achieved and we know there is always more to do.
- We each play an important role in Bookmark's story and consider how our actions impact the charity's vision.



We are a team

- We work together with our volunteers, schools, partners and supporters.
- We embrace diversity and celebrate differing perspectives and backgrounds.
- We listen well and communicate clearly to seek understanding and achieve better outcomes.

Trustees' Report

The Trustees of Bookmark Reading Charity have pleasure in presenting their report and financial statements for the year ended 31 August 2025.





The financial statements comply with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association, and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (Charities SORP (FRS 102)).

Objectives and activities

At the heart of our mission is a simple yet powerful vision: we want every child to read. Since our beginning in 2018, we have been dedicated to addressing the literacy gap that means more than one in four children leave primary school without adequate reading skills.

Building on our success over seven years, we are now deepening our impact by fostering a love of reading among more children.

We have now delivered the first year of our ambitious new strategy, launched at the start of this financial year: to partner with 1,000 schools, with 500,000 children benefitting from a Bookmark literacy programme by 2027.

Our strategy explains how we will improve children's literacy by promoting a reading for pleasure culture in primary schools, with a focus on prioritising children in disadvantaged communities, where the barriers to reading are greatest.

Our three-year strategy

The highlights 2024–27

We will achieve our mission by implementing the following five pathways to reading:

1. 
One-to-one reading support and positive role models

2. 
Engaging reading spaces and high-quality, diverse reading resources

3. 
Teacher training and resources

4. 
Creating a reading buzz across the whole school

5. 
Family and parental engagement

More information on our three-year strategy can be found **here**.

This work will be underpinned by our 10 literacy programmes:

1. One-to-one Reading Programme
2. Literacy Partner Programme
3. Your Story Corner Programme
4. School Network Programme
5. Rocket Packs
6. Grants and Support Programme
7. Story Starter Programme
8. *The Story Corner* magazine
9. Book clubs
10. Family Engagement Programme

Children need us now more than ever

We have big ambitions to expand our reach and increase our depth of support for children in the most disadvantaged communities. Over the course of the next three years, we aim to have benefited 500,000 children across 1,000 schools by improving reading levels and engagement on both a one-to-one and whole school level.



Our achievements and performance

During the academic year 2024/25, we have embarked on the delivery of our ambitious three-year strategy.

We partnered with 399 schools this year through our 10 literacy programmes, with 180,979 children benefitting from one of our programmes.



We delivered:

40,239
one-to-one reading sessions

70,329
high-quality, diverse books

563,256
copies of *The Story Corner* magazine

3,970
Story Starter Packs to 84 schools

132
Your Story Corner packs to schools in Derbyshire, Rochdale and Hull

147
Book clubs



Before you, we had an uninspiring bunch of books. Thanks to you and your team, we now have lots and lots of inspiring and expressive books!"

Judith*, a child at a Bookmark partner school

*Children's names have been altered to protect their anonymity, and the photos used depict different children for the same purpose.

Here's the progress we've made against our 2024-27 strategic aims:

One-to-one Reading Programme
Number of sessions
40,239
24% of 165,000

Literacy Partner Programme
Number of new LPP schools
50
33% of 150

Your Story Corner Programme
Number of schools
132
26% of 1,500

***The Story Corner* magazine**
Number of copies
563,256
28% of 2,000,000

Story Starter Programme
Number of packs
3,970
33% of 12,000

Book clubs
Number of clubs
147
49% of 300

School Network Programme
Number of schools
78
16% of 500

Rocket Pack
Number of packs
603
40% of 1,500

Grants and Support Programme
Number of grants
44
22% of 200

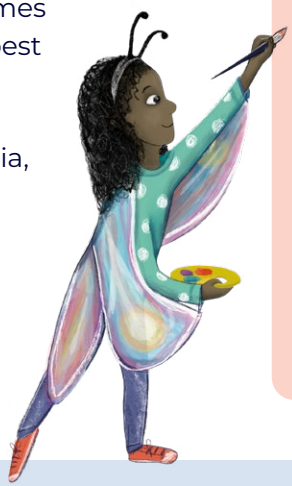
Family Engagement Access
Number of families
15,937
40% of 40,000

Schools

We partner with schools to develop whole-school reading cultures. Schools join us through a number of our literacy programmes and transition through programmes that best support their needs.

We align our support to our eligibility criteria, which prioritises schools that are:

- Below the national average for KS2 reading results.
- Above the national average for Pupil Premium % and the Income Deprivation Affecting Index (IDACI).



“Bookmark has made a massive difference to the way the children view themselves as readers, they are now more positive and confident about their own reading abilities.”

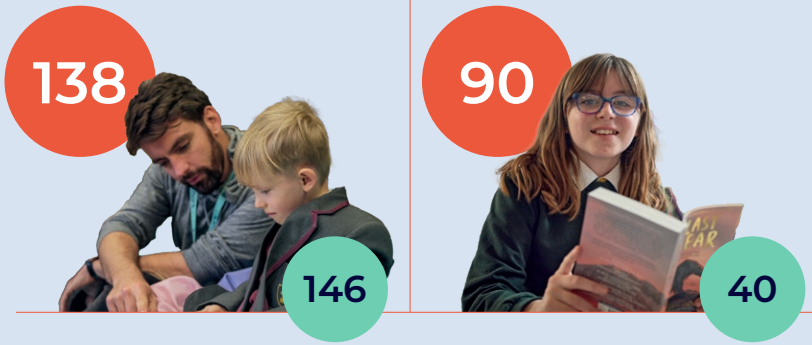
A teacher in a partner school



This year, we have partnered with 399 unique schools across the following programmes:

2025 2024

Schools delivered our **One-to-one Reading Programme**



Schools were supported through our **Literacy Partner Programme**

Schools developed their whole-school reading cultures through our **School Network Programme**



Schools received our **Story Starter Programme** to engage new joiners ahead of the summer holidays



Schools started their Bookmark journey with a **Your Story Corner Programme***



*We target the cities/regions most in need, some them are smaller cities/ regions than the prior year and therefore had fewer eligible schools.

Volunteers

The delivery of our One-to-one Reading Programme would not be possible without the support of our volunteer community. Our volunteers deliver one-to-one sessions with children across our partner schools on a weekly basis, bringing fun and enjoyment to reading for children who would otherwise go without.

Our volunteers are split into three groups:

- Our core volunteering offer, where volunteers read twice a week for 30 minutes with a child.
- Our corporate volunteers, who read once a week for 30 minutes.
- Our Reading Mentors, volunteers aged 14 to 17, who act as reading role models, reading with a child for 30 minutes on a weekly basis.

All volunteers are able to deliver sessions online or face-to-face, with the majority delivering these online through our reading platform, hosted by VEDAMO.

“I’ve been volunteering with Bookmark for a few years and find them an excellent organisation. The resources are great and the arrangements are clear. That means all volunteering time is spent directly supporting the reader. This is very unusual in volunteering, and is a very fulfilling experience for the volunteer, and I think for the reader too.”

Bookmark volunteer

Throughout this year, we have continued to develop our volunteer engagement and retention activity. We created a new volunteer ambassador role to support volunteers who are starting out with us. Our volunteer ambassadors are in turn each supported by a dedicated regional ambassador. Before the start of the summer holidays, we launched our new community engagement platform, The Reading Room, where volunteers can engage with staff and, importantly, each other. The ability to share experiences with others in the community has been vital in delivering peer-to-peer support.

Following this launch, we hosted a volunteer summer school, where volunteers had the opportunity to hear from both internal and external speakers about the work being undertaken by Bookmark and the broader literacy landscape.

During this year, we have reviewed the size of our volunteer community, providing some volunteers with the ability to join our alumni group if they need to take a step back from actively volunteering with us. This change has allowed us to better understand our community and deliver more for the children who need dedicated support the most.

We continue to attract new volunteers, using a mixture of digital marketing, targeted advertising campaigns, PR and word of mouth referrals from current volunteers.

Number of Volunteers

We are grateful for the time donated by our volunteers. Their generosity has meant more than 2,000 children have enjoyed a Bookmark reading programme in the past academic year.

2020/21
1,167



2021/22
1,766



2022/23
2,186



2023/24
2,937



2024/25
2,001



Number of children supported through our One-to-one Reading Programme

This year, we supported 1,752 (2024: 1,842) children with at least one full reading programme of at least six sessions, while 2,242 (2024: 2,056) pupils received at least one reading session. We delivered this support through 40,239 (2024: 43,779) reading sessions, which is more than 20,000 hours of one-to-one reading support, equivalent to more than 830 days of continuous reading.

On average, children who we supported this year received 21 (2024: 22) sessions. Despite an 8% reduction in the number of sessions delivered, we only saw a 5% reduction in the number of children supported with at least one programme, reflecting the slight decrease in the average number of sessions they received.

We are happy that the number of sessions remains consistently high at 21, which reflects the view among schools that many pupils require multiple programmes to support their reading development. Following our study with ImpactEd, which was released at the start of this academic year, we know that a minimum of six reading sessions leads to impactful change for children on the One-to-one Reading Programme.





“We carry out assessments that give a scaled score. Several children made significant progress in these assessments. In two cases, this time last year the children were significantly below the expected standard with scaled scores of 89 and 92. However, they both reached the expected standard this year with a scaled score of 101. We had another child who had a scaled score of 80 last year, which is the lowest scaled score possible. He ended up with a scaled score of 99 this year and so he was one mark below reaching the expected standard.”

A teacher in a partner school

Number of children supported

2020/21
871

2021/22
1,384

2024/25
1,752

2022/23
1,856

2023/24
1,842





Number of reading sessions delivered

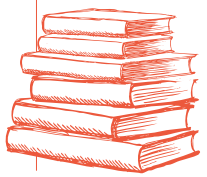
2020/21
13,993
reading sessions

2021/22
23,870
reading sessions

2024/25
40,239
reading sessions

2022/23
40,100
reading sessions

2023/24
43,779
reading sessions



Highlights across our literacy programmes

Our three-year strategy is focused on five pathways to reading:

- One-to-one reading support and positive role models.
- Engaging reading spaces and high-quality, diverse reading resources.
- Teacher training and resources.
- Creating a reading buzz across the school.
- Family and parental engagement.

These pathways are underpinned by our 10 literacy programmes.

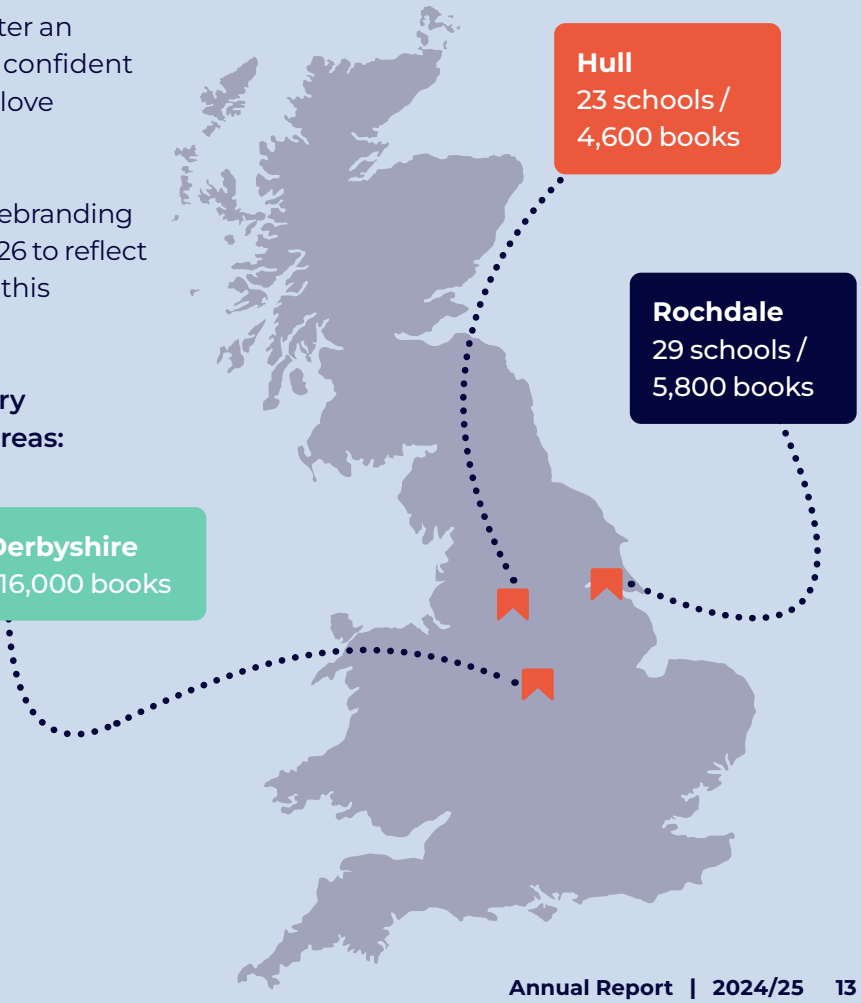
Your Story Corner Programme

We create engaging reading spaces with high-quality reading resources. This includes **200 new books,** teacher CPD resources and engaging materials. These spaces foster an environment for children to become confident young readers and inspire a lifelong love of reading.

The Your Story Corner Programme is rebranding to Roots to Reading from 1 January 2026 to reflect the development opportunities from this expanded programme.

This year, we expanded our Your Story Corner programme into three new areas:

In total, we've supported **132 schools** towards our target of **500 schools** by 2027.



> **I am writing to you today because I want to thank you. To thank you for all your book donations. I want to express my gratitude towards you. I think you are kind, lovely, and have a warm heart. All the books you donated changed me into a person who loves books."**
>
> Mayank*, a child at a Bookmark partner school

Literacy Partner Programme

Following an in-depth literacy consultation, we provide a detailed and tailored action plan to each school to help them deliver improvements in whole-school reading cultures. This action plan is accompanied by targeted funding of up to **£10,000 per school**. Our Literacy Partner Programme is also an incubator for developing and evaluating new service lines. This gives us the opportunity to test different ways of embedding a whole-school reading culture in a school. Once new service lines have been tested on a small scale, and an effective impact has been seen, these service lines can be offered as part of one or more of our programmes.

We are partnering with **90 schools** on our Literacy Partner Programme. In January 2025, we welcomed **50 new schools** to the cohort, joining **40 schools** from our first cohort. We have provided over **30,000 books** to Literacy Partner Programme schools and over **65,000 magazines** this year alone!

This year we've delivered hundreds of service lines, including:

- **51 planned author visits,** engaging pupils with their reading.
- **85 schools received library furniture,** transforming outside, inside or cosy corners into spaces for children to engage with reading.
- **142 book clubs,** across our Comic Book and Fact Finding Clubs.
- **64 nighttime story walks,** aimed at KS2 children.
- **43 fully funded book fairs,** so that every child can choose and own a book.





I don't normally get a book from the book fair. It was a real treat to be able to get a new book because I really love reading."

Henry*, a child at a Bookmark partner school



Story Starter Programme

Our early years provision includes packs with resources for children aged four to five. This is to help ignite the joy of reading from an early age and equip children with resources before starting at one of our partner schools. These packs have been created by following the government's non-statutory curriculum guidance for the Early Years Foundation Stage. They include a book, an early years version of our *The Story Corner* magazine, stationery, storytelling props and family engagement resources to inspire reading enjoyment at home and in the classroom. We want all children to start school with the resources they need to set them up for success.

This year **84 schools** were provided with our Story Starter Programme. Ahead of the summer holidays, **3,970 children,** up from 1,445 in the prior year, received a Story Starter bag which will have been taken home to use over the summer break.

The Story Corner Magazine

Our termly magazine provides high-quality reading materials for children to take home. The magazine is designed for and distributed to children who may not have a book at home to prevent learning loss outside school settings. It is distributed through schools and community settings, including food banks, warm banks, prisons, hospitals and refuges.

This year we celebrated printing and distributing our 1,000,000th copy. We distributed more than **559,000 magazines**, an increase of 115,000 copies (+26%) on last year. Magazines we sent out included:

- Standard copies, issue 11-13
- Our Graphic Novel edition
- Our Early Years edition



This year we celebrated printing and distributing our

1,000,000th

copy of *The Story Corner* magazine

Rocket Packs

Schools are sent termly packs of new, high-quality and diverse books. Each of these packs is centred on a different theme, focusing on the type of books we know are often missing from school libraries (i.e. graphic novels, poetry, non-fiction). We invite a different figure or organisation, well known in the education or literacy space, to curate these book packs. The packs are sent out with our scrapbooks as part of a whole-school reading challenge to help with embedding a rich reading culture.

This year we sent **603 packs**, a 56% increase from 385 in the prior academic year, distributing over **12,000 books**. If these books were placed end-to-end this would stretch 22 football pitches. This year, the themes included:

- The Wonders of Nature
- Animals
- World Building



We distributed over

12,000

books. If these were placed end-to-end this would stretch across 22 football pitches



School Network Programme

This programme is designed to build on the foundations of the Your Story Corner initiative by providing sustainable ongoing support to schools. This is to continue the improvement of whole-school reading cultures. Each school within the network benefits from up to £1,000 of resources per year, plus access to resources and training developed by us. The programme will provide networking opportunities for teachers and literacy leads to collaborate and share best practice.

To build on the success of our Your Story Corner programme we launched the School Network Programme with **78 schools** across Birmingham, Nottingham, Medway and Lincolnshire. We distributed nearly **4,000 books** and more than **55,000 magazines** alongside:

- A Scrapbook Challenge to engage classrooms across the school.
- Teacher CPD suggestions for literacy leads to engage with.
- Access to author visits.
- Reading for Pleasure and Oracy training, in partnership with the Wandle Learning Trust.

We delivered

147

of our book clubs this year across our schools

3,600

children have access to a book club. That's nearly enough children to fill the London Aquatics Centre



Grants and Support Programme

We provide schools with CPD grants and access to memberships with third-party organisations to assist them with embedding a whole-school reading culture. We also run webinars, distribute videos and provide other resources to help with teacher training.

We offered **44 grants** across our partner schools this year to support teacher CPD and whole-school reading culture initiatives. The grants will support literacy projects at the start of the new academic year. We sent **229 CPD books** to schools to provide additional support for literacy leads.

In total, **111 teachers** attended CPD events this year, spanning internal and external training sessions focused on Reading for Pleasure and Oracy.

Book Clubs

We are developing a range of book clubs to engage reluctant readers. Schools are provided with mini libraries in each genre, plus additional resources to spark a reading buzz. We provide a plan for **10 book club sessions** so that teachers have a clear understanding of the outcome for each session. The book clubs have been designed to run termly.

We delivered **147 of our book clubs** this year across our schools, up from 13 last year. This was spread across our Comic Book and Fact Finding Clubs and meant **3,600 children** have access to a book club. That's nearly enough children to fill the London Aquatics Centre.

In the upcoming year, we're launching our new book club, The Page Explorers Club, a new picture book club aimed at younger, KS1 children.

Family Engagement Programme

We understand the challenges that many schools face with family engagement. We provide support in disadvantaged communities by distributing home resources and video content to empower family members to support their child's reading for pleasure and become reading champions at home. We build strategic collaborations to enhance our work and amplify other organisations' work in this area.

Through the Literacy Partner Programme, we have provided **15,937 families** with access to literacy support.

This has included:

- **50 parental café packs,** sent to schools to help them develop and improve parental engagement.
- Our Story Starter Programme, shared with **3,970 children**, had step-by-step parental guidance videos included in the pack.
- We launched our Kahoot! platform to allow children and families to engage with specially developed readalong stories, games and quizzes. Launched in March, we have received more than 700 individual game plays to the end of the academic year, with over **1,300 participants**.

Our plans for the future

As we enter the second year of our strategy, we will continue to deliver our 10 literacy programmes. Each programme contributes towards our five pathways to deliver our impact. As a team, we will:

Deliver more than

59,000

one-to-one reading sessions in our partner schools.

Welcome 50 more schools into the third cohort for the Literacy Partner Programme, while our first cohort will complete their two-year implementation period. We'll provide more than

24,000

families with literacy support.

Support

180

schools with reading space provision through our Your Story Corner Programme, transitioning to its new name Roots to Reading. We are expanding into Oldham, South East London and Cheshire/Merseyside over the next academic year.

Print and distribute more than

750,000

copies of *The Story Corner* magazine to school and community-based settings across three new issues and our Graphic Novel and Early Years editions.

Provide another

4,000

Story Starter Packs to children joining Reception in September next year on their transition days.

Ask

220

schools to join our School Network Programme, where they'll access high-quality and diverse resources, CPD and networking opportunities.

Distribute more than

150

of our book clubs, over 600 new themed Rocket Packs and more than 75 grants for schools to spend on CPD or to develop whole-school reading cultures.

Each of these activities will bring us closer to achieving our strategic ambition to partner with 1,000 schools and help

500,000

children to benefit from one of our literacy programmes.

Bookmark's impact and evidence

At Bookmark, we support schools to develop a whole-school reading culture. We work with schools to support the children who need targeted support. We are committed to improving children's attitudes towards reading (including reading confidence, enjoyment and motivation) with the aim that this will lead to improvements in their reading attainment.

Vital to achieving this is making sure that our programmes are based on data and research so that we can have the maximum impact. Our reading programme was designed using evidence-based recommendations from the Education Endowment Foundation, The Open University and the National Literacy Trust. Every year, we evaluate our impact in our Impact Report. This is available at the start of the calendar year following the end of the most recent academic year. The latest full report is available **here**.

Theory of Change

Problems

Many children leave primary school with poor reading skills which directly contributes to poor educational attainment, lower literacy in adulthood and barriers to success in life.

Many children do not have opportunities for one-to-one reading or reading role models. Less able readers have fewer opportunities to improve their reading.

Many children do not enjoy reading. Many children do not own their own book or have access to a library. Many children struggle to see themselves in what they read.

Schools have limited resources and support to develop reading for pleasure and whole-school reading culture.

Inputs

Our team – with strong expertise and experience of partnering with schools to develop offerings that are informed by data-driven insights, a strong evidence base, ongoing evaluation and impact measurement.

Our volunteers – who are enthusiastic, trained and supported by Bookmark to volunteer online and in-person.

Our technology – which is utilised to support effective and responsive programme booking and delivery, including via an online reading platform.

Our resources – curated, high-quality, and diverse books and reading resources.

Our training – CPD for teachers and support for family engagement.

Activities

Our reading programme, in which trained Bookmark volunteers deliver one-to-one reading sessions to children aged 5-10.

Curation and delivery of new, high-quality and diverse **books and reading resources, including our own termly *The Story Corner* magazine,** which enhance reading spaces in schools.

Provision of **grants, literacy consultancy and training resources,** with a focus on facilitating teacher training and access to CPD.

Organisation of events, such as book clubs and author visits, with a focus on schools to generate a buzz around reading.

Collaborating with schools to promote family and parental engagement.

Outputs

Children attend reading sessions with a volunteer, engaging in **one-to-one reading support**.

Children and schools have brand new, diverse, high-quality books and reading resources, including *The Story Corner* magazine.

Schools access grants, literacy consultancy support and training **resources to support reading for pleasure and build whole-school reading cultures**.

Outcomes

Schools improve their one-to-one reading support and children connect with **positive role models**.

Schools improve their reading resources and reading spaces to encourage **children's reading for pleasure**.

Schools have access to quality teacher training and resources, which **improve their approach to reading for pleasure**.

Schools generate **a buzz around reading**.

Schools improve parental and family engagement with reading.

Impact

More children leave primary school having discovered the joy of reading, which better sets them up for success.

Academic year 2024/25

This year, Bookmark's internal evaluation of our core programme continued to collect and analyse:

- The impact of the programme on children's reading confidence, enjoyment, motivation, fluency and skills.
- Reading attainment data to assess improvements in reading levels of children who received Bookmark support.
- School and volunteer experiences with Bookmark.

We're delighted to share that:

100%

of surveyed teachers felt that the One-to-one Reading Programme provided children with the opportunity to discover the joy of reading.

49%

of children who took part in the One-to-one Reading Programme were assessed as performing more positively against expected reading standards. This doesn't just mean they made progress in reading, it means their rate of progress was stronger than typically expected, shifting how they are performing in relation to national benchmarks.

Almost all children on the programme made at least age-expected progress, with

96%

either maintaining or improving their performance. For the 49% who improved, this reflects a more positive than expected trajectory, one that suggests accelerated progress.

86%

of teachers noticed an increase in the reading skills of pupils on the One-to-one Reading Programme.

94%

of teachers reported that the Your Story Corner Programme inspired them to develop their school's reading for pleasure provision, their reading spaces or their wider whole-school reading culture.

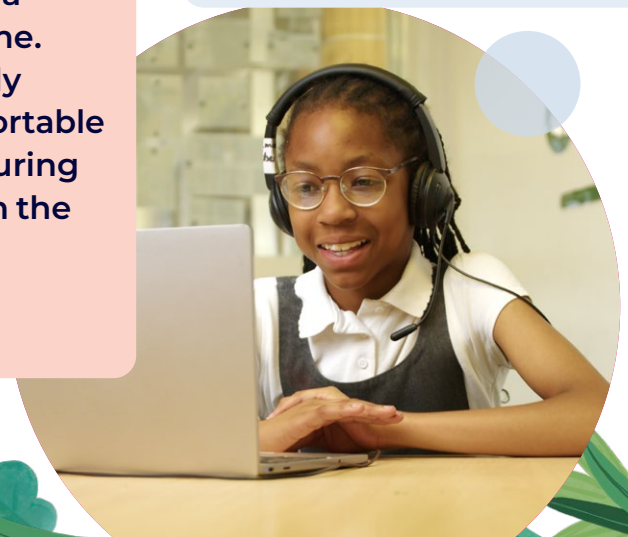
Our Literacy Partner Programme has received an NPS of

85 & 96

across cohort 1 and cohort 2.

Some of the children have made significant improvements in their reading confidence, largely thanks to the one-to-one support they receive – around 50 minutes a week through the programme. This dedicated time has really helped them feel more comfortable reading aloud, particularly during guided reading sessions with the whole class."

A teacher in a partner school



We have been communicating evaluation findings as concise, termly updates internally at Bookmark. This has ensured continuous improvement actions were identified and acted on as early as possible throughout the year.

We continue to evaluate each of our literacy programmes, to understand how they support the delivery of our five pathways.

Evaluating impact on children's attainment

This year, we concluded our study into the effectiveness of our One-to-one Reading Programme. We commissioned ImpactEd to conduct a year-long study in partnership with our Impact and Evaluation team.

This assessed the reading progress of 265 pupils across 18 partner schools throughout the 2023/24 academic year. The study compared the performance of participating pupils, tracking changes in standardised reading scores*. The study evidenced that:

- Bookmark pupils' average standardised reading scores increased from 91.2 to 97 over the 2023/24 academic year, exceeding expected progress by achieving an average increase of 5.8, and becoming much closer to the national average of 100.
- **The programme makes a particular impact on disadvantaged children.** Children eligible for Pupil Premium benefitted even more than their peers, with average scores increasing by 6.7, reducing the gap from 2.1 points to just 0.8. This demonstrates how Bookmark's intervention is narrowing the gap between disadvantaged children and their peers.
- **Pupils with special educational needs (SEN) also benefitted.** SEN children gained 6.7 points on average, compared to 5.4 points for pupils without SEN.
- **Progress was made across all groups.** Regardless of gender, year group or first language, all pupils across the programme made notable progress.

*Standardised reading scores indicate how a pupil is performing in relation to where they are expected to be and are calculated so that progress over time is accounted for. This means that any increase in standardised reading score is an indication a pupil has made more progress than would be expected. A score of 100 indicates that a child is reading in line with the national average for their age.



"The Literacy Partner Programme has significantly enhanced our school's whole-school reading culture. One of the most notable improvements has been the dramatic elevation in the quality of the books available to our students. Access to diverse and engaging literature has undeniably revitalised our reading initiatives. Furthermore, the programme has provided invaluable resources for our Comic Book Club, fostering a love for reading among reluctant readers and enabling them to engage with texts in a dynamic manner.

Additionally, we have been able to enhance our reading spaces throughout the school, creating inviting areas that encourage students to immerse themselves in literature. These transformations have collectively contributed to a more vibrant reading culture, promoting not only literacy skills but also a genuine enthusiasm for reading among our students."

Quote from a teacher in our Literacy Partner Programme

Bringing children's voices to the heart of our evaluation

In January 2025, we launched our evaluation framework for closing the gap in how reading programmes are evaluated. We worked with Yaspia Salema, Lecturer in Education at University College London and Chapter One, to better understand how we can bring the voices of children into our work. Together we examined children's reading attitudes and behaviours and developed a creative approach that puts children at the heart of our evaluation process.

We developed a two-step qualitative methodology that combines creativity, exploration and genuine participation with the goal of developing case studies about individual children. We are in the process of using this methodology and will be sharing our findings during this academic year.

Evaluating our impact on the development of whole-school reading cultures

The Literacy Partner Programme aims to support schools to develop whole-school reading cultures in order to foster a love of reading and improve literacy outcomes for children. This year, we have developed our monitoring and evaluation framework to understand how the service lines in our Literacy Partner Programme delivery lead to our expected outcomes. Tied to the start of our first cohort of schools in June 2024, we are looking forward to evaluating the impact when those schools complete their initial two-year period of implementation in June 2026.

Delivering changes in KS2 attainment in our partner schools

We are actively exploring the relationship between Bookmark's literacy programmes and KS2 reading attainment through a comprehensive, ongoing impact analysis project. By analysing a combination of national and internal data across all our literacy programmes, we are building a robust understanding of our contribution to school-level outcomes. We have completed the first iteration of this analysis. We know that seeing improvements in KS2 attainment will be a long-term outcome of our three-year strategy to support schools' whole-school reading cultures. Though this data is reflective of Bookmark's journey before the implementation of the strategy, schools supported under our needs-based criteria are showing promising trends.

We will continue to monitor and evaluate this data over time to inform our approach and ensure we are delivering meaningful, measurable change for the children who need us most.

A teacher who used pupil data to identify the group of children who would benefit most from the Comic Book Club explained: "I targeted our white British boys from years three and four because when looking at the data, we found that those were the children that seem to struggle with their reading the most. And not really engage. We actually did have some feedback from one of the children who said that literally the reason why he loves reading so much now is because of the Comic Book Club and he's there every week. So that has been really successful."

A teacher in a partner school

Measuring our impact in 2025/26

The change we want to make

- A positive impact on pupils' reading attitudes, behaviours and skills.
- A positive impact on pupils' reading attainment.
- A positive impact on whole-school reading culture.

What we plan to measure

- Changes in pupils' reading attainment pre- and post-intervention.
- Changes in pupils' reading attitudes, behaviours and skills.
- Changes in whole-school reading culture.
- School and volunteer experience of Bookmark.
- Programme outputs (e.g. the number of pupils supported).
- The long-term impact of Bookmark's support in our partner schools.

How we will measure it

- Pupil reading attainment data pre- and post-intervention.
- Changes in pupils' reading attitudes, behaviours and skills as reported by teachers and volunteers in post-delivery surveys, case studies, interviews and focus groups.
- Improvements in whole-school reading culture as reported by teachers in pre- and post-delivery surveys, case studies, interviews and school observations. Experience of Bookmark as reported by teachers and volunteers in post-delivery surveys.
- Programme outputs as recorded by internal reporting systems (e.g. Salesforce).
- Reviewing publicly available KS2 reading data to consider changes in attainment within our partner school network.
- Piloting data collection methods to gather perspectives from senior staff, parents and children.

How we will use what we learn

- Measure our impact and define the extent to which our activities meet our programme aims.
- Identify actions for continuous improvement that refine our programme delivery and ensure a more positive experience for schools and volunteers.
- Assess our progress towards strategic goals and confirm that our internal evidence supports the continued direction of travel.
- Understand the scope of our internal evaluation and any limitations to the current evaluation framework that need to be addressed.
- Inform programme design with evidence to deliver the most meaningful impact for children.

How we will communicate what we learn

- Our annual Impact Report, which is published each year, will evidence our impact, learnings and progress.
- We will continue to provide timely internal updates to promote continuous improvement actions and guide strategic decision-making.



Public benefit

The Trustees confirm that they have complied with the duty in section 4 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit when reviewing our strategic aims and in planning the activities of the Charity. The Trustees have satisfied themselves that Bookmark meets the public benefits requirements, in particular:

- The objectives of the Charity are clear – Bookmark was set up to advance the education of children in the United Kingdom, in particular by promoting and supporting the development of literacy.
- The aims and activities of the Charity are directly related to its objective, as set out in this report.
- The people who receive support are entitled to do so according to the criteria set out in the Charity's objectives – all of Bookmark's work is focused on children in the UK who require additional reading support.



Financial review

Bookmark's total income decreased to £4.1m from £7.1m, returning to levels seen prior to 2023/24. In the prior year, we accrued a significant philanthropic gift which has been committed over the next five years. We have started releasing this in line with the Trustee designation, reducing the accrual by £500,000 this year.

Total expenditure of £4.2m was £0.2m higher than the previous year's expenditure of £4.0m. The increase in expenditure is attributed to the expansion of our literacy programmes during the financial year.

We finished the year with a deficit of £0.1m and reserves of £5.0m. The deficit was delivered as we begin to draw down on the designated fund, which the Trustees designated in the prior year, to support the expansion of our literacy programmes under our three-year strategy. The closing balance of the Literacy Programme fund is £2.0m. The charity holds £0.4m as restricted reserves for programmatic activity in the upcoming academic year and a Fixed Asset designated fund of £nil. The remainder of our free reserves, £2.6m, is held to underpin our operations for the coming year and represents seven and a half months of our operational spend for the budgeted 2025/26 year.

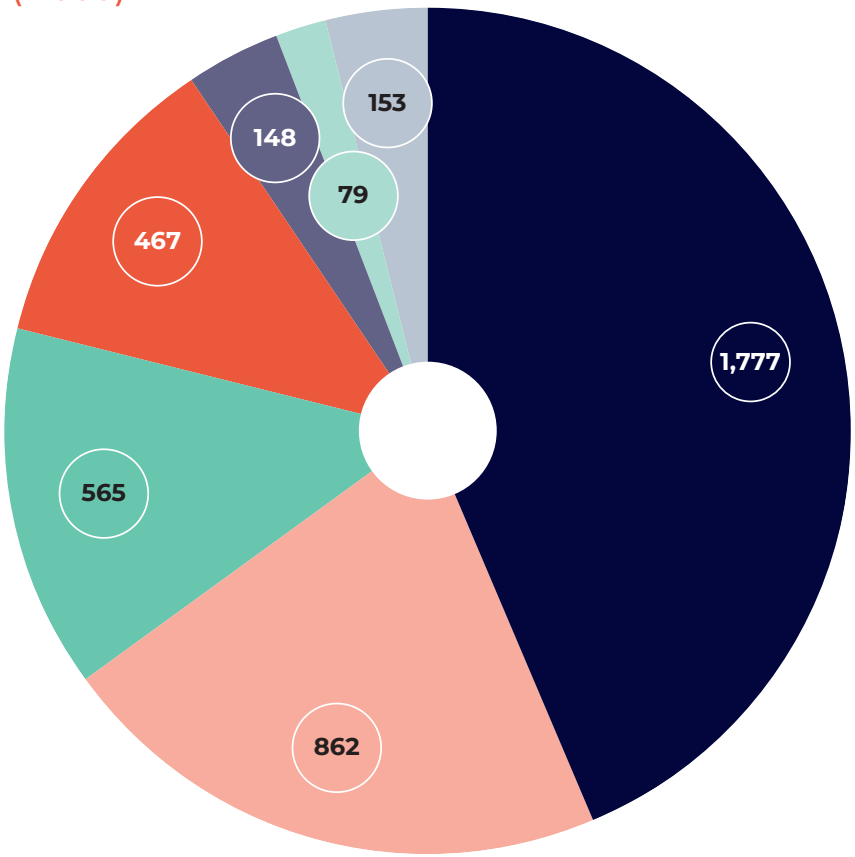
This is within our reserves policy of 25% above or below six months forecast expenditure. We enter the year at the upper end of this limit as we plan to make commitments to new schools joining our School Network Programme, a year-long commitment, at the start of the academic year.

Our trading subsidiary, Bookmark Reading Trading Limited, produced a surplus of £29,773, which was recognised as income within the charity. Further information is included in Note 12.

A strategic priority of the fundraising team is to continue to grow income from sources beyond the Pindar family network to help to prevent an over-reliance developing on any one set of donors. The generous support from Literacy Capital and the Pindar family represents 44% of our income in the current financial year. We remain confident that the Pindar family and Literacy Capital plc will remain committed, long-term supporters as they care passionately about improving literacy in the UK. Sharon Pindar knows from personal experience how poor literacy can impact a person's life and that of their family. We are delighted to have welcomed Sharon into her new role as Patron this financial year.

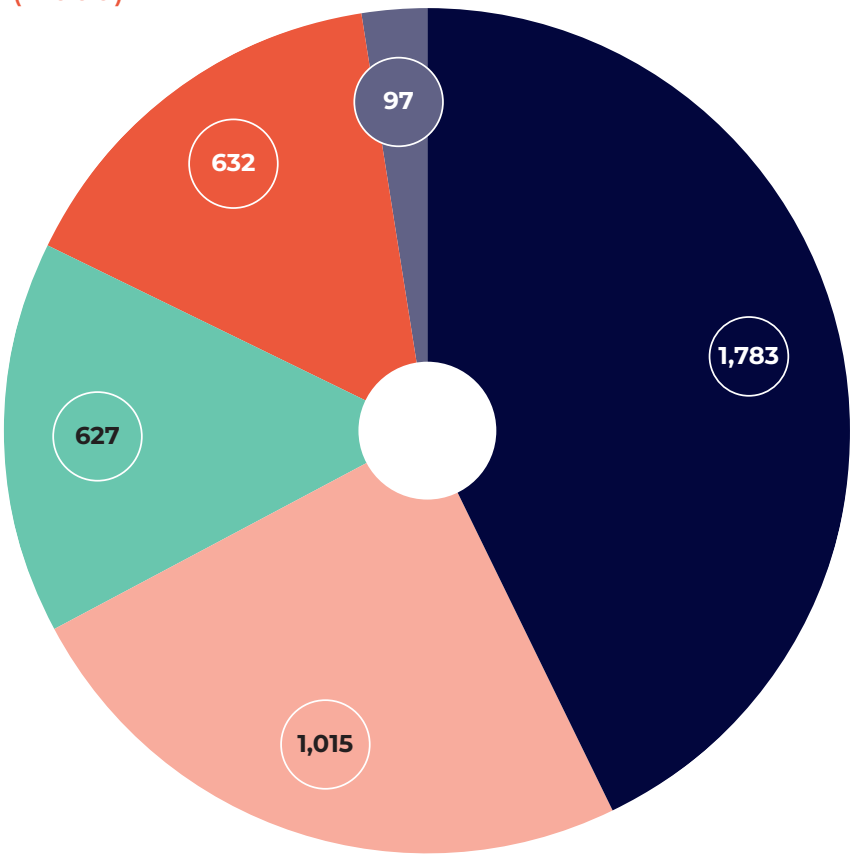
We are hugely thankful for the continued support from all of our donors; their financial support provides the income that enables us to continue our work and to future-proof our organisation to support more children on their reading journeys.

Income by category
(£'000)



- Strategic support from Literacy Capital
- Trust and foundations
- Corporate donations
- Philanthropy and individual giving
- Donated services
- Investment income
- Other income

Expenditure by category
(£'000)



- Reading Programme
- Literacy Programmes (excluding Reading Programme and LPP)
- Literacy Partner Programme (LPP)
- Fundraising*
- Governance*

*Literacy Capital's strategic support covers 100% of central costs which includes fundraising and governance.

Structure, governance and management

Constitution

Bookmark Reading Charity is both a registered charity and a company limited by guarantee. It was incorporated as a limited company on 8 December 2017 and registered as a charity on 23 March 2018. The Charity changed its name from Bookmark Reading Limited to Bookmark Reading Charity on 28 January 2018. It is governed by its Memorandum of Association.

Governance and management

The Articles of Association require that there are not less than two and not more than eight Trustees , and at least one Trustee must be a natural person. A Trustee may hold office for a period of three years , and any retiring Trustee who remains qualified may be re-appointed. The Board of Trustees meets quarterly and ensures the Charity is well managed and operating within agreed policies, the law and its budget.

The Trustees have reviewed the Charity Governance Code during the academic year and are using the principles and recommended practice for good governance to effectively manage and control the charity. The Charity is governed by a Board of Trustees, comprising of the following individuals this year:

Rachel Brodie – Chair
(appointed Trustee 19 March 2025
and Chair 11 August 2025)

Mark Byrne
(appointed 1 September 2024)

Paul Fletcher – Treasurer

Helen Jones

Philip Neal

Sharon Pindar – former Chair
(resigned 11 August 2025)

Chloe Wright

The Charity welcomed Sharon Pindar as our first Patron on 1 August 2025.

The Board delegates the day-to-day management of the Charity to the Chief Executive Officer and the Senior Leadership Team.

Fundraising

Bookmark Reading Charity is compliant with the standards set by the Fundraising Regulator in its 'Code of Fundraising Practice'. We are pleased to make this commitment and feel it gives both our donors and supporters confidence in our fundraising practices. Bookmark's fundraising team has experience in the Code of Fundraising Practice and associated Rulebooks.

We are mindful during our fundraising activities not to be unreasonably persistent or to apply undue pressure on anyone, or to intrude on anyone's privacy. The Charity did not undertake any telephone, doorstep or lottery fundraising in the year.

The Charity received no complaints relating to its fundraising activities during the year.

Pay policy for key management personnel

The Trustees consider the Board of Trustees and the Senior Leadership Team to comprise the key management personnel of the Charity, in charge of directing and controlling, running and operating the Charity on a day-to-day basis.

All Trustees give of their time freely and no Trustee received remuneration or was reimbursed expenses in the year. Details of related party transactions are disclosed in note 20 to the accounts. The pay of the Chief Executive Officer and senior staff is reviewed annually based on performance and normally increases in accordance with average earnings.

The remuneration is set to ensure it is both fair but also will attract and retain staff of the appropriate calibre and experience required by the Charity.

Staff and Volunteers

At 31 August 2025 Bookmark had a team of 46 individuals (42 FTE). The Charity also had 2,001 vetted and trained volunteers.

In addition to the Charity's Board of Trustees, Bookmark has established the following boards:

Corporate Partnerships Board	Responsible for devising and implementing plans to generate income for the Charity from the corporate sector and identifying sources of corporate volunteers.
Technology Advisory Group (disbanded during the year)	The primary purpose of the Technology Advisory Group is to advise on how best to apply industry best practices and provide a comprehensive peer review and oversight of our current and future technology developments. They also ensure the Charity receives input from different technology sectors to support, confirm and challenge our decision-making and development. The group has been disbanded this year as the charity stablises its technology capabilities to deliver the current strategy.
Volunteer Advisory Board	Responsible for providing feedback, inspiration, challenge, guidance and occasional system testing to ensure Bookmark continues to provide a fulfilling and beneficial volunteer experience.
Marketing Advisory Board	Responsible for providing strategic input into our marketing and communications strategy, including volunteer and school attraction, digital marketing, brand awareness and PR.
Primary School Advisory Board	Primary School Advisory Board Responsible for providing feedback, inspiration, challenge and guidance to ensure that Bookmark provides what our customers need, i.e., schools.
Finance and Risk Committee (formerly Audit Committee)	The primary purpose is to ensure the integrity of the financial statements, oversee the appointment of the external auditor, oversee internal controls, assess risk/management processes and ensure compliance with standards of business conduct and other legal and regulatory matters.
Operations Board	The board supports exploring Bookmark's 'problem statements' to aid solutions by generating innovative ideas for engaging with operational matters at Bookmark. The board provides insights into new or innovative ways of working, enhancing Bookmark's offering. This is to ensure Bookmark is a high-impact literacy charity that is data-driven, technology-led and runs efficiently.
Investment Committee	The committee comprises our Chair, Treasurer, Chief Executive and Chief Finance and Operations Officer. This group oversees the Charity's investments on behalf of the Board of Trustees.

These advisory boards have no delegated authorities, cannot pass resolutions on behalf of the Charity and cannot direct the Senior Leadership Team or other employees of the Charity.

All our staff, volunteers and supporting boards are vital to the work of the Charity , and they have contributed enormously to the success of the organisation and to the services it provides. The Trustees record their sincere appreciation of the contribution from all our staff, volunteers and supporting boards.

Donated services

We are extremely grateful to the various organisations and individuals who have supported us. We have been provided with management consultancy, legal advice, technology and other incredibly helpful support.

Reserves policy

While the Charity has continued to develop a range of income-generating activities to support its charitable activities, Bookmark Reading Charity is heavily reliant on voluntary donations. A significant proportion of this income must be newly generated each year. Bookmark's donors to date have mainly comprised a small number of significant contributors, including trusts and foundations, major donors and corporate partners. To prevent an overreliance developing on any one set of donors, we plan to continue diversifying our income through engaging new supporters. Our emphasis remains on building long-term sustainable support from corporate donors and major givers.

The Trustees duly consider the uncertainties around funding when setting the Charity's reserves policy. The Trustees aim to generate reserves that are sufficient to underpin the commitment to the continued growth and development of our services.

In the prior year, the Trustees have created a designated reserve to underpin our long-term commitment to our Literacy Partner Programme. This is shown separately to our free reserves.

The Charity reserves policy states that we aim to have reserves equivalent to ±25% of six month forecast expenditure over the coming 12 months. As at 31 August 2025, we have built up unrestricted, free reserves equivalent to seven and a half months of forecast expenditure and the Trustees are therefore content with this. We enter the year at the upper end of this limit as we plan to make commitments to new schools joining our School Network Programme, a year-long commitment, at the start of the academic year.

The Trustees are pleased to report that the Charity has a robust balance sheet, which will be used to continue to provide services to support its charitable objectives in the UK.



Risk management

Following NCVO best practice, the risk management process has involved the identification, evaluation and control of risks. Whilst we cannot eliminate all risks entirely (this would be very difficult and not cost effective), we do aim to reduce the risk to a level that the Charity is comfortable with (the risk appetite).

When identifying risks, we assign risk owners and categorise them into the following areas:

- External and impact
- Regulatory and compliance
- Financial sustainability
- Governance
- Operational
- Safeguarding
- Fundraising

We then analyse and score the risks by likelihood (rare, unlikely, possible, probable, certain) and impact (insignificant, minor, moderate, significant, major). These scores are multiplied to give us our initial risk score. We then calculate our target risk score using similar measures to identify our risk appetite.

The Senior Leadership Team records all controls that are in place to mitigate each risk and then calculates the residual risk. If this is higher than the target risk, we identify further initiatives and actions to reduce the risk to an acceptable level.

As well as the work completed by the Senior Leadership Team, risk management and the risk register are discussed at Finance and Risk Committee meetings, where key risks are discussed as well as improvements and suggestions to the processes for risk management are tabled.

The register and a summary of key risks are shared at every Trustee meeting, forming part of a corporate governance and risk standing paper.

The organisation continues to discuss the risk with the delivery of its one-to-one reading sessions with the continued pressure on the number of volunteers required to meet the demand from schools for this programme. The NCVO's Time Well Spent 2023 report found that the number of volunteers has dropped by 50% since 2018, while Charities Aid Foundation's 2025 report, stated that one in 10 people said they volunteered in 2024, equivalent to around 5.6 million adults – a decline of about 1.5 million since 2023.

Demand for this programme from schools continues to grow, but the national shortage in volunteers has impacted us. To help deliver the sessions needed to support children at risk of falling behind, we've introduced a paid delivery model. Bookmark Session Delivery Executives, with a minimum delivery of 10 hours a week, alongside attraction activity, to cover hard-to-fill sessions running at unpopular times. The pilot will run until July 2027 and supports our goal of reaching 165,000 sessions by 2027, so we can continue expanding our one-to-one support for children across the country.

We continue to review the cost-effectiveness of this delivery model against our current volunteer-delivered sessions. Early indicators in our business planning process show that they are a cost-effective model to meet school demand.

We recognise that our partner schools continue to face financial pressures, impacting staffing resources. In 2024, a survey of 1,282 teachers conducted by The Sutton Trust and National Foundation for Educational Research found that 74% of primary headteachers reported cutting teaching assistants this year. We have noticed this impact in the schools we work with. Unfortunately, 14 partner schools, representing 11% of our school population, experienced staffing issues that negatively affected their ability to deliver the One-to-one Reading Programme. A new ring-fenced grant from 2025/26, administered by Bookmark but delivered by our partner schools, will allow schools to fund a session supervisor, such as extra hours to current staff, a parent or a trusted community member, for a limited number of hours each week.

Trustees' Responsibilities in Relation to the Financial Statements

The Charity Trustees (who are also Directors for the purposes of company law) are responsible for preparing a Trustees' Annual Report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Charity Trustees to prepare financial statements for each year that give a true and fair view of the state of affairs of the Charitable Company and of the incoming resources and application of resources for that year. In preparing the financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently.
- Observe the methods and principles in the Charities SORP.
- Make judgements and estimates that are reasonable and prudent.
- State whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements.
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and the group and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the Charity and financial information included on the Charity's website.

Disclosure of information to Auditors

Each Trustee has taken steps that they ought to have taken as a Trustee in order to make themselves aware of any relevant audit information and to establish that the charity's auditor is aware of that information. The Trustees confirm that there is no relevant information that they know of and of which they know the Auditor is unaware.

Appointment of Auditors

Hazlewoods have been appointed as Auditors for the year ending 31 August 2025 and they have confirmed their willingness to continue in office.

Small Company Exemptions

This report has been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006.

APPROVAL

This report was approved by the Trustees on 24 November 2025 and signed on their behalf.



Rachel Brodie
Chair of Trustees

Independent Auditors' Report

Independent Auditors' report to the Trustees and Members of Bookmark Reading Charity for the year ended 31 August 2025

Opinion

We have audited the financial statements of Bookmark Reading Charity (the 'charitable company') for the year ended 31 August 2025 which comprise the statement of financial activities, balance sheet, statement of cash flows and the related notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the charitable company's affairs as at 31 August 2025 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended.
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice.
- Have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least 12 months from when the original financial statements were authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The Trustees are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement

of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the Trustees' Report, which includes the Directors' Report prepared for the purposes of company law for the financial year for which the financial statements are prepared is consistent with the financial statements.
- The Directors' Report included within the Trustees' Report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Directors ' Report included in the Trustees' Report. We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- Adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us.
- The financial statements are not in agreement with the accounting records and returns.
- Certain disclosures of trustees' remuneration specified by law are not made .
- We have not received all the information and explanations necessary for the purposes of our audit .

Responsibilities of the trustees

As explained more fully in the Trustees' Responsibilities Statement set out in the Trustees' Report, the trustees (who are also the directors of the charitable company for the purpose of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Extent to which the audit was capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

We considered the nature of the charitable company's industry and its control environment and reviewed the charitable company's documentation of their policies and procedures relating to fraud and compliance with laws and regulations. We also enquired of management about their own identification and assessment of the risks of irregularities.

We obtained an understanding of the legal and regulatory framework that the charitable company operates in and identified the key laws and regulations that had a direct effect on the determination of material amounts and disclosures in the financial statements, including the UK Companies Act and tax legislation, and, those that do not have a direct effect on the financial statements but compliance with which may be fundamental to the charitable company's ability to operate or to avoid a material penalty.

We discussed among the audit engagement team regarding the opportunities and incentives that may exist within the organisation for fraud and how and where fraud might occur in the financial statements.

In common with all audits under ISAs (UK), we are also required to perform specific procedures to respond to the risk of management override. In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments; assessed whether the judgments made in accounting estimates are indicative of a potential bias; and evaluated the business rationale of any significant transactions that are unusual or outside the normal course of business.

In addition to the above, our procedures to respond to the risks identified included the following:

- Reviewing financial statement disclosures by testing to supporting documentation to assess compliance with provisions of relevant laws and regulations described as having a direct effect on the financial statements.
- Performing analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatements due to fraud.
- Enquiring of management concerning actual and potential litigation and claims and instances of noncompliance with laws and regulations.
- Reading minutes of meetings of those charged with governance.

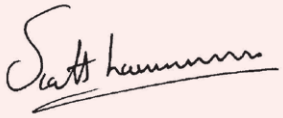
Our audit procedures were designed to respond to risks of material misstatement in the financial statements, recognising that the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery, misrepresentations or through collusion. There are inherent limitations in the audit procedures performed and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we are to become aware of it.

A further description of our responsibilities is available on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity's members those matters we are required to state to them in an auditor's report and for no other purpose.

To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity's members as a body, for our audit work, for this report, or for the opinions we have formed.



Scott Lawrence FCA
(Senior Statutory Auditor)

For and on behalf of:
Hazlewoods LLP
Chartered Accountants and Statutory Auditors
Staverton Court, Staverton
Cheltenham, GL51 0UX

Date: 26 November 2025

Statement of financial activities

(Incorporating an income & expenditure account)

	Note	Unrestricted	Restricted	2025	2024
		£	£	£	£
INCOME					
Donations and Legacies	2	3,409,886	561,964	3,971,850	6,941,157
Investment Income	3	79,206	-	79,206	132,907
Total Income		**3,489,092**	**561,964**	**4,051,056**	**7,074,064**
EXPENDITURE:					
Raising funds	5	(580,708)	(51,341)	(632,049)	(603,445)
Charitable Activities	6 & 7	(2,940,818)	(484,035)	(3,424,853)	(3,280,562)
Governance and support costs	8	(97,146)	-	(97,146)	(84,220)
Total expenditure		**(3,618,672)**	**(535,376)**	**(4,154,048)**	**(3,968,227)**
Net gains on investments	12	-	-	-	17,646
Net (expenditure)/income before transfers		**(129,580)**	**26,588**	**(102,992)**	**3,123,483**
Net (expenditure)/income for the period		**(129,580)**	**26,588**	**(102,992)**	**3,123,483**
Balances brought forward 31st August 2024		4,730,372	359,827	5,090,199	1,966,716
Balances carried forward 31st August 2025	16	**4,600,792**	**386,415**	**4,987,207**	**5,090,199**

All income and expenditure is derived from continuing activities.

All gains and losses recognised in the year are included above.

Balance sheet

The notes on pages 37–52 form part of these financial statements.

In approving these financial statements as Trustees of the company, the Trustees acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of accounts.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

Approved by the Trustees on 24th November 2025



Rachel Brodie
Chair of Trustees
Company Number: 11104438

	Note	2025	2024
		£	£
FIXED ASSETS			
Intangible fixed assets	11	-	213,930
Investments	12	1	454,447
		1	**668,377**
CURRENT ASSETS			
Debtors, prepayments and accrued Income	13	2,665,636	3,174,175
Stock	14	9,373	8,435
Cash at bank and in hand		2,851,892	1,857,587
		5,526,901	**5,040,197**
CURRENT LIABILITIES			
Creditors and accruals	15	(539,695)	(618,375)
NET CURRENT ASSETS		**4,987,206**	**4,421,822**
NET ASSETS		**4,987,207**	**5,090,199**
REPRESENTED BY:-			
Restricted funds	17	386,415	359,827
Unrestricted funds:			
General funds	16	2,600,792	2,028,390
Designated funds	16	2,000,000	2,701,982
		4,987,207	**5,090,199**

Cash flow statement

	Notes below	2025	2024
		£	£
Net cash provided by operating activities	A	541,188	931,036
Cash flows from investing activities:			
Purchase of intangible fixed assets		(1,329)	(44,212)
Income recognised as shares		-	(436,800)
Unrealised gains		-	(17,646)
Investment fees not settled as cash		1,216	-
Cash received from sale of shares		453,230	-
Change in cash and cash equivalents	B	**994,305**	**432,378**

A. Reconciliation of net income / (expenditure) to net cash inflow from operating activities

	2025	2024
	£	£
Net income for the reporting year	(102,992)	3,123,483
Adjustments for:		
Depreciation of tangible fixed assets	-	585
Amortisation of intangible fixed assets	215,259	110,380
Loss on disposal of tangible fixed assets	-	321
(Increase) in stock	(938)	(724)
Decrease / (increase) in debtors	508,539	(2,751,122)
(Decrease) / increase in creditors	(78,680)	448,113
Net cash provided by / (used in) operating activities	**541,188**	**931,036**

B. Analysis of the cash and cash equivalents

	2024	Change	2025
	£	In year	£
Cash at bank and in hand	1,857,587	994,305	**2,851,892**
Change in cash and cash equivalents	**1,857,587**	994,305	**2,851,892**

Notes to the Financial Statements

1 Accounting policies

Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) – Charities SORP (FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Bookmark Reading Charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Basis of preparation of financial statements

These financial statements are prepared under the historical cost convention adopting the following principal accounting policies, all of which are in accordance with Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Critical accounting estimates and areas of judgement

Preparation of the financial statements requires management to make judgements and estimates. The Trustees consider that the only significant area of judgement involved in preparing the financial statements is in relation to the allocation of shared costs between raising funds and charitable activities. The allocation of these costs has been determined by the amount of staff time spent.

Going concern

The Trustees assess whether the use of going concern is appropriate, i.e. whether there are any material uncertainties related to events or conditions that may cast a significant doubt on the ability of the Charity to continue as a going concern. The Charity has robust controls and measures in place to ensure it closely manages all spend, receives value for money, and has adequate funding in place before entering into future commitments. The Charity uses its CRM system to track all funding opportunities, taking into account stage, probability of success and prudent close dates to calculate its probability weighted income forecast. This information is reflected in a detailed weekly cash forecasting exercise to ensure the Trustees and Senior Leadership Team have adequate oversight of the Charity's projected cash position.

The Trustees make this assessment in respect of one year from the date of approval of the financial statements. On review, the Trustees have concluded that they are to adopt the going concern basis in preparing the annual financial statements.

Incoming resources

Donations and legacies represent amounts received during the year. Gifts in kind for use by the Charity are recognised as incoming resources when receivable at a reasonable estimate of their value.

Donations and grants receivable for specific purposes are credited to the statement of financial activities in the year to which they relate as soon as conditions for receipt have been met.

Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Designated funds are related to tangible and intangible fixed asset funds. This represents resources that have been used to acquire tangible and intangible fixed assets. The value of this fund at the end of the year, represents the net book value of those tangible and intangible fixed assets. The Literacy Programme Fund was designated by the Trustees to underpin the delivery of Bookmark's three-year strategy.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by Donors or which have been raised by the Charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Expenditure

All expenditure is accounted for under the accruals basis of accounting.

Costs are allocated between charitable costs, cost of raising funds and governance costs. Shared costs have been apportioned across these three headings and where appropriate into restricted expenditure, according to best estimate of usage. The irrecoverable element of Value Added Tax is included with the item of expense to which it relates. Depreciation is allocated to expenditure headings on the basis of the use of the assets concerned.

Pension costs

Contributions payable on behalf of employees to the defined contribution pension scheme are charged to the statement of financial activities as they become payable in accordance with the rules of the scheme.

Intangible fixed assets

All expenditure on acquisition, enhancement, production and installation and all intangible fixed assets received by way of donation are capitalised as intangible fixed assets. Intangible fixed assets are stated in the balance sheet at cost less depreciation, or in respect of donated assets, at estimated value at the date of donation less depreciation.

Amortisation is calculated to write off the cost or valuation of intangible assets over their estimated useful lives at the following rates:

Software assets: 3 years straight line
Assets under construction: Nil

Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Stock

Stock is stated at the lower of direct cost and net realisable value.

Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Creditors and provisions

Creditors and provisions are recognised where the Charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

Financial instruments

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

Operating leases

The cost of and income from operating leases is charged and credited to the profit and loss account on a straight-line basis over the lease term.

Irrecoverable VAT

All resources expended are classified under activity headings that aggregate all costs related to the category. Irrecoverable VAT is charged against the category of resources expended for which it was incurred.

Donated services or facilities are recognised as income when the Charity has control over the item, any conditions associated with the donated item and have been met, the receipt of the economic benefit from the use by the Charity of the item is probable and the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS102), general volunteer time is not recognised. On receipt, donated services and facilities are recognised on the basis of the value of the gift to the Charity which is the amount the Charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Investments

Investments are held in the trading subsidiary, Bookmark Reading Trading Limited. Any other investments are managed by the Investment Committee, which has delegated authority from the Board of Trustees.

Investments are held to further the charitable objectives of the organisation.

2 Income from donations

	Unrestricted £	Restricted £	2025 £	2024 £
Donations and Legacies:				
Donated services	147,668	-	147,668	141,184
Individual donations	47,194	-	47,194	77,705
Corporate donations	2,082,422	259,732	2,342,154	2,476,810
Trusts and foundations donations	767,255	95,050	862,305	707,050
Major donations	256,470	163,530	420,000	3,383,946
Gift aid	47,588	3,836	51,424	73,762
Corporate fundraising events / Charity Challenge	24,002	39,816	63,818	38,482
School contributions	37,287	-	37,287	42,218
	3,409,886	**561,964**	**3,971,850**	**6,941,157**

The nature of donated services received during the year were:

	Unrestricted £	Restricted £	2025 £	2024 £
Donated Services:				
Legal support	41,136	-	41,136	24,080
Consulting/ professional support	1,743	-	1,743	300
Games and reading materials	22,538	-	22,538	3,204
Staff training	6,221	-	6,221	15,951
IT equipment and software	60,211	-	60,211	41,647
Marketing support	35,000	-	35,000	40,058
	166,849	**-**	**166,849**	**125,240**

Within Donated services, £19,180 was recognised as assets in the current and prior years, which was released in the current year.

Included in Restricted Income are funds received in the year ending 31 August 2025 of £372,623 relating to activities and expenditure due to be delivered in the year ending 31 August 2026.

3 Investment income

	Unrestricted £	Restricted £	2025 £	2024 £
Bank interest	49,433	-	49,433	50,743
Income from subsidiary	29,773	-	29,773	82,164
	79,206	**-**	**79,206**	**132,907**

The retained profits of Bookmark Reading Trading Limited for the year ending 31 August 2025 of £29,773 (2024: £82,164) were donated to Bookmark Reading Charity in the form of a Gift Aid donation.

4 Net income for the year

	Unrestricted £	Restricted £	2025 £	2024 £
This is stated after charging:				
Depreciation	-	-	-	585
Amortisation	117,031	-	117,031	110,380
Impairment	98,228	-	98,228	-
Loss on disposal of tangible fixed assets	-	-	-	321
Audit fee	11,656	-	11,656	11,682
	226,915	**-**	**226,915**	**122,968**

5 Cost of raising funds

	Unrestricted	Restricted	2025	2024
	£	£	£	£
Staff costs	354,266	34,218	388,484	296,076
Fundraising costs	20,768	17,123	37,891	117,416
Marketing	3,132	-	3,132	1,613
Premises and IT costs	45,798	-	45,798	31,369
Other costs	8,607	-	8,607	6,341
Centrally allocated support costs	148,137	-	148,137	150,630
	580,708	**51,341**	**632,049**	**603,445**

6 Charitable expenditure

	Unrestricted	Restricted	2025	2024
	£	£	£	£
Staff costs	758,059	246,530	1,004,589	903,290
Programme and volunteer costs	890,128	171,598	1,061,726	1,210,967
Professional fees	41,990	83	42,073	25,993
Marketing	3,485	1,105	4,590	18,045
Premises and IT costs	390,112	64,719	454,831	341,876
Other costs	2,542	-	2,542	527
Centrally allocated support costs	854,502	-	854,502	779,864
	2,940,818	**484,035**	**3,424,853**	**3,280,562**

7 Expenditure by activity

	One-to-one Reading Programme (1) £	Broader Literacy Programmes (2) £	2025 Total £
Current year analysis			
Staff costs	668,370	336,219	1,004,589
Programme and volunteer costs	134,044	927,683	1,061,727
Professional fees	21,506	20,568	42,074
Marketing	4,184	406	4,590
Premises and IT costs	409,288	45,543	454,831
Other costs	339	2,201	2,540
Centrally allocated costs	545,136	309,366	854,502
	1,782,867	**1,641,986**	**3,424,853**

	One-to-one Reading Programme (1) £	Broader Literacy Programmes (2) £	Projects and Pilots (3) £	2024 Total £
Prior year analysis				
Staff costs	704,836	186,798	11,656	903,290
Programme and volunteer costs	197,068	883,945	129,954	1,210,967
Professional fees	8,689	9,277	8,027	25,993
Marketing	9,430	1,825	6,790	18,045
Premises and IT costs	312,501	27,527	1,848	341,876
Other costs	527	-	-	527
Centrally allocated costs	511,158	244,885	23,821	779,864
	1,744,209	**1,354,257**	**182,096**	**3,280,562**

7 Expenditure by Activity (continued)

Current Year Analysis

One-to-one Reading Programme (1)
Our reading programmes involve 30-minute sessions each week with a child who needs extra support with their reading. This can either be face-to-face in a local primary school or virtually through our secure online platform.

Broader Literacy Programmes (2)
Bookmark delivers nine other literacy programmes, outside of our One-to-one Reading Programme, to develop a whole-school reading culture. All other costs associated with the delivery of these programmes are included here, see page 13 for the delivery outputs this year.

Prior Year Analysis

One-to-one Reading Programme (1)
Bookmark Reading Charity's six-week reading programme. Each programme involves two 30-minute, one-to-one sessions each week. Each session is clearly structured and comprises a combination of reading books, playing games and using their imagination for storytelling.

Broader Literacy Programmes (2)
During the year we delivered our established literacy programmes, including *The Story Corner* magazine, Your Story Corner, the Literacy Partner Programme, as well as our School Packages. This includes our impact and evaluation work which underpins our programmes.

Projects and pilots (3)
During the year we launched new literacy programmes including our Story Starter Programme and our School Network Programme. Under our new three-year strategy, we have established 10 literacy programmes.

8 Analysis of governance and support costs

	Unrestricted £	Restricted £	2025 £	2024 £
Staff costs	10,343	-	10,343	1,111
Premises and IT costs	1,634	-	1,634	35
Finance and governance costs	20,364	-	20,364	11,777
Centrally allocated costs	64,804	-	64,804	71,297
	97,146	**-**	**97,146**	**84,220**

Governance costs include internal and external audit, legal advice for trustees and are associated with constitutional and statutory requirements, including the cost of preparing for and holding trustee meetings.

9 Staff costs and numbers

	Unrestricted £	Restricted £	2025 £	2024 £
Fundraising				
Salaries	305,131	29,464	334,595	258,573
Social security	33,415	3,654	37,069	25,408
Pension costs	14,174	1,100	15,274	11,228
Other staff costs	1,546	-	1,546	867
	354,266	**34,218**	**388,484**	**296,076**
Charitable Activities				
Salaries	634,269	245,557	879,826	776,791
Social security	88,059	617	88,675	71,511
Pension costs	34,197	281	34,478	30,507
Redundancy costs	4,418	-	4,418	8,897
Other staff costs	(2,883)	75	(2,808)	15,584
	758,059	**246,530**	**1,004,589**	**903,290**

9 Staff costs and numbers (continued)

	Unrestricted £	Restricted £	2025 £	2024 £
Shared Salaries				
Salaries	585,270	-	585,270	544,664
Social security	68,875	-	68,875	57,634
Pension costs	23,744	-	23,744	23,485
Redundancy costs	4,132	-	4,132	-
Other staff costs	51,202	-	51,202	61,388
	733,223	**-**	**733,223**	**687,171**
Total	**1,845,548**	**280,748**	**2,126,296**	**1,886,537**

The average number of full-time equivalent employees (excluding Trustees) was:

	2025	2024
Fundraising	8	7
Charitable activities	26	25
Shared personnel	12	10
	46	**42**

The number of employees whose emoluments (salaries, wages and benefits in kind but excluding compensation for loss of office) for the year to 31 August 2025 fell within the following bands was as follows:

	2025 £	2024 £
£60,001 - £70,000	3	1
£80,001 - £90,000	-	1
£90,001 - £100,000	2	-
£100,001 - £110,000	-	1

The current key management personnel of the Charity comprise the Chief Executive Officer, the Chief Finance and Operations Officer, the Head of Marketing and Communications, the Head of Fundraising and the Head of School Delivery. During the year, the following roles were present as members of the key management personnel: the Head of Technology and the Head of Volunteering.

Further details of changes in these individuals can be found on page 3. The total employee benefits of the key management personnel of the Charity for the year to 31 August 2025 were £558,526 (2024: £566,674) and represents the total cost for the individuals outlined on page 3 during their times of service.

The Charity is supported by volunteers who receive £nil remuneration. At 31 August 2025 we had 2,001 (2024: 2,937) trained and vetted volunteers. These volunteers are available to read with children on the Charity's One-to-one Reading Programme.

In addition, during the financial year, volunteers also supported the Charity in other roles, through volunteer engagement activities, resource packing and library tidies.

10 Corporation tax

The Charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

11 Intangible fixed assets

	Software Assets £
Cost	
At 1 September 2024	347,103
Additions	1,329
At 31 August 2024	**348,432**
Depreciation	
At 1 September 2024	133,173
Amortisation	117,031
Impairment	98,228
At 31 August 2025	**348,432**
Net book value	
At 31 August 2025	213,930
At 31 August 2025	**-**

During the year, the charity reassessed the carrying value of software previously recognised as an intangible asset. The Trustees have determined that the asset is no longer separately identifiable and therefore no longer generates separately measurable economic benefits, so does not meet the recognition criteria under FRS 102 Section 18.

The charity continues to utilise the functionality originally developed, but no standalone value is attributed to the original asset.

Accordingly, the carrying value of the software has been written down to £nil, resulting in an impairment charge of £98,228 recognised in the Statement of Financial Activities.

12 Investments

	2025 £	2024 £
Investment in subsidiary	1	1

The wholly owned subsidiary, Bookmark Reading Trading Limited, is a company registered in England and Wales. It is used to operate the non-charitable activities of Bookmark Reading Charity.

Bookmark Reading Trading Limited has only one share of £1 in issue, which is held by Bookmark Reading Charity.

The activities and results of Bookmark Reading Trading Limited were:

	2025 £	2024 £
Turnover	30,000	81,580
Administrative expenses	(1,279)	(1,178)
Interest receivable	1,059	1,770
Interest payable and similar charges	(7)	(8)
Profit for the period	**29,773**	**82,164**

At 31 August 2025, Bookmark Reading Trading Limited had the following assets and liabilities:

	2025 £	2024 £
Debtors	-	-
Cash at bank and in hand	40,589	92,932
Creditors: Amounts due within one year	(40,588)	(92,931)
	1	**1**
Share capital	1	1
Reserves	-	-
	1	**1**

Consolidated accounts for Bookmark Reading Charity have not been prepared as the investment is not deemed to be material.

During the prior year Bookmark received a donation in the form of shares. These shares were held at market value, as at 31 August 2024. The shares were subsequently sold for cash on 5 September 2024, to support Bookmark's programmatic plans.

	2025 £	2024 £
Investment held in shares	-	454,446

13 Debtors

	2025	2024
	£	£
Trade debtors	16,050	12,623
Prepayments	114,806	118,049
Accrued income	2,505,007	2,961,339
Amounts owed by related parties	29,773	82,164
	2,665,636	**3,174,175**

The large accrued income balance relates to a donation from a philanthropic donor received in 2023/24. This multi-year gift has been recognised, in-line with the Charities SORP. It will be released over the next five years on an annual basis starting from 2025. In the current financial year, £500,000 cash or assets have been received, in relation to this gift as at 31 August 2025.

14 Stock

	2025	2024
	£	£
Stock	9,373	8,435

Stock relates to reading resources held at the Charity's headquarters as at the end of the financial year.

15 Creditors – amounts falling due within one year

	2025	2024
	£	£
Trade creditors	16,783	37,218
Accruals	462,699	530,320
Deferred income	1,532	1,061
Taxation and social security	45,566	38,573
Pension contributions	13,115	11,203
	539,695	**618,375**

The remaining deferred income of £1,532 (2024: £1,061) relates to donations received before the year end for a charitable event due to take place after the year end. These donations would only be recognised once the event has taken place or when the Charity was authorised to do so by the donor and would otherwise be repaid on demand if the event did not take place.

The increase in accrued expenditure relates to programmatic expenditure which has been committed to by Bookmark, with respect to Literacy Programmes, before the end of the financial year. This activity will take place in subsequent academic years.

16 Analysis of fund movements

	Balance 1 September 2024 £	Incoming resources £	Resources expended £	Transfers between funds £	Balance 31 August 2025 £
Unrestricted fund movements					
Name of fund					
General fund	2,016,442	3,489,092	(2,820,249)	(84,493)	2,600,792
Designated funds:					
Fixed asset funds	213,930	-	(213,930)	-	-
Literacy programme fund	2,500,000	-	(584,493)	84,493	2,000,000
Restricted funds	359,827	561,964	(535,376)	-	386,415
	5,090,199	**4,051,056**	**(4,154,048)**	**-**	**4,987,207**

Designated funds are related to:

- Tangible and intangible fixed asset funds. This represents resources that have been used to acquire tangible and intangible fixed assets. The value of this fund at the end of the year, represents the net book value of those tangible and intangible fixed assets.
- Literacy programme funds. This is income which the Trustees have designated to support the new three-year strategy to deliver our work across our 10 literacy programmes.

16 Analysis of fund movements

	Balance 1 September 2024 £	Incoming resources £	Resources expended £	Balance 31 August 2025 £
Restricted fund movements				
Name of fund				
Big Give Summer 2023	4,950	-	(4,950)	-
Big Give Christmas 2023	36,493	-	(36,493)	-
Big Give Summer 2024	174,154	-	(174,154)	-
Clearance Capital	29,058	-	(15,266)	13,792
Big Give Christmas 2024	-	100,722	(97,425)	3,297
Barings	115,172	110,718	(115,172)	110,718
Foyle Foundation	-	20,000	(12,500)	7,500
Bank of America – core	-	79,504	(51,341)	28,163
Bank of America – partnership	-	51,020	(28,075)	22,945
Big Give Summer 2025	-	200,000	-	200,000
	359,827	**561,964**	**(535,376)**	**386,415**

All restricted funds support the delivery of our 10 literacy programmes, with the exception of the Bank of America – core fund which supports the delivery of our national charity partnership with the Bank of America.

16 Analysis of fund movements

Prior year analysis

	Balance 1 September 2023 £	Incoming resources £	Resources expended £	Balance 31 August 2024 £
Restricted fund movements (continued)				
Name of fund				
Your Story Corner	-	203,999	(203,999)	-
Literacy Programme Funding:				
Big Give Christmas 2022	29,337	-	(29,337)	-
Big Give Summer 2023	101,310	-	(96,360)	4,950
Big Give Christmas 2023	-	101,200	(64,707)	36,493
Big Give Summer 2024	-	201,194	(27,040)	174,154
Clearance Capital	-	29,058	-	29,058
Barings	-	115,172	-	115,172
	130,647	**650,623**	**(421,443)**	**359,827**

During the prior year we received restricted funding to support our Your Story Programme across three new geographic areas.

Funding received from a range of donors during the year supports a range of our ten Literacy Programmes.

17 Capital

The Company does not have a share capital as it is limited by guarantee. Each of the Members is a guarantor to the extent of £1 in the event of the Company being wound up whilst they are Members, in respect of debts and liabilities contracted before they ceased to be a Member. There were three Members at 31 August 2025 (3 Members at 31 August 2024).

18 Analysis of net assets between funds

	Unrestricted funds £	Restricted funds £	31 August 2025 £	31 August 2024 £
Intangible fixed assets	-	-	-	213,930
Investments	1	-	1	454,447
Cash at bank and in hand	2,466,111	385,781	2,851,892	1,857,587
Other net assets	2,134,680	634	2,135,314	2,564,235
	4,600,792	**386,415**	**4,987,207**	**5,090,199**

19 Operating leases

At 31 August 2025 the Charity had total operating lease commitments of £32,808 (2024: £33,216) relating to the lease of the Charity's office building and a photocopier.

The amount of non-cancellable operating lease payments recognised as an expense during the year was £130,808 (2024: £130,922).

20 Related party transactions

During the year, the charity received £1,777,440 (2024: £1,500,114) from Literacy Capital plc in the form of corporate donations, grants and payments for charity events. Literacy Capital plc is a company in which Paul Pindar, spouse of former Trustee and current Patron Sharon Pindar, is a director. Of this amount, a total of £nil (2024: £303,896) was restricted income and £1,777,440 (2024: £1,196,218) was unrestricted income.

During the year, the charity paid £129,600 (2024: £129,600) to Literacy Capital plc in relation to rent for the Charity's office building. At the year end, there was a balance of £10,800 (2024: £10,800) included in debtors in relation to prepaid rent.

During the year, the charity received £nil (2024: £100) from P Fletcher in the form of Gift Aid donations. Of this amount, a total of £nil (2024: £nil) was restricted income and £nil (2024: £100) was unrestricted income.

During the year, the charity received £nil (2024: £10,000) from P Pindar in the form of Gift Aid donations. Of this amount, a total of £nil (2024: £nil) was restricted income and £nil (2024: £10,000) was unrestricted income. Paul Pindar is the spouse of former Trustee and current Patron, Sharon Pindar.

Expenses relating to travel, reimbursed to Trustees during the year, amounted to £nil (2024: £73).

During the year, the charity received £29,773 (2024: £82,164) from its subsidiary, Bookmark Reading Trading Limited, in the form of a Gift Aid donation. The subsidiary is wholly owned. At the year end, the amount owed by Bookmark Reading Trading Limited to the charity to was £29,773 (2024: £82,164) owed to the charity by Bookmark Reading Trading Limited). In the current year, this amount represents the profits owed by Bookmark Reading Trading Limited.

Bookmark
Reading Charity

www.bookmarkreading.org

Registered Address:
Charles House, 5-11 Regent Street Saint James's, London SW1Y 4LR

BOOKMARK READING CHARITY

England & Wales - Charity number 1177681

Accounts

Bookmark
Reading Charity

Annual Report

For the year ended 31st August 2024



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Registered with FUNDRAISING REGULATOR

Registered Charity No. 1177681 (England & Wales)

Registered Company No. 11104438

Bookmark is committed to safeguarding and promoting the wellbeing and welfare of children.

Trustees, officers and professional advisors

Reference and Administrative Information

Principal Office and Registered Office:
Third Floor
Charles House
5-11 Regent Street
St James's
London
SW1Y 4LR

Charity Number: 1177681
Company Number: 11104438

Trustees (who are also the Directors of the Charitable Company)

Paul Fletcher
Philip Neal
Sharon Pindar
Chloe Wright
Helen Jones (appointed 1 April 2024)
Mark Byrne (appointed 1 September 2024)
Charles Walker (resigned 31 March 2024)
Nicole Yost (resigned 16 November 2023)

Key Management Personnel

Current:

Emily Jack	Chief Executive Officer
Francis Smith	Chief Finance and Operations Officer
Dionne Campbell	Head of Technology
Daniel Oliver	Head of Marketing and Communications (joined 12 February 2024)
Laura Burke	Head of Fundraising (promoted 22 February 2024)
Anna Croghan	Head of Volunteering (joined 26 February 2024)
Lauren Landi	Head of Schools (joined 6 November 2024)

Post holders during the period:

Emily Gibbons	Head of Fundraising (returned from maternity leave 27 October 2023 and resigned 18 July 2024)
Alex Hay	Interim Head of Fundraising (contract ended 30 November 2023)
Natalie Higgins-Galsworthy	Head of Communications and Ambassador Relations (resigned 15th January 2024)
Beatrix Stafford-Smith	Head of Schools (promoted 1 September 2023 and resigned 8 May 2024)

Independent Auditors:	Hazlewoods LLP, Staverton Court, Staverton, Cheltenham GL51 0UX
Solicitors:	Addleshaw Goddard LLP, One St Peter's Square, Manchester M2 3DE
Bankers:	Santander, Bootle, Merseyside L30 4GB
Investment Managers:	Killik & Co, 46 Grosvenor Street, London W1K 3HN

Chief Executive's message

As we reflect on the past year, I am immensely proud of what we have achieved at Bookmark Reading Charity. Our vision remains as vital as ever: we want every child to read.

Despite ongoing challenges – social, economic and educational – your support as donors, trustees, supporters and volunteers has been instrumental in helping us to extend our reach and deepen our impact. Your unwavering belief in our mission fuels our ability to offer meaningful support to the children who need it most. Thank you for being part of Bookmark's journey.

In the last year, we reached 2,045 children through our One-to-one Reading Programme and delivered 43,779 reading sessions – more than double the number of sessions provided just two years ago. We also launched two new programmes: the Story Starter Programme and the Literacy Partner Programme. These programmes have been designed to support early readers and foster whole school reading cultures.

We know that access to reading materials is critical in fostering a love for reading. This year, we provided over 58,000 children with brand new books to ensure that children from disadvantaged backgrounds have the resources they need to explore, learn and grow. Furthermore, we distributed 447,600 copies of The Story Corner magazine – a resource aimed at supporting children with few to no books at home to maintain reading engagement over the school holidays. Our magazine reaches communities most in need and it is distributed through foodbanks, children's hospitals, prisons, community centres and family support agencies as well as schools.





This year, we provided over

58,000

children with brand new books



99%

of teachers confirmed that Bookmark had a positive impact on their students

Our efforts have been widely recognised too with a record-high Net Promoter Score of 72 from schools. A clear signal that schools see Bookmark as a highly impactful and valued partner in improving literacy. Importantly, 94% of teachers noticed increased confidence in their pupils' reading abilities and 99% of teachers confirmed that Bookmark had a positive impact on their students.

Beyond numbers, these achievements reflect the heart of our work: helping children from disadvantaged communities overcome the barriers to literacy. The Fair Education Alliance recently reported that children from disadvantaged backgrounds are leaving primary school 10 months behind their peers; this is the widest gap since 2014. Both the pandemic and cost of living crisis has played a part in this, however, the need to read well is crucial to children's futures. With your help, we are working to close this gap and change the trajectory of these children's lives.

Being able to read not only opens doors to educational success but also fosters emotional wellbeing, creativity and self-confidence.

Children need our help more than ever. Our work continues and, looking ahead, our goals are ambitious. Over the next three years, 500,000 children will benefit from one of our reading programmes, across 1,000 schools. Our new strategy, rooted in data and learning, ensures we focus on schools with the greatest need. We will be helping those with higher-than-average levels of deprivation and lower reading scores. We will continue to measure our impact closely; this will be at both individual and school-wide levels.

Together, we can tackle the UK's literacy crisis. Children must leave primary school with the reading skills they need to succeed.



Emily

Emily Jack
Bookmark Chief Executive Officer

Our vision, mission and values

Vision:

We want every child to read.

Mission:

We improve children's literacy by promoting a reading for pleasure culture in primary schools, with a focus on supporting children in the most disadvantaged communities.

Our values:



We have heart

- We care deeply about what we do; it is our driving force
- We believe in the potential of all children and the power of communities to support them
- We fuel our work with optimism and a positive energy, supporting each other through challenges and celebrating our achievements



We act with integrity

- We are trusted to always keep safeguarding at the heart of what we do
- We are honest and open within our teams and across our communities
- We are professional and hold the highest expectations of ourselves and one another



We are curious

- We are interested and constantly learning so that we can adapt to improve the support we provide
- We ask questions and contribute outside of our specialties to develop great ideas
- We have the courage to challenge the norm in search of a better alternative



We make it happen

- We work hard – and smart – to fulfil our promises and make an impact
- We are proud of what we have achieved and we know there is always more to do
- We each play an important role in Bookmark's story and consider how our actions impact the charity's vision



We are a team

- We work together with our volunteers, schools, partners and supporters
- We embrace diversity and celebrate differing perspectives and backgrounds
- We listen well and communicate clearly to seek understanding and achieve better outcomes

Trustees' Report

The Trustees of Bookmark Reading Charity are delighted to present their report and financial statements for the year ended 31 August 2024.

The financial statements comply with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association, and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (Charities SORP (FRS 102)).

Objectives and activities

At the heart of our mission is a simple yet powerful vision: we want every child to read and since our beginning in 2018, Bookmark have been dedicated to addressing the literacy gap that leaves more than 1 in 4 children leaving primary school without adequate reading skills.

Building on our success over six years, we're now deepening our impact by fostering a love of reading among more children. Over the next three years, we are aiming to reach 1,000 schools and benefit 500,000 children, ensuring they have the opportunity to experience the transformative power of literacy. Our strategy explains how we will improve children's literacy by building a whole school reading culture around reading for pleasure. This strategy embodies our commitment to prioritising children in disadvantaged communities, where the barriers to reading are greatest.





Our three-year strategy

The highlights 2024–27

We will achieve our mission by implementing the following five pathways to reading:

1. 
One-to-one reading support and positive role models

2. 
Engaging reading spaces and high-quality, diverse reading resources

3. 
Teacher training and resources

4. 
Creating a reading buzz across the whole school

5. 
Family and parental engagement

More information on our three-year strategy can be found **here**.

This work will be underpinned by our 10 literacy programmes:

1. One-to-one Reading Programme
2. Literacy Partner Programme
3. Your Story Corner Programme
4. School Network Programme
5. Rocket Packs
6. Grants and Support Programme
7. Story Starter Programme
8. The Story Corner Magazine
9. Book clubs
10. Family Engagement Programme



Children need us now more than ever

We have big ambitions to expand our reach and increase our depth of support for children in the most disadvantaged communities. Over the course of the next three years, we aim to have benefited 500,000 children across 1,000 schools by improving reading levels and engagement on both a one-to-one and whole school level.

Our achievements and performance

During the academic year 2023/24, we have been developing and enhancing our programmes in anticipation of our new three-year strategy. We have piloted and implemented new programmes which we plan to expand over the next three years.

One-to-one Reading Programme

Schools on our One-to-one Reading Programme
We work with schools to develop whole school reading cultures. Schools participating in our One-to-one Reading Programme do so on a package basis which links the number of programmes they run to a range of benefits. Over the course of the year, we have reviewed the schools who receive our One-to-one Reading Programme to ensure they align with our eligibility criteria. During the year we have reduced the number of partner schools receiving our One-to-one Reading Programme to provide a deeper level of support for the children who need this support the most.

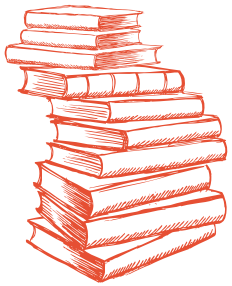
Number of schools receiving our One-to-one Reading Programme

2020/21
90
(56% in London)

2021/22
171
(56% in London)

2022/23
157
(42% in London)

2023/24
146
(40% in London)



Case Study: Athelstan Primary School

At Athelstan Primary School, based in Sheffield, almost a third of children at the school receive pupil premium funding (31%) and many speak English as an additional language. Athelstan received Bookmark's Your Story Corner pack this year with 200 brand-new, high-quality books and reading resources for children aged 4 to 9 to revitalize their reading spaces and encourage reading for pleasure.

We spoke to the English lead at Athelstan Primary School who said the Your Story Corner resources came at a 'perfect time' as the school began to envision their whole school reading culture for the first time. They have already noticed some 'really positive engagement' with the new books. We were told that children who were previously not reading 'are now genuinely enjoying what they read' and that ' it's pleasurable to them instead of a task to be ticked off the list.'

Your Story Corner packs are carefully curated to include a variety of diverse and inclusive books. With the school based in a diverse area 'having an injection of a new kind of very well-chosen stock that reflects current priorities around representation both in terms of characters and authors is really good'. The children at Athelstan have reading time before school every day and there has been a noticeable change in excitement around the books that has 'made children reflect more on what they're going to enjoy'. For example, 'some children have really diversified what they're choosing [to read]. I'm not getting children exclusively going to get another Roald Dahl book because that's the only author they've ever heard of. There's definitely a wider range of books that [the children] are interested in'.

It's not just the children who have a more positive engagement with reading and the reading spaces of the school, but the staff too, who have been 'redirected to the importance of what their reading area looks like. We've gone from some quite tatty piles of stock to staff involving children in organising the books and [thinking] how you market them in a way that makes them looks like you want to read them.'



I've been volunteering with Bookmark for a few years and find them an excellent organisation. The resources are great, and the arrangements are clear. That means all volunteering time is spent directly supporting the reader. This is very unusual in volunteering, and is a very fulfilling experience for the volunteer, and I think for the reader too. Congratulations to the whole team."

***Provided by a volunteer through the End of Programme survey in Summer 2023/24.**

Volunteers

Volunteers are at the heart of what we do at Bookmark. Our volunteers come from a wide range of backgrounds, and our growth in volunteer numbers is largely linked to our always-on marketing activity or through our corporate partners, where employees donate their time as volunteers. We have expanded our volunteering opportunities to new cohorts. This includes our new corporate volunteering offer and Reading Mentor programme for 16-17 year olds.

We want to celebrate our volunteers and the time they give to read with children on Bookmark programmes. We are grateful for all the time and support our volunteers give to the children on our programmes.

Number of Volunteers



2020/21
1,167



2021/22
1,766



2022/23
2,186



2023/24
2,937

Number of children supported

This year, we have been able to support 1,842 children with at least one full One-to-one Reading Programme and 2,056 pupils received at least one reading session this year. We have been able to deliver this support through 43,779 reading sessions which is close to 22,000 hours of one-to-one reading support, equivalent to 2.28 years of continuous reading.

On average, children have received over 21 one-to-one reading sessions throughout the year, this is up from 17 in the prior year. This increased number of sessions per child has led to a decrease in the number of pupils supported. However, those pupils are receiving a greater level of individual support.



Number of children supported

2020/21
871

2021/22
1,384

2022/23
1,856

2023/24
1,645

Case Study: Reading progress in a London partner school

A London-based primary school partnered with Bookmark to provide one-to-one reading support to children at their school who must overcome additional barriers as they learn to read. Two children, Amy* and Eden*, started Year 2 reading at an early Year 1 level. They were extremely far behind, and were facing the SATs, national curriculum assessments which they would need to complete at the end of the year. They were assigned to Bookmark's reading programme, because even though they were making progress at school, they didn't have anyone reading with them at home.

Their teacher explained that 'on the Bookmark programme their confidence skyrocketed.' In just having half an hour every week or more, they were able to grow to identify themselves as readers. The programme was seen as 'special time to read' and meant the children didn't realise it was a reading intervention.

With Bookmark's support both children made rapid progress.

'They're now in Year 3 and reading at the expected level. Even though they were 6 to 8 months behind, they've now caught up to where they should be. As their teachers it was amazing to see them go into Key Stage 2 and be ready for it.'

*Children's names have been changed for anonymity.



2020/21
13,993
reading sessions

2021/22
23,870
reading sessions

2022/23
40,100
reading sessions

2023/24
43,779
reading sessions

Other literacy programmes

Our new three-year strategy is focused on five pathways to reading:

- One-to-one reading support and positive role models
- Engaging reading spaces and high-quality, diverse reading resources
- Teacher training and resources
- Creating a reading buzz across the school
- Family and parental engagement

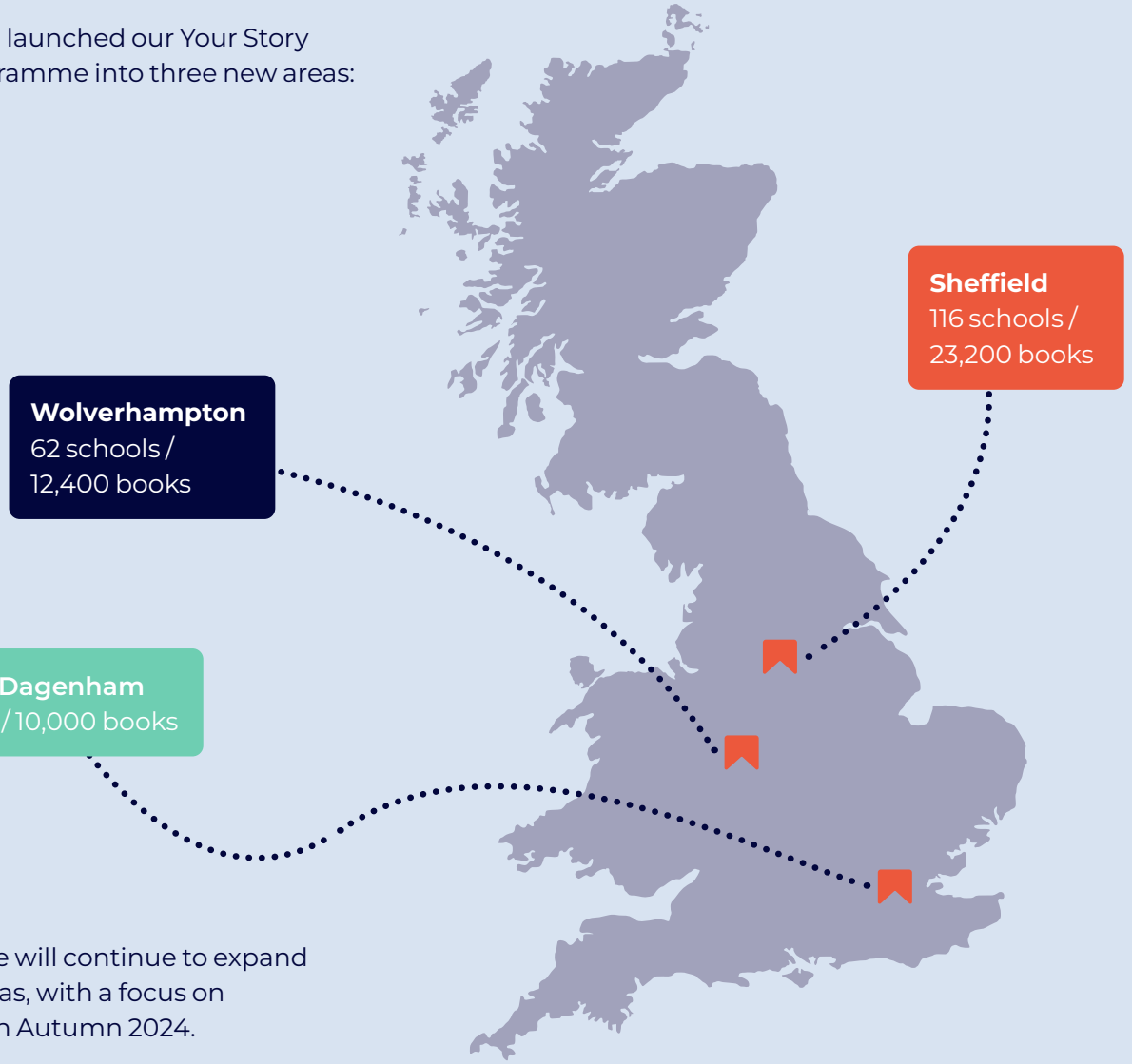
These pathways are underpinned by 10 literacy programmes, nine in addition to our One-to-one Reading Programme.



Your Story Corner Programme

We create engaging reading spaces with high-quality reading resources. This includes 200 new books, teacher CPD resources and engaging materials. These spaces foster an environment for children to become confident young readers and inspire a lifelong love of reading.

This year, we launched our Your Story Corner Programme into three new areas:



Next year, we will continue to expand into new areas, with a focus on Derbyshire in Autumn 2024.

Literacy Partner Programme

Following an in-depth literacy consultation, we provide a detailed and tailored action plan to each school to help them deliver improvements in whole school reading cultures. This action plan is accompanied by targeted funding of up to £10,000 per school. Our Literacy Partner Programme is also an incubator for developing and evaluating new service lines. This gives us the opportunity to test different ways of embedding a whole school reading culture in a school. Once new service lines have been tested on a small scale, and an effective impact has been seen, these service lines can be offered as part of one or more of our programmes.

We launched our multi-year Literacy Partner Programme grants in the summer term, working with 40 schools to develop two-year action plans to develop a whole school reading culture. The second cohort for this programme will be 50 schools and it will launch in January 2025.





Story Starter Programme

Our early years provision includes packs with resources for children aged 4-5. This is to help ignite the joy of reading from an early age and equip children with resources before starting at one of our partner schools. These packs have been created by following the government's non-statutory curriculum guidance for the Early Years Foundation Stage. They include a book, an early year's version of our The Story Corner magazine, stationery, storytelling props and family engagement resources to inspire reading enjoyment at home and in the classroom. We want all children to start school with the resources they need to set them up for success.

We launched our Story Starter Programme to support early years development. Curated with the government's non-statutory guidance Development Matters in mind, these packs went to 1,445 children before the summer holidays.



The Story Corner Magazine

Our termly magazine provides high-quality reading materials for children to take home. The magazine is designed and distributed to children who may not have a book at home to prevent learning loss outside school settings. It is distributed through schools and community settings, including food banks, warm banks, prisons, hospitals and refuges.

We celebrated our 10th issue of the Story Corner Magazine this year. We have sent 447,600 copies this year across school and community-based settings. We launched our early years version of the Story Corner Magazine which was included in our Story Starter Packs and our Graphic Novel copy is going live in Autumn 24/25.



We have sent

447,600

copies of The Story Corner magazine this year to school and community based settings

Rocket Packs

Schools are sent termly packs of new, high-quality and diverse books. Each of these packs is centred on a different theme, focusing on the type of books we know are often missing from school libraries (i.e. graphic novels, poetry, non-fiction). We invite a different figure or organisation, well known in the education or literacy space, to curate these book packs. The packs are sent out with our scrapbooks as part of a whole school reading challenge to help embed a rich reading culture.

We sent 80 non-fiction themed rocket packs in the Autumn, followed by 110 'picture books for all ages' themed packs in the Spring. Summer packs landed in September and are 'Books with a Sprinkle of Magic' themed.



School Network Programme

This programme is designed to build on the foundations of the Your Story Corner Programme by providing sustainable ongoing support to schools. This is to continue the improvement of whole school reading cultures. Each school within the network benefits from up to £1,000 of resources per year, plus access to resources and training developed by us. The programme will provide networking opportunities for teachers and literacy leads to collaborate and share best practice.

To build on the success of our Your Story Corner Programme we launched the School Network Programme with 83 schools across Birmingham, Nottingham, Medway and Lincolnshire.

Grants and Support Programme

We provide schools with CPD grants and access to memberships with third-party organisations to assist them with embedding a whole school reading culture in their school. We also run webinars, distribute videos and provide other resources to help with teacher training.

We offered 38 grants across our partner schools this year to support teacher CPD and whole school reading culture initiatives. The grants will support literacy projects at the start of the new academic year.

Book Clubs

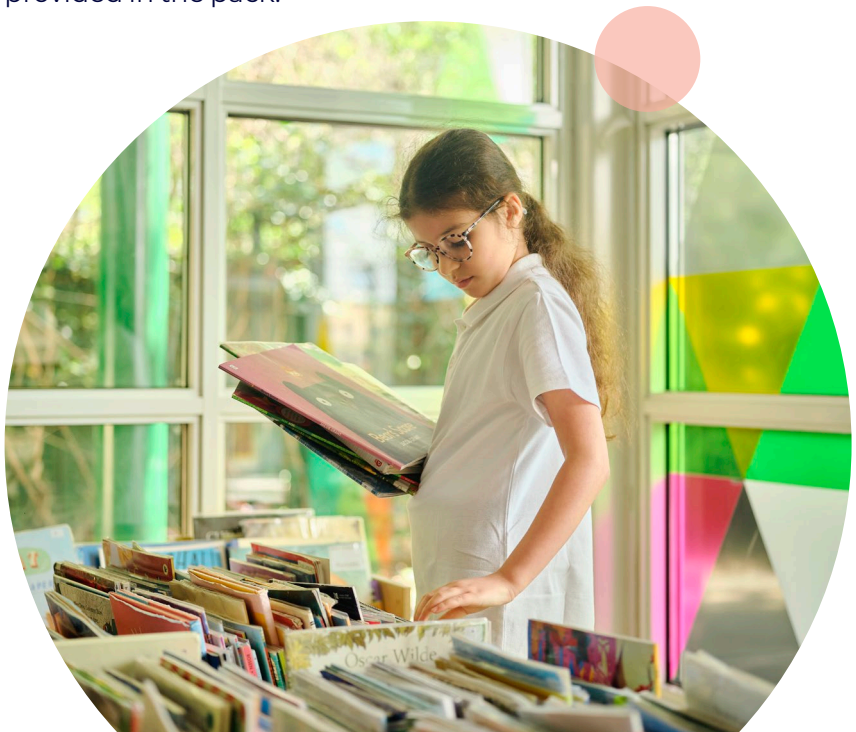
We are developing a range of book clubs to engage reluctant readers. Schools are provided with mini libraries in each genre, plus additional resources to spark a reading buzz. We provide a plan for 10 book club sessions so that teachers have a clear understanding of the outcome for each session. The book clubs have been designed to run termly.

We delivered 13 comic book clubs this year across our schools. The team are currently developing our next club, nonfiction, which will launch this year. This new pack will provide a reading club for reluctant readers, focused on fact finding!

Family Engagement Programme

We understand the challenges that many schools face with family engagement. We will provide support in disadvantaged communities by distributing home resources and video content to empower family members to support their child's reading for pleasure and become reading champions at home. We will build strategic collaborations to enhance our work and amplify other organisations' work in this area.

This is a new programme of work, which is being developed as part of our new three-year strategy. As part of our Story Starter Programme, parents were provided with videos guides supporting parents with engaging storytelling, reading wordless stories and how to use the resources provided in the pack.





During the year,

505

schools received at least one literacy programme

Our plans for the future

In 2024/25 , we aim to deliver:

50,000
reading sessions to children, which will represent 14% growth year-on-year

164
Your Story Corner packs across three new regions

545
Rocket Packs

500,000
Story Corner magazines across our partner schools and our communities

62
individual grants across our gold and platinum schools to support CPD and whole school reading culture initiatives

70
Book Clubs

82
Our School Network Programme to 82 schools

4,000
Story Starter Packs to children ahead of the summer holidays

18,000
Our Family Engagement Programme to 18,000 families

50
new Literacy Partner Programme grants will be awarded

We will deliver these targets by embedding our three-year strategy, focusing on our strategic aims to expand our reach and increase our depth. We will leverage the foundations of our strategy to continue to drive performance to enable more children to read.



Bookmark's impact and evidence

At Bookmark, our programmes support reading for pleasure in children aged 4 to 10 years old, which has a strongly evidenced link to improvements in children's reading attitudes, behaviours, skills and reading attainment. We evaluate the changes in children on our programmes to ensure that we can demonstrate these outcomes for participating children. We also evaluate how our programmes support reading for pleasure in schools.

Vital to achieving this is making sure that our programmes are based on data and research, to ensure that we have the maximum impact. Our One-to-one Reading Programme was designed using evidence-based recommendations from The Education Endowment Foundation (EEF) and The Open University (The OU). Every year we share our evaluation findings in our Impact Report. This is available at the start of the calendar year following the end of the most recent academic year . The latest full report is available **here**.

Theory of Change

Problems

Many children leave primary school with poor reading skills which directly contributes to poor educational attainment, lower literacy in adulthood and barriers to success in life.

Many children do not have opportunities for one-to-one reading or reading role models. Less able readers have fewer opportunities to improve their reading.

Many children do not enjoy reading. Many children do not own their own book or have access to a library. Many children struggle to see themselves in what they read.

Schools have limited resources and support to develop reading for pleasure and whole-school reading culture.

Inputs

Our team – with strong expertise and experience of partnering with schools to develop offerings that are informed by data-driven insights, a strong evidence base, ongoing evaluation and impact measurement.

Our volunteers – who are enthusiastic, trained and supported by Bookmark to volunteer online and in-person.

Our technology – which is utilised to support effective and responsive programme booking and delivery, including via an online reading platform.

Our resources – curated, high-quality, and diverse books and reading resources.

Our training – CPD for teachers and support for family engagement.

Activities

Our reading programme, in which trained Bookmark volunteers deliver one-to-one reading sessions to children aged 5-10.

Curation and delivery of new, high-quality and diverse **books and reading resources, including our own termly The Story Corner magazine,** which enhance reading spaces in schools.

Provision of **grants, literacy consultancy and training resources,** with a focus on facilitating teacher training and access to CPD.

Organisation of events, such as book clubs and author visits, with a focus on schools to generate a buzz around reading.

Collaborating with schools to promote family and parental engagement.

Outputs

Children attend reading sessions with a volunteer, engaging in **one-to-one reading support**.

Children and schools have brand new, diverse, high-quality books and reading resources, including The Story Corner magazine.

Schools access grants, literacy consultancy support and training **resources to support reading for pleasure and build whole school reading cultures**.

Outcomes

Schools improve their one-to-one reading support and children connect with **positive role models**.

Schools improve their reading resources and reading spaces to encourage **children's reading for pleasure**.

Schools have access to quality teacher training and resources, which **improve their approach to reading for pleasure**.

Schools generate **a buzz around reading**.

Schools improve parental and family engagement with reading.

Impact

More children leave primary school having discovered the joy of reading, which better sets them up for success.

Academic year 2023/24

This year, Bookmark's internal evaluation of our core programme continued to collect and analyse:

- The impact of the programme on children's reading confidence, enjoyment, motivation, fluency, and skills.
- Reading attainment data to assess improvements in reading levels of children who received Bookmark support.
- School and volunteer experience with Bookmark

We have been communicating evaluation findings as concise, termly updates internally at Bookmark. This has ensured continuous improvement actions were identified and acted on as early as possible throughout the year.

In addition to measuring the core One-to-one Reading Programme, the ongoing impact of our Your Story Corner Programme, the Story Corner Magazine and the Rocket Packs have been assessed. These initiatives have continued to produce consistently positive evaluation findings as delivery has extended to new schools and districts. Evaluation data collected through teacher and pupil surveys shows that these initiatives have contributed towards the aims of:

- Supporting schools to develop whole school reading culture through developing reading spaces, providing high-quality reading resources, creating a buzz around reading, and providing teacher CPD.
- Supporting children to develop positive reading attitudes and behaviours.
- Ensuring children have access to good quality reading environments in schools.
- Improving the quality, variety and diversity of resources children have access to in their schools.

We have been working on individual evaluation frameworks for each of programmes, aligned to our new pathways to reading and theory of change.

During the year, we completed a one-year study with ImpactEd on the effectiveness of our One-to-one Reading Programme. The study assessed the attainment progress of pupils who participated in our reading programme throughout the 2023/24 academic year. Data was collected in the form of standardised reading scores from 18 partner schools, including 265 pupils who had been selected for the programme and 648 pupils who had not.

The analysis examined the reading scores of pupils who participated in the programme between the start and end of the academic year and presents their progress. The study further analysed results based on pupil characteristics, providing insights into how the programme benefits specific groups, particularly those eligible for pupil premium. It compared outcomes between participating pupils and a matched control group of pupils not in our programme using one-to-one propensity score matching to understand how the progress made by pupils on the One-to-one Reading Programme compares with similarly matched pupils not in our programme.

Finally, the study investigated the impact of dosage through the number of sessions per One-to-one Reading Programme and the number of One-to-one Reading Programmes completed by pupils throughout the academic year. Findings were tested for statistical significance and are presented alongside recommendations and supporting evidence for the design of the One-to-one Reading Programme.

Further details and the outcomes of this study can be found **here**.

In collaboration with ChapterOne, we worked with an external consultant to understand how we can bring children's voices into our evaluation work. We will be implementing this, in the coming term, to greater understand the impact of Bookmark, through the experience of children on our programmes.

Measuring our impact in 2024/25

The change we want to make

- A positive impact on whole school reading culture by providing a positive impact on our five reading pathways
- A positive impact on pupil's reading attitudes, behaviours, and skills
- A positive impact on pupil's reading attainment

What we plan to measure

- Programme outputs (e.g. the number of pupils supported)
- Changes in whole school reading culture
- Changes in pupils' reading attitudes, behaviours and skills
- The long-term impact of Bookmark's support in our partner schools
- School and volunteer experience of Bookmark
- Changes in pupils' reading attainment pre - and post intervention

How we will measure it

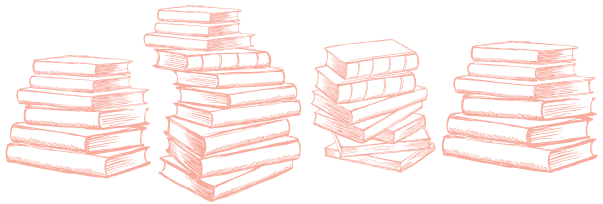
- Programme outputs as recorded by internal reporting systems (e.g. Salesforce)
- Improvements in whole school reading culture as reported by teachers and pupils in pre- and post-delivery surveys, interviews and session observations
- Changes in pupils' reading attitudes, behaviours, and skills as reported by teachers and volunteers in post-delivery surveys, case studies, interviews and focus groups
- Experience of Bookmark as reported by teachers and volunteers in post-delivery surveys
- Reviewing publicly available KS2 reading data for our partner schools
- Pupil reading attainment data pre- and post-intervention

How we will use what we learn

- Measure our impact and define the extent to which our activities meet our programme aims
- Identify actions for continuous improvement which refine our programme delivery and ensures a more positive experience for schools and volunteers
- Assess our progress towards strategic goals and confirm that our internal evidence supports the continued direction of travel
- Understand the scope of our internal evaluation and any limitations to the current evaluation framework that need to be addressed

How we will communicate what we learn

- Our annual Impact Report which is published each year will evidence our impact, learnings and progress
- We will continue to provide timely internal updates to promote continuous improvement actions and guide strategic decision-making



Public Benefit

The Trustees confirm that they have complied with the duty in section 4 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit when reviewing our strategic aims and in planning the activities of the Charity.

The Trustees have satisfied themselves that Bookmark meets the public benefits requirements, in particular:

1. The objectives of the Charity are clear – Bookmark was set up to advance the education of children in the United Kingdom, in particular by promoting and supporting the development of literacy;
2. The aims and activities of the Charity are directly related to its objective, as set out in this report;
3. The people who receive support are entitled to do so according to the criteria set out in the Charity's objectives – all of Bookmark's work is focused on children in the UK who require additional reading support.

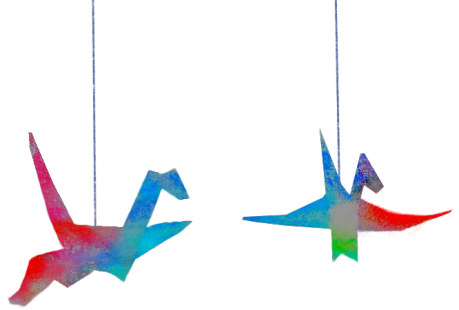


Financial Review

Bookmark's total income increased to £7.1m from £4.2m, an increase of 70%. During the year, we accrued a significant philanthropic gift which has been committed over the next five years.

Total expenditure of £4.0m was £0.5m higher than the previous year's expenditure of £3.5m. The increase in expenditure is attributed to the expansion of our literacy programmes during the financial year.

We finished the year with a surplus of £3.1m (2023: £0.7m) and reserves of £5.1m (2023: £2.0m). A significant portion of those reserves is linked to a singular philanthropic gift, which the Trustees have designated to support the expansion of our literacy programmes under our three-year strategy. The closing balance of the Literacy Partner Programme Fund is £2.5m (2023: £nil). The charity holds £0.4m (2023: £0.1m) as restricted reserves for programmatic activity in the upcoming academic year and a Fixed Asset designated fund of £0.2m (2023: £0.3m). The remainder of our free reserves, £2.0m (2023: £1.6m) is held to underpin our operations for the coming year and represents just over seven months of our operational spend for the budgeted 2024/25 year. This is within our reserves policy of 25% above or below six months forecasted expenditure.



Our trading subsidiary, Bookmark Reading Trading Limited, produced a surplus of £82k (2023: £46k), which was recognised as income within the charity. Further information is included in Note 13.

A strategic priority of the fundraising team is to continue to grow income from sources beyond the Pindar family network, which will help to prevent an overreliance developing on any one set of donors. The generous support from Literacy Capital and the Pindar family represents 21% of our income in the current financial year. We do remain confident that the Pindar family and Literacy Capital plc will remain committed long-term supporters as they care passionately about improving literacy in the UK. Sharon Pindar knows from personal experience, the impact poor literacy can have on a person's life, and that of their families.

We are hugely thankful for the continued support from all our donors; their financial support provides the income which enables us to continue our work and to future-proof our organisation to support more children on their reading journeys.

Structure, Governance and Management

Constitution

Bookmark Reading Charity is both a registered charity and a company limited by guarantee. It was incorporated as a limited company on 8th December 2017 and registered as a charity on 23 March 2018. The Charity changed its name from Bookmark Reading Limited to Bookmark Reading Charity on 28 January 2018. It is governed by its Memorandum of Association.

Governance and Management

The Articles of Association require that there are not less than two and not more than eight Trustees and at least one Trustee must be a natural person. A Trustee may hold office for a period of three years and any retiring Trustee who remains qualified may be re-appointed. The Board of Trustees meets quarterly, and ensures the Charity is well managed and operating within agreed policies, the law and its budget.

The Trustees have reviewed the Charity Governance Code and are using the principles and recommended practice for good governance to effectively manage and control the charity.

The Charity is governed by a Board of Trustees, comprising of Sharon Pindar (Chair of Trustees), Paul Fletcher (Treasurer), Phil Neal, Chloe Wright Helen Jones and Mark Byrne. Each new Trustee is given an appropriate induction and training relevant to their responsibility. At least one Trustee on the Board is a trained reading volunteer.

The Board delegates the day-to-day management of the Charity to the Chief Executive Officer and the Senior Leadership Team.

Fundraising

Bookmark Reading Charity is compliant with the standards set by the Fundraising Regulator in its 'Code of Fundraising Practice'. We are pleased to make this commitment and feel it gives both our donors and supporters confidence in our fundraising practices. Bookmark's fundraising team has experience in the Code of Fundraising Practice and associated Rulebooks.

We are mindful during our fundraising activities not to be unreasonably persistent or to apply undue pressure on anyone, or to intrude on anyone's privacy. The Charity did not undertake any telephone, doorstep or lottery fundraising in the year.

The Charity received no complaints relating to its fundraising activities during the year.

Pay Policy for Key Management Personnel

The Trustees consider the Board of Trustees and the Senior Leadership Team to comprise the key management personnel of the Charity, in charge of directing and controlling, running and operating the Charity on a day -to-day basis.

All Trustees give of their time freely and no Trustee received remuneration during the year. The only payments made were for reimbursed expenses.

Details of related party transactions are disclosed in note 22 to the accounts. The pay of the Chief Executive Officer and senior staff is reviewed annually based on performance and normally increases in accordance with average earnings.

The remuneration is set to ensure it is both fair but also will attract and retain staff of the appropriate calibre and experience required by the Charity.



Staff and Volunteers

At the 31st August 2024, Bookmark had a team of 42 individuals (41 FTE).
The Charity also had 2,937 vetted and trained volunteers.

In addition to the Charity's Board of Trustees, Bookmark has established the following Boards:

Corporate Partnerships Board	Responsible for devising and implementing plans to generate income for the Charity from the corporate sector and identifying sources of corporate volunteers.
Technology Advisory Group	The primary purpose of the Technology Advisory Group is to advise on how best to apply industry best practices and provide a comprehensive peer review and oversight of our current and future technology developments. They also ensure the Charity receives input from different technology sectors to support, confirm and challenge our decision-making and development.
Volunteer Advisory Board	Responsible for providing feedback, inspiration, challenge, guidance and occasional system testing to ensure Bookmark continues to provide a fulfilling and beneficial volunteer experience.
Marketing Advisory Board	Responsible for providing strategic input into our marketing and communications strategy, including volunteer and school attraction, digital marketing, brand awareness and PR.
Primary School Advisory Board	Responsible for providing feedback, inspiration, challenge, and guidance to ensure that Bookmark provides what our customers need, i.e., schools.
Finance and Risk Committee	Responsible for providing oversight on our financial performance and controls, compliance with standards of business conduct and other legal and regulatory matters, which included the appointment of our external auditors and the integrity of our financial statements. This committee supports our risk management framework and our policy review cycle.
Operations Board	The board supports exploring Bookmark's 'problem statements' to aid solutions by generating innovative ideas by engaging with operational matters at Bookmark. The board provides insights into new or innovative ways of working, enhancing Bookmark's offering. This is to ensure Bookmark is a high-impact literacy charity that is data-driven, technology-led and runs efficiently.
Investment Committee	The committee comprises our Chair, Treasurer, Chief Executive and Chief Finance and Operations Officer. This group oversees the Charity's investments on behalf of the Board of Trustees.

These advisory boards have no delegated authorities, cannot pass resolutions on behalf of the Charity, and cannot direct the Senior Leadership Team or other employees of the Charity.

All our staff, volunteers and supporting boards are vital to the work of the Charity, and they have contributed enormously to the success of the organisation and to the services it provides. The Trustees record their sincere appreciation of the contribution from all our staff, volunteers and supporting boards.

Donated Services

We are extremely grateful to the various organisations and individuals who have supported us. We have been provided with management consultancy, legal advice, technology and other incredibly helpful support.

Reserves Policy

While the Charity has continued to develop a range of income-generating activities to support its charitable activities, Bookmark Reading Charity is heavily reliant on voluntary donations. A significant proportion of this income must be newly generated each year. Bookmark's donors to date have mainly comprised a small number of significant contributors, including Trusts and Foundations, Major Donors and Corporate Partners. To prevent an overreliance developing on any one set of donors, we plan to continue diversifying our income through engaging new supporters. Our emphasis remains on building long-term sustainable support from corporate donors and major givers.

The Trustees duly consider the uncertainties around funding when setting the Charity's reserves policy. The Trustees aim to generate reserves that are sufficient to underpin the commitment to the continued growth and development of our services.

During the year, the Trustees have created a designated reserve to underpin our long-term commitment to our Literacy Partner Programme. This is shown separately to our free reserves.

The Charity reserves policy states that we aim to have reserves equivalent to ±25% of six month's forecast expenditure over the coming 12 months. As at 31 August 2024, we have built up unrestricted, free reserves equivalent to 7.3 months and the Trustees are therefore content with this.

The Trustees are pleased to report that the Charity has a robust balance sheet, which will be used to continue to provide services to support its charitable objectives in the UK.

Risk Management

Following NCVO best practice, the risk management process has involved the identification, evaluation, and control of risks. Whilst we are not able to eliminate all risks entirely (this would be impossible and not cost effective), we do aim to reduce the risk to a level that the charity is comfortable with (the risk appetite).

When identifying risks, we assign risk owners and categorise them into the following areas:

- External and Impact
- Regulatory and Compliance
- Financial Sustainability
- Governance
- Operational
- Safeguarding
- Fundraising

We score risks by likelihood (rare, unlikely, possible, probable, certain) and impact (insignificant, minor, moderate, significant, major). We calculate our target risk score to identify our risk appetite. We then analyse the inherent risk using these criteria, and these scores are multiplied to give us our initial risk score.

The Senior Leadership Team record all controls that are in place to mitigate each risk and then calculate the residual risk. If this is higher than the target risk, we identify further initiatives and actions to reduce the risk to an acceptable level.

As well as the work completed by the Senior Leadership Team, risk management and the risk register are discussed at Finance & Risk Committee meetings, where key risks are discussed as well as improvements and suggestions to the processes for risk management are tabled.

The register and a summary of key risks are shared at every Trustee meeting, forming part of a corporate governance and risk standing paper.

Trustees' Responsibilities in Relation to the Financial Statements

The Charity Trustees (who are also Directors for the purposes of company law) are responsible for preparing a Trustees' Annual Report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Charity Trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the Charitable Company and of the incoming resources and application of resources for that year. In preparing the financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and the group and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the Charity and financial information included on the Charity's website.

Disclosure of information to Auditors

Each trustee has taken steps that they ought to have taken as a trustee in order to make themselves aware of any relevant audit information and to establish that the charity's auditor is aware of that information. The trustees confirm that there is no relevant information that they know of and of which they know the auditor is unaware.

Appointment of Auditors

Hazlewoods have been appointed as Auditors for the year ending 31 August 2024 and they have confirmed their willingness to continue in office.

Small Company Exemptions

This report has been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006.

APPROVAL

This report was approved by the Trustees on 11 November 2024 and signed on their behalf.



Sharon Pindar
Chair of Trustees

Independent Auditors' Report

Independent Auditors' Report to the Trustees and Members of Bookmark Reading Charity for the year ended 31 August 2024

Opinion

We have audited the financial statements of Bookmark Reading Charity (the 'charitable company') for the year ended 31 August 2024 which comprise the statement of financial activities, balance sheet, statement of cash flows and the related notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 August 2024 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the original financial statements were authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement

of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Report, which includes the Directors' Report prepared for the purposes of company law for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Directors' Report included within the Trustees' Report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Directors Report included in the Trustees' Report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us;
- the financial statements are not in agreement with the accounting records and returns;
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations necessary for the purposes of our audit.

Responsibilities of the trustees

As explained more fully in the Trustees' Responsibilities Statement set out in the Trustees' Report, the trustees (who are also the directors of the charitable company for the purpose of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as they trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Extent to which the audit was capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our

responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

We considered the nature of the charitable company's industry and its control environment and reviewed the charitable company's documentation of their policies and procedures relating to fraud and compliance with laws and regulations. We also enquired of management about their own identification and assessment of the risks of irregularities.

We obtained an understanding of the legal and regulatory framework that the charitable company operates in and identified the key laws and regulations that had a direct effect on the determination of material amounts and disclosures in the financial statements, including the UK Companies Act and tax legislation, and, those that do not have a direct effect on the financial statements but compliance with which may be fundamental to the charitable company's ability to operate or to avoid a material penalty.

We discussed among the audit engagement team regarding the opportunities and incentives that may exist within the organisation for fraud and how and where fraud might occur in the financial statements.

In common with all audits under ISAs (UK), we are also required to perform specific procedures to respond to the risk of management override. In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments; assessed whether the judgments made in accounting estimates are indicative of a potential bias; and evaluated the business rationale of any significant transactions that are unusual or outside the normal course of business.

In addition to the above, our procedures to respond to the risks identified included the following:

- reviewing financial statement disclosures by testing to supporting documentation to assess compliance with provisions of relevant laws and regulations described as having a direct effect on the financial statements;
- performing analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatements due to fraud;
- enquiring of management concerning actual and potential litigation and claims and instances of non-compliance with laws and regulations; and
- reading minutes of meetings of those charged with governance.

Our audit procedures were designed to respond to risks of material misstatement in the financial statements, recognising that the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery, misrepresentation s or through collusion. There are inherent limitations in the audit procedures performed and the further removed non - compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we are to become aware of it.

A further description of our responsibilities is available on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity's members as a body, for our audit work, for this report, or for the opinions we have formed.



Scott Lawrence FCA
(Senior Statutory Auditor)

For and on behalf of:
Hazlewoods LLP
Chartered Accountants and Statutory Auditors
Staverton Court, Staverton
Cheltenham, GL51 0UX

Date: 15 November 2024

Statement of financial activities

(Incorporating an income & expenditure account)

	Note	Unrestricted	Restricted	2024	2023
		£	£	£	£
INCOME					
Donations and Legacies	2	6,290,534	650,623	6,941,157	4,112,320
Investment Income	3	132,907	-	132,907	70,847
Total Income		**6,423,441**	**650,623**	**7,074,064**	**4,183,167**
EXPENDITURE					
Raising funds	5	(603,445)	-	(603,445)	(405,226)
Charitable Activities	6 & 7	(2,859,119)	(421,443)	(3,280,562)	(3,033,282)
Governance and support costs	8	(84,220)	-	(84,220)	(59,705)
Total expenditure		**(3,546,784)**	**(421,443)**	**(3,968,227)**	**(3,498,213)**
Net gains on investments	13	17,646	-	17,646	-
Net income before transfers		**2,894,303**	**229,180**	**3,123,483**	**684,954**
Transfers between funds	17	-	-	-	-
Net income for the period	4	**2,894,303**	**229,180**	**3,123,483**	**684,954**
Balances brought forward 31st August 2023		1,836,069	130,647	1,966,716	1,281,762
Balances carried forward 31st August 2024	17	**4,730,372**	**359,827**	**5,090,199**	**1,966,716**

All gains and losses recognised in the year are included above.

Balance sheet

The notes on pages 32-47 form part of these financial statements.

In approving these financial statements as Trustees of the company, the Trustees acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of accounts.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

Approved by the Trustees on 11 November 2024



Sharon Pindar
Chair of Trustees
Company Number: 11104438

	Note	2024	2023
		£	£
FIXED ASSETS			
Intangible fixed assets	11	213,930	280,098
Tangible fixed assets	12	-	906
Investments	13	454,447	1
		668,377	**281,005**
CURRENT ASSETS			
Debtors, prepayments and accrued Income	14	3,174,175	423,053
Stock	15	8,435	7,711
Cash at bank and in hand		1,857,587	1,425,209
		5,040,197	**1,855,973**
CURRENT LIABILITIES			
Creditors and accruals	16	(618,375)	(170,262)
		(618,375)	**(170,262)**
NET CURRENT ASSETS		**4,421,822**	**1,685,711**
NET ASSETS		**5,090,199**	**1,966,716**
REPRESENTED BY:-			
Restricted funds	18	359,827	130,647
Unrestricted funds	17		
General funds	17	2,028,390	1,555,065
Designated funds	17	2,701,982	281,004
		5,090,199	**1,966,716**

Cash flow statement

	Notes below	2024	2023
		£	£
Net cash provided by operating activities	A	931,036	488,039
Cash flows from investing activities:			
Purchase of intangible fixed assets		(44,212)	(279,049)
Income recognised as shares		(436,800)	-
Unrealised gains		(17,646)	-
Change in cash and cash equivalents	B	**432,378**	**208,990**

A. Reconciliation of net income/(expenditure) to net cash inflow from operating activities

	2024	2023
	£	£
Net income for the reporting year	3,123,483	684,954
Adjustments for:		
Depreciation of tangible fixed assets	585	2,101
Amortisation of intangible fixed assets	110,380	56,009
Loss on disposal of tangible fixed assets	321	90
Loss on intangible assets written off	-	34,137
(Increase) / decrease in stock	(724)	(7,711)
(Increase) / decrease in debtors	(2,751,122)	(298,030)
Increase / (decrease) in creditors	448,113	40,331
Capitalised intangibles recognised as pro-bono and accrued awaiting payment	-	(23,842)
Net cash provided by / (used in) operating activities	**931,036**	**488,039**

B. Analysis of the cash and cash equivalents

	2023	Change	2024
	£	In year	£
Cash at bank and in hand	1,425,209	432,378	1,857,587
Change in cash and cash equivalents	1,425,209	432,378	1,857,587

Notes to the Financial Statements

1 Accounting Policies

Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - Charities SORP (FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Bookmark Reading Charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Critical accounting estimates and areas of judgement

Preparation of the financial statements requires management to make judgements and estimates. The Trustees consider that the only significant area of judgement involved in preparing the financial statements is in relation to the allocation of shared costs between raising funds and charitable activities. The allocation of these costs has been determined by the amount of staff time spent.

Going Concern

The Trustees assess whether the use of going concern is appropriate, i.e. whether there are any material uncertainties related to events or conditions that may cast a significant doubt on the ability of the Charity to continue as a going concern. The Charity has robust controls and measures in place to ensure it closely manages all spend, receives value for money, and has adequate funding in place before entering into future commitments. The Charity uses its CRM system to track all funding opportunities, taking into account stage, probability of success and prudent close dates to calculate its probability weighted income forecast. This information is reflected in a monthly cash forecast to ensure the Trustees and Senior Leadership Team have adequate oversight of the Charity's projected cash position.

The Trustees make this assessment in respect of one year from the date of approval of the financial statements. On review, the Trustees have concluded that they are to adopt the going concern basis in preparing the annual financial statements.

Incoming resources

Donations and legacies represent amounts received during the year. Gifts in kind for use by the Charity are recognised as incoming resources when receivable at a reasonable estimate of their value.

Donations and grants receivable for specific purposes are credited to the statement of financial activities in the year to which they relate as soon as conditions for receipt have been met.

Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Designated funds are related to:

- Tangible and intangible fixed asset funds. This represents resources that have been used to acquire tangible and intangible fixed assets. The value of this fund at the end of the year, represents the net book value of those tangible and intangible fixed assets.
- Literacy Partner Programme Fund. This is income which the Trustees have designated to support the expansion of our Literacy Partner Programme.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by Donors or which have been raised by the Charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Expenditure

All expenditure is accounted for under the accruals basis. Costs are allocated between charitable costs, cost of raising funds and governance costs. Shared costs have been apportioned across these three headings and where appropriate into restricted expenditure, according to best estimate of usage. The irrecoverable element of Value Added Tax is included with the item of expense to which it relates. Depreciation is allocated to expenditure headings on the basis of the use of the assets concerned.

Pension costs

Contributions payable on behalf of employees to the defined contribution pension scheme are charged to the statement of financial activities as they become payable in accordance with the rules of the scheme.

Intangible fixed assets

All expenditure on acquisition, enhancement, production and installation and all intangible fixed assets received by way of donation are capitalised as intangible fixed assets. Intangible fixed assets are stated in the balance sheet at cost less depreciation, or in respect of donated assets, at estimated value at the date of donation less depreciation.

Amortisation is calculated to write off the cost or valuation of intangible assets over their estimated useful lives at the following rates:

Software assets: 3 years straight line
Assets under construction: Nil

Tangible fixed assets

All expenditure on acquisition, enhancement, production and installation and all fixed assets received by way of donation are capitalised as fixed assets. Fixed assets are stated in the balance sheet at cost less depreciation, or in respect of donated assets, at estimated value at the date of donation less depreciation. Portable computers are not capitalised. Depreciation is calculated to write off the cost or valuation of tangible assets over their estimated useful lives.

Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Stock

Stock are stated at the lower of direct cost and net realisable value.

Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Creditors and provisions

Creditors and provisions are recognised where the Charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

Financial instruments

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

Operating leases

The cost of and income from operating leases is charged and credited to the profit and loss account on a straight -line basis over the lease term.

Irrecoverable VAT

All resources expended are classified under activity headings that aggregate all costs related to the category. Irrecoverable VAT is charged against the category of resources expended for which it was incurred.

Donated Services and facilities

Donated services or facilities are recognised as income when the Charity has control over the item, any conditions associated with the donated item and have been met, the receipt of the economic benefit from the use by the Charity of the item is probable and the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS102), general volunteer time is not recognised. On receipt, donated services and facilities are recognised on the basis of the value of the gift to the Charity which is the amount the Charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Investments

Investments are held in the trading subsidiary, Bookmark Reading Trading Limited. Any other investments are managed by the Investment Committee, which has delegated authority from the Board of Trustees. Investments are held to further the charitable objectives of the organisation.

2 Income from Donations

	Unrestricted £	Restricted £	2024 £	2023 £
Donations and Legacies:				
Donated services	141,184	-	141,184	445,027
Individual donations	50,532	27,173	77,705	35,440
Corporate donations	2,107,639	369,171	2,476,810	2,123,388
Trusts and foundations donations	622,050	85,000	707,050	332,401
Major donations and Pindar family donations	3,243,725	140,221	3,383,946	930,961
Gift aid	73,762	-	73,762	141,179
Corporate fundraising events / Charity Challenge	9,424	29,058	38,482	63,614
School contributions	42,218	-	42,218	40,310
	6,290,534	**650,623**	**6,941,157**	**4,112,320**

During the year, we accrued a significant philanthropic gift which has been committed over the next five years.

The nature of donated services received during the year were:

	Unrestricted £	Restricted £	2024 £	2023 £
Donated Services:				
Legal Support	24,080	-	24,080	26,376
Consulting/ Professional Support	300	-	300	320,951
Games and Reading Materials	3,204	-	3,204	15,669
Staff Training	15,951	-	15,951	21,225
IT equipment and software	41,647	-	41,647	9,164
Premises	-	-	-	9,000
Marketing Support	40,058	-	40,058	42,641
	125,240	**-**	**125,240**	**445,027**

Within Donated services, £15,944 was recognised as assets in the form of technical support provided which has been capitalised or as stock which is yet to be distributed.

Included in Restricted Income are funds received in the year ending 31 August 2024 of £ 354,877 relating to activities and expenditure due to be delivered in the year ending 31 August 2025.

3 Investment Income

	Unrestricted £	Restricted £	2024 £	2023 £
Bank interest	50,743	-	50,743	24,673
Income from subsidiary	82,164	-	82,164	46,174
	132,907	**-**	**132,907**	**70,847**

The retained profits of Bookmark Reading Trading Limited for the year ending 31 August 2024 of £82,164 (2023: £46,174) were donated to Bookmark Reading Charity in the form of a Gift Aid donation.

4 Net Income for the Year

	Unrestricted £	Restricted £	2024 £	2023 £
This is stated after charging:				
Depreciation	585	-	585	2,101
Amortisation	110,380	-	110,380	56,009
Loss on write off of intangible asset	-	-	-	34,137
Loss on disposal of tangible fixed assets	321	-	321	90
Audit Fee	11,682		11,682	10,620
	122,968	**-**	**122,968**	**102,957**

5 Cost of Raising Funds

	Unrestricted £	Restricted £	2024 £	2023 £
Staff costs	296,076	-	296,076	251,669
Fundraising costs	117,416	-	117,416	24,311
Marketing	1,613	-	1,613	388
Premises and IT costs	31,369	-	31,369	29,558
Other costs	6,341	-	6,341	555
Centrally allocated support costs	150,630	-	150,630	98,745
	603,445	**-**	**603,445**	**405,226**

Fundraising costs have increased in the current financial year in relation to a one-off fundraising event in 2024.

6 Charitable Expenditure

	Unrestricted £	Restricted £	2024 £	2023 £
Staff costs	782,101	121,189	903,290	983,919
Programme and volunteer costs	934,275	276,692	1,210,967	743,765
Professional fees	25,746	247	25,993	393,747
Marketing	17,355	690	18,045	6,038
Premises and IT costs	319,251	22,625	341,876	417,766
Other costs	527	-	527	5,527
Centrally allocated support costs	779,864	-	779,864	482,520
	2,859,119	**421,443**	**3,280,562**	**3,033,282**

7 Expenditure by Activity

	One-to-one Reading Programme (1) £	Literacy Programmes (2) £	Projects and Pilots (3) £	2024 Total
Current Year Analysis				
Staff costs	704,836	186,798	11,656	903,290
Programme and volunteer costs	197,068	883,945	129,954	1,210,967
Professional fees	8,689	9,277	8,027	25,993
Marketing	9,430	1,825	6,790	18,045
Premises and IT costs	312,501	27,527	1,848	341,876
Other costs	527	-	-	527
Centrally allocated costs	511,158	244,885	23,821	779,864
	1,744,209	**1,354,257**	**182,096**	**3,280,562**

	Reading Programme (1) £	Magazine (2) £	Literacy Resources (3) £	Projects and Pilots (4)	Grants (5)	2023 Total
Prior Year Analysis						
Staff costs - payroll	795,229	11,928	38,725	114,490	8,805	969,177
Staff costs - other	13,241	-	396	1,105	-	14,742
Programme and volunteer costs	217,228	122,588	301,532	56,951	45,466	743,765
Legal fees	-	-	-	11,346	4,800	16,146
Professional fees	31,656	-	-	345,945	-	377,601
Marketing	2,442	-	1,079	2,517	-	6,038
Premises and IT costs	382,033	1,781	4,446	27,801	1,006	417,067
Other costs	5,484	427	272	43	-	6,226
Centrally allocated costs	403,583	15,757	40,676	22,504	-	482,520
	1,850,896	**152,481**	**387,126**	**582,702**	**60,077**	**3,033,282**

7 Expenditure by Activity (continued)

Current Year Analysis

One-to-one Reading Programme (1)
Our reading programmes involve 30-minute sessions each week with a child who needs extra support with their reading. This can be either face-to-face in a local primary school or virtually through our secure online platform.

Literacy Programmes (2)
During the year we delivered our established literacy programmes, including The Story Corner Magazine, Your Story Corner, the Literacy Partner Programme, as well as our School Packages. This includes our impact and evaluation work which underpins our programmes.

Projects and Pilots (3)
During the year we launched new literacy programmes including our Story Starter Programme and our School Network Programme. Under our new three -year strategy, we will deliver 10 Literacy Programmes.

Prior Year Analysis

Reading Program (1)
Bookmark Reading Charity's six-week reading programme. Each programme involves two 30-minute, one-to-one sessions each week. Each session is clearly structured and comprises a combination of reading books, playing games and using their imagination for storytelling

Projects and Pilots (PY 4)
There were 4 key projects/pilots undertaken during the prior year:

Digital Transformation Project – this project was launched in June 2023 and transitioned our stakeholders to a new user experience, taking into consideration internal and external feedback on our school hub.

Bookmark Book Booster – this pack includes: a specially curated book pack worth £150 each for three terms; story corner magazines and support for 'book chat' to create a Whole School Reading Culture.

Comic Book Club – we launched our Comic Book Club (pilot) with the aims of engaging reluctant readers, helping to develop a whole school reading culture and exploring how we can further support schools.

OC&C Strategic support – during the year we were supported by OC&C Strategy Consultants in a strategic review of our operations, with a particular focus on our volunteering operations. This work has formed the basis of our upcoming strategy development.

Magazine (PY 2)
The Story Corner magazine, Bookmark's free, high-quality magazine for children to enjoy at home

Literacy Resources (PY 3)
Your Story Corner focuses on improving school reading resources by delivering a free box of 200 books to a school. Rocket packs are book bundles sent to qualifying partner schools, on a termly basis, and are curated to ensure that every pack is providing new resources to our partner schools. In the prior year this activity only included Your Story Corner.

Grants (PY 5)
As part of our work to help develop whole school reading cultures, Bookmark is offering a limited number of grants to primary schools to help them address their specific literacy needs. We have two types of grants available:

- Whole School Reading Culture project grant (up to £5,000)
- Whole School Reading Culture teacher CPD grant (up to £500)

8 Analysis of Governance and Support Costs

	Unrestricted £	Restricted £	2024 £	2023 £
Staff costs	1,111	-	1,111	-
Other costs	35	-	35	30
Accountancy Costs	11,777	-	11,777	10,620
Centrally allocated support costs	71,297	-	71,297	49,055
	84,220	**-**	**84,220**	**59,705**

Governance costs include internal and external audit, legal advice for trustees and are associated with constitutional and statutory requirements, including the cost of preparing for and holding trustee meetings.

9 Staff Costs and Numbers

	Unrestricted £	Restricted £	2024 £	2023 £
Fundraising				
Salaries	258,573	-	258,573	215,475
Social Security	25,408	-	25,408	13,167
Pension costs	11,228	-	11,228	9,722
Other staff costs	867	-	867	13,305
	296,076	**-**	**296,076**	**251,669**
Charitable Activities				
Salaries	660,051	116,740	776,791	852,022
Social Security	68,722	2,789	71,511	79,725
Pension costs	29,085	1,422	30,507	35,552
Redundancy costs	8,897	-	8,897	1,878
Other staff costs	15,346	238	15,584	14,742
	782,101	**121,189**	**903,290**	**983,919**

9 Staff Costs and Numbers (continued)

	Unrestricted £	Restricted £	2024 £	2023 £
Shared Salaries				
Salaries	544,664	-	544,664	412,192
Social Security	57,634	-	57,634	38,394
Pension costs	23,485	-	23,485	16,401
Other staff costs	61,388	-	61,388	26,541
	687,171	**-**	**687,171**	**493,528**
Total	**1,765,348**	**121,189**	**1,886,537**	**1,729,116**

The average number of full-time equivalent employees (excluding Trustees) was:

	2024	2023
Fundraising	7	5
Charitable Activities	25	28
Shared Personnel	10	8
	42	**41**

The number of employees whose emoluments (salaries, wages and benefits in kind but excluding compensation for loss of office) for the year to 31 August 2024 fell within the following bands was as follows:

	2024 £	2023 £
£60,001 - £70,000	1	2
£70,001 - £80,000	-	-
£80,001 - £90,000	1	-
£90,001 - £100,000	-	-
£100,001 - £110,000	1	-
£110,001 - £120,000	-	1

The current key management personnel of the Charity comprise the Chief Executive Officer, the Chief Finance and Operations Officer, the Head of Marketing and Communications, the Head of Fundraising, the Head of Technology, the Head of Volunteering and the Head of Schools. During the year, the following roles were present as members of the key management personnel: the Head of Communications and Ambassador Relations.

Further details of changes in these individuals can be found on page 3. The total employee benefits of the key management personnel of the Charity for the year to 31 August 2024 were £566,674 (2023: £582,478) and represents the total cost for the individuals outlined on page 3 during their times of service.

The Charity is supported by volunteers who receive £nil remuneration. At 31 August 2024 we had 2,937 trained and vetted volunteers. These volunteers are available to read with children on the Charity's One-to-one Reading Programme. In addition, during the financial year volunteers also supported the Charity as Interview Note Takers (supporting the onboarding of other volunteers), Library Builders (collating the resource packs for Your Story Corner), running Bookmark Brunches, packing Story Starter Programme bags and session co-ordinators (attending schools and supporting the on-line reading sessions at schools).

10 Corporation Tax

The Charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

11 Intangible Fixed Assets

	Software Assets	Assets under Construction	Total
	£	£	£
Cost			
At 1 September 2023	279,100	23,791	302,891
Additions	-	44,212	44,212
Transfers to asset	68,003	(68,003)	-
At 31 August 2024	**347,103**	**-**	**347,103**
Depreciation			
At 1 September 2023	22,793	-	22,793
Charge for the year	110,380	-	110,380
At 31 August 2024	**133,173**	**-**	**133,173**
Net book value			
At 31 August 2023	256,307	23,791	280,098
At 31 August 2024	**213,930**	**-**	**213,930**

Assets under construction related to a digital dashboard project which was being implemented over the end of the financial year.

12 Tangible Fixed Assets

	Office Equipment £	IT Equipment £	Total £
Cost			
At 1 September 2023	2,132	19,976	22,108
Additions	-	-	-
Write Offs/Disposals	(2,132)	(19,976)	(22,108)
At 31 August 2024	**-**	**-**	**-**
Depreciation			
At 1 September 2023	2,132	19,070	21,202
Charge for the year	-	585	585
Write Offs/Disposals	(2,132)	(19,655)	(21,787)
At 31 August 2024	**-**	**-**	**-**
Net book value			
At 31 August 2023	-	906	906
At 31 August 2024	**-**	**-**	**-**

13 Investments

	2024	2023
	£	£
Investment in subsidiary	1	1

The wholly owned subsidiary, Bookmark Reading Trading Limited, is a company registered in England and Wales. It is used to operate the non-charitable activities of Bookmark Reading Charity.

Bookmark Reading Trading Limited has only one share of £1 in issue, which is held by Bookmark Reading Charity.

The activities and results of Bookmark Reading Trading Limited were:

	2024	2023
	£	£
Turnover	81,580	47,140
Administrative expenses	(1,178)	(1,157)
Interest receivable	1,770	204
Interest payable and similar charges	(8)	(13)
Profit for the period	**82,164**	**46,174**

At 31 August 2024, Bookmark Reading Trading Limited had the following assets and liabilities:

	2024	2023
	£	£
Debtors	-	1,850
Cash at bank and in hand	92,932	55,074
Creditors: Amounts due within one year	(92,931)	(56,923)
	1	**1**
Share capital	1	1
Reserves	-	-
	1	**1**

Consolidated accounts for Bookmark Reading Charity have not been prepared as the investment is not deemed to be material.

During the year Bookmark received a donation in the form of shares. These shares were held at market value, as at 31 August 2024 as these had not been sold by the year end. Unreaslised gains of £17,646 (2023/24: £nil) are shown on the Statement of Financial Activities.

	2024	2023
	£	£
Investment held in shares	454,446	-

The shares were subsequently sold for cash on 5th September 2024, to support Bookmarks programmatic plans for the upcoming academic year.

14 Debtors

	2024	2023
	£	£
Trade debtors	12,623	15,874
Prepayments	118,049	80,088
Accrued Income	2,961,339	280,917
Amounts owed by related parties	82,164	46,174
	3,174,175	**423,053**

The increase in accrued income relates to a donation from a philanthropic donor. This multi -year gift has been recognised, in-line with the Charities SORP. It will be reduced over the next five years on an annual basis starting from 2025. No cash or assets have been received, in relation to this gift as at 31 August 2024.

15 Stock

	2024	2023
	£	£
Stock	8,435	7,711
	8,435	**7,711**

Stock relates to reading resources held at the Charity's headquarters as at the end of the financial year.

16 Creditors (amounts falling due within one year)

	2024	2023
	£	£
Trade creditors	37,218	13,858
Accruals	530,320	92,998
Deferred income	1,061	710
Taxation and social security	38,573	52,152
Pensions contributions	11,203	10,544
	618,375	**170,262**

The increase in accrued expenditure relates to programmatic expenditure which has been committed to by Bookmark, with respect to Literacy Programmes, before the end of the financial year. This activity will take place in subsequent academic years.

17 Analysis of Unrestricted Fund Movements

	Balance 1 September 2023 £	Incoming resources £	Resources expended £	Transfers between funds £	Balance 31 August 2024 £
General fund	1,555,065	3,486,641	(2,923,662)	(101,602)	2,016,442
Designated Funds:					
Fixed Asset funds	281,004	-	(156,728)	89,654	213,930
Literacy Partner Programme Fund	-	2,954,446	(466,394)	11,948	2,500,000
Restricted Funds	130,647	650,623	(421,443)	-	359,827
	1,966,716	7,091,710	(3,968,227)	-	5,090,199

Designated funds are related to:

- Tangible and intangible fixed asset funds. This represents resources that have been used to acquire tangible and intangible fixed assets. The value of this fund at the end of the year, represents the net book value of those tangible and intangible fixed assets.
- Literacy Partner Programme Fund. This is income which the Trustees have designated to support the expansion of our Literacy Partner Programme.

18 Analysis of Restricted Fund Movements

	Balance 1 September 2023 £	Incoming resources £	Resources expended £	Transfers between funds £	Balance 31 August 2024 £
Name of fund					
Your Story Corner	-	203,999	(203,999)	-	-
Literacy Programme Funding:					
- Big Give Christmas 2022	29,337	-	(29,337)	-	-
- Big Give Summer 2023	101,310	-	(96,360)	-	4,950
- Big Give Christmas 2023	-	101,200	(64,707)	-	36,493
- Big Give Summer 2024	-	201,194	(27,040)	-	174,154
Clearance Capital	-	29,058	-	-	29,058
Barings	-	115,172	-	-	115,172
	130,647	**650,623**	**(421,443)**	**-**	**359,827**

During the year we received restricted funding to support our Your Story Programme across three new geographic areas. Funding received from a range of donors during the year supports a range of our 10 Literacy Programmes. Transfers between funds consist of £nil (2023: £206,163) transferred from restricted, £89,654 (2023: £4,392) to the Charity's Tangible and Intangible designated fixed asset fund and £11,948 (2023: £nil) to the Literacy Partner Programme Fund. The transfer relates to assets capitalised during the year, net of any amortisation or disposals recognised.

18 Analysis of Restricted Fund Movements (continued)

Prior year analysis

	Balance 1 September 2023 £	Incoming resources £	Resources expended £	Transfers between funds £	Balance 31 August 2024 £
Name of fund					
Your Story Corner (a)	25,000	277,211	(277,211)	(25,000)	-
Digital Transformation (c)	-	276,200	(70,037)	(206,163)	-
Grants (e)	-	-	(25,000)	25,000	-
Reading Programme funding (f)					
- Big Give Christmas 2021	102,088	-	(102,088)	-	-
- Big Give Christmas 2022	-	100,025	(70,688)	-	29,337
- IICF	-	6,800	(6,800)	-	-
- Rank	-	30,000	(30,000)	-	-
- Big Give Summer 2023	-	101,310	-	-	101,310
- Garfield Weston	-	34,000	(34,000)	-	-
	127,088	**825,546**	**(615,824)**	**(206,163)**	**130,647**

Your Story Corner (a)
Your Story Corner focuses on improving school reading resources by delivering a free box of 200 books to a school.

Digital Transformation (b)
Project to identify and improve the functionality, supportability, agility and costeffectiveness of our technology and its support.

Grants (c)
As part of our work to help develop whole school reading cultures, Bookmark offered a limited number of grants to primary schools to help them address their specific literacy needs. Two types of grants were available:

- Whole School Reading Culture project grant (up to £5,000)
- Whole School Reading Culture teacher CPD grant (up to £500)

Reading Programme (d)
Bookmark Reading Charity's six-week reading programme. Each programme involves two 30-minute, one-to-one sessions each week. Each session is clearly structured and comprises a combination of reading books, playing games and using their imagination for storytelling

19 Capital

The Company does not have a share capital as it is limited by guarantee. Each of the Members is a guarantor to the extent of £1 in the event of the Company being wound up whilst they are Members, in respect of debts and liabilities contracted before they ceased to be a Member. There were 3 Members at 31 August 2024 (3 Members at 31 August 2023).

20 Analysis of Net Assets Between Funds

	Unrestricted Funds £	Restricted Funds £	31 August 2024 £	31 August 2023 £
Intangible fixed assets	213,930	-	213,930	280,098
Tangible fixed assets	-	-	-	906
Investments	454,447	-	454,447	1
Cash at bank and in hand	1,497,760	359,827	1,857,587	1,425,209
Other net (liabilities)/assets	2,564,235	-	2,564,235	260,502
	4,730,372	**359,827**	**5,090,199**	**1,966,716**

21 Capital Commitments

At 31 August 2024 the Charity had total capital commitments of £nil (2023: £9,435) relating to the intangible software development costs either contracted or authorised by the Trustees.

At 31 August 2024 the Charity had total operating lease commitments of £33,216 (2023: £34,068) relating to the lease of the Charity's office building and a photocopier.

The amount of non-cancellable operating lease payments recognised as an expense during the year was £130,922 (2023: £139,728)

22 Related Party Transactions

During the year, the charity received payments of £1,500,114 (2023: £1,505,551) from Literacy Capital plc in the form of corporate donations, grants and sponsorship for charity events. Literacy Capital plc is a company in which Paul Pindar, spouse of Trustee Sharon Pindar, is a director. Of this amount, a total of £303,896 (2023: £507,316) was restricted income and £1,196,218 (2023: £998,236) was unrestricted income.

During the year, the charity paid £129,600 (2023: £129,600) to Literacy Capital plc in relation to rent for the Charity's office building. At the year end, there was a balance of £10,800 (2023: £10,800) included in debtors in relation to prepaid rent.

During the year, the charity received £nil (2023: £173) from S Pindar in the form of Gift Aid donations. Of this amount, a total of £nil (2023: £73) was restricted income and £nil (2023: £100) was unrestricted income.

During the year, the charity received £100 (2023: £210) from P Fletcher in the form of Gift Aid donations. Of this amount, a total of £nil (2023: £nil) was restricted income and £100 (2023: £210) was unrestricted income.

During the year, the charity received £10,000 (2023: £15,000) from P Pindar in the form of Gift Aid donations. Of this amount, a total of £nil (2023: £5,000) was restricted income and £10,000 (2023: £10,000) was unrestricted income. Paul Pindar is the spouse of Trustee, Sharon Pindar.

Expenses, relating to travel, reimbursed to Trustees during the year amounted to £73 (2023: £nil).

During the year, the charity recognised £82,164 (2023: £46,174) from its subsidiary, Bookmark Reading Trading Limited, in the form of a Gift Aid donation. The subsidiary is wholly owned. At the year end, the amount owed by Bookmark Reading Trading Limited to the charity was £82,164 (2023: £46,174). In the current year, this amount represents the profits owed by Bookmark Reading Trading Limited.

Bookmark
Reading Charity

www.bookmarkreading.org

Registered Address:
Charles House, 5-11 Regent Street Saint James's, London SW1Y 4LR

BOOKMARK READING CHARITY

England & Wales - Charity number 1177681

Accounts

Bookmark
Change a child's story



Annual Report

For the year ended 31st August 2023

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Registered with FUNDRAISING REGULATOR

Registered Charity No. 1177681 (England & Wales)

Registered Company No. 11104438

Bookmark is committed to safeguarding and promoting the wellbeing and welfare of children.

Trustees, officers and professional advisors

Reference and Administrative Information

Principal Office and Registered Office:
Third Floor, Charles House
5-11 Regent Street St James's
London SW1Y 4LR

Charity Number: 1177681

Company Number: 11104438

Trustees (who are also the Directors of the Charitable Company)

Paul Fletcher
Philip Neal
Sharon Pindar
Charles Walker
Chloe Wright
Nicole Yost

Independent Auditors

Hazlewoods LLP
Staverton Court, Staverton
Cheltenham GL51 0UX

Bankers

Santander
Bootle, Merseyside L30 4GB

Solicitors

Addleshaw Goddard LLP
One St Peter's Square
Manchester M2 3DE

Key Management Personnel

Current:

Emily Jack	Head of Schools (until 31 August 2023) Chief Executive Officer (appointed 01 September 2023)
Francis Smith	Chief Finance and Operations Officer (joined 04 January 2023)
Dionne Campbell	Head of Technology (joined 18 January 2023)
Emily Gibbons	Head of Fundraising (maternity leave from 08 December 2022)
Alex Hay	Interim Head of Fundraising (joined 04 January 2023)
Natalie Higgins-Galsworthy	Head of PR and Ambassador Relations (joined 15 November 2022 until 31 August 2023)
	Head of Communications and Ambassador Relations (from 01 September 2023)

Post holders during the period:

Sharon Pindar	Interim Chief Executive Officer (04 March 2022 to 05 September 2022 – not remunerated)
Graihagh Crawshaw-Sadler	Chief Executive Officer (appointed 06 September 2022, resigned 31 July 2023)
Fiona Shearer	Chief Financial Officer (retired 06 February 2023)
Sacha Hamed	Head of Volunteering (resigned on 13 October 2023)
Stuart Beattie	Chief Technology Officer (resigned 25 November 2022)
Emily Kalkan	Head of Marketing and Communications (resigned 20 May 2023)
Vicky Morris-Marsham	Head of Marketing and Communications (maternity cover) (joined 06 June 2022, resigned 16 May 2023)

Chief Executive's message

As I reflect on the past year, on behalf of all the team at Bookmark Reading Charity, I would like to express my gratitude to our volunteers and our donors who have helped us to deliver a record number of reading sessions.

Children need our support more than ever; the latest SATs results (published in July 2023) showed that only 59% of Year 6 students met the reading, writing and maths standards set by the Government. That is 6% lower than it was in 2019 and means that 41% of children are leaving primary school without the reading and writing skills they need. Children's reading levels are declining in the wake of the pandemic and the current cost of living crisis. Disadvantaged children are being disproportionately affected with the attainment gap at its widest level in 10 years.

We have been working hard to scale our reach and deepen the impact of our literacy interventions so that we can reach more children in need of support. Despite the sector-wide challenge with volunteer recruitment and industrial action, we have been able to support 1,856 children with at least one full reading programme. This is an increase from 1,384 children in the prior year. We have been able to deliver this support through 40,100 reading sessions which is over 20,000 hours of one-to-one reading support and equivalent to 2.28 years of continuous reading. These figures make us all incredibly proud.

Deepening our school provision to promote a holistic, whole school reading culture is now a key strategic priority for Bookmark. Over the past year we have been able to package up our reading programme with other initiatives targeted to provide holistic support to schools. This has included:

The Story Corner Magazine – a resource for children to take home over the school holidays to help prevent learning loss. 282,000 copies of The Story Corner Magazine were distributed to children across the country.

Rocket Packs – these book packs have been carefully curated by notable figures in the education sector with accompanying lesson resources. We distributed more than 220 packs to our partner schools, totalling almost 5,500 brand new books.





Scrapbooks – these were created to inspire the joy of reading both in the classroom and at home.

Termly newsletters – a resource for teachers to promote a whole school reading culture.

Comic Book Club – we created our first Comic Book Club with the aim to engage reluctant readers. We provided over 300 graphic novels along with additional comic book resources, stationery, and teacher session plans to seven partner schools as part of the pilot. It was so successful that we will be offering this to our platinum partner schools in the new academic year.

Your Story Corner – a total of 52,600 brand new books and teaching inspiration booklets have been donated to 263 primary schools.

99% of schools who received a Your Story Corner book pack reported the resources provided made a positive difference to reading enjoyment.

Grants programme – as part of our vision to help schools establish whole school reading cultures, we piloted our first grants programme this year. More than £30,000 was awarded in grants to 19 primary schools across England. In total we received 700 applications; this number was significantly more than expected and a sign of the difficulties schools are facing with budget pressures and the cost-of-living crisis. With reading for pleasure school projects and teacher training now underway, we are looking forward to evaluating the impact of our grants programme in the Autumn term.

Other notable advancements for Bookmark include a successful digital transformation project. We now have a new tech platform that has improved the stakeholder experience and will support our future growth. We have also devised and agreed a new Theory of Change logic model to inform future strategy, impact, and decisions. This is underpinned by a strong evidence base and a new evaluation framework. In terms of brand awareness and press, we are delighted to have secured national coverage highlighting the work of our volunteers on BBC Breakfast TV and across the BBC News network including BBC News online, along with features in The Times, The Guardian and The I Paper.

Over the past twelve months, we have also focused on embedding a clear strategy to ensure the Charity reaches the schools and children that need us most. We are therefore really pleased to report that this year we are supporting more children who qualify for Pupil Premium and have English as an additional language than last year, and significantly more than the national average. This year we improved our School NPS (net promoter score) from 44 to 64, indicating that schools are increasingly and consistently likely to recommend Bookmark Reading Charity as an impactful intervention.

We want to extend our thanks to everyone who has made it possible for us to support children with their reading this year. Thank you to our dedicated volunteers, our donors who ensure we have the income we need to continue to provide our services, our supporters who work in partnership with us and to all those who have kindly given us pro-bono support to help us improve and grow.

With the support of our Chair, Board of Trustees, Bookmark team and brilliant network of supporters, I look forward to leading the Charity as Chief Executive Officer from 1st September and implementing our plans for future growth. Bookmark's mission is close to my heart - all children must be enabled to experience the joy of reading to have a fairer start in life.



Emily

Emily Jack

Bookmark Chief Executive Officer

Our vision, mission and values

Vision:

Every child has the same opportunity to discover the joy of reading to set them up for success.

Mission:

We exist to change children's life stories through the joy of reading. We partner with schools to develop whole school reading cultures, and to provide one-to-one reading support.

Our values

Our values matter; they support our vision, shape our culture and reflect what is most important to us.



We have heart

- We care deeply about what we do; it is our driving force
- We believe in the potential of all children and the power of communities to support them
- We fuel our work with optimism and a positive energy, supporting each other through challenges and celebrating our achievements



We are curious

- We are interested and constantly learning so that we can adapt to improve the support we provide
- We ask questions and contribute outside of our specialties to develop great ideas
- We have the courage to challenge the norm in search of a better alternative



We are a team

- We work together with our volunteers, schools, partners and supporters
- We embrace diversity and celebrate differing perspectives and backgrounds
- We listen well and communicate clearly to seek understanding and achieve better outcomes



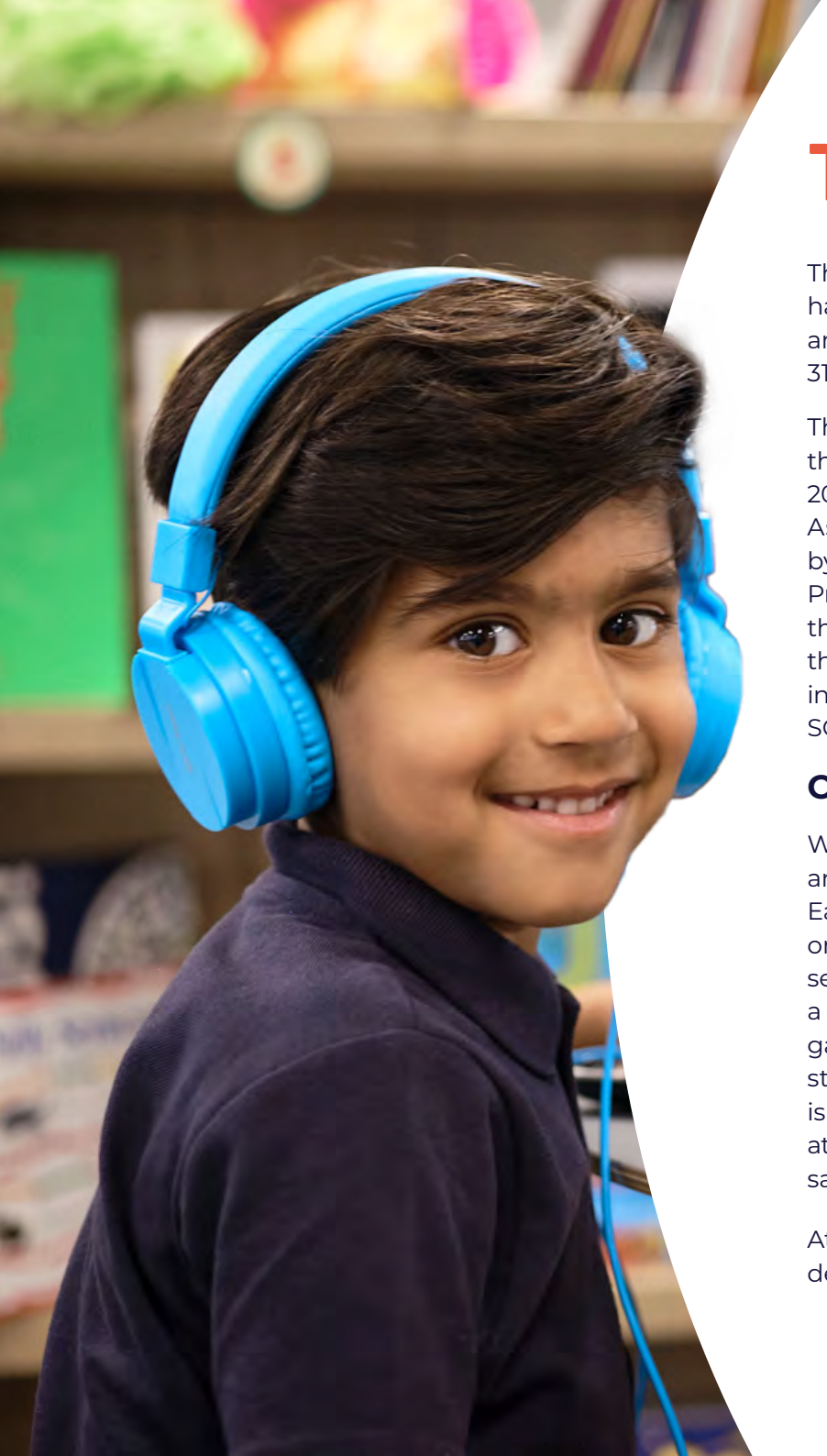
We act with integrity

- We are trusted to always keep safeguarding at the heart of what we do
- We are honest and open within our teams and across our communities
- We are professional and hold the highest expectations of ourselves and one another



We make it happen

- We work hard – and smart – to fulfil our promises and make an impact
- We are proud of what we have achieved and we know there is always more to do
- We each play an important role in Bookmark's story and consider how our actions impact the charity's vision



Trustees' report

The Trustees of Bookmark Reading Charity have pleasure in presenting their report and financial statements for the year ended 31 August 2023.

The financial statements comply with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association, and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (Charities SORP (FRS 102).

Objectives and activities

We help children to read by providing a fun and engaging six-week reading programme. Each programme involves two 30-minute, one-to-one sessions each week. Each session is clearly structured and comprises a combination of reading books, playing games, and using their imagination for storytelling. The aim of our programmes is to positively impact children's reading attainment, enjoyment and confidence in a safe and meaningful way.

At Bookmark, we have two service delivery models:

Face-to-face

Pre-pandemic, all our programmes were conducted face-to face in primary schools, and we continue to offer this option. Every school that we supported face-to-face was gifted a Bookmark Box for volunteers to use in their face-to-face sessions. This contained a carefully chosen selection of books, games, and activities to help children develop their 'reader identity' and start to truly enjoy reading. Due to evidence that choosing a book directly impacts reading motivation and literacy development, we made sure that our Bookmark Box included a wide range of different book options, a mixture of genres and a range of reading levels. We also ensured they contained characters that are representative of the diverse communities we work in. The literacy games and activities in the Bookmark Box were designed to: encourage children to develop their storytelling and comprehension skills; extend their vocabulary; engage with letters, words, and sounds in an informal, creative manner; and be as tactile as possible to particularly engage kinaesthetic learners. From 2022/23, the Bookmark Box was replaced by termly, curated book packs that are provided to our partner schools to ensure children and volunteers have access to high-quality, diverse reading material.

Online

In response to Covid-19, we developed an online service delivery model and the majority of our programmes are now delivered online. For our online sessions, we have used the same principles to collate our 'virtual' Bookmark Box of resources. Varied and engaging content, including literacy activities and a range of books, is available for the pupil and volunteer to read together online.

All our reading programmes are delivered by our volunteers and safeguarding is at the heart of our culture. All volunteers undergo an enhanced DBS check as part of our Safer Recruitment process which also includes employment history, two references and a structured competency interview. All volunteers also receive comprehensive training online covering a wide range of topics from safeguarding, through to the tools and knowledge required that facilitate fun and engaging sessions with children. Volunteers have ongoing access to our online training and resource library which allows them to refresh their knowledge and further develop their skills.

We work with our partner schools to help them identify children who need extra support with their reading. Schools have flexibility to decide which children will take part in the programme and for how long (6 weeks, 12 weeks, or more).

Our digital platform matches schools with our fully safeguarded, vetted, and trained reading volunteers. During the financial year, we transitioned our digital platform from the Bookmark School Hub to a new platform hosted in Salesforce. This was implemented in the summer term. Through this platform, volunteers can arrange reading sessions at times that suit the school's timetable, making it low in administration for the school and making it an easy way to fit volunteering around other commitments.

In addition to our core reading programme, we offer several other programmes to address the literacy challenge in the UK with a particular focus on providing schools and children with high quality reading resources. These include our *Your Story Corner, The Story Corner Magazine* initiatives as well as continuing to develop, pilot and evaluate new ways of working.

Your Story Corner

As a regional expansion project, we provide all state-funded schools in the selected area with £2,000 worth of books, resources, and The Story Corner Magazine to give access to high-quality and diverse reading resources. Your Story Corner aims to improve whole school reading culture by providing resources, developing a reading space, and raising the profile of reading by creating a 'buzz'.

The Story Corner Magazine

Every partner school, as well as those participating in Your Story Corner and Bookmark Book Booster Box initiatives, receive The Story Corner Magazine to share with pupils and for them to take home to read with family and carers. The Story Corner Magazine aims to improve whole school reading culture by providing resources, raising the profile of reading by creating a 'buzz' and engaging family/carers.

Rocket Packs and Bookmark Book Booster Box

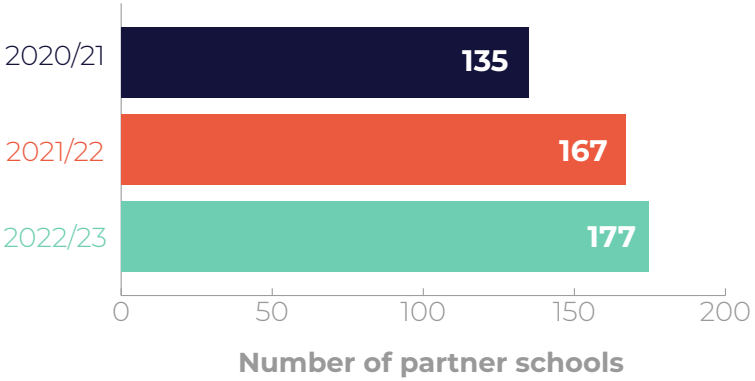
Rocket Packs provide partner schools on silver packages and above with £150 worth of books per term, curated by children's authors to ensure high-quality texts. The theme of each pack is chosen after taking into account feedback from partner schools who have indicated the types of books they currently lack (e.g., graphic novels, non-fiction, or poetry). Similarly, the Bookmark Book Booster Box provides schools with curated termly book packs (same books as Rocket Packs) and The Story Corner Magazine within a regional area of expansion. The Bookmark Book Booster Box aims to improve whole school reading culture by providing resources and raising the profile of reading by creating a 'buzz'.

Our achievements and performance

Since our inception and subsequent pilot in Camden at the end of 2018, the charity has grown significantly.

Schools

We continue to develop partnerships with schools across the country, having grown our school base year-on-year. Schools join us at a range of levels, Bronze to Platinum, which provide certain benefits based on the number of reading programmes that the school engages with in a particular term. We have seen our school pool increase to 177 from 167 in the previous year. Our growth in schools has been lower than expected as we have continued to feel the sector wide pressure on recruiting volunteers, which has impacted our ability to expand our partner school network. We have continued to see an increase in demand from our partner schools to provide children with support and continue to work on increasing the depth of our support in these settings.



Number of partner schools



% of partner schools in London

Woodstock Primary Academy's Story



On a Monday in April, Leicester City Mayor Peter Soulsby and children's author Zanib Mian visited Woodstock Primary Academy in Leicester. The visit was organised to celebrate the delivery of our Your Story Corner packs which include 200 new, high quality and diverse children's books designed to bring reading to life, to 112 state-funded primary schools across Leicester and Leicestershire. Each Your Story Corner pack is worth £2,000 and the total value of new books donated to the 112 schools is £224,000.

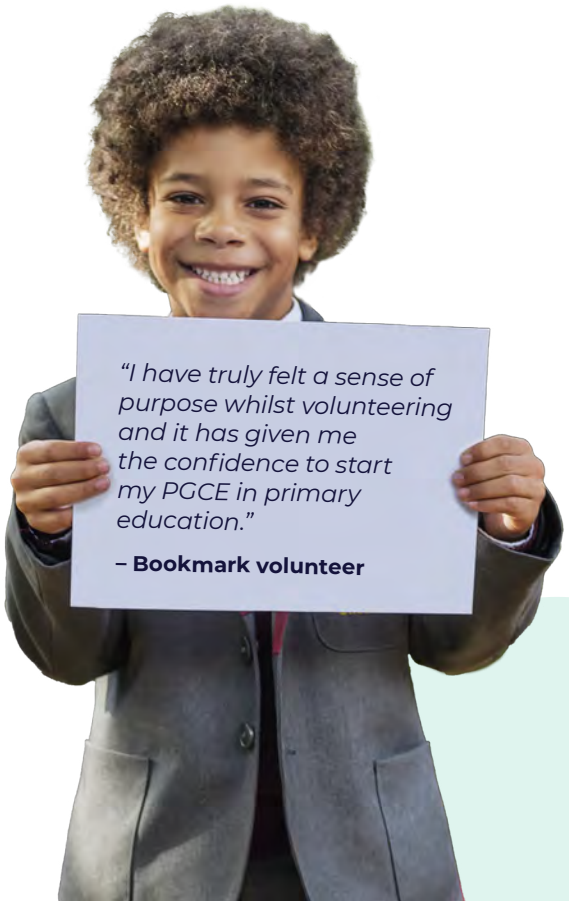
The purpose of our donation of Your Story Corner packs to 112 primary schools is to help primary schools in Leicester and Leicestershire to develop a whole school reading culture and encourage reading for pleasure.

Emily Jack, Bookmark Reading Charity's Chief Executive Officer said: "Bookmark Reading Charity is thrilled to be delivering our Your Story Corner packs to 112 primary schools in Leicester and Leicestershire. Our aim is for these book packs and resources to inspire children to read. We partner with schools to embed a whole school reading culture that both champions and celebrates reading to ensure fairer opportunities. We look forward to exploring other ways to support children with their reading enjoyment, skills, and confidence in this new area through our volunteer-led reading programmes too – this is the start of a very exciting partnership. We would like to extend our thanks to all our supporters and partners who have enabled us to make this donation."

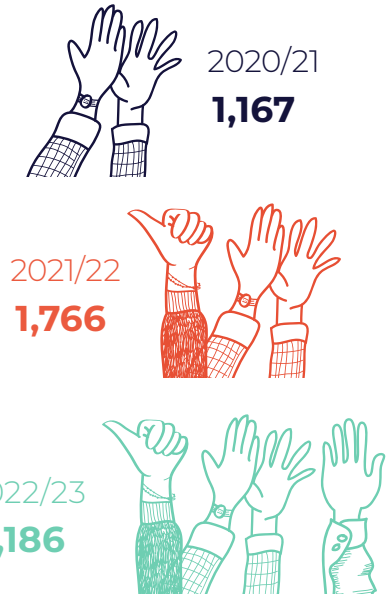
Peter Soulsby helped the children unbox their new books which was followed by an interactive session with Zanib Mian on her fantastic Planet Omar series. The children had a great time and even got to play dress up while discovering more about the Planet Omar characters.

Volunteers

Volunteers are at the heart of what we do at Bookmark. We want to celebrate our volunteers and are grateful for all the time and support they give to the children on our programmes. We have seen our year end volunteer community grow from 1,766 in the prior year to 2,186 volunteers. Our volunteers come from a wide range of backgrounds and the growth in volunteer numbers is largely linked to our 'always on' marketing activity or through our corporate partners whose employees donate their time as volunteers. During the year, we have piloted working alongside a digital marketing agency who have supported our volunteer attraction, which will continue into the new academic and financial year.



Number of volunteers



Diana's story

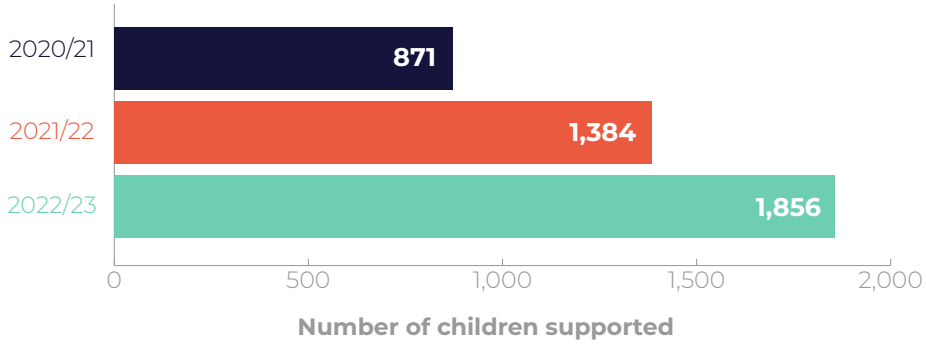
Diana, who at 91 years old is Bookmark's oldest volunteer, has been helping children improve their reading skills and has delivered an astounding 230 online sessions since signing up to be a volunteer in September 2021.

Diana is a retired teacher and reached out to Bookmark after the death of her husband, as she felt there was "such a black hole after my husband died. I had to try and fill my time with something instead of spending all my time moping." Diana is currently supporting five children from the comfort of her own home in Tettenhall, Wolverhampton. One of those children is 9-year-old Angie. Angie moved to the UK from Central America three years ago and was unable to speak English. Together Angie and Diana have completed three programmes and over 40 sessions together. Angie has expressed her appreciation for Diana's support by stating that she is "a great teacher, I do really like her, she treats me well and is kind with me." Diana described the help she provides to children as "a privilege and a gift" and said that "It's made life worth living, I've got some purpose and it's so rewarding." The story was featured on 38 shows across the BBC network, including BBC Newsline, BBC Breakfast and even Newsround! It also ran on BBC radio stations.



Number of children supported

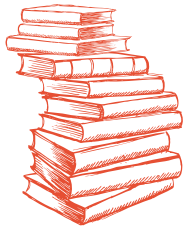
The growth in our partner schools and volunteer community allowed us to increase the number of children were able to support. This year, we have been able to support 1,856 children with at least one full reading programme, up from 1,384 in the prior year. We have delivered this support through 40,100 reading sessions which is over 20,000 hours of one-to-one reading support, equivalent to 2.28 years of continuous reading.







2020/21
13,993 reading sessions



2021/22
23,870 reading sessions



2022/23
40,100 reading sessions

Daisy's Story

Daisy is seven years old and in Year 3 at a primary school in South London. She is an only child who lives with her mum and dad. The lack of a 'culture of books' in Daisy's home has increased her 'struggles with reading'.

Prior to taking part in the Bookmark reading programme, Daisy had a 'big dislike of reading' says her Deputy Headteacher Victoria. Daisy has 'found it hard since reception' and this has 'affected her self-esteem'. Daisy has told her teachers 'It's exhausting', 'it's tough' and 'it makes my brain hurt'. Due to this, Victoria says, she will 'avoid reading at any opportunity' and 'isn't interested in any sort of book.'

Daisy is 'bright and sparky' and would often 'try to mask' her struggles with reading. She 'saw herself as bad at reading' and 'identified with that very strongly' says Victoria. 'She's a confident young girl, so it was a shame to see'. Thanks to Bookmark, Daisy has 'worked hard to shake that off' and battle through this 'mental block'.

Daisy has taken part in multiple volunteer-led reading programmes with Bookmark. Victoria says, 'this one-to-one time is hard to give as a teacher'. Since taking part in the programme Daisy has 'developed a love of reading'. The school introduced scrapbooks for the pupils and encouraged them to create a page a week on reading for pleasure. Daisy's scrapbook was 'the strongest one out of the entire of Key Stage 2' says Victoria. Before Bookmark she didn't do any reading at home now 'you can see her mum has spent time with her creating the reading scrapbook', 'there is no way this would've happened before.'

Victoria says Bookmark allows children to discover an 'enjoyment in reading and sharing books which is something that's quite alien to a lot of the children' at the school. 'They look forward to going because they get one-to-one time with an adult.' 'They connect the positive experience with the book and this therefore makings reading a positive activity for them.'

Digital Transformation Project

During the financial year we embarked on a Digital Transformation Project to redesign both our volunteer and school platforms, which allow reading session bookings to take place. This project was launched in June 2023 and transitioned our stakeholders to a new user experience, taking into consideration internal and external feedback on our School Hub. The new system provides greater insight into our stakeholder experience which we will continue to use to enhance and develop our volunteering offer and our one-to-one reading sessions.

Other literacy projects

During the year we have continued to work on several additional workstreams that support reading across the country.

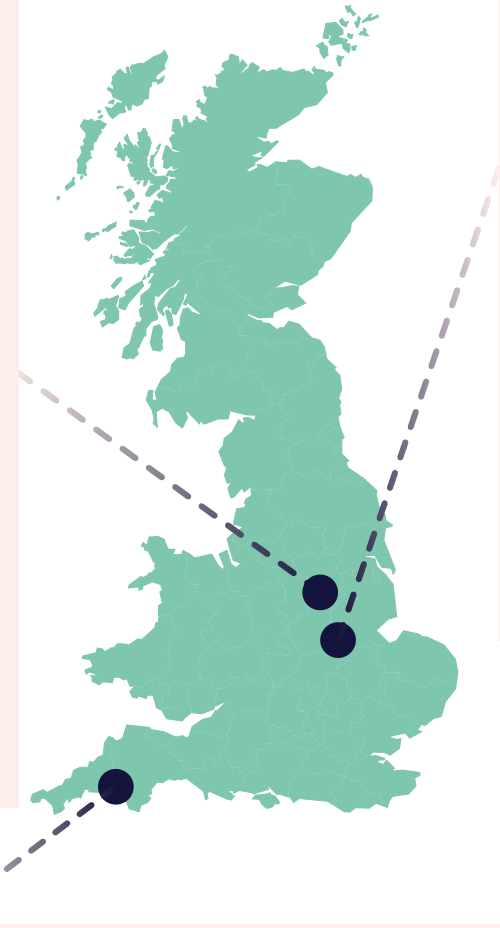
Your Story Corner

An engaging reading space with access to high quality reading resources is an essential part of fostering an environment for children to become confident young readers and inspire a lifelong love of reading. Despite this, one in seven state primary schools do not have a dedicated reading space, worsening to one in four in disadvantaged areas.

Bookmark has continued to deliver our Your Story Corner packs to schools in social mobility cold spots with high literacy need. This year, we focused our expansion on schools in Nottingham, Plymouth and most recently Leicester. Across these three areas, Bookmark gifted over 52,600 books to state-funded primary schools, in addition to distributing over 93,000 copies of our termly Story Corner Magazine. Here is a snapshot of the impact made on children and schools across these three communities:

NOTTINGHAM

One teacher had the following to say about the impact of the packs: "The Your Story Corner books sent were lovely quality and an amazing, diverse range. One Sikh boy commented, 'That character on the front cover is wearing a turban and looks like me.' The books have filled our classroom book corner shelves, are used every day by the children and have had a huge impact on reading within my class. There is something for every ability level."



LEICESTER

- 96% of schools reported the resources provided made a difference to reading motivation.
- 45% of schools said the resources made a positive difference to how often children read at home. The number of children reading at home every day increased by 13% between pre- and post-intervention.

PLYMOUTH

- 93% of teachers said the packs made a positive difference to their whole school reading culture and, on average, schools saw a 35% increase in children using their reading space.
- We asked questions to indicate the extent to which the diversity of resources had improved. Schools were asked to rank their perception out of 10 both before and after intervention. In Plymouth, the difference in average improvement out of 10 between pre- and post-intervention was an increase of 3.2.

The Story Corner Magazine

During the year we have published three new copies of our Story Corner Magazine, the first year we have issued this number in one academic year. Across Issue 5-7, we have delivered 282,000 copies of our magazine with 52,500 copies delivered to community settings which include foodbanks, hospitals, and libraries.

Our Story Corner Magazine covered themes including The Natural World, Creativity and Building Homes and Communities.

We published Issue 5 at the start of the academic year, and in light of the cost-of-living crisis, it was important our magazine reached as many vulnerable young people as possible. We approached more food banks than ever before and sent over 14,500 copies to local food and warm banks.

Issue 6 saw one of our corporate partners, Samworth Brothers, distribute 2,000 magazines as part of the food hampers to local children in receipt of free school meals.

Issue 7, Building Homes and Communities, was supported by The Barratt Foundation, one of our corporate partners. This was our biggest ever edition, with 112,000 copies distributed ahead of the summer holidays.

We are looking forward to sharing more issues across our partner schools and community setting is in the upcoming year.

Comic Book Club Pilot

During the spring term we launched our Comic Book Club pilot with the aims of engaging reluctant readers, helping to develop a whole school reading culture and explore how we can further support schools.





This pilot took place in seven of our partner schools and they received:

- £650 worth of graphic novels
- Scrapbooks and resources for the number of children in their club
- A teaching booklet outlining session plans for a Comic Book Club in their school
- A weekly subscription to Phoenix Comic Magazine

The Comic Book Club pilot was a huge success. The feedback we received from teachers was unanimous that the resources provided by Bookmark filled a gap, as the cost of resourcing the Comic Book Club is something that schools wouldn't have been able to afford, especially to the quality that we provided.

Rocket Packs

The aim of the pack is to support our mission to change a child's life story through the joy of reading and to help to build whole school reading cultures in primary schools. These packs will ensure that children participating in Bookmark reading programmes and across the school will have access to high-quality, diverse reading material. Books are sent to qualifying partner schools on a termly basis and are curated to ensure that every pack is providing new resources to our partner schools. During the year we distributed 220 packs, totalling to almost 5,500 books (2022: Nil).

Bookmark Book Booster Pilot

Alongside Your Story Corner, we are piloting a new programme, The Bookmark Book Booster Pack. This includes:

- A specially curated termly book pack, worth £150 each for three terms. These brand new, high quality and diverse texts are centred around a theme, such as graphic novels, poetry, and non-fiction, as we know these types of books are often missing in school libraries or classroom shelves.
- Up to 200 Story Corner Magazines per term.
- Support and inspiration for 'book chat' to create a whole school reading culture.

We launched this in Medway in the summer term and will monitor the impact this has on whole school reading cultures over the coming year.

Grants Pilot

As part of our work to help develop Whole School Reading Cultures, Bookmark is offering a limited number of grants to primary schools to help them address their specific literacy needs. We have two types of grants available:

- Whole School Reading Culture project grant (up to £5,000)
- Whole School Reading Culture teacher CPD grant (up to £500)

It's important to us to share best practice across the education sector and help bring a whole school reading culture to every school. As part of this programme, we received 700 applications highlighting the acute need for support in primary schools to develop whole school reading cultures and CPD. As part of this initial funding round, we provided five project grants and 14 CPD grants. We will review this project following the end of the grant period in November before considering the next potential funding round.



Our plans for the future

Three years ago, we were present in just 31 schools in London, running our reading programme face-to face. We have grown exponentially over that time and have ambitious plans to continue this trajectory.

Over the past six months, Bookmark's Trustees and Senior Leadership Team have started working on an ambitious long-term strategy. This is to help us deliver our continued aspiration to expand our reach and deepen our impact, with fantastic pro-bono support from OC&C Strategy Consultants.

We are focusing on two key elements:

- Expanding reach, by increasing the number of volunteers in our community, providing more sessions, to more schools which we engage across our programmes
- Increasing depth, by developing our reading programme, looking to provide new benefits to our partner schools

In 2023/24, we are projecting to deliver:

- 50,741 reading sessions to children, which will represent 27% growth year-on-year
- 238 Your Story Corner packs across three new regions
- 430 Rocket Packs
- 386k The Story Corner Magazines across our partner schools and our communities
- Planned expansion of the Comic Book Club Pilot to platinum schools
- 75 individual grants across our gold and platinum partner schools to support CPD and whole school reading culture initiatives
- Increase our impact-related partnerships to evaluate our reading programme alongside our data collection method

We will deliver these reading session figures by:

- Reviewing our processes in light of our digital transformation project to make it easier to volunteer with us
- Launching pilot projects to review and test single session volunteer opportunities and peer mentoring provided by college students
- Working closely with our digital marketing agency to support growth in our volunteer community
- Reviewing our onboarding processes to provide a better experience for potential volunteers and reduce attrition



We will also:

- Implement a school audit tool to be able to provide tailored support in our current and future partner schools with tailored support to drive a whole school reading culture
- Conduct a review into how we can further use technology to support our work, exploring aspects of AI alongside our new platform.

This year, the team was extremely proud to win the Third Sector Fundraising Campaign of the Year Award for the Bookmark Box for Ukraine campaign. We are also delighted to have been nominated for the 2024 Astrid Lindgren Memorial Award. This is the world's largest children's literary award and we're honoured to have been recognised for our work inspiring the joy of reading in children across the United Kingdom.

Bookmark's Trustees and Senior Leadership Team have been working on a longer strategic plan for the Charity, as outlined above following the refresh of our Theory of Change. The Trustees have approved a one-year business plan to see the organisation transition towards this longer view. During the upcoming financial year this strategy will be refined and shared, in preparation for the 2024/25 financial year.



Bookmark's impact and evidence

At Bookmark, our aim is to improve the reading attainment of children aged 5 to 10 years old who are either not meeting or at risk of not meeting the expected standard in reading for their age. We are also committed to improving children's attitudes towards reading (including reading confidence, enjoyment and motivation) with the aim that this will lead to improvements in their reading attainment.

Vital to achieving this is making sure that our programmes are based on data and research, to ensure that we can have the maximum impact. Our reading programme was designed using evidence-based recommendations from The Education Endowment Foundation (EEF), The Open University (The OU) and The Organisation for Economic Co-operation and Development (OECD). Every year we evaluate our impact in our Impact Report. This is available at the start of the calendar year following the end of the most recent academic year. The latest full report is available here (www.bookmarkreading.org/our-impact).



Refreshed Theory of Change

The problem:

Many children leave primary school with poor reading skills which directly contributes to poor educational attainment, lower literacy in adulthood and even lower life expectancy.

The vision:

Every child has the same opportunity to discover the joy of reading to set them up for success.

Our purpose and approach:

We exist to change children's life stories through the joy of reading. We partner with schools to develop whole school reading cultures, and to provide one-to-one reading support.

Our single-minded brand promise:

By inspiring the 'joy of reading' we can give every child the opportunity to succeed.

Bookmark

Bookmark Reading Charity

Registered Charity No. 1177681

Changing children's stories: discovering the joy of reading

OUTCOMES FOR CHILDREN:

During a Bookmark reading programme:

Children have the opportunity to discover the joy of reading

Children's teachers and volunteers report that the programme has made a positive difference to them

After completing a Bookmark reading programme or programmes:

Positive changes to a child's attitude to reading

Positive changes to children's reading skills

Positive changes to children's reading behaviour

Benefitting from a Whole School Reading Culture:

Children have access to high quality, varied and diverse reading resources

Children have access to school reading spaces

Teachers are equipped to grow a holistic whole school reading culture

Teachers have access to high quality reading for pleasure training and resources

Teachers report improvements in the reading attitudes and behaviours of their pupils



Every child has the same opportunity to discover the joy of reading to set them up for success.

www.bookmarkreading.org

Bookmark

Registered Charity No. 1177681

Bookmark Reading Charity

Changing children's stories: discovering the joy of reading

The problem:

Many children leave primary school with poor reading skills which directly contributes to poor educational attainment, lower literacy in adulthood and even lower life expectancy.

Studies indicate that levels of reading enjoyment in children are low, that large numbers of children do not own their own book or have access to a library and that many children do not have opportunities for 1-1 reading or reading role models.

(National Literacy Trust 2022; National Literacy Trust 2022 Cole Brown Clark; National Literacy Trust and National Governance Association 2022.)

We are Bookmark Reading Charity. We exist to change children's life stories through the joy of reading. We partner with schools to develop whole school reading cultures, and to provide one-to-one reading support.

Reading for pleasure supports children to:

Read more and gain confidence
(Cremin et al., 2021)

Improve their reading skills
(Clark & Rumbold, 2006)

Become happier, healthier and experience better wellbeing and self-esteem
(BookTrust 2023)

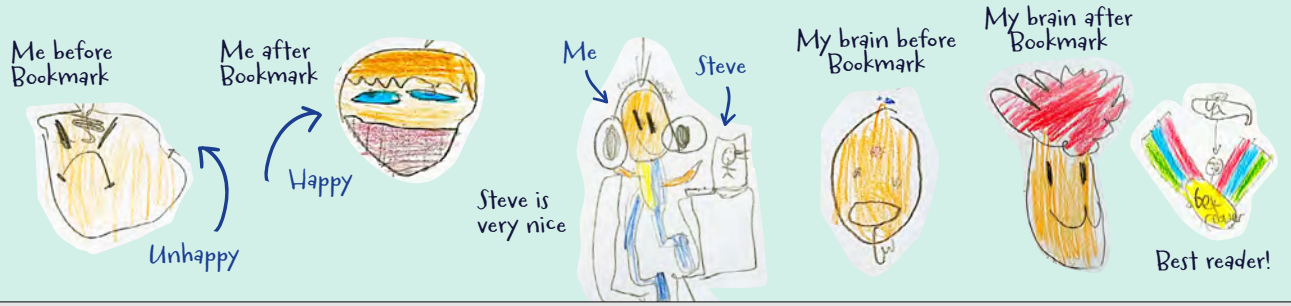
Make progress at school in reading attainment and across the curriculum
(DfE, 2012, NLT 2020, McGrane et. al, 2017, Open University 2021)

Ultimately overcome barriers presented by disadvantage
(BookTrust 2023)

By inspiring the 'joy of reading' we can give every child the opportunity to succeed.



Alyssa's reading journey with Bookmark:



Impact: Academic year 2022/23

This year, Bookmark's internal evaluation of our core programme continued to collect and analyse:

- The impact of the programme on children's reading confidence, enjoyment, motivation, fluency, and skills
- Reading attainment data to assess improvements in reading levels of children who received Bookmark support
- School and volunteer experience with Bookmark

The surveys and interviews used to collect this data were refined this year as we focused on streamlining our approach to data collection whilst maintaining consistent measures that can be used for year-on-year comparisons. For example, this is the first year that we have aligned our volunteer survey questions with some key indicators assessed by the National Council for Voluntary Organisations (NCVO) to improve our understanding of our volunteer experience.

We have been communicating evaluation findings as concise, termly updates internally at Bookmark. This has ensured continuous improvement actions were identified and acted on as early as possible throughout the year.

In addition to measuring the core reading programme, the ongoing impact of Your Story Corner, The Story Corner Magazine and the Bookmark Book Booster Box/Rocket Packs have been assessed. These initiatives were successfully piloted last year and have continued to produce consistently positive evaluation findings as delivery has extended to new schools and districts. This year, Your Story Corner was successfully delivered in Nottingham, Plymouth, Leicester, and Anglian Water regions. Evaluation data collected through teacher and pupil surveys shows that these initiatives have contributed towards the aims of:

- Supporting schools to develop a whole school reading culture
- Supporting children to develop positive attitudes towards reading
- Ensuring children have access to good quality reading environments in schools
- Improving the quality, variety and diversity of resources children have access to in their schools

As Bookmark considers further offerings to support the development of whole school reading culture, another initiative was piloted: the Comic Book Club. This was evaluated via surveys, interviews, and an observation with one school. The evaluation findings supported the programme, with overwhelmingly positive feedback recorded and evidence that it meets aims related to whole school reading culture and engaging reluctant readers.

A substantial development for Bookmark's impact and evidence this year was the refresh of our Theory of Change. This was a comprehensive process that began with expert external consultation and drew substantially upon the experience held internally within Bookmark. It involved a review of the evidence base for our programmes, and considered the alignment between our vision, mission, and approach. We now have an updated evaluation framework which is underpinned by our refreshed Theory of Change.

Going forward, we remain committed to developing our impact reporting to support continuous improvement, fundraising and corporate engagement, school attraction and retention, volunteer attraction and retention, engagement with external organisations, building impactful projects and partnerships with other charities.



Measuring our impact in 2023/24



The change we want to make

- A positive impact on pupil's reading attitudes, behaviours, and skills
- A positive impact on pupil's reading attainment
- A positive impact on whole school reading culture

What we plan to measure

- Changes in pupils' reading attainment pre- and post-intervention
- Changes in pupils' reading attitudes, behaviours and skills
- Changes in whole school reading culture
- School and volunteer experience of Bookmark
- Programme outputs (e.g. the number of pupils supported)

How we will measure it

- Pupil reading attainment data pre- and post-intervention
- Pupil reading attainment data pre- and post-intervention compared with similar pupils (not receiving a Bookmark intervention) through research conducted by ImpactEd
- Changes in pupils' reading attitudes, behaviours, and skills as reported by teachers and volunteers in post-delivery surveys, case studies, interviews and focus groups
- Improvements in whole school reading culture as reported by teachers and pupils in pre- and post-delivery surveys, interviews and session observations
- Experience of Bookmark as reported by teachers and volunteers in post-delivery surveys
- Programme outputs as recorded by internal reporting systems (e.g. Salesforce)

How we will use what we learn

- Measure our impact and define the extent to which our activities meet our programme aims
- Identify actions for continuous improvement which refine our programme delivery and ensures a more positive experience for schools and volunteers
- Assess our progress towards strategic goals and confirm that our internal evidence supports the continued direction of travel
- Understand the scope of our internal evaluation and any limitations to the current evaluation framework that need to be addressed

How we will communicate what we learn

- Our annual Impact Report which is published each year will evidence our impact, learnings and progress
- We will continue to provide timely internal updates to promote continuous improvement actions and guide strategic decision-making

Public benefit

The Trustees confirm that they have complied with the duty in section 4 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit when reviewing our strategic aims and in planning the activities of the Charity.

The Trustees have satisfied themselves that Bookmark meets the public benefits requirements, in particular:

- the objectives of the Charity are clear – Bookmark was set up to advance the education of children in the United Kingdom, in particular by promoting and supporting the development of literacy
- the aims and activities of the Charity are directly related to its objective, as set out in this report
- the people who receive support are entitled to do so according to the criteria set out in the Charity's objectives – all of Bookmark's work is focused on children in the UK who require additional reading support

Financial Review

Bookmark's total income fell to £4.2m from £5.2m, a decrease of 19%. In the prior year, we recognised a significant amount, £1.7m, of gifts in kind linked to our Bookmark Box for Ukraine which was isolated to the previous year. Excluding this, we have seen growth in our income of £0.7m.

Total expenditure of £3.5m was £1.6m lower than the previous year's expenditure of £5.1m.

Again, we recognised £1.7m of gifts in kind in the prior year.

We finished the year with a surplus of £0.7m and reserves of £2.0m. A significant portion of those reserves are linked to the recognition of our new digital platform as an intangible asset at the value of £0.3m.

Our trading subsidiary, Bookmark Reading Trading Limited, produced a surplus of £46k which was recognised as income in the Charity. Further information is included in Note 13.

A strategic priority of the fundraising team is to continue to grow income from sources beyond the Pindar family network, which will help to prevent an over-reliance developing on any one set of donors. The generous support from Literacy Capital and the Pindar family represents 39% of our income in the current financial year. We do remain confident that the Pindar family and Literacy Capital plc will remain committed, long-term supporters as they care passionately about improving literacy in the UK. Sharon Pindar knows, from personal experience, the impact poor literacy can have on a person's life and that of their families.

We are hugely thankful for the continued support from all of our donors; their financial support provides the income which enables us to continue our work and to future-proof our organisation to support more children on their reading journeys.



Structure, Governance and Management

Constitution

Bookmark Reading Charity is both a registered charity and a company limited by guarantee. It was incorporated as a limited company on 8th December 2017 and registered as a charity on 23 March 2018. The Charity changed its name from Bookmark Reading Limited to Bookmark Reading Charity on 28 January 2018. It is governed by its Memorandum of Association.

Governance and management

The Articles of Association require that there are not less than two and not more than eight Trustees and at least one Trustee must be a natural person. A Trustee may hold office for a period of three years and any retiring Trustee who remains qualified may be re-appointed. The Board of Trustees meets quarterly, and ensures the Charity is well managed and operating within agreed policies, the law and its budget.

The Trustees have reviewed the Charity Governance Code and are using the principles and recommended practice for good governance to effectively manage and control the charity.

The Charity is governed by a Board of Trustees, comprising of Sharon Pindar (Chair of Trustees), Paul Fletcher (Treasurer), Charlie Walker (Trustee), Phil Neal (Trustee), Chloe Wright (Trustee), and Nicole Yost (Trustee). Each new Trustee is given appropriate induction and training relevant to their responsibility. At least one Trustee on the Board is a trained reading volunteer.

The Board delegates the day-to-day management of the Charity to the Chief Executive Officer and the Senior Leadership Team.

Fundraising

Bookmark Reading Charity is compliant with the standards set by the Fundraising Regulator in its 'Code of Fundraising Practice'. We are pleased to make this commitment and feel it gives both our donors and supporters confidence in our fundraising practices. Bookmark's fundraising team has experience in the Code of Fundraising Practice and associated Rulebooks.

We are mindful during our fundraising activities not to be unreasonably persistent or to apply undue pressure on anyone, or to intrude on anyone's privacy. The Charity did not undertake any telephone, doorstep or lottery fundraising in the year.

The Charity received no complaints relating to its fundraising activities during the year.

Pay Policy for Key Management Personnel

The Trustees consider the Board of Trustees and the Senior Leadership Team to comprise the key management personnel of the Charity, in charge of directing and controlling, running and operating the Charity on a day-to-day basis.

All Trustees give of their time freely and no Trustee received remuneration or was reimbursed expenses in the year. Details of related party transactions are disclosed in note 22 to the accounts. The pay of the Chief Executive Officer and senior staff is reviewed annually based on performance and normally increases in accordance with average earnings.

The remuneration is set to ensure it is both fair but also will attract and retain staff of the appropriate calibre and experience required by the Charity.



Staff and Volunteers

At 31 August 2023, Bookmark had a team of 45 individuals (41 FTE). The Charity also had 2,186 vetted and trained volunteers.

In addition to the Charity's Board of Trustees, Bookmark has established the following Boards.

These boards have no delegated authorities, cannot pass resolutions on behalf of the Charity, and cannot direct the Senior Leadership Team or other employees of the Charity.

All our staff, volunteers and supporting boards are vital to the work of the Charity and they have contributed enormously to the success of the organisation, and to the services it provides. The Trustees record their sincere appreciation of the contribution from all our staff, volunteers and supporting boards.

Corporate Partnerships Board	Responsible for devising and implementing plans to generate income for the Charity from the corporate sector and identifying sources of corporate volunteers
Literacy Advisory Board	Responsible for providing inspiration, challenge, guidance and thought leadership to the Board and Senior Leadership Team to ensure the Charity continues to provide effective literacy support to children and schools who need it
Technology Advisory Group	The primary purpose of the Technical Advisory Group is to advise on how best to apply industry best practice and provide a comprehensive peer review and oversight of our current and future technology developments. They also ensure the Charity receives input from different technology sectors to support, confirm and challenge our decision making and development
Volunteer Advisory Board	Responsible for providing feedback, inspiration, challenge, guidance and occasional system testing to ensure Bookmark continues to provide a fulfilling and beneficial volunteer experience
Marketing Advisory Board	Responsible for providing strategic input into our marketing and communications strategy, including volunteer and school attraction, digital marketing, brand awareness and PR
Primary School Advisory Board (previously School Focus Group)	Responsible for providing feedback, inspiration, challenge and guidance to ensure Bookmark provides what our customers need i.e. schools
Audit Committee	The primary purpose of the Audit Committee is to ensure integrity of the financial statements, oversee the appointment of the external auditor, oversee internal controls, risk assessment/management processes and compliance with standards of business conduct and other legal and regulatory matters

Donated Services

We are extremely grateful to the various organisations and individuals who have supported us. We have been provided with management consultancy, legal advice, technology and other incredibly helpful support.

Reserves Policy

While the Charity has continued to develop a range of income generating activities to support its charitable activities, Bookmark Reading Charity is heavily reliant on voluntary donations. A significant proportion of this income must be newly generated each year. Bookmark's donors to date have mainly comprised of a small number of significant contributors including Trusts and Foundations, Major Donors and Corporate Partners. To prevent an over reliance developing on any one set of donors, we plan to continue diversifying our income through engaging new supporters. Our emphasis remains on building long-term sustainable support from corporate donors and major givers.



The Trustees duly consider the uncertainties around funding when setting the Charity's reserves policy. The Trustees aim to generate reserves that are sufficient to underpin the commitment to the continued growth and development of our services. The Charity reserves policy states that we aim to have reserves equivalent to ±25% of 6 month spend over the coming 12 months. As at 31 August 2023, we have built up unrestricted reserves equivalent to 7.23 months and the Trustees are therefore content with this.

The Trustees are pleased to report that the Charity has a robust balance sheet, which will be used to continue to provide services to support its charitable objectives in the UK.

Risk management

The Senior Leadership Team meet monthly to discuss our risks. Following NCVO best practice, the risk management process has involved the identification, evaluation, and control of risks. Whilst we are not able to eliminate all risks entirely (this would be very difficult and not cost effective), we do aim to reduce the risk to a level that the charity is comfortable with (the risk appetite).

When identifying risks, we assign risk owners and categorise them into the following areas:

- External and Impact
- Regulatory and Compliance
- Financial Sustainability
- Governance
- Operational
- Safeguarding
- Fundraising

We then analyse and score the risks by likelihood (rare, unlikely, possible, probable, certain) and impact (insignificant, minor, moderate, significant, major). These scores are multiplied to give us our initial risk score. We then calculate our target risk score using similar measures in order to identify our risk appetite.

The Senior Leadership Team record all controls that are in place to mitigate each risk and then calculate the residual risk. If this is higher than the target risk, we identify further initiatives and actions to reduce the risk to an acceptable level.

At the monthly meetings, we prioritise the risk log by the residual risk score so that we focus our efforts on areas where it is most needed. This involves assurance that the controls in place are working and that progress is being made on the actions to further reduce the risk.

A quarterly review of the principle risks and uncertainties that the Charity faces is completed by the Trustees. The Trustees are satisfied that systems are in place to manage exposure to the major risks and actions are taken as appropriate to reduce the overall level of risk.

Trustees' Responsibilities in Relation to the Financial Statements

The Charity Trustees (who are also Directors for the purposes of company law) are responsible for preparing a Trustees' Annual Report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Charity Trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the Charitable Company and of the incoming resources and application of resources for that year. In preparing the financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and the group and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the Charity and financial information included on the Charity's website.

Disclosure of information to Auditors

Each trustee has taken steps that they ought to have taken as a trustee in order to make themselves aware of any relevant audit information and to establish that the charity's auditor is aware of that information. The trustees confirm that there is no relevant information that they know of and of which they know the auditor is unaware.

Appointment of Auditors

Hazlewoods have been appointed as Auditors for the year ending 31 August 2023 and they have confirmed their willingness to continue in office.

Small Company Exemptions

This report has been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006.

APPROVAL

This report was approved by the Trustees on 06 November 2023 and signed on their behalf.



Sharon Pindar

Chair of Trustees

Independent auditors' report

Independent auditors' report to the Trustees and members of Bookmark Reading Charity for the year ended 31 August 2023.

Opinion

We have audited the financial statements of Bookmark Reading Charity (the 'charitable company') for the year ended 31 August 2023 which comprise the statement of financial activities, balance sheet, statement of cash flows and the related notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 August 2023 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the original financial statements were authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work

we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Report, which includes the Directors' Report prepared for the purposes of company law for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Directors' Report included within the Trustees' Report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Directors Report included in the Trustees' Report. We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us;
- the financial statements are not in agreement with the accounting records and returns;
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations necessary for the purposes of our audit.

Responsibilities of the trustees

As explained more fully in the Trustees' Responsibilities Statement set out in the Trustees' Report, the trustees (who are also the directors of the charitable company for the purpose of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Extent to which the audit was capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect

material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

We considered the nature of the charitable company's industry and its control environment and reviewed the charitable company's documentation of their policies and procedures relating to fraud and compliance with laws and regulations. We also enquired of management about their own identification and assessment of the risks of irregularities.

We obtained an understanding of the legal and regulatory framework that the charitable company operates in and identified the key laws and regulations that had a direct effect on the determination of material amounts and disclosures in the financial statements, including the UK Companies Act and tax legislation, and, those that do not have a direct effect on the financial statements but compliance with which may be fundamental to the charitable company's ability to operate or to avoid a material penalty.

We discussed among the audit engagement team regarding the opportunities and incentives that may exist within the organisation for fraud and how and where fraud might occur in the financial statements.

In common with all audits under ISAs (UK), we are also required to perform specific procedures to respond to the risk of management override. In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments; assessed whether the judgments made in accounting estimates are indicative of a potential bias; and evaluated the business rationale of any significant transactions that are unusual or outside the normal course of business.

In addition to the above, our procedures to respond to the risks identified included the following:

- reviewing financial statement disclosures by testing to supporting documentation to assess compliance with provisions of relevant laws and regulations described as having a direct effect on the financial statements;
- performing analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatements due to fraud;
- enquiring of management concerning actual and potential litigation and claims and instances of non-compliance with laws and regulations; and
- reading minutes of meetings of those charged with governance.

Our audit procedures were designed to respond to risks of material misstatement in the financial statements, recognising that the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery, misrepresentations or through collusion. There are inherent limitations in the audit procedures performed and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we are to become aware of it.

A further description of our responsibilities is available on the Financial Reporting Council's website at: https://www.frc.org.uk/auditors responsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity's members as a body, for our audit work, for this report, or for the opinions we have formed.



Scott Lawrence FCA
(Senior Statutory Auditor)

For and on behalf of:
Hazlewoods LLP
Chartered Accountants and Statutory Auditors
Staverton Court, Staverton
Cheltenham, GL51 0UX

Date: 09 November 2023

Statement of financial activities

(Incorporating an income & expenditure account)

	Note	Unrestricted £	Restricted £	2023 £	2022 £
INCOME					
- Donations and Legacies	2	3,286,774	825,546	4,112,320	5,073,931
- Investment Income	3	70,847	-	70,847	76,475
Total Income		**3,357,621**	**825,546**	**4,183,167**	**5,150,406**
EXPENDITURE					
- Raising funds	5	(405,226)	-	(405,226)	(343,931)
- Charitable Activities	6 & 7	(2,417,458)	(615,824)	(3,033,282)	(4,713,112)
- Governance and support costs	8	(59,705)	-	(59,705)	(19,441)
Total expenditure		**(2,882,389)**	**(615,824)**	**(3,498,213)**	**(5,076,484)**
Net income before transfers		475,232	209,722	684,954	73,922
Transfers between funds	17	206,163	(206,163)	-	-
Net income for the period	4	**681,395**	**3,559**	**684,954**	**73,922**
Balances brought forward 31st August 2022		1,154,674	127,088	1,281,762	1,207,840
Balances carried forward 31st August 2023	17	**1,836,069**	**130,647**	**1,966,716**	**1,281,762**

All income and expenditure is derived from continuing activities and is unrestricted.

All gains and losses recognised in the year are included above.

Balance sheet

The notes on pages 34 to 48 form part of these financial statements.

In approving these financial statements as Trustees of the company, the Trustees acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of accounts.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

Approved by the Trustees on 06 November 2023



Sharon Pindar
Chair of Trustees

Company Number: 11104438

	Note	2023 £	2022 £
FIXED ASSETS			
Intangible fixed assets	11	280,098	67,353
Tangible fixed assets	12	906	3,097
Investments	13	1	1
		281,005	**70,451**
CURRENT ASSETS			
Debtors, prepayments and accrued Income	14	423,053	125,023
Stock	15	7,711	-
Cash at bank and in hand		1,425,209	1,216,219
		1,855,973	**1,341,242**
CURRENT LIABILITIES			
Creditors and accruals	16	(170,262)	(129,931)
		(170,262)	**(129,931)**
NET CURRENT ASSETS		**1,685,711**	**1,211,311**
NET ASSETS		**1,966,716**	**1,281,762**
REPRESENTED BY:-			
Restricted funds	18	130,647	127,088
Unrestricted funds	17		
General funds	17	1,555,065	1,084,224
Designated funds	17	281,004	70,450
		1,966,716	**1,281,762**

Cash flow statement

	Notes below	2023	2022
		£	£
Net cash provided by operating activities	A	488,039	213,359
Cash flows from investing activities:			
Purchase of intangible fixed assets		(279,049)	(13,455)
Purchase of tangible fixed assets		-	(1,574)
Change in cash and cash equivalents	B	**208,990**	**198,330**

A. Reconciliation of net income/(expenditure) to net cash inflow from operating activities

	2023	2022
	£	£
Net income for the reporting year	684,954	73,922
Adjustments for:		
Depreciation of tangible fixed assets	2,101	7,537
Amortisation of intangible fixed assets	56,009	99,981
Loss on disposal of tangible fixed assets	90	166
Loss on intangible assets written off	34,137	-
(Increase) / decrease in debtors	(305,741)	(43,886)
Increase / (decrease) in creditors	40,331	75,639
Capitalised intangibles recognised as pro-bono and accrued awaiting payment	(23,842)	-
Change in cash and cash equivalents	**488,039**	**213,359**

B. Analysis of the cash and cash equivalents

	2022	Change	2023
	£	In year	£
Capitalised intangibles recognised as pro-bono	1,216,219	208,990	1,425,209
Change in cash and cash equivalents	**1,216,219**	**208,990**	**1,425,209**

Notes to the financial statements

1 ACCOUNTING POLICIES

Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - Charities SORP (FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Bookmark Reading Charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Basis of preparation of financial statements

These financial statements are prepared under the historical cost convention adopting the following principal accounting policies, all of which are in accordance with Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Critical accounting estimates and areas of judgement

Preparation of the financial statements requires management to make judgements and estimates. The Trustees consider that the only significant area of judgement involved in preparing the financial statements is in relation to the allocation of shared costs between raising funds and charitable activities. The allocation of these costs has been determined by the amount of staff time spent.

Going Concern

The Trustees assess whether the use of going concern is appropriate, i.e. whether there are any material uncertainties related to events or conditions that may cast a significant doubt on the ability of the Charity to continue as a going concern. The Charity has robust controls and measures in place to ensure it closely manages all spend, receives value for money, and has adequate funding in place before entering into future commitments. The Charity uses its CRM system to track all funding opportunities, taking into account stage, probability of success and prudent close dates to calculate its probability weighted income forecast. This information is reflected in a detailed weekly cash forecasting exercise to ensure the Trustees and Senior Leadership Team have adequate oversight of the Charity's projected cash position.

The Trustees make this assessment in respect of one year from the date of approval of the financial statements. On review, the Trustees have concluded that they are to adopt the going concern basis in preparing the annual financial statements.

Incoming resources

Donations and legacies represent amounts received during the year. Gifts in kind for use by the Charity are recognised as incoming resources when receivable at a reasonable estimate of their value.

Donations and grants receivable for specific purposes are credited to the statement of financial activities in the year to which they relate as soon as conditions for receipt have been met.

Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Designated funds are related to tangible and intangible fixed asset funds. This represents resources that have been used to acquire tangible and intangible fixed assets. The value of this fund at the end of the year represents the net book value of those tangible and intangible fixed assets.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by Donors or which have been raised by the Charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Expenditure

All expenditure is accounted for under the accruals concept.

Costs are allocated between charitable costs, cost of raising funds and governance costs. Shared costs have been apportioned across these three headings and where appropriate into restricted expenditure, according to best estimate of usage. The irrecoverable element of Value Added Tax is included with the item of expense to which it relates. Depreciation is allocated to expenditure headings on the basis of the use of the assets concerned.

Pension costs

Contributions payable on behalf of employees to the defined contribution pension scheme are charged to the statement of financial activities as they become payable in accordance with the rules of the scheme.

Intangible fixed assets

All expenditure on acquisition, enhancement, production and installation and all intangible fixed assets received by way of donation are capitalised as intangible fixed assets. Intangible fixed assets are stated in the balance sheet at cost less depreciation, or in respect of donated assets, at estimated value at the date of donation less depreciation.

Amortisation is calculated to write off the cost or valuation of intangible assets over their estimated useful lives at the following rates:

Software assets	3 years straight line
Assets under construction	Nil

1 ACCOUNTING POLICIES (continued)

Tangible fixed assets

All expenditure on acquisition, enhancement, production and installation and all fixed assets received by way of donation are capitalised as fixed assets. Fixed assets are stated in the balance sheet at cost less depreciation, or in respect of donated assets, at estimated value at the date of donation less depreciation. Portable computers are not capitalised. Depreciation is calculated to write off the cost or valuation of tangible assets over their estimated useful lives at the following rates:

Computer and office equipment	33% of cost per annum

Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Stock

Stock is stated at the lower of direct cost and net realisable value.

Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Creditors and provisions

Creditors and provisions are recognised where the Charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

Financial instruments

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

Operating leases

The cost of and income from operating leases is charged and credited to the profit and loss account on a straight-line basis over the lease term.

Irrecoverable VAT

All resources expended are classified under activity headings that aggregate all costs related to the category. Irrecoverable VAT is charged against the category of resources expended for which it was incurred.

Donated services and facilities

Donated services or facilities are recognised as income when the Charity has control over the item, any conditions associated with the donated item have been met, the receipt of the economic benefit from the use by the Charity of the item is probable and the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS102), general volunteer time is not recognised. On receipt, donated services and facilities are recognised on the basis of the value of the gift to the Charity which is the amount the Charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

2 INCOME FROM DONATIONS

	Unrestricted £	Restricted £	2023 £	2022 £
Donations and Legacies:				
- Donated services	445,027	-	445,027	1,730,809
- Individual donations	20,278	15,162	35,440	51,509
- Corporate donations	1,571,187	552,201	2,123,388	2,130,488
- Trusts and foundations donations	211,601	120,800	332,401	390,145
- Major donations and Pindar family donations	793,678	137,383	931,061	608,173
- Gift aid	141,179	-	141,179	80,675
- Corporate fundraising events / Charity Challenge	63,514	-	63,514	58,932
- School contributions	40,310	-	40,310	23,200
	3,286,774	**825,546**	**4,112,320**	**5,073,931**

2 INCOME FROM DONATIONS (continued)

The nature of donated services received during the year were:

	Unrestricted £	Restricted £	2023 £	2022 £
Donated Services:				
- Legal Support	26,377	-	26,377	18,576
- Consulting/ Professional Support	320,951	-	320,951	144,457
- Games and Reading Materials	15,669	-	15,669	265,462
- Staff Training	21,225	-	21,225	2,762
- IT equipment and software	9,164	-	9,164	1,212,552
- Premises	9,000	-	9,000	30,000
- Marketing Support	42,641	-	42,641	57,000
	445,027	**-**	**445,027**	**1,730,809**

3 INVESTMENT INCOME

	Unrestricted £	Restricted £	2023 £	2022 £
Bank interest	24,673	-	24,673	360
Income from subsidiary	46,174	-	46,174	76,115
	70,847	**-**	**70,847**	**76,475**

The retained profits of Bookmark Reading Trading Limited for the year ending 31 August 2023 of £46,174 (2022: £76,115) were donated to Bookmark Reading Charity in the form of a Gift Aid donation.

4 NET INCOME FOR THE YEAR

	Unrestricted £	Restricted £	2023 £	2022 £
This is stated after charging:				
Depreciation	2,101	-	2,101	7,537
Amortisation	56,009	-	56,009	99,981
Loss on write off of intangible asset	34,137	-	34,137	-
Loss on disposal of tangible fixed assets	90	-	90	167
Audit Fee	10,620	-	10,620	9,240
	102,957	**-**	**102,957**	**116,925**

5 COST OF RAISING FUNDS

	Unrestricted	Restricted	2023	2022
	£	£	£	£
Staff costs - payroll	238,364	-	238,364	182,329
Staff costs - other	13,305	-	13,305	20,422
Professional fees	-	-	-	6,000
Marketing	388	-	388	2,153
Premises and IT costs	29,558	-	29,558	25,670
Fundraising costs	24,311	-	24,311	41,515
Other costs	555	-	555	338
Shared costs (finance, marketing and central costs)	98,745	-	98,745	65,504
	405,226	**-**	**405,226**	**343,931**

6 CHARITABLE EXPENDITURE

	Unrestricted	Restricted	2023	2022
	£	£	£	£
Staff costs - payroll	765,403	203,774	969,177	795,956
Staff costs - other	14,328	414	14,742	26,006
Programme and volunteer costs	428,686	315,079	743,765	2,668,614
Legal fees	9,231	6,915	16,146	21,077
Professional fees	327,661	49,940	377,601	160,677
Marketing	2,685	3,353	6,038	14,407
Premises and IT costs	381,733	36,033	417,766	451,001
Other costs	5,211	316	5,527	4,166
Shared costs (finance, marketing and central costs)	482,520	-	482,520	571,208
	2,417,458	**615,824**	**3,033,282**	**4,713,112**

7 EXPENDITURE BY ACTIVITY

	Reading Programme (1)	Magazine (2)	Literacy resources (3)	Projects and Pilots (4)	Grants (5)	2023 Total
	£	£	£	£		
Current Year Analysis						
Staff costs - payroll	795,229	11,928	38,725	114,490	8,805	969,177
Staff costs - other	13,241	-	396	1,105	-	14,742
Programme and volunteer costs	217,228	122,588	301,532	56,951	45,466	743,765
Legal fees	-	-	-	11,346	4,800	16,146
Professional fees	31,656	-	-	345,945	-	377,601
Marketing	2,442	-	1,079	2,517	-	6,038
Premises and IT costs	382,033	1,781	4,446	27,801	1,006	417,067
Other costs	5,484	427	272	43	-	6,226
Shared costs	403,583	15,757	40,676	22,504	-	482,520
	1,850,896	**152,481**	**387,126**	**582,702**	**60,077**	**3,033,282**

	Reading Programme (1)	Bookmark Box for Ukraine (2)	Magazine (3)	Literacy Resources (4)	Projects and Pilots (5)	2022 Total
	£	£	£	£		
Prior Year Analysis						
Staff costs - payroll	728,044	31,620	5,330	14,381	16,582	795,956
Staff costs - other	26,006	-	-	-	-	26,006
Programme and volunteer costs	175,742	2,220,970	59,269	212,633	-	2,668,614
Legal fees	16,758	4,319	-	-	-	21,077
Professional fees	17,571	10,900	-	-	132,206	160,677
Marketing	10,552	1,203	-	2,652	-	14,407
Premises and IT costs	420,260	29,886	446	-	715	451,001
Other costs	1,950	1,426	91	681	18	4,166
Shared costs	523,020	34,913	-	3,128	9,842	571,208
	1,919,903	**2,335,237**	**65,136**	**233,475**	**159,363**	**4,713,112**

Reading Programme (1)

Bookmark Reading Charity's six-week reading programme. Each programme involves two 30-minute, one-to-one sessions each week. Each session is clearly structured and comprises a combination of reading books, playing games and using their imagination for storytelling.

Magazine (2, PY 3)

The Story Corner Magazine, Bookmark's free, high-quality magazine for children to enjoy at home.

Literacy Resources (3, PY 4)

Your Story Corner focuses on improving school reading resources by delivering a free box of 200 books to a school. Rocket Packs are book bundles sent to qualifying partner schools, on a termly basis, and are curated to ensure that every pack is providing new resources to our partner schools.

In the prior year this activity only included Your Story Corner.

Projects and Pilots (4, PY 5)

There were 4 key projects/pilots undertaken during the year:

- Digital Transformation Project and School / Volunteer Hub - this project was launched in June 2023 and transitioned our stakeholders to a new user experience, taking into consideration internal and external feedback on our school hub
- Bookmark Book Booster Box - this pack includes: a specially curated book pack worth £150 each for three terms; story corner magazines and support for 'book chat' to create a Whole School Reading Culture
- Comic Book Club - we launched our Comic Book Club pilot with the aims of engaging reluctant readers, helping to develop a whole school reading culture and exploring how we can further support schools
- OC&C Strategic support – during the year we were supported by OC&C Strategy Consultants in a strategic review of our operations, with a particular focus on our volunteering operations. This work has formed the basis of our upcoming strategy development

In the prior year:

There were 2 projects undertaken during the year:

- Morgan Stanley Charity Challenge (run by Pilotlight) was an opportunity Bookmark secured a place in. The support provided by Morgan Stanley was through a team of VPs over a six-week period, which ended in a final presentation and key recommendations relating to school business development, our charity's continued growth and relationship management
- Digital Transformation Project: Project to identify and improve the functionality, supportability, agility and cost effectiveness of our technology and its support

Grants (5)

As part of our work to help develop whole school reading cultures, Bookmark is offering a limited number of grants to primary schools to help them address their specific literacy needs. We have two types of grants available:

- Whole School Reading Culture project grant (up to £5,000)
- Whole School Reading Culture teacher CPD grant (up to £500)

Bookmark Box for Ukraine (PY 2)

In response to the Ukrainian crisis, Bookmark delivered 6,500 Bookmark Boxes for Ukraine to refugee children arriving in the UK. Each box included high-quality, bilingual books, magazines, activities, stationery packs and tablets pre-loaded with educational and language apps and eBooks in both English and Ukrainian together with SIM cards so the children can stay in touch with friends and family displaced around the world.

8 ANALYSIS OF GOVERNANCE AND SUPPORT COSTS

	Unrestricted	Restricted	2023	2022
	£	£	£	£
Other costs	30	-	30	173
Accountancy Costs	10,620	-	10,620	9,240
Shared costs (finance, marketing and central costs)	49,055	-	49,055	10,028
	59,705	**-**	**59,705**	**19,441**

Governance costs include internal and external audit, legal advice for trustees and are associated with constitutional and statutory requirements, including the cost of preparing for and holding trustee meetings.

9 STAFF COSTS AND NUMBERS

	Unrestricted £	Restricted £	2023 £	2022 £
Fundraising				
Salaries	215,475	-	215,475	158,763
Social Security	13,167	-	13,167	14,805
Pension costs	9,722	-	9,722	6,173
Redundancy costs	-	-	-	2,588
	238,364	**-**	**238,364**	**182,329**

	Unrestricted £	Restricted £	2023 £	2022 £
Charitable Activities				
Salaries	656,549	195,473	852,022	707,107
Social Security	74,064	5,661	79,725	64,762
Pension costs	32,912	2,640	35,552	24,087
Redundancy costs	1,878	-	1,878	-
	765,403	**203,774**	**969,177**	**795,956**

	Unrestricted £	Restricted £	2023 £	2022 £
Shared Salaries				
Salaries	412,192	-	412,192	340,649
Social Security	38,394	-	38,394	35,281
Pension costs	16,401	-	16,401	15,421
Redundancy costs	-	-	-	21,344
	466,987	**-**	**466,987**	**412,695**

Total	**1,470,754**	**203,774**	**1,674,528**	**1,390,980**

9 STAFF COSTS AND NUMBERS (continued)

The average number of full-time equivalent employees (excluding Trustees) was:

	2023	2022
Fundraising	5	5
Charitable Activities	28	25
Shared Personnel	8	6
	41	**36**

The number of employees whose emoluments (salaries, wages and benefits in kind but excluding compensation for loss of office) for the year to 31 August 2023 fell within the following bands was as follows:

	2023	2022
£60,001 - £70,000	2	1
£70,001 - £80,000	-	1
£80,001 - £90,000	-	-
£90,001 - £100,000	-	-
£100,001 - £110,000	-	-
£110,001 - £120,000	1	-

The current key management personnel of the Charity comprise the Chief Executive Officer, the Chief Finance and Operations Officer, the Head of Communications and Ambassador Relations, the Head of Fundraising, the Head of Technology, the Head of Volunteering and the Head of Schools. During the year the following roles were present as members of the key management personnel the Chief Financial Officer, the Chief Technology Officer, the Head of Marketing and Communications, the Head of PR and Ambassador Relations.

Further details of changes in these individuals can be found on page 3. The total employee benefits of the key management personnel of the Charity for the year to 31 August 2023 were £582,478 (2022: £436,562) and represents the total cost for the individuals outlined on page 3 during their times of service.

The Charity is supported by volunteers who receive £nil remuneration. At 31 August 2023 we had 2,186 trained and vetted volunteers. These volunteers are available to read with children on the Charity's six-week reading programme.

In addition, during the financial year volunteers also supported the Charity as:

- interview note takers (supporting the onboarding of other volunteers)
- library builders (collating the resource packs for Your Story Corner)
- Bookmark Box for Ukraine (collating the boxes and setting up the devices) and
- session co-ordinators (attending schools and supporting the on-line reading sessions at schools).

10 CORPORATION TAX

The Charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

11 INTANGIBLE FIXED ASSETS

	Software Assets	Assets under Construction	Total
	£	£	£
Cost			
At 1 September 2022	302,867	-	302,867
Additions	64,592	238,299	302,891
Transfers to asset	214,508	(214,508)	-
Disposals	(302,867)	-	(302,867)
At 31 August 2023	**279,100**	**23,791**	**302,891**
Depreciation			
At 1 September 2022	235,513	-	235,513
Charge for the year	56,009	-	56,009
Disposals	(268,729)	-	(268,729)
At 31 August 2023	**22,793**	**-**	**22,793**
Net book value			
At 31 August 2022	67,353	-	67,353
At 31 August 2023	**256,307**	**23,791**	**280,098**

Assets under construction related to a digital dashboard project which was being implemented over the end of the financial year.

12 TANGIBLE FIXED ASSETS

	Office Equipment	IT Equipment	Total
	£	£	£
Cost			
At 1 September 2022	2,932	26,126	29,058
Additions	-	-	-
Write Offs/Disposals	(800)	(6,150)	(6,950)
At 31 August 2023	**2,132**	**19,976**	**22,108**
Depreciation			
At 1 September 2022	2,889	23,072	25,961
Charge for the year	43	2,058	2,101
Write Offs/Disposals	(800)	(6,060)	(6,860)
At 31 August 2023	**2,132**	**19,070**	**21,202**
Net book value			
At 31 August 2022	43	3,054	3,097
At 31 August 2023	**-**	**906**	**906**

13 INVESTMENTS

The wholly owned subsidiary, Bookmark Reading Trading Limited, is a company registered in England and Wales. It is used to operate the non-charitable activities of Bookmark Reading Charity.

Bookmark Reading Trading Limited has only one share of £1 in issue, which is held by Bookmark Reading Charity.

	2023	2022
	£	£
Investment in subsidiary	1	1

The activities and results of Bookmark Reading Trading Limited were:

	2023	2022
	£	£
Turnover	47,140	77,188
Administrative expenses	(1,157)	(1,056)
Interest receivable	204	-
Interest payable and similar charges	(13)	(17)
Profit for the period	**46,174**	**76,115**

At 31 August 2023, Bookmark Reading Trading Limited had the following assets and liabilities:

	2023	2022
	£	£
Debtors	1,850	3,620
Cash at bank and in hand	55,074	13,185
Creditors: Amounts due within one year	(56,923)	(16,804)
	1	**1**

Consolidated accounts for Bookmark Reading Charity have not been prepared as the investment is not deemed to be material.

Share capital	1	1
Reserves	-	-
	1	**1**

14 DEBTORS

The increase in accrued income relates to the timing of cash received for Donations and Gift Aid Payable.

	2023	2022
	£	£
Trade debtors	15,874	5,746
Prepayments	80,088	42,553
Accrued income	280,917	70,609
Amounts owed by related parties	46,174	6,115
	423,053	**125,023**

15 STOCK

Stock relates to reading resources held at the Charity's headquarters as at the end of the financial year.

	2023	2022
	£	£
Stock	7,711	-
	7,711	**-**

16 CREDITORS – amounts falling due within one year

The remaining deferred income of £710 (2022: £nil) relates to donations received before the year end for a charitable event due to take place after the year end. These donations would only be recognised once the event has taken place or when the Charity was authorised to do so by the donor and would otherwise be repaid on demand if the event did not take place.

	2023	2022
	£	£
Trade creditors	13,858	17,312
Accruals	92,998	75,444
Deferred income	710	-
Taxation and social security	52,152	29,030
Pensions contributions	10,544	8,145
	170,262	**129,931**

17 ANALYSIS OF UNRESTRICTED FUND MOVEMENTS

	Balance 1 September 2022	Incoming resources	Resources expended	Transfers between funds	Balance 31 August 2023
	£	£	£	£	£
Name of fund					
General fund	1,084,224	3,357,621	(2,882,389)	(4,391)	1,555,065
Designated funds	70,450	-	-	210,554	281,004
Restricted funds	127,088	825,546	(615,824)	(206,163)	130,647
	1,281,762	**4,183,167**	**(3,498,213)**	**-**	**1,966,716**

Designated funds are related to tangible and intangible fixed asset funds. This represents resources that have been used to acquire tangible and intangible fixed assets. The value of this fund at the end of the year, represents the net book value of those tangible and intangible fixed assets.

18 ANALYSIS OF RESTRICTED FUND MOVEMENTS

	Balance 1 September 2022	Incoming resources	Resources expended	Transfers between funds	Balance 31 August 2023
	£	£	£	£	£
Name of fund					
Your Story Corner (a)	25,000	277,211	(277,211)	(25,000)	-
Digital Transformation (c)	-	276,200	(70,037)	(206,163)	-
Grants (e)	-	-	(25,000)	25,000	-
Reading Programme funding (f)					
- Big Give Christmas 2021	102,088	-	(102,088)	-	-
- Big Give Christmas 2022	-	100,025	(70,688)	-	29,337
- IICF	-	6,800	(6,800)	-	-
- Rank	-	30,000	(30,000)	-	-
- Big Give Summer 2023	-	101,310	-	-	101,310
- Garfield Weston	-	34,000	(34,000)	-	-
	127,088	**825,546**	**(615,824)**	**(206,163)**	**130,647**

The £25,000 in Your Story Corner relates to 2 types of grants for schools to promote whole school reading culture. The Continuous Professional Development (CPD) grant for teacher training and the Whole School Reading Culture grant to help schools address their specific literacy needs. The deadline for both applications was the 21 November 2022 and the grants were made during January and February 2023.

The Big Give Christmas 2021 fund delay in spend was agreed with The Childhood Trust. The funding was originally granted for January 2022 to July 2022, but reading sessions were still being impacted by Covid-19, and were fewer than anticipated. As a result, the funding was utilised for reading sessions from September 2022 to July 2023.

Transfers between funds consist of £206,163 (2022: £110,843) transferred from restricted and £4,391 (2022: nil) transferred from general to the Charity's Tangible and Intangible designated fixed asset fund. The transfer from restricted to designated represents donations received for specific projects, notably our Digital Transformation Project.

18 ANALYSIS OF RESTRICTED FUND MOVEMENTS (continued)

	Balance 1 September 2021	Incoming resources	Resources expended	Transfers between funds	Balance 31 August 2022
	£	£	£	£	£
Name of fund					
Your Story Corner (a)	-	258,474	(233,474)	-	25,000
Bookmark Box for Ukraine (b)	-	2,317,422	(2,376,810)	59,388	-
Digital Transformation (c)	-	39,614	(52,739)	13,125	-
Morgan Stanley Project (d)	-	93,818	(106,623)	12,805	-
Reading Programme funding (f)					
- Big Give fund Christmas 2021	-	102,088	(19,728)	19,728	102,088
- Drapers	3,334	-	(3,334)	-	-
- Clarion Old Ford	1,645	-	(1,645)	-	-
- Rank Group Foundation	-	30,000	(35,797)	5,797	-
- Westminster Community Fund	1,822	-	(1,822)	-	-
- Big Give Christmas 2020	31,502	-	(31,502)	-	-
- Time to Shine	2,466	10,109	(12,575)	-	-
- Garfield Weston	41,666	-	(41,666)	-	-
- Batchworth	10,000	-	(10,000)	-	-
- The Big Give	100,000	-	(100,000)	-	-
	192,435	**2,851,525**	**(3,027,715)**	**110,843**	**127,088**

Your Story Corner (a)

Your Story Corner focuses on improving school reading resources by delivering a free box of 200 books to a school.

Bookmark Box for Ukraine (b)

In response to the Ukrainian crisis, Bookmark delivered 6,500 Bookmark Boxes for Ukraine to refugee children arriving in the UK. Each box included high-quality, bilingual books, magazines, activities, stationery packs and tablets pre-loaded with educational and language apps and eBooks in both English and Ukrainian together with SIM cards so the children can stay in touch with friends and family displaced around the world.

Digital Transformation (c)

Project to identify and improve the functionality, supportability, agility and cost effectiveness of our technology and its support.

Morgan Stanley Project (d)

Morgan Stanley Charity Challenge (run by Pilotlight) was an opportunity Bookmark secured a place in. The support provided by Morgan Stanley was through a team of VPs over a six-week period, which ended in a final presentation and key recommendations relating to school business development, our charity's continued growth and relationship management.

Grants (e)

As part of our work to help develop whole school reading cultures, Bookmark offered a limited number of grants to primary schools to help them address their specific literacy needs. Two types of grants were available:

1. Whole School Reading Culture project grant (up to £5,000)

2. Whole School Reading Culture teacher CPD grant (up to £500)

Reading Programme (f)

Bookmark Reading Charity's six-week reading programme. Each programme involves two 30-minute, one-to-one sessions each week. Each session is clearly structured and comprises a combination of reading books, playing games and using their imagination for storytelling.

19 CAPITAL

The Company does not have a share capital as it is limited by guarantee. Each of the Members is a guarantor to the extent of £1 in the event of the Company being wound up whilst they are Members, in respect of debts and liabilities contracted before they ceased to be a Member. There were 3 Members at 31 August 2023 (3 Members at 31 August 2022).

20 ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted Funds £	Restricted Funds £	31 August 2023 £	31 August 2022 £
Fundraising				
Intangible fixed assets	280,098	-	280,098	67,353
Tangible fixed assets	906	-	906	3,098
Investments	1	-	1	1
Cash at bank and in hand	1,294,562	130,647	1,425,209	1,216,219
Other net (liabilities)/assets	260,502	-	260,502	(4,909)
	1,836,069	**130,647**	**1,966,716**	**1,281,762**

21 CAPITAL COMMITMENTS

At 31 August 2023 the Charity had total capital commitments of £9,435 (2022: £nil) relating to the intangible software development costs either contracted or authorised by the Trustees.

At 31 August 2023 the Charity had total operating lease commitments of £34,068 (2022: £35,052) relating to the lease of the Charity's office building and a photocopier.

The amount of non-cancellable operating lease payments recognised as an expense during the year was £139,728 (2022: £131,144).

22 RELATED PARTY TRANSACTIONS

During the year, the charity received £1,505,551 (2022: £1,800,948) from Literacy Capital plc in the form of corporate donations, grants and payments for charity events. Literacy Capital plc is a company in which Paul Pindar, spouse of Trustee Sharon Pindar, is a director. Of this amount, a total of £507,316 (2022: £622,574) was restricted income and £998,236 (2022: £1,178,374) was unrestricted income.

During the year, the charity paid £129,600 (2022: £113,400) to Literacy Capital plc in relation to rent for the Charity's office building. At the year end, there was a balance of £10,800 (2022: £10,800) included in debtors in relation to prepaid rent.

During the year, the charity received £173 (2022: £2,006) from S Pindar in the form of Gift Aid donations. Of this amount, a total of £73 (2022: £nil) was restricted income and £100 (2022: £2,006) was unrestricted income.

During the year, the charity received £210 (2022: £360) from P Fletcher in the form of Gift Aid donations. Of this amount, a total of £nil (2022: £nil) was restricted income and £210 (2022: £360) was unrestricted income.

During the year, the charity received £15,000 (2022: £38,725) from P Pindar in the form of Gift Aid donations. Of this amount, a total of £5,000 (2022: £25,000) was restricted income and £10,000 (2022: £13,725) was unrestricted income. Paul Pindar is the spouse of Trustee, Sharon Pindar.

During the year, the charity received £46,174 (2022: £76,115) from its subsidiary, Bookmark Reading Trading Limited, in the form of a Gift Aid donation. The subsidiary is wholly owned. At the year end, the amount owed by Bookmark Reading Trading Limited to the charity was £46,174 (2022: £6,115). In the current year, this amount represents the profits owed by Bookmark Reading Trading Limited.

BOOKMARK READING CHARITY

England & Wales - Charity number 1177681

Accounts

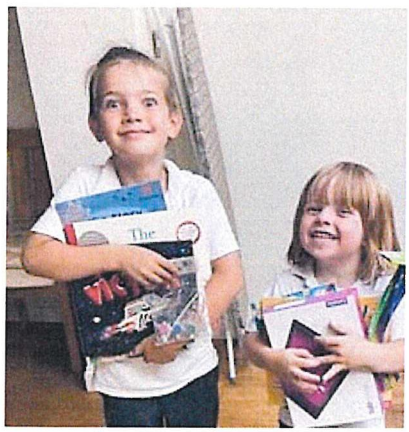
Bookmark

Change a child's story

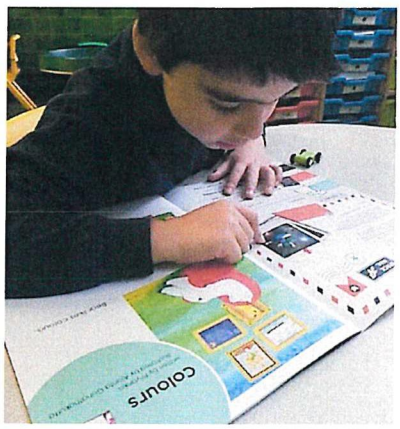
Bookmark Reading Charity

Trustees' Report and Financial Statements

For the year ended 31st August 2022







Company number: 11104438
Charity registration number: 1177681
www.bookmarkreading.org

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TRUSTEES, OFFICERS AND PROFESSIONAL ADVISORS

Reference and Administrative Information



Principal Office and Registered Office: Third Floor
Charles House
5-11 Regent Street St James's
London
SW1Y 4LR

Charity Number: 1177681

Company Number: 11104438

Trustees (who are also the Directors of the Charitable Company)

Paul Fletcher	
Philip Neal	
Sharon Pindar	
Charles Walker	
Chloe Wright	(appointed 2nd February 2022)
Nicole Yost	(appointed 1st February 2022)

Key Management Personnel

Kitty Higgins	Chief Executive Officer (left 4th March 2022)
Sharon Pindar	Interim Chief Executive Officer (4th March 2022 to 5th September 2022 - not remunerated)
Graihagh Crawshaw-Sadler	Chief Executive Officer (appointed 6th September 2022)
Nel Flint	Chief Operating Officer (left 31st December 2021)
Sacha Hamed	Head of Volunteering (appointed 1st January 2022)
Emily Jack	Head of Schools (appointed 28th March 2022)
Stuart Beattie	Chief Technology Officer
Fiona Shearer	Chief Financial Officer
Emily Gibbons	Head of Fundraising
Emily Kalkan	Head of Marketing and Communications (maternity leave / returned 25th October 2021 and left again on 25th May 2022)
Vicky Morris-Marshall	Head of Marketing and Communications (maternity cover / appointed 6th June 2022)
Tracey Tynan	Head of Marketing and Communications (maternity cover / left 22nd October 2021)

Independent Auditors

Hazlewoods LLP
Staverton Court
Staverton
Cheltenham
GL51 0UX

Bankers

Santander
Bootle
Merseyside
L30 4GB

Solicitors

Addleshaw Goddard LLP
One St Peter's Square
Manchester
M2 3DE

CHIEF EXECUTIVE'S MESSAGE

At Bookmark our vision is simple: we want every child to read

We're a literacy charity giving children the reading skills and confidence they need for a fair chance in life, through our flexible volunteer-led programme. At the heart of Bookmark is our drive to keep learning, developing and improving. That is why this year, as well as expanding our core programme of one to one, volunteer-led reading support, we developed and piloted new ideas to tackle literacy challenges.

Poor literacy remains a profound and far-reaching challenge in the UK, impacting people of all ages.

Being able to read is not a given:

- According to the National Literacy Trust, over 16% of adults in England, or 7.1 million people, have 'very poor literacy skills.
- More than 1 in 4 children in England do not meet the expected standard in reading by the time they leave primary school.
- According to the National Foundation for Educational Research, Key Stage 1 pupils have been the most significantly affected during Covid, having lower attainment than previous cohorts across all subjects, with reading a particular concern.
- In addition, the Educational Endowment Foundation has reported that the gap in average attainment between those eligible for Pupil Premium and their peers continued to grow. The Department for Education's report "Understanding Progress in the 2020/21 Academic Year" notes that the disadvantage gap has particularly widened in primary reading between the autumn 20/21 and summer 21/22 terms, with disadvantaged pupils experiencing further learning loss.

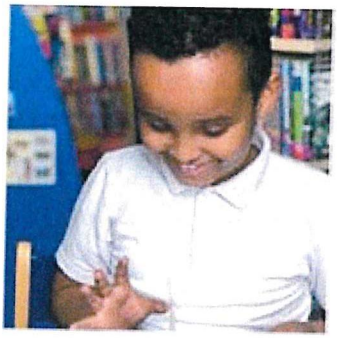
The policy drive for change is ambitious, with the Schools White Paper (March 2022) setting out the aim that 90% of children at primary school in England will reach the expected standard in reading, writing, and maths by 2030. This is from the previous baseline of 65% of pupils in 2019, which has since fallen to 59% of pupils in the recent 2022 SATs results.

In short, there is a clear need for our support.

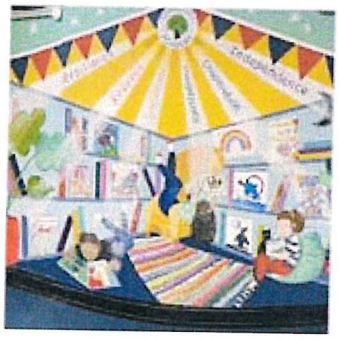
Our literacy programmes aim to improve both children's literacy skills and their attitude towards reading. The latter is well evidenced to be a key factor in children's reading development. The National Literacy Trust found that young people who very much enjoy reading are three times as likely to read above the level expected for their age as young people who don't enjoy reading at all.

At Bookmark, we focus on:

- Improving children's enjoyment of reading. Our model empowers children to have a positive reading experience by giving them the opportunity to choose for themselves what they'd like to read. This includes the diverse selection of books in our online library, curation of diverse and inclusive books as part of Your Story Corner, termly book packs for primary schools, Story Corner magazine, and the inclusion of engaging literacy games.
- Improving children's confidence with reading. Many children do not get consistent one-to-one adult support to build up their reading confidence. Teachers may not have the time to provide this, and many families are simply not able to do so either. With our programme, children are provided a safe space to develop their confidence as they build a trusting relationship with their volunteer.







- Improving children's reading attainment. Our reading programme supports improved reading attainment through the format of short, regular one-to-one, volunteer-led sessions that involve banded book reading, so that children can further their classroom learning at their own pace. The inclusion of literacy games supports their progress as a form of evidence-based learning through play.

Since we set Bookmark up on 1 February 2018, we have delivered **over 20,300 hours of support to over 3400 children.** We have also focused on building capacity, developing our unique technology solutions, and growing our volunteer and school communities. This has enabled us to provide impactful volunteer-led services – both face-to-face and online – for children throughout England.

Piloting new ways to tackle the literacy challenge

This year, as well as expanding the reach of our core programme and growing our volunteer and school communities, Bookmark has focused on innovative ways to tackle specific issues

The challenge

Recent data shows that for many children, access to reading materials and spaces is low and falling. According to the National Literacy Trust, over 410,000 children in the UK say they don't own a book of their own and 1 in 8 schools (13%) do not have access to a designated school library area on-site. Schools with a higher percentage of disadvantaged children are more than twice as likely not to have a designated library space.

Public library closures have made access even worse, with a recent Bookmark study finding that 77% of 191 schools surveyed in Birmingham and Lincolnshire said they did not have access to a public library. Many schools who took part in our survey had lent or given out library resources during the pandemic to promote reading, which they were unable to re-stock. A high percentage of teachers rated their school libraries as inadequate – and despite their determination to embrace a whole-school reading culture, for many, a lack of diverse, inclusive, relevant books and resources was preventing children from fully engaging with reading.

Lack of access to good quality library spaces and resources is therefore an additional barrier to reading attainment. The ImpactEd Reading Well Report (Spring 2022) found that pupils who have a quiet space to read enjoy reading **more**, read **more often**, and even have **higher wellbeing levels** than those without a quiet space to read. So having dedicated reading spaces and resources in schools is an important ingredient in tackling the literacy challenge.

CHIEF EXECUTIVE'S MESSAGE (continued)

Our response

We launched a new pilot initiative, *Your Story Corner*, which focused on improving school reading resources, to see whether these could have a direct impact on pupils' motivations to read, enjoyment of reading and, of course, reading attainment. We also continued to support and encourage reading during the school holidays with three more issues of *The Story Corner* magazine, Bookmark's free, high-quality magazine for children to enjoy at home. We expanded the magazine's distribution network to reach even more children via schools, foodbanks, pupil referral units and children's hospitals across England and Wales.

Bookmark Box for Ukraine

In response to the situation in Ukraine, and the arrival of thousands of Ukrainian refugee children in the UK, we created the Bookmark Box for Ukraine. The contents of the box were curated together with teachers and literacy experts to encourage a shared family reading experience and to support children's wellbeing through storytelling and therapeutic play. We set up a separate fundraising campaign to fund this initiative and delivered 6,500 boxes to Ukrainian children throughout the UK.

We are excited to report on the results of these projects and look forward to delivering even more programmes and literacy initiatives in the next academic year and beyond, to deliver our vision of every child being able to read.



CHIEF EXECUTIVE'S MESSAGE (continued)

Our future aims

Whilst we are proud of our growth to date, the COVID-19 pandemic has only served to increase the need for our services. We will grow to address this, whilst working to become an even more efficient and effective organisation, so that we can achieve scale and impact, whilst managing our cost base.

By 31 August 2025, we plan to:

- Deliver over 440,000 reading sessions in c800 schools, with over 8,000 volunteers.
- Support over 800 primary schools to develop a whole school reading culture through Your Story Corner.
- Distribute over 2100 curated book packs (1800 to our partner schools to ensure children have access to a diverse selection of reading material and 300 as a pilot in 2023/24 to support school business development activity).
- Distribute over one million Story Corner magazines to ensure children have access to high-quality reading material at home.
- Deliver a pilot grant programme to promote whole school reading culture.
- Build a community of organisations with common aims to improve children's literacy.

Thank you

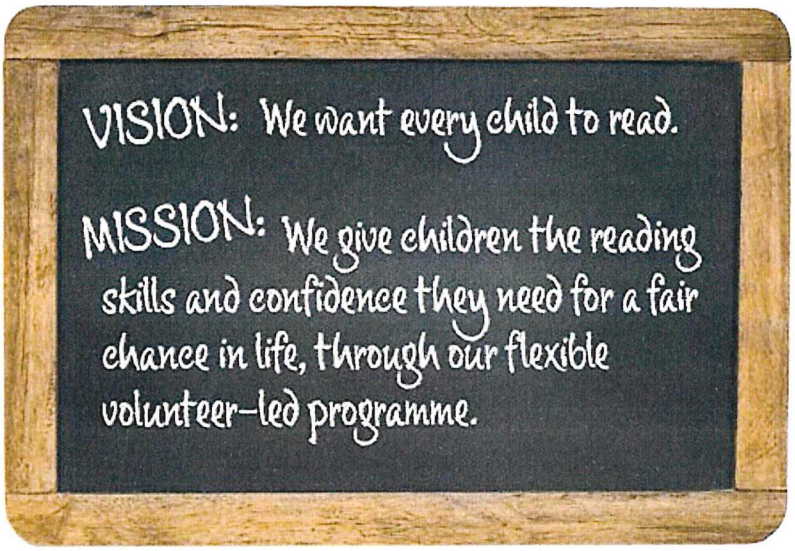
In the aftermath of a global pandemic, with a cost-of-living crisis and with schools facing a hugely challenging situation after nearly 2 years of learning disruption, Bookmark has expanded our reach, improved the effectiveness of our programmes and developed new ways of addressing the literacy gap, to deliver impactful support to more children than ever before, in schools across the country.

This is only possible due to the incredible commitment, hard work, determination, belief and passion of our Board of Trustees, employees, volunteers, donors, partners and supporters. We want to extend our thanks to everyone who made it possible for us to support children with their reading this year. From our dedicated volunteers providing reading support to children, to our creative fundraisers and donors who have ensured we have the income we need to provide our services, to those who gave pro-bono help and advice to help us grow and improve. From our hard-working team who have ensured we have the tools, technology and processes to support our volunteers and schools, to our supporters who work in partnership with us and spread the word about Bookmark. Thank you.

I am hugely excited to have joined Bookmark, and to be leading a charity that harnesses the passion of a volunteer community and meets the need of schools to help re-write children's stories. I look forward to working to grow and deepen the impact of our work so that we can ensure even more children can read well and go on to have the futures that they are entitled to.

Graihagh Crawshaw-Sadler
Chief Executive Officer

OUR VISION, MISSION AND VALUES



Our values

Our values matter; they support our vision, shape our culture and reflect what is most important to us.

We have heart

- We care deeply about what we do; it is our driving force
- We believe in the potential of all children and the power of communities to support them
- We fuel our work with optimism and a positive energy, supporting each other through challenges and celebrating our achievements

We are curious

- We are interested and constantly learning so that we can adapt to improve the support we provide
- We ask questions and contribute outside of our specialties to develop great ideas
- We have the courage to challenge the norm in search of a better alternative

We are a team

- We work together with our volunteers, schools, partners and supporters
- We embrace diversity and celebrate differing perspectives and backgrounds
- We listen well and communicate clearly to seek understanding and achieve better outcomes

We act with integrity

- We are trusted to always keep safeguarding at the heart of what we do
- We are honest and open within our teams and across our communities
- We are professional and hold the highest expectations of ourselves and one another

We make it happen

- We work hard – and smart – to fulfil our promises and make an impact
- We are proud of what we have achieved and we know there is always more to do
- We each play an important role in Bookmark's story and consider how our actions impact the charity's vision

TRUSTEES' REPORT

The Trustees of Bookmark Reading Charity have pleasure in presenting their report and financial statements for the year ended 31 August 2022.

The financial statements comply with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association, and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (Charities SORP (FRS 102)).

Objectives and activities

We help children to read by providing a fun and engaging six-week reading programme. Each programme involves two 30-minute, one-to-one sessions each week. Each session in clearly structured and comprises a combination of reading books, playing games and using their imagination for storytelling. The aim of our programmes is to positively impact children's reading attainment, enjoyment, and confidence in a safe and meaningful way.

At Bookmark, we have two service delivery models:

- Face-to-face: Pre-covid, all our programmes were conducted face-to face in primary schools, and we continue to offer this option. Every school that we supported face-to-face was gifted a Bookmark Box for volunteers to use in their face-to-face sessions. This contained a carefully chosen selection of books, games and activities to help children develop their 'reader identity' and to start to truly enjoy reading. Because there is evidence that choosing a book directly impacts upon reading motivation and literacy development, we made sure that our Bookmark Box included a wide range of different book options, a mixture of genres and a range of reading levels, and we ensured they contained characters that are representative of the diverse communities we work in. The literacy games and activities in the Bookmark Box were designed to: encourage children to develop their storytelling and comprehension skills; extend their vocabulary; engage with letters, words and sounds in an informal, creative manner; and be as tactile as possible in order to particularly engage kinaesthetic learners. From 2022/23, the Bookmark Box will be replaced by termly, curated book packs to be provided to our partner schools to ensure children and volunteers have access to high-quality, diverse reading material.

- Online: In response to COVID-19, we developed an online service delivery model, and the majority of our programmes are now delivered online. For our online sessions, we have used the same principles to collate our 'virtual' Bookmark Box of resources. Varied and engaging content, including literacy activities and a range of books, is available for the pupil and volunteer to read together online.

All our reading programmes are delivered by our volunteers and safeguarding is at the heart of our culture. All our volunteers undergo an enhanced DBS check as part of our Safer Recruitment process that also includes employment history, two references and a structured competency interview. All volunteers receive comprehensive training online that covers a wide range of topics from safeguarding, through to the tools and knowledge required to use the resources that facilitate fun and engaging sessions with children. Volunteers have ongoing access to our online training and resource library, to refresh their knowledge and further develop their skills.

We work with schools to help them identify children who need extra support with their reading. Schools have flexibility to decide which children will take part in the programme and for how long (6 weeks, 12 weeks, or more).

Our digital platform matches schools with our fully safeguarded, vetted and trained reading volunteers. Using the Bookmark School Hub, our secure website, schools can arrange reading sessions at times that suit their timetable, making it low in administration for the school. Our volunteers arrange reading sessions via our mobile app, making it an easy way to fit volunteering around other commitments.

In addition to our core reading programme, we continue to develop, pilot and evaluate new ways of addressing the literacy challenge in the UK with a particular focus on providing schools and children with high quality reading resources. We have done this through *Your Story Corner*, book packs to schools, the *Story Corner* Magazine and the *Bookmark Box for Ukraine*.

Our achievements and performance

Since our inception and subsequent pilot in Camden at the end of 2018, the charity has grown significantly. At the end of the 2020/21 academic year, Bookmark had 135 fully onboarded partner schools throughout England; 57% of these in London. At the end of the 2021/22 academic year, we have 167 fully onboarded partner schools in England participating in our core programme (38% of these in London), 197 schools in Birmingham and Lincolnshire who participated in the *Your Story Corner* pilot, 255 schools who received a copy of our *Story Corner* magazine's Summer 2022 edition and 860 schools who were provided with the *Bookmark Box for Ukraine*.

Similarly, Bookmark's volunteer base has grown. At the end of the 2020/21 academic year, Bookmark had 1,167 onboarded volunteers, a result of largely 'always on' volunteer attraction marketing (with consistent below the line marketing activity), coupled with larger, above-the-line campaigns. Currently, we have over 1,766 'active' Bookmark volunteers across England.

This growth has ultimately led to more support for children this academic year. A total of 13,993 reading sessions took place in 2020/21. In comparison, over 23,800 reading sessions took place between September 2021 and July 2022. This is the equivalent to 10 years of back-to-back reading support during school hours.

Aside from providing uninterrupted reading support to children in primary schools throughout the academic year, other notable achievements include the following:

- The successful launch of the *Your Story Corner* pilot in Birmingham and Lincolnshire, giving over 38,000 children across 197 schools access to consistent high quality reading materials.
- In response to the Ukrainian crisis, Bookmark delivered 6,500 Boxes for Ukraine to refugee children arriving in the UK. Each box included high-quality, bilingual books, magazines, activities, stationery packs and tablets pre-loaded with educational and language apps and eBooks in both English and Ukrainian together with sim cards so the children can stay in touch with friends and family displaced around the world.
- Fundraising – the fundraising team exceeded target in a challenging environment, including raising over £1 million in four months for the Bookmark Boxes for Ukraine.

Our plans for the future

We plan to continue responding to the literacy challenge in the UK, by pursuing what we already know works and, alongside that, developing and piloting new ideas to promote whole-school reading culture, encourage reading and positively impact children's reading attainment, enjoyment and confidence in a safe and meaningful way.

To do this, we aim to:

- Continue to scale up our online reading programme, alongside our face-to-face reading programme, so that we can provide impactful reading support to even more children, in locations throughout England and Wales.
- Attract and retain great partner schools who will not only have an excellent experience with Bookmark, but will proactively and regularly identify, throughout an academic year, children who will most benefit from additional one-to-one reading support from Bookmark volunteers.
- Grow and develop a diverse, engaged and empowered community of trained, vetted and safeguarded volunteers who can provide regular and impactful reading support for more children, more often throughout an academic year.

- Drive down the cost of our reading programme through more efficient and effective ways of working, by increasing the frequency at which each of our partner schools and onboarded volunteers engage in our reading programmes during an academic year, and by increasing the number of reading programmes that our partner schools and onboarded volunteers engage in at any one time.
- Continue to build sustainable fundraising programmes to deliver the income required to confidently support Bookmark activities.
- Attract, retain and develop great people who are focussed on – and supported to – deliver our shared mission to their best ability.
- Pilot new initiatives to promote whole-school reading culture and encourage schools and communities to engage with reading.

We will do this through:

- Highly motivated people and efficient processes, so that we can help more children with the same resource.
- Value-for-money, innovative technology solutions to enable and support a scalable operation.
- Effective, mutually beneficial partnerships to further our aims, implementing measures to ensure a strong ROI on any partnership activity.
- Sustainable funding from varied income streams, to avoid over-reliance on specific donors or organisations.
- Improved visibility and brand awareness, in order to be able to attract more donors, volunteers and schools.
- Using the tools and initiatives required to ensure we are measuring the impact we make on children's attainment, enjoyment, and confidence when reading.

The intention in the academic year 2022/23 and onwards, is to continue providing online and face-to-face reading programmes, depending on school requirements. Bookmark offers support for children in Years 1 to 4 (aged 5 to 9 years old) who are at risk of not meeting the expected standard for reading. During the 2022/23 academic year, we will pilot provision of support to children in Year 5.

By 31 August 2025, we plan to deliver over 440,000 reading sessions in more than 800 schools, with over 8,000 volunteers.

Bookmark's impact and evidence

At Bookmark, our aim is to improve the reading attainment of children aged 5 to 9 years old who are either not meeting or at risk of not meeting the expected standard in reading for their age. We are also committed to improving children's attitudes towards reading (including reading confidence, enjoyment and motivation) with the aim that this will lead to improvements in their reading attainment.

Vital to achieving this is making sure that our programmes are based on data and research, to ensure that we can have the maximum impact. Our reading programme was designed using evidence-based recommendations from The Education Endowment Foundation (EEF), The Open University (The OU) and The Organisation for Economic Co-operation and Development (OECD). Additionally, in December 2020, Bookmark commissioned the National Literacy Trust to review both our face-to-face and online reading programmes against the evidence base regarding effective literacy interventions for primary school. They found that Bookmark's reading programmes are well designed and align well with existing evidence. The full report is available here (www.bookmarkreading.org/impact).

Academic year 2019/20

In academic year 2019/20, Bookmark commissioned the National Literacy Trust to conduct an independent evaluation of the impact of our six-week reading programme on the reading attainment and attitudes towards reading of pupils on the Bookmark programme. The National Literacy Trust concluded that:

"The Bookmark Reading programme has an impact on pupils, in particular on their reading engagement and confidence but also on their reading skills. The programme is also beneficial for pupils more widely and provides children important opportunities to read with an adult" – National Literacy Trust, Bookmark Impact Report 2020

Due to the COVID-19 pandemic and resulting school closures, it was not possible to collect end of year data and the evaluation was therefore adjusted to focus solely on perceptions of impact from teachers and volunteers. However, irrespective of the shorter school year, the impact of our literacy interventions was evident. Findings from the evaluation showed that the Bookmark programme was successful in achieving our key aims of improving children's enjoyment of reading, improving children's confidence with reading, and improving children's reading attainment. Teachers also noticed that their pupils benefitted from:

- One-to-one attention. *"This programme was very beneficial for a child who finds the classroom overwhelming at times. The 1:1 attention was extremely beneficial for her self-esteem, confidence and general well-being." – Teacher at a Bookmark School*
- Improved self-esteem. *"The programme changed this pupil's attitude towards reading and also helped to improve their behaviour and self-esteem over a short period of time." – Teacher at a Bookmark School*
- Meeting diverse role models. *"This is about them improving their reading ultimately but the way that Bookmark does that is through the relationships that they build with these volunteers and by having a great time with this really cool adult that they've met. All of that adds up to them trying harder when they are doing their reading." – Teacher at a Bookmark School*

Academic year 2020/21

In 2020/21 we continued to evaluate our impact on pupil's reading attainment and attitudes towards reading. We did this internally through:

- The collection of baseline and end of year reading level data for all pupils supported by Bookmark
- Termly and end of year teacher surveys
- Regular volunteer surveys (end of programme and end of year)
- Volunteer focus groups
- Pupil focus groups
- Teacher interviews

Findings from our evaluation showed that the Bookmark programme demonstrated having an impact in all three areas: children's reading confidence, reading enjoyment and reading attainment, as well as other outcomes like improved reading motivation, increased self-esteem and greater comprehension skills.

- Confidence with reading: *"The children ... have become more engaged and motivated to read. This has helped develop their confidence and skills." – Teacher at a Bookmark School*
- Reading attainment: *"Lots [of Bookmark pupils] have made expected progress this year, which was not expected [due to the pandemic]." – Teacher at a Bookmark School*
- Motivation and attitudes to learning: *"We have one child especially – his whole attitude to learning has changed as he feels he can now read, so he is able to start most work alone." – Teacher at a Bookmark School*

Academic year 2021/22

Due to the uncertainty regarding schools and potential re-closures during the academic year, Bookmark again internally evaluated our impact during 2021/22, using the same measures as the previous year.

In addition, we measured the number of children reached by our new pilot projects: Your Story Corner, The Story Corner magazine, and Bookmark Boxes for Ukraine, in addition to:

- Collecting pupil attitudinal and behaviour data pre- and post- intervention (*Your Story Corner*)
- Teacher perceptions of impact (*Your Story Corner* and the *Story Corner* magazine)
- Stakeholder and beneficiary testimonials (*Bookmark Boxes for Ukraine*)

We also reviewed how we demonstrate our impact with regards to children supported by our programmes. In the 2021/22 academic year for a child to qualify as 'supported' by our programs they had to complete at least one full Bookmark reading programme, versus previous years where attending one session was classified as a child receiving support.

This academic year, 39% of our beneficiaries received Pupil Premium grants (PP) compared to a national average of 23.1%. 34% of our beneficiaries had English as an Additional Language (EAL) compared to a national average of 19.5%. 2% are Looked After Children (LAC) and 16% have Special Educational Needs (SEN).

We are in the process of completing our impact evaluation at the time of writing this, the results of which will be made available in October 2022. We will publish a short, highly visual impact report that will allow us to communicate the findings of our impact evaluation to all of our stakeholders. We will also use the dedicated impact section of our website to host a digital version of the report.

Going forward, meaningful impact reporting is crucial for:

- Continuous development and improvement of our reading programmes
- Fundraising and corporate engagement
- School attraction and retention
- Volunteer attraction and retention
- Engaging with external organisations
- Building impactful projects and partnerships with other charities

Measuring our impact in 2022/23

The change we want to make	• A positive impact on pupils' reading attainment • A positive impact on pupils' enjoyment of reading, confidence in reading, reading motivation and reading frequency • A positive impact on pupils' comprehension skills, vocabulary and reading fluency • Development of whole-school reading culture
What we plan to measure	• Changes in pupils' reading attainment pre and post intervention • Changes in pupils' attitudes towards reading pre and post intervention • We will also collect data on a range of measures related to volunteer and school experience of Bookmark, including levels of overall satisfaction, effectiveness of training, support and resources and usability of technology
How we will measure it	Teacher and volunteer data: • Teacher surveys and interviews • Volunteer surveys and interviews Pupil data: • Reading level data • Attitudinal data, through surveys and play-based focus groups • Demographic data e.g. gender, age, BAME, EAL, SEN and Pupil Premium • Numerical data, such as number of programmes complete and number of children supported
How we will use what we learn	• Continuous evaluation of data will allow us to be responsive to volunteer and school needs and to make evidence-based operational changes • Annual evaluation of outcomes will create the opportunity for a period of learning and development over the Summer holidays and will support school and volunteer attraction each new academic year • Stand-alone evaluations of pilot projects will inform wider learning and development while also helping us to develop and sustain relationships with partner organisations • Robust evaluation would allow us, should we deem it necessary and appropriate, to build towards the long-term aim of an additional independent external evaluation of the impact of our reading programme, for example a Randomised Control Test carried out by the Education Endowment Foundation
How we will communicate what we learn	• We aim to publish annual impact reports that are similar to that published in September 2021, based on either internal or external evaluation of our impact • In order to effectively communicate our impact to our stakeholders, our impact reports will combine quantitative and qualitative data - including extended case studies

For the children who need us, we are changing the story.

Public benefit

The Trustees confirm that they have complied with the duty in section 4 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit when reviewing our strategic aims and in planning the activities of the Charity.

The Trustees have satisfied themselves that Bookmark meets the public benefits requirements, in particular:

1. The objectives of the Charity are clear – Bookmark was set up to advance the education of children in the United Kingdom, in particular by promoting and supporting the development of literacy;
2. The aims and activities of the Charity are directly related to its objective, as set out in this report;
3. The people who receive support are entitled to do so according to the criteria set out in the Charity's objectives – all of Bookmark's work is focused on children in the UK who require additional reading support.

Financial Review

In the 12 month financial period to 31 August 2021, the income in our audited financial statements was £2.23m and in the 12 month financial period to 31 August 2022 Bookmark's total income (including donated services) was £5.15m. Of this, £2.32m relates to the Boxes for Ukraine, which is considered to be a one-off event.

As at 31 August 2022, the Charity held total reserves of £1,281,762 (2021: £1,207,840).

We have successfully diversified our income to include new donors and we've established a robust pipeline of potential corporate partners and philanthropists. A strategic priority of the fundraising team over the next three years is to continue to grow income from sources beyond the Pindar family network, which will help to prevent an over reliance developing on any one set of donors. We do remain confident that the Pindar family and Literacy Capital plc will remain committed, long-term supporters as they care passionately about improving literacy in the UK. Sharon Pindar knows from personal experience, the impact poor literacy can have on a person's life, and that of their families.

We closely manage all spend, ensuring value for money and utilising pro-bono support where possible. To date, we have built up reserves equivalent to 4.75 months spend and will retain our reserves policy at 6 months spend. We aim to ensure reserves fluctuate within 25% of our reserves policy.

In order to realise the strategic objectives that the charity has set out, we aim to further diversify our sources of income so that we can realise:

- £3.8m of income by 31 August 2023
- £4.3m of income by 31 August 2024
- £4.6m of income by 31 August 2025

Structure, Governance and Management

Constitution

Bookmark Reading Charity is both a registered charity and a company limited by guarantee. It was incorporated as a limited company on 8th December 2017 and registered as a charity on 23 March 2018. The Charity changed its name from Bookmark Reading Limited to Bookmark Reading Charity on 28 January 2018. It is governed by its Memorandum of Association.

Governance and management

The Articles of Association require that there are not less than two and not more than eight Trustees and at least one Trustee must be a natural person. A Trustee may hold office for a period of three years and any retiring Trustee who remains qualified may be re-appointed. The Board of Trustees meets quarterly, and ensures the Charity is well managed and operating within agreed policies, the law and its budget.

The Trustees have reviewed the Charity Governance Code and are using the principles and recommended practice for good governance to effectively manage and control the charity.

The Charity is governed by a Board of Trustees, comprising of Sharon Pindar (Chair of Trustees), Paul Fletcher (Treasurer), Charlie Walker (Trustee), Phil Neal (Trustee), Chloe Wright (Trustee), and Nicole Yost (Trustee). Each new Trustee is given appropriate induction and training relevant to their responsibility. At least one Trustee on the Board is a trained reading volunteer.

The Board delegates the day-to day management of the Charity to the Chief Executive Officer and the Senior Leadership Team.

Fundraising

Bookmark Reading Charity is compliant with the standards set by the Fundraising Regulator in its 'Code of Fundraising Practice'. We are pleased to make this commitment and feel it gives both our donors and supporters confidence in our fundraising practices. Bookmark's fundraising team has experience in the Code of Fundraising Practice and associated Rulebooks.

We are mindful during our fundraising activities not to be unreasonably persistent or to apply undue pressure on anyone, or to intrude on anyone's privacy. The Charity did not undertake any telephone, doorstep or lottery fundraising in the year.

The Charity received no complaints relating to its fundraising activities during the year.

Pay Policy for Key Management Personnel

The Trustees consider the Board of Trustees and the Senior Leadership Team comprise the key management personnel of the Charity, in charge of directing and controlling, running and operating the Charity on a day to day basis.

All Trustees give of their time freely and no Trustee received remuneration or was reimbursed expenses in the year. Details of related party transactions are disclosed in note 21 to the accounts. The pay of the Chief Executive Officer and senior staff is reviewed annually based on performance and normally increases in accordance with average earnings.

The remuneration is set to ensure it is both fair but also will attract and retain staff of the appropriate calibre and experience required by the Charity.

Staff and Volunteers

At the 31st August 2022, Bookmark had a team of 35. The Charity also had 1,766 vetted and trained volunteers.

In addition to the Charity's Board of Trustees, Bookmark has established the following Boards:

- Corporate Partnerships Board – responsible for devising and implementing plans to generate income for the Charity from the corporate sector and identifying sources of corporate volunteers
- Literacy Advisory Board – responsible for providing inspiration, challenge, guidance and thought leadership to the Board and Charity's Senior Leadership Team to ensure the Charity continues to provide effective literacy support to children and schools who need it
- Technology Advisory Group – the primary purpose of the Technical Advisory Group is to advise on how best to apply industry best practice, provide a comprehensive peer review and oversight of our current and future technology developments. They also ensure the Charity receives input from different technology sectors to support, confirm and challenge our decision making and development
- Volunteer Advisory Board – responsible for providing feedback, inspiration, challenge, guidance and occasional system testing to ensure Bookmark continues to provide a fulfilling and beneficial volunteer experience
- Marketing Advisory Board – responsible for providing strategic input into our marketing and communications strategy, including volunteer and school attraction, digital marketing, brand marketing and PR
- School Focus Group - responsible for providing feedback, inspiration, challenge and guidance to ensure Bookmark provides what our customers need i.e. schools.
- Audit Committee - the primary purpose is to ensure integrity of the financial statements, oversee the appointment of the external auditor, oversee internal controls, risk assessment/management processes and compliance with standards of business conduct and other legal and regulatory matters.

These boards have no delegated authorities, cannot pass resolutions on behalf of the Charity, and cannot direct the Senior Leadership Team or other employees of the Charity.

All our staff, volunteers and supporting boards are vital to the work of the Charity and they have contributed enormously to the success of the organisation, and to the services it provides. The Trustees record their sincere appreciation of the contribution from all our staff, volunteers and supporting boards.

Donated Services

We are extremely grateful to the various organisations and individuals who have supported us. We have been provided with management consultancy, legal advice, data warehouse and analytic support, resources for the Bookmark Box for Ukraine and other incredibly helpful support.

Reserves Policy

While the Charity has continued to develop a range of income generating activities to support its charitable activities, Bookmark Reading Charity is heavily reliant on voluntary donations. The majority of this income must be newly generated each year. Bookmark's donors to date have mainly comprised of a small number of significant contributors including Trusts and Foundations, Major Donors and Corporate Partners. To prevent an over reliance developing on any one set of donors, we plan to continue diversifying our income through engaging new supporters. Our emphasis remains on building long-term sustainable support from corporate donors and major givers.

The Trustees duly consider the uncertainties around funding when setting the Charity's reserves policy. The Trustees aim to generate reserves that are sufficient to underpin the commitment to the continued growth and development of our services. To date, we have built up unrestricted reserves equivalent to 4.75 months' spend with the intention of holding unrestricted reserves equivalent to 6 months' spend over the coming 12 months.

The Trustees are pleased to report that the Charity has a robust balance sheet, which will be used to continue to provide services to support its charitable objectives in the UK.

Risk management

The Senior Leadership Team meet monthly to discuss our risks. Following NCVO best practice, the risk management process has involved the identification, evaluation, and control of risks. Whilst we are not able to eliminate all risks entirely (this would be very difficult and not cost effective), we do aim to reduce the risk to a level that the charity is comfortable with (the risk appetite).

When identifying risks, we assign risk owners and categorise them into the following areas:

- External and Impact
- Regulatory and Compliance
- Financial Sustainability
- Governance
- Operational
- Safeguarding
- Fundraising

We then analyse and score the risks by likelihood (rare, unlikely, possible, probable, certain) and impact (insignificant, minor, moderate, significant, major). These scores are multiplied to give us our initial risk score. We then calculate our target risk score using similar measures in order to identify our risk appetite.

The Senior Leadership Team record all controls that are in place to mitigate each risk and then calculate the residual risk. If this is higher than the target risk, we identify further initiatives and actions to reduce the risk to an acceptable level.

At the monthly meetings, we prioritise the risk log by the residual risk score so that we focus our efforts on areas where it is most needed. This involves assurance that the controls in place are working and that progress is being made on the actions to further reduce the risk.

A quarterly review of the principle risks and uncertainties that the Charity faces is completed by the Trustees. The Trustees are satisfied that systems are in place to manage exposure to the major risks and actions are taken as appropriate to reduce the overall level of risk.

Trustees' Responsibilities in Relation to the Financial Statements

The Charity Trustees (who are also Directors for the purposes of company law) are responsible for preparing a Trustees' Annual Report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

TRUSTEES' REPORT (continued)

Company law requires the Charity Trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the Charitable Company and of the incoming resources and application of resources for that year. In preparing the financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and the group and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the Charity and financial information included on the Charity's website.

Disclosure of information to Auditors

Each trustee has taken steps that they ought to have taken as a trustee in order to make themselves aware of any relevant audit information and to establish that the charity's auditor is aware of that information. The trustees confirm that there is no relevant information that they know of and of which they know the auditor is unaware.

Appointment of Auditors

Hazlewoods have been appointed as Auditors for the year ending 31 August 2022 and they have confirmed their willingness to continue in office.

Small Company Exemptions

This report has been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006.

Approval

This report was approved by the Trustees on 7.11 2022 and signed on their behalf.

Sharon Pindar
Chair of Trustees

INDEPENDENT AUDITORS' REPORT TO THE TRUSTEES AND MEMBERS OF BOOKMARK READING CHARITY FOR THE YEAR ENDED 31 AUGUST 2022

Opinion

We have audited the financial statements of Bookmark Reading Charity (the 'charitable company') for the year ended 31 August 2022 which comprise the statement of financial activities, balance sheet, statement of cash flows and the related notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 August 2022 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the original financial statements were authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

INDEPENDENT AUDITORS' REPORT TO THE TRUSTEES AND MEMBERS OF BOOKMARK READING CHARITY FOR THE YEAR ENDED 31 AUGUST 2022 (continued)

Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Report, which includes the Directors' Report prepared for the purposes of company law for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Directors' Report included within the Trustees' Report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Directors Report included in the Trustees' Report. We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us;
- the financial statements are not in agreement with the accounting records and returns;
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations necessary for the purposes of our audit.

INDEPENDENT AUDITORS' REPORT TO THE TRUSTEES AND MEMBERS OF BOOKMARK READING CHARITY FOR THE YEAR ENDED 31 AUGUST 2022 (continued)

Responsibilities of the trustees

As explained more fully in the Trustees' Responsibilities Statement set out in the Trustees' Report, the trustees (who are also the directors of the charitable company for the purpose of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as they trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Our responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- We obtained an understanding of the legal and regulatory frameworks applicable to the company financial statements or that had a fundamental effect on the operations of the company. We determined that the most significant laws and regulations included UK GAAP, UK Companies Act 2006, and taxation laws;

- We assessed the susceptibility of the company's financial statements to material misstatement, including how fraud might occur. Audit procedures performed by the engagement team included challenging assumptions and judgments made by management in its significant accounting estimates and identifying and testing journal entries, in particular any journal entries posted with unusual characteristics.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

INDEPENDENT AUDITORS' REPORT TO THE TRUSTEES AND MEMBERS OF BOOKMARK READING CHARITY FOR THE YEAR ENDED 31 AUGUST 2022 (continued)

Use of our report

This report is made solely to the charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

.....

Scott Lawrence FCA
(Senior Statutory Auditor)

For and on behalf of:
Hazlewoods LLP
Chartered Accountants and Statutory Auditors
Staverton Court
Staverton
Cheltenham
GL51 0UX

Date: 18/11/22

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING AN INCOME & EXPENDITURE ACCOUNT)

	Note	Unrestricted	Restricted	2022	2021
		£	£	£	£
Income					
- Donations and Legacies	2	2,222,406	2,851,525	5,073,931	2,211,535
- Investment Income	3	76,475	-	76,475	22,050
Total income	4	**2,298,881**	**2,851,525**	**5,150,406**	**2,233,585**
Expenditure:					
- Raising funds	5	(276,833)	(67,098)	(343,931)	(261,007)
- Charitable Activities	6 & 7	(1,752,495)	(2,960,617)	(4,713,112)	(1,415,147)
- Governance and support costs	8	(19,441)	-	(19,441)	(7,838)
Total expenditure		**(2,048,769)**	**(3,027,715)**	**(5,076,484)**	**(1,683,992)**
Net income before transfers		**250,112**	**(176,190)**	**73,922**	**549,593**
Transfers between funds		(110,843)	110,843	-	-
Net income for the period		**139,269**	**(65,347)**	**73,922**	**549,593**
Balances brought forward 31st August 2021		1,015,405	192,435	1,207,840	658,247
Balances carried forward 31st August 2022	16	**1,154,674**	**127,088**	**1,281,762**	**1,207,840**

All income and expenditure is derived from continuing activities and is unrestricted.
All gains and losses recognised in the year are included above.

BALANCE SHEET

	Note	2022	2021
		£	£
FIXED ASSETS			
Intangible fixed assets	11	67,353	153,879
Tangible fixed assets	12	3,097	9,226
Investments	13	1	1
		70,451	163,106
CURRENT ASSETS			
Debtors, prepayments and accrued Income	14	125,023	81,137
Cash at bank and in hand		1,216,219	1,017,889
		1,341,242	1,099,026
CURRENT LIABILITIES			
Creditors and accruals	15	(129,931)	(54,292)
		(129,931)	(54,292)
NET CURRENT ASSETS		1,211,311	1,044,734
NET ASSETS		**1,281,762**	**1,207,840**
REPRESENTED BY:-			
Restricted funds	17	127,088	192,435
Unrestricted funds	16	1,154,674	1,015,405
		1,281,762	**1,207,840**

The notes on pages 27 to 42 form part of these financial statements.

In approving these financial statements as Trustees of the company, the Trustees acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of accounts.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

Approved by the Trustees on 7 · 11 2022

Sharon Pindar
Chair of Trustees

Company Number: 11104438

CASH FLOW STATEMENT

	Notes below	2022 £	2021 £
Net cash provided by operating activities	A	213,359	636,422
Cash flows from investing activities:			
Purchase of intangible fixed assets		(13,455)	(87,467)
Purchase of fixed assets		(1,574)	(2,181)
Change in cash and cash equivalents	B	198,330	546,774

A. RECONCILIATION OF NET INCOME/(EXPENDITURE) TO NET CASH INFLOW FROM OPERATING ACTIVITIES

	2022 £	2021 £
Net income for the reporting year	73,922	549,593
Adjustments for:		
Depreciation of tangible fixed assets	7,537	10,434
Amortisation of intangible fixed assets	99,981	84,939
Loss on disposal of tangible fixed assets	166	973
Loss on intangible assets written off	-	22,897
(Increase) / decrease in debtors	(43,886)	17,795
Increase / (decrease) in creditors	75,639	(50,209)
Net cash provided by / (used in) operating activities	213,359	636,422

B. ANALYSIS OF THE CASH AND CASH EQUIVALENTS

	2021 £	Change In year	2022 £
Cash at bank and in hand	1,017,889	198,330	1,216,219
Change in cash and cash equivalents	1,017,889	198,330	1,216,219

NOTES TO THE FINANCIAL STATEMENTS

1 ACCOUNTING POLICIES

Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - Charities SORP (FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Bookmark Reading Charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Basis of preparation of financial statements

These financial statements are prepared under the historical cost convention adopting the following principal accounting policies, all of which are in accordance with Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Going Concern

The Trustees assess whether the use of going concern is appropriate, i.e. whether there are any material uncertainties related to events or conditions that may cast a significant doubt on the ability of the Charity to continue as a going concern. The Charity has robust controls and measures in place to ensure it closely manages all spend, receives value for money, and has adequate funding in place before entering into future commitments. The Charity uses its CRM system to track all funding opportunities, taking into account stage, probability of success and prudent close dates to calculate its probability weighted income forecast. This information is reflected in a detailed weekly cash forecasting exercise to ensure the Trustees and Senior Leadership Team have adequate oversight of the Charity's projected cash position.

The Trustees make this assessment in respect of one year from the date of approval of the financial statements. The Trustees have also considered the impact of COVID-19 in respect of going concern, to ensure that the charity can continue with its activities in the future. On review, the Trustees have concluded that they are to adopt the going concern basis in preparing the annual financial statements.

Incoming resources

Donations and legacies represent amounts received during the year. Gifts in kind for use by the Charity are recognised as incoming resources when receivable at a reasonable estimate of their value.

Donations and grants receivable for specific purposes are credited to the statement of financial activities in the year to which they relate as soon as conditions for receipt have been met.

Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by Donors or which have been raised by the Charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

NOTES TO THE FINANCIAL STATEMENTS (continued)

1 ACCOUNTING POLICIES (continued)

Expenditure

All expenditure is accounted for under the accruals concept.

Costs are allocated between charitable costs, cost of raising funds and governance costs. Shared costs have been apportioned across these three headings and where appropriate into restricted expenditure, according to best estimate of usage. The irrecoverable element of Value Added Tax is included with the item of expense to which it relates. Depreciation is allocated to expenditure headings on the basis of the use of the assets concerned.

Pension costs

Contributions payable on behalf of employees to the defined contribution pension scheme are charged to the statement of financial activities as they become payable in accordance with the rules of the scheme.

Intangible fixed assets

All expenditure on acquisition, enhancement, production and installation and all intangible fixed assets received by way of donation are capitalised as intangible fixed assets. Intangible fixed assets are stated in the balance sheet at cost less depreciation, or in respect of donated assets, at estimated value at the date of donation less depreciation.

Amortisation is calculated to write off the cost or valuation of intangible assets over their estimated useful lives at the following rates:

Software assets	3 years straight line
Assets under construction	Nil

Tangible fixed assets

All expenditure on acquisition, enhancement, production and installation and all fixed assets received by way of donation are capitalised as fixed assets. Fixed assets are stated in the balance sheet at cost less depreciation, or in respect of donated assets, at estimated value at the date of donation less depreciation. Portable computers are not capitalised, unless purchased with an extended warranty.

Depreciation is calculated to write off the cost or valuation of tangible assets over their estimated useful lives at the following rates:

Computer and office equipment	33% of cost per annum

Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

NOTES TO THE FINANCIAL STATEMENTS (continued)

1 ACCOUNTING POLICIES (continued)

Creditors and provisions

Creditors and provisions are recognised where the Charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

Financial instruments

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

Operating leases

The cost of and income from operating leases is charged and credited to the profit and loss account on a straight-line basis over the lease term.

Irrecoverable VAT

All resources expended are classified under activity headings that aggregate all costs related to the category. Irrecoverable VAT is charged against the category of resources expended for which it was incurred.

Donated Services and facilities

Donated services or facilities are recognised as income when the Charity has control over the item, any conditions associated with the donated item and have been met, the receipt of the economic benefit from the use by the Charity of the item is probable and the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS102), general volunteer time is not recognised. On receipt, donated services and facilities are recognised on the basis of the value of the gift to the Charity which is the amount the Charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

NOTES TO THE FINANCIAL STATEMENTS (continued)

2 INCOME FROM DONATIONS

	Unrestricted	Restricted	2022	2021
	£	£	£	£
Donations and Legacies:				
- Donated services	113,363	1,617,446	1,730,809	82,265
- Individual donations	16,509	35,000	51,509	29,545
- Corporate donations	1,399,106	731,382	2,130,488	1,208,054
- Trusts and foundations donations	79,021	311,124	390,145	468,611
- Major donations and Pindar family donations	466,585	141,588	608,173	328,719
- Gift aid	66,744	13,931	80,675	58,651
- Instagiv / Justgiving donations	-	-	-	13,944
- Corporate fundraising events / Charity Challenge	57,878	1,054	58,932	9,384
- School contributions	23,200	-	23,200	744
	2,222,406	2,851,525	5,073,931	2,199,917
Grants:				
- Furlough income	-	-	-	11,618
	2,222,406	**2,851,525**	**5,073,931**	**2,211,535**

The nature of donated services received during the year were:

	Unrestricted	Restricted	2022	2021
	£	£	£	£
Donated Services:				
- Legal Support	14,258	4,318	18,576	12,750
- Consulting/ Professional Support	38,743	105,714	144,457	67,930
- Games and Reading Materials	-	265,462	265,462	585
- Staff Training	2,762	-	2,762	-
- IT equipment and software	600	1,211,952	1,212,552	-
- Premises	-	30,000	30,000	-
- Marketing Support	57,000	-	57,000	1,000
	113,363	1,617,446	1,730,809	82,265

Furlough income of £nil (2021: £11,618) represents income receivable from the UK Government's Coronavirus Job Retention ('Furlough') Scheme in respect of staff furloughed from mid-March 2020 due to the impact of the Coronavirus pandemic.

Included in Restricted Income are funds received in the year ending 31 August 2022 of £127,088 relating to activities and expenditure due to be delivered in the year ending 31 August 2023.

NOTES TO THE FINANCIAL STATEMENTS (continued)

3 INVESTMENT INCOME

	Unrestricted	Restricted	2022	2021
	£	£	£	£
Bank interest	360	-	360	524
Income from subsidiary	76,115	-	76,115	21,526
	76,475	-	**76,475**	**22,050**

The retained profits of Bookmark Reading Trading Limited for the year ending 31 August 2022 of £76,115 (2021: £21,526) were donated to Bookmark Reading Charity in the form of a Gift Aid donation.

4 NET INCOME FOR THE YEAR

	Unrestricted	Restricted	2022	2021
	£	£	£	£
This is stated after charging:				
Depreciation	7,537	-	7,537	10,434
Amortisation	99,981	-	99,981	84,939
Loss on write off of intangible asset	-	-	-	22,897
Loss on disposal of tangible fixed assets	167	-	167	973
Audit Fee	9,240	-	9,240	7,440

5 COST OF RAISING FUNDS

	Unrestricted	Restricted	2022	2021
	£	£	£	£
Staff costs - payroll	122,421	59,908	182,329	140,161
Staff costs - other	20,422	-	20,422	356
Legal fees	-	-	-	-
Professional fees	6,000	-	6,000	-
Marketing	2,153	-	2,153	378
Premises and IT costs	18,480	7,190	25,670	12,502
Fundraising costs	41,515	-	41,515	36,403
Other costs	338	-	338	1,300
Shared costs (finance, marketing and central costs)	65,504	-	65,504	69,906
	276,833	**67,098**	**343,931**	**261,007**

NOTES TO THE FINANCIAL STATEMENTS (continued)

6 CHARITABLE EXPENDITURE

	Unrestricted	Restricted	2022	2021
	£	£	£	£
Staff costs – payroll	551,242	244,714	795,956	552,720
Staff costs - other	25,260	746	26,006	2,432
Programme and volunteer costs	211,092	2,457,522	2,668,614	129,513
Legal fees	14,258	6,819	21,077	1,000
Professional fees	18,645	142,032	160,677	8,330
Marketing	7,019	7,388	14,407	4,273
Premises and IT costs	399,918	51,083	451,001	278,336
Other costs	2,041	2,125	4,166	858
Shared costs (finance, marketing and central costs)	523,020	48,188	571,208	437,685
	1,752,495	**2,960,617**	**4,713,112**	**1,415,147**

7 EXPENDITURE BY ACTIVITY

	Reading Program (1)	Bookmark Box for Ukraine (2)	Magazine (3)	Resources (4)	Projects (5)	20 Tot
	£	£	£	£	£	
Current Year Analysis						
Staff costs - payroll	728,044	31,620	5,330	14,381	16,582	795,9
Staff costs - other	26,006	-	-	-	-	26,0
Programme and volunteer costs	175,742	2,220,970	59,269	212,633	-	2,668,6
Legal fees	16,758	4,319	-	-	-	21,0
Professional fees	17,571	10,900	-	-	132,206	160,6
Marketing	10,552	1,203	-	2,652	-	14,4
Premises and IT costs	420,260	29,886	446	-	715	451,0
Other costs	1,950	1,426	91	681	18	4,1
Shared costs	523,020	34,913	-	3,128	9,842	571,2
	1,919,903	**2,335,237**	**65,136**	**233,475**	**159,363**	**4,713,1**

NOTES TO THE FINANCIAL STATEMENTS (continued)

7 EXPENDITURE BY ACTIVITY (continued)

	Reading Program (1)	Magazine (3)	202 Tota
	£	£	
Prior Year Analysis			
Staff costs (payroll and non payroll)	553,043	2,110	555,15
Programme and volunteer costs	89,874	39,639	129,51
Legal & professional fees	9,330	-	9,33
Marketing	4,273	-	4,27
Premises and IT costs	278,336	-	278,33
Other costs	804	53	85
Shared costs	437,685	-	437,68
	1,373,345	**41,802**	**1,415,14**

Reading Program (1)	Bookmark Reading Charity's six-week reading programme. Each programme involves two 30-minute, one-to-one sessions each week. Each session in clearly structured and comprises a combination of reading books, playing games and using their imagination for storytelling
Bookmark Box for Ukraine (2)	In response to the Ukrainian crisis, Bookmark delivered 6,500 Boxes for Ukraine to refugee children arriving in the UK. Each box included high-quality, bilingual books, magazines, activities stationery packs and tablets pre-loaded with educational and language apps and eBooks in both English and Ukrainian together with sim cards so the children can stay in touch with friends and family displaced around the world
Magazine (3)	*The Story Corner* magazine, Bookmark's free, high-quality magazine for children to enjoy at home
Resources (4)	*Your Story Corner* focuses on improving school reading resources by delivering a free box of 200 books to a school.
Projects (5)	There were 2 projects undertaken during the year: Morgan Stanley Charity Challenge (run by Pilotlight) was an opportunity Bookmark secured a place in. The support provided by Morgan Stanley was through a team of VPs over a 6-week period, which ended in a final presentation and key recommendations relating to school business development, our charity's continued growth and relationship management. Digital Transformation Project: Project to identify and improve the functionality, supportability, agility and cost effectiveness of our technology and its support.

8 ANALYSIS OF GOVERNANCE AND SUPPORT COSTS

	Unrestricted	Restricted	2022	2021
	£	£	£	£
Legal & professional fees				350
Other costs	173	-	173	48
Accountancy Costs	9,240	-	9,240	7,440
Shared costs (finance, marketing and central costs)	10,028	-	10,028	-
	19,441	**-**	**19,441**	**7,838**

Governance costs include internal and external audit, legal advice for trustees and are associated with constitutional and statutory requirements, including the cost of preparing for and holding trustee meetings.

NOTES TO THE FINANCIAL STATEMENTS (continued)

9 STAFF COSTS AND NUMBERS

	Unrestricted	Restricted	2022	2021
	£	£	£	£
Fundraising				
Salaries	107,577	51,186	158,763	125,142
Social Security	9,974	4,831	14,805	11,603
Pension costs	3,835	2,338	6,173	3,416
Redundancy costs	1,035	1,553	2,588	-
	122,421	**59,908**	**182,329**	**140,161**
Charitable Activities				
Salaries	478,218	228,889	707,107	490,790
Social Security	52,972	11,790	64,762	43,765
Pension costs	20,052	4,035	24,087	18,165
	551,242	**244,714**	**795,956**	**552,720**
Shared Salaries				
Salaries	302,006	38,643	340,649	326,879
Social Security	31,218	4,063	35,281	34,243
Pension costs	13,567	1,854	15,421	14,955
Redundancy costs	21,344	-	21,344	-
	368,135	**44,560**	**412,695**	**376,078**
Total	**1,041,798**	**349,182**	**1,390,980**	**1,068,959**

The average number of full time equivalent employees (excluding Trustees) was:

	2022	2021
Fundraising	5	4
Charitable Activities	25	16
Shared Personnel	6	7
	36	**27**

NOTES TO THE FINANCIAL STATEMENTS (continued)

9 STAFF COSTS AND NUMBERS (continued)

The number of employees whose emoluments (salaries, wages and benefits in kind but excluding compensation for loss of office) for the year to 31 August 2022 fell within the following bands was as follows:

	2022 £	2021 £
£70,000 - £80,000	1	2

The key management personnel of the Charity comprise the Chief Executive Officer, the Chief Technical Officer, the Chief Financial Officer, the Head of Marketing and Communications, the Head of Fundraising, the Head of Volunteering and the Head of Schools. The total employee benefits of the key management personnel of the Charity for the year to 31 August 2022 were £436,562 (2021: £350,239).

The Charity is supported by volunteers who receive no remuneration. At 31 August 2022 we had 1,766 trained and vetted volunteers. These volunteers are available to read with children on the Charity's 6 week reading programme. In addition, during the financial year volunteers also supported the Charity as Interview Note Takers (supporting the onboarding of other volunteers), Library Builders (collating the resource packs for Your Story Corner), Ukraine Bookmark Box (collating the boxes and setting up the devices) and session co-ordinators (attending schools and supporting the on-line reading sessions at schools).

No Trustee received remuneration or was reimbursed expenses during the year.

10 CORPORATION TAX

The Charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

NOTES TO THE FINANCIAL STATEMENTS (continued)

11 INTANGIBLE FIXED ASSETS

	Software Assets	Assets under Construction	Total
	£	£	£
Cost			
At 1 September 2021	267,279	22,133	289,412
Additions	-	13,455	13,455
Transfers to asset	35,588	(35,588)	-
Disposals	-	-	-
At 31 August 2022	**302,867**	**-**	**302,867**
Depreciation			
At 1 September 2021	135,533	-	135,533
Charge for the year	99,981	-	99,981
Disposals	-	-	-
At 31 August 2022	**235,513**	**-**	**235,513**
Net book value			
At 31 August 2021	131,746	22,133	153,879
At 31 August 2022	**67,353**	**-**	**67,353**

12 TANGIBLE FIXED ASSETS

	Office Equipment	IT Equipment	Total
	£	£	£
Cost			
At 1 September 2021	2,932	28,029	30,961
Additions	-	1,574	1,574
Write Offs/Disposals	-	(3,477)	(3,477)
At 31 August 2022	**2,932**	**26,126**	**29,058**
Depreciation			
At 1 September 2021	1,987	19,748	21,735
Charge for the year	903	6,634	7,537
Write Offs/Disposals	-	(3,311)	(3,311)
At 31 August 2022	**2,899**	**23,072**	**25,961**
Net book value			
At 31 August 2021	945	8,281	9,226
At 31 August 2022	**43**	**3,054**	**3,097**

NOTES TO THE FINANCIAL STATEMENTS (continued)

13 INVESTMENTS

	2022	2021
	£	£
Investment in subsidiary	1	1

The wholly owned subsidiary, Bookmark Reading Trading Limited, is a company registered in England and Wales. It is used to operate the non-charitable activities of Bookmark Reading Charity.

Bookmark Reading Trading Limited has only one share of £1 in issue, which is held by Bookmark Reading Charity.

The activities and results of Bookmark Reading Trading Limited were:

	2022	2021
	£	£
Turnover	77,188	22,523
Administrative expenses	(1,056)	(983)
Interest receivable	-	1
Interest payable and similar charges	(17)	(15)
Corporation tax	-	-
Profit for the period	**76,115**	**21,526**

At 31 August 2022, Bookmark Reading Trading Limited had the following assets and liabilities:

	2022	2021
	£	£
Debtors	3,620	1,737
Cash at bank and in hand	13,185	2,239
Creditors: Amounts due within one year	(16,804)	(3,975)
	1	**1**
Share capital	1	1
Reserves	-	-
	1	**1**

Consolidated accounts for Bookmark Reading Charity have not been prepared as the investment is not deemed to be material.

NOTES TO THE FINANCIAL STATEMENTS (continued)

14 DEBTORS

	2022	2021
	£	£
Trade debtors	5,746	750
Prepayments	42,553	45,974
Other debtors	70,609	34,413
Amounts owed by related parties	6,115	-
	125,023	**81,137**

15 CREDITORS – amounts falling due within one year

	2022	2021
	£	£
Trade creditors	17,312	8,699
Accruals	75,444	11,333
Deferred income	-	4,060
Taxation and social security	29,030	23,882
Pensions contributions	8,145	6,268
Amounts owed to related parties	-	50
	129,931	**54,292**

The remaining deferred income of £nil (2021: £4,060) relates to donations received before the year end for a charitable event due to take place after the year end. These donations would only be recognised once the event has taken place or when the Charity was authorised to do so by the donor and would otherwise be repaid on demand if the event did not take place.

NOTES TO THE FINANCIAL STATEMENTS (continued)

16 ANALYSIS OF UNRESTRICTED FUND MOVEMENTS

Name of Fund	Balance 1 September 2021 £	Incoming resources £	Resources expended £	Transfers between funds £	Balance 31 August 2022 £
General fund	1,015,405	2,298,881	2,048,769	(110,843)	1,154,674
Restricted Funds	192,435	2,851,525	3,027,715	110,843	127,088
	1,207,840	**5,150,406**	**5,076,484**	**-**	**1,281,762**

17 ANALYSIS OF RESTRICTED FUND MOVEMENTS

Name of Fund	Balance 1 September 2021 £	Incoming resources £	Resources expended £	Transfers between funds £	Balance 31 August 2022 £
Your Story Corner (a)	-	258,474	233,474	-	25,000
Bookmark Box for Ukraine (b)	-	2,317,422	2,376,810	59,388	-
Digital Transformation (c)	-	39,614	52,739	13,125	-
Morgan Stanley Project (d)	-	93,818	106,623	12,805	-
Reading Programme Funding (e) -					
- Big Give fund Christmas (2021)	-	102,088	19,728	19,728	102,088
- Drapers	3,334	-	3,334	-	-
- Clarion Old Ford	1,645	-	1,645	-	-
- Rank Group Foundation	-	30,000	35,797	5,797	-
- Westminster Community Fund	1,822	-	1,822	-	-
- Big Give Christmas (2020)	31,502	-	31,502	-	-
- Rank Covid	-	-	-	-	-
- Time to Shine	2,466	10,109	12,575	-	-
- Garfield Weston	41,666	-	41,666	-	-
- Batchworth	10,000	-	10,000	-	-
- The Big Give fund	100,000	-	100,000	-	-
	192,435	**2,851,525**	**3,027,715**	**110,843**	**127,088**

The £25,000 in Your Story Corner relates to 2 grants for schools to promote the Whole School Reading Culture. The Continuous Professional Development Grant for teacher training and the Whole School Reading Culture Grant to help schools address their specific literacy needs. The deadline for both applications is the 21 November 2022, and the grants will be made during January and February 2023.
The Big Give Fund Christmas 2021 delay in spend has been agreed with The Childhood Trust. The funding was originally granted for January 2022 to July 2022, but reading sessions were still being impacted by Covid19, and were fewer than anticipated. As a result, the funding is now being utilised for reading sessions from September 2022 to July 2023.

Transfers between funds consist of £110,843 (2021: £11,697) transferred from restricted to unrestricted funds, relating to shared costs and fundraising costs not covered by donations. This is offset by £nil (2021: £5,308) in relation to restricted expenditure that has been transferred to unrestricted funds, owing to the nature of the expenditure.

NOTES TO THE FINANCIAL STATEMENTS (continued)

17 ANALYSIS OF RESTRICTED FUND MOVEMENTS (continued)

Name of Fund	Balance 1 September 2020 £	Incoming resources £	Resources expended £	Transfers between funds £	Balance 31 August 2021 £
Reading Programme Funding (e)					
Literacy Capital Grant	1,800	-	1,800	-	-
Wandsworth Grant	7,217	-	7,217	-	-
CVC Support Grant*	-	60,000	58,064	(1,936)	-
Headsets fund	2,259	-	2,259	-	-
Bridgepoint*	-	-	1,400	1,400	-
The Big Give Fund*	74,038	-	71,824	(2,214)	-
Drapers	-	10,000	6,666	-	3,334
Clarion Old Ford	-	4,935	3,290	-	1,645
Rank Group Foundation	-	30,000	30,000	-	-
Westminster Community Fund	-	10,020	8,198	-	1,822
Literacy Capital Grant	-	16,800	16,800	-	-
Big Give Christmas (2020)	-	100,310	68,808	-	31,502
Rank Covid	-	25,000	25,000	-	-
Time to Shine	-	14,045	11,579	-	2,466
Garfield Weston	-	100,000	58,334	-	41,666
Julia and Hans Rousing*	-	48,361	44,722	(3,639)	-
Postcode Lottery	-	20,000	20,000	-	-
Local Giving	-	6,010	6,010	-	-
Batchworth	-	10,000	-	-	10,000
The Big Give fund	-	100,000	-	-	100,000
	85,314	**555,481**	**441,971**	**(6,389)**	**192,435**

Your Story Corner (a)	*Your Story Corner* focuses on improving school reading resources by delivering a free box of 200 books to a school.
Bookmark Box for Ukraine (b)	In response to the Ukrainian crisis, Bookmark delivered 6,500 Boxes for Ukraine to refugee children arriving in the UK. Each box included high-quality, bilingual books, magazines, activities, stationery packs and tablets pre-loaded with educational and language apps and eBooks in both English and Ukrainian together with sim cards so the children can stay in touch with friends and family displaced around the world
Digital Transformation (c)	Project to identify and improve the functionality, supportability, agility and cost effectiveness of our technology and its support.
Morgan Stanley Project (d)	Morgan Stanley Charity Challenge (run by Pilotlight) was an opportunity Bookmark secured a place in. The support provided by Morgan Stanley was through a team of VPs over a 6-week period, which ended in a final presentation and key recommendations relating to school business development, our charity's continued growth and relationship management.
Reading Programme (e)	Bookmark Reading Charity's six-week reading programme. Each programme involves two 30-minute, one-to-one sessions each week. Each session in clearly structured and comprises a combination of reading books, playing games and using their imagination for storytelling

NOTES TO THE FINANCIAL STATEMENTS (continued)

18 CAPITAL

The Company does not have a share capital as it is limited by guarantee. Each of the Members is a guarantor to the extent of £1 in the event of the Company being wound up whilst they are Members, in respect of debts and liabilities contracted before they ceased to be a Member. There were 3 Members at 31 August 2022 (3 Members at 31 August 2021).

19 ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted Funds	Restricted funds	31 August 2022	31 August 2021
	£	£	£	£
Intangible fixed assets	67,353	-	67,353	153,879
Tangible fixed assets	3,098	-	3,098	9,226
Investments	1	-	1	1
Cash at bank and in hand	1,089,131	127,088	1,216,219	1,017,889
Other net (liabilities)/assets	(4,909)	-	(4,909)	26,845
	1,154,674	**127,088**	**1,281,762**	**1,207,840**

20 CAPITAL COMMITMENTS

At 31 August 2022 the Charity had total capital commitments of £nil (2021: £nil) relating to the intangible software development costs either contracted or authorised by the Trustees.

At 31 August 2022 the Charity had total operating lease commitments of £35,052 (2021: £33,984) relating to the lease of the Charity's office building and a photocopier.

The amount of non-cancellable operating lease payments recognised as an expense during the year was £131,144 (2021: £109,628)

21 RELATED PARTY TRANSACTIONS

During the year, the charity received £1,800,948 (2021: £642,913) from Literacy Capital plc in the form of corporate donations, grants and payments for charity events. Literacy Capital plc is a company in which P Pindar, spouse of Trustee Sharon Pindar, is a director. Of this amount, a total of £622,574 (2021: £61,816) was restricted income and £1,178,374 (2021: £581,097) was unrestricted income.

During the year, the charity paid £113,400 (2021: £108,000) to Literacy Capital plc in relation to rent for the Charity's office building. At the year end, there was a balance of £10,800 (2021: £27,000) included in debtors in relation to prepaid rent.

NOTES TO THE FINANCIAL STATEMENTS (continued)

21 RELATED PARTY TRANSACTIONS (continued)

During the year, the charity received £2,006 (2021: £2,410) from S Pindar in the form of Gift Aid donations. Of this amount, a total of £nil (2021: £nil) was restricted income and £2,006 (2021: £2,410) was unrestricted income.

During the year, the charity received £360 (2021: £360) from P Fletcher in the form of Gift Aid donations. Of this amount, a total of £nil (2021: £nil) was restricted income and £360 (2021: £360) was unrestricted income.

During the year, the charity received £38,725 (2021: £70,000) from P Pindar in the form of Gift Aid donations. Of this amount, a total of £25,000 (2021: £47,335) was restricted income and £13,725 (2021: £22,665) was unrestricted income. P Pindar is the spouse of Trustee, Sharon Pindar.

During the year, the charity received £76,115 (2021: £21,526) from its subsidiary, Bookmark Reading Trading Limited, in the form of a Gift Aid donation. The subsidiary is wholly owned. At the year end, the amount owed by Bookmark Reading Trading Limited to the charity to was £6,115 (2021: £50 owed to the charity by Bookmark Reading Trading Limited). In the current year, this amount represents an overpayment to the charity during the year in respect of profits owed by Bookmark Reading Trading Limited to the charity.

BOOKMARK READING CHARITY

England & Wales - Charity number 1177681

Accounts

Bookmark

Change a child's story

Bookmark Reading Charity

Trustees' Report and Financial Statements

For the year ended 31st August 2021

Company number: 11104438
Charity registration number: 1177681
www.bookmarkreading.org

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TRUSTEES, OFFICERS AND PROFESSIONAL ADVISORS

Reference and Administrative Information

Principal Office and Registered Office:	Third Floor Charles House 5-11 Regent Street St James's London SW1Y 4LR
Charity Number:	1177681
Company Number:	11104438

Trustees (who are also the Directors of the Charitable Company)

Paul Fletcher
Philip Neal
Sharon Pindar
Charles Walker

Key Management Personnel

Kitty Higgins	Chief Executive Officer
Nel Flint	Chief Operating Officer
Stuart Beattie	Chief Technology Officer
Fiona Shearer	Chief Financial Officer
Emily Gibbons	Head of Fundraising
Emily Kalkan	Head of Marketing and Communications (maternity leave) returns 25 October 2021)
Tracey Tynan	Head of Marketing and Communications (maternity cover) leaves 22 October 2021

Independent Auditors	Hazlewoods LLP Staverton Court Staverton Cheltenham GL51 0UX
Bankers	Santander Bootle Merseyside L30 4GB
Solicitors.	Addleshaw Goddard LLP One St Peter's Square Manchester M2 3DE

CHIEF EXECUTIVE'S MESSAGE

Bookmark has an incredibly simple vision: we want every child to read



We're a literacy charity giving children the reading skills and confidence they need for a fair chance in life, through our flexible volunteer-led programme.

Currently in the UK, more than seven million adults struggle with basic reading every day. In a 'normal' year, an average of eight children in a class leave primary school unable to read well. Assuming this trend continues, it is reasonable to expect that nearly 1.3 million children will leave primary school over the next 6 years unable to read to the expected standard; already a compelling case for our support to improve children's reading attainment.

This assumption, however, has been challenged by the COVID-19 pandemic, during which children were out of school for six months.

During lockdown, nearly three quarters (74%) of private school pupils were benefitting from full school days - nearly twice the proportion of state school pupils (38%). A quarter of pupils had no schooling or tutoring during lockdown (Centre for Economic Performance).

Furthermore, a 2021 report from the Education Endowment Foundation found that both Year 1 and Year 2 pupils made on average three months' less progress for reading compared with the cohort of Spring 2019. The report also showed there is a substantial attainment gap between disadvantaged and non-disadvantaged pupils. In Years 1 and 2, there is a staggering gap of around seven months for reading. The gap is wider for these year groups compared to 2019, when it was estimated to be six months' progress.

These early reports, as well as others, indicate that the trend demonstrated in 2019 is the most generous trend we can assume given the significant impact of COVID-19 on learning.

In short, our support is needed more than ever.

Our inception

We set Bookmark up on 1 February 2018, with a simple vision: we want every child to read. Our literacy charity was created to give children the reading skills and confidence they need for a fair chance in life, through our flexible volunteer-led programme. Since our inception, we have built our organisation, developed our unique technology solutions, grown our volunteer and school communities, and provided impactful volunteer-led services - both face-to-face and online - for children throughout England.

The impact of COVID-19

Following the initial sharp increase in cases of COVID-19 in early 2020, the last 18 months have gone on to see us experience three national lockdowns, a long standing ban on non-essential travel, work-from-home government guidance, and other restrictions to our day-to-day lives. The government also called a closure of all schools from 20 March 2020, with limited reopening in the latter half of Summer term 2020, and again in January 2021 through to March 2021 (with the exception of vulnerable children and key worker children). The impact on personal and professional lives has been unmatched by any other event in recent history.

A 'new normal' has replaced our previous professional and social day-to-day activities. For example, more frequent and widespread working from home is no longer seen as a measure in place to tackle the spread of COVID-19, but an accepted alternative to more traditional, exclusively office-based working.

Thanks to the national rollout of COVID-19 vaccinations for over-18s, whilst the global COVID-19 pandemic is ongoing at the time of writing this, restrictions have eased somewhat. That said, we are certain it will continue to impact our services, fundraising, and ways of operating for the remainder of this calendar year and into 2022.

The action we took in response to the pandemic



From September 2020, Bookmark rolled out our online reading programme for all our partner schools (following a pilot in Summer term 2020). For the entirety of the academic year, and through further disruption and school closures, we provided uninterrupted online reading support to children in school settings. We also piloted in-home reading support for a small number of children, in January and February 2021.

In addition to our online programme, we were able to respond to COVID-19 by providing additional resources for children. A National Literacy Trust survey reported that as many as 1 in 11 children don't have a book of their own at home; this number drops to 1 in 8 of disadvantaged children (receiving free school meals)[1]. In December 2020 and January 2021, we gave 30,000 children our first edition of The Story Corner - a free, high quality magazine that can be enjoyed at home. This Summer, we distributed a further 30,000 copies of our second edition magazine to children at schools, foodbanks, pupil referral units and children's hospitals across England and Wales.

Our future aims

Whilst we are proud of our growth to date, the COVID-19 pandemic has only served to increase the need for our services. We will grow to facilitate this, whilst working to become an even more efficient and effective organisation, so that we can achieve scale and impact whilst managing our cost base.

By 31 August 2024, we plan to deliver over 500,000 reading sessions in more than 800 schools, with over 8,000 volunteers. This is no small task, but with the child literacy challenge as great as it is, it demands a fitting response.

Thank you

The work of Bookmark in the year to 31 August 2021 has been set within the context of ongoing uncertainty and change due to the COVID-19 pandemic. Despite this, the charity has been able to provide uninterrupted, impactful support to even more children than ever before, in schools across the country.

This is only possible due to the incredible commitment, hard work, determination, belief and passion of our Board of Trustees, employees, volunteers, donors and supporters. We want to extend our thanks to everyone who made it possible for us to support children with their reading this year, who we simply could not have done it without.

[1] National Literacy Trust (2018) Book ownership, literacy engagement and mental wellbeing, Christina Clark and Irene Picton

From our dedicated volunteers providing reading support to children, to our creative fundraisers and donors who have ensured we have the income we need to provide our services. From our hard-working team who have ensured we have the tools, technology and processes to support our volunteers and schools, to our supporters who work in partnership with us and spread the word about Bookmark. Thank you.

We are so proud of our growth and impact to date, and look forward to making next year even better, as we give children the reading skills and confidence they need for a fair chance in life.

Kitty Higgins
Chief Executive Officer



OUR VISION, MISSION AND VALUES

Vision

We want every child to read.

Mission

We give children the reading skills and confidence they need for a fair chance in life, through our flexible volunteer-led programme.

Our values

Our values matter; they support our vision, shape our culture and reflect what is most important to us.

We have heart
- We care deeply about what we do; it is our driving force
- We believe in the potential of all children and the power of communities to support them
- We fuel our work with optimism and a positive energy, supporting each other through challenges and celebrating our achievements

We are curious
- We are interested and constantly learning so that we can adapt to improve the support we provide
- We ask questions and contribute outside of our specialties to develop great ideas
- We have the courage to challenge the norm in search of a better alternative

We are a team
- We work together with our volunteers, schools, partners and supporters
- We embrace diversity and celebrate differing perspectives and backgrounds
- We listen well and communicate clearly to seek understanding and achieve better outcomes

We act with integrity
- We are trusted to always keep safeguarding at the heart of what we do
- We are honest and open within our teams and across our communities
- We are professional and hold the highest expectations of ourselves and one another

We make it happen
- We work hard – and smart – to fulfil our promises and make an impact
- We are proud of what we have achieved and we know there is always more to do
- We each play an important role in Bookmark's story and consider how our actions impact the charity's vision

TRUSTEES' REPORT

The Trustees of Bookmark Reading Charity have pleasure in presenting their report and financial statements for the year ended 31 August 2021.

The financial statements comply with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association, and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (Charities SORP (FRS 102)).

Objectives and activities

We help children to read by providing a fun and engaging six-week reading programme. Each programme involves two 30-minute, one-to-one sessions each week. Each session in clearly structured and comprises a combination of reading books, playing games and using their imagination for storytelling. The aim of our programmes is to positively impact children's reading attainment, enjoyment, and confidence in a safe and meaningful way.

At Bookmark, we have two service delivery models:

- Face-to-face (currently on hold due to COVID-19). Our programmes have traditionally been conducted face-to face in primary schools, but they have been on hold since March 2020 due to COVID-19. We are running at pilot with 19 schools in Autumn term 2021, to reinstate face-to-face volunteering alongside our online programme. Every school that we work with is gifted a Bookmark Box that volunteers can use in their face-to-face sessions. This contains a carefully chosen selection of books, games and activities to help children develop their 'reader identity' and to start to truly enjoy reading. Because there is evidence that choosing a book directly impacts upon reading motivation and literacy development, we made sure that our Bookmark Box includes a wide range of different book options. The books comprise a mixture of genres and a range of reading levels, and we have ensured they contain characters that are representative of the diverse communities we work in. The literacy games and activities in the Bookmark Box are designed to: encourage children to develop their storytelling and comprehension skills; extend their vocabulary; engage with letters, words and sounds in an informal, creative manner; and be as tactile as possible in order to particularly engage kinaesthetic learners.

- Online. In response to COVID-19, we developed an online service delivery model, which means we can now deliver reading sessions through our secure, interactive platform. It is the online programme that has resulted in Bookmark providing uninterrupted support for children in schools throughout academic year 2020/21. For our online sessions, we have used the same principles to collate our 'virtual' Bookmark Box of resources. Varied and engaging content, including literacy activities and a range of books, is available for the pupil and volunteer to read together on the screen.

All our programmes are delivered by our volunteers and safeguarding is at the heart of our culture. All our volunteers undergo an enhanced DBS check as part of our Safer Recruitment process that also includes employment history, two references and a structured competency interview. All volunteers receive comprehensive training online that covers a wide range of topics from safeguarding, through to the tools and knowledge required to use the resources that facilitate fun and engaging sessions with children. Volunteers have ongoing access to our online training and resource library, to refresh their knowledge and further develop their skills.

We work with schools to help them identify children who need extra support with their reading. Schools have flexibility to decide which children will take part in the programme and for how long (6 weeks, 12 weeks, or more).

Our digital platform matches schools with our fully safeguarded, vetted and trained reading volunteers. Using the Bookmark School Hub, our secure website, schools can arrange reading sessions at times that suit their timetable, making it low in administration for the school. Our volunteers arrange reading sessions via our mobile app, making it an easy way to fit volunteering around other commitments.

TRUSTEES' REPORT (continued)

Our achievements and performance

Since our inception and subsequent pilot in Camden at the end of 2018, the charity has grown significantly. At the end of the 2019/20 academic year, Bookmark had 49 fully onboarded partner schools across 16 London boroughs. At the time of writing this, in July 2021, we have 135 fully onboarded partner schools throughout England; 57% of these schools are in London.

Similarly, Bookmark's volunteer base has grown considerably. At the end of the 2019/20 academic year, Bookmark had 373 volunteers, a result of largely to 'always on' volunteer attraction marketing (with consistent below the line marketing activity), coupled with a larger, above-the-line campaign in January 2020. Currently, we have 1,152 Bookmark volunteers across England.

This growth has ultimately led to more support for children this academic year. A total of 2,837 reading sessions were made available to schools, but only 2,600 took place between September and December 2020; this is the equivalent of 35 every day. 4,328 available and 3,969 reading sessions took place between January and March 2021; the equivalent of 72 every day. In comparison, 8,958 available and 7,424 reading sessions took place between April and July 2021. This is the equivalent of 89 reading sessions every day. In May 2021 alone, our volunteers delivered 2,764 reading sessions.

Aside from providing uninterrupted reading support to children in primary schools throughout the academic year, other notable achievements include the following:

- NLT Programme Review – in December 2020, Bookmark commissioned the National Literacy Trust to review both our face-to-face and online reading programmes against the evidence base regarding effective literacy interventions for primary school. They found that Bookmark's reading programmes are well designed and align well with existing evidence. The full report is available here (www.bookmarkreading.org/impact).
- Fundraising – the fundraising team exceeded target in a challenging environment, largely thanks to the corporate team securing a new £100,000 partner and the Trusts and Foundations team exceeding target by 45%.
- Volunteer Advisory Board – established in July 2021, this board is made up of current Bookmark volunteers. The purposes of the board are to provide feedback, inspiration, challenge, guidance and occasional system testing to ensure the charity continues to provide a fulfilling and beneficial volunteer experience. This is a great step forward for the charity, in ensuring our volunteers' voices are heard in our development and service delivery
- Operations – Bookmark's Central Team, responsible for onboarding volunteer applicants, drove up the efficiency of their processes and volunteer engagement significantly, which reduces our time to onboard volunteers from an average 50 days to 21 days

Our plans for the future

We plan to respond to the literacy challenge in the UK and positively impact children's reading attainment, enjoyment, and confidence in a safe and meaningful way. To do this, we aim to:

- Scale up our online reading programme, whilst re-instating and expanding our face-to-face reading programme, so that we may provide impactful reading support to even more children, in locations throughout England and Wales
- Attract and retain great partner schools who will not only have an excellent experience with Bookmark, but will proactively and regularly identify, throughout an academic year, children who will most benefit from additional one-to-one reading support from Bookmark volunteers
- Grow and develop an empowered community of trained, vetted and safeguarded volunteers who can provide regular and impactful reading support for more children, more often throughout an academic year

TRUSTEES' REPORT (continued)

- Drive down the cost of our reading programme through more efficient and effective ways of working, by increasing the frequency at which each of our partner schools and onboarded volunteers engage in our reading programmes during an academic year, and by increasing the volume of reading programmes that our partner schools and onboarded volunteers engage in at any one time
- Build a sustainable fundraising programme to deliver the income required to confidently support Bookmark activities
- Attract, retain and develop great people who are focussed on - and supported to - deliver our shared mission to their best ability

We will do this through:

- Highly motivated people and efficient processes, so that we can help more children with the same resource
- Value-for-money, innovative technology solutions to enable and support a scalable operation
- Effective, mutually beneficial partnerships to further our aims, implementing measures to ensure a strong ROI on any partnership activity
- Sustainable funding from varied income streams, to avoid over-reliance on specific donors or organisations
- Improved visibility and brand awareness, in order to be able to attract more donors, volunteers and schools
- Using the tools and initiatives required to ensure we are measuring the impact we make on children's attainment, enjoyment, and confidence when reading

The intention in the academic year 2021/22 and onwards, is to continue providing online reading support and reinstate our face-to-face reading programmes alongside it, from Autumn Term 2021. Bookmark offers support for children in Years 1 to 4 (aged 5 to 9 years old) who are at risk of not meeting the expected standard for reading.

By 31 August 2024, we plan to deliver over 500,000 reading sessions in more than 800 schools, with over 8,000 volunteers.

Bookmark's impact and evidence

At Bookmark, our aim is to improve the reading attainment of children aged 5 to 9 years old who are either not meeting or at risk of not meeting the expected standard in reading for their age. We are also committed to improving children's attitudes towards reading (including reading confidence, enjoyment and motivation) with the aim that this will lead to improvements in their reading attainment. The former is well evidenced to be a key factor in children's reading development - in fact, the National Literacy Trust found that young people who very much enjoy reading are three times as likely to read above the level expected for their age as young people who don't enjoy reading at all.

Vital to achieving this is making sure that our programmes are based on data and research, to ensure that we can have the maximum impact. Our programme was designed using evidence-based recommendations from The Education Endowment Foundation (EEF), The Open University (The OU) and The Organisation for Economic Co-operation and Development (OECD). Additionally, in December 2020, Bookmark commissioned the National Literacy Trust to review both our face-to-face and online reading programmes against the evidence base regarding effective literacy interventions for primary school. They found that Bookmark's reading programmes are well designed and align well with existing evidence. The full report is available here (www.bookmarkreading.org/impact).

Academic year 2019/20

In academic year 2019/20, Bookmark commissioned the National Literacy Trust to conduct an independent evaluation of the impact of our six-week reading programme on the reading attainment and attitudes towards reading of pupils on the Bookmark programme. The National Literacy Trust concluded that:
"The Bookmark Reading programme has an impact on pupils, in particular on their reading engagement and confidence but also on their reading skills. The programme is also beneficial for pupils more widely and provides children important opportunities to read with an adult" – National Literacy Trust, Bookmark Impact Report 2020

TRUSTEES' REPORT (continued)

Data was collected for this evaluation through teacher surveys conducted at the end of the school year, volunteer surveys conducted throughout the year (and at year end), and interviews with teachers and volunteers. The National Literacy Trust evaluation had originally sought to collect baseline and end of year reading attainment and attitudinal data for all pupils on the Bookmark programme, and their peers. However, due to the COVID-19 pandemic and resulting school closures, it was not possible to collect end of year data and the evaluation was therefore adjusted to focus solely on perceptions of impact from teachers and volunteers.

Irrespective of the shorter school year, the impact of our literacy interventions is evident. Findings from the evaluation showed that the Bookmark programme was successful in achieving our key aims of improving children's enjoyment of reading, improving children's confidence with reading, and improving children's reading attainment. Teachers also noticed that their pupils benefitted from:

- One-to-one attention. *"This programme was very beneficial for a child who finds the classroom overwhelming at times. The 1:1 attention was extremely beneficial for her self-esteem, confidence and general well-being." – Teacher at a Bookmark School*
- Improved self-esteem. *"The programme changed this pupil's attitude towards reading and also helped to improve their behaviour and self-esteem over a short period of time." – Teacher at a Bookmark School*
- Meeting diverse role models. *"This is about them improving their reading ultimately but the way that Bookmark does that is through the relationships that they build with these volunteers and by having a great time with this really cool adult that they've met. All of that adds up to them trying harder when they are doing their reading." – Teacher at a Bookmark School*

Academic year 2020/21

In 2020/21 we continued to evaluate our impact on pupil's reading attainment and attitudes towards reading. We did this through:

- The collection of baseline and end of year reading level data for all pupils supported by Bookmark
- Termly and end of year teacher surveys
- Regular volunteer surveys (end of programme and end of year)
- Volunteer focus groups
- Pupil focus groups
- Teacher interviews

We also worked in partnership with the central team at Ark Multi Academy Trust to collect, share and analyse pupil data, which will enable us to further evaluate the impact of our reading programme. For all Year 2 and 3 pupils at the 24 Ark schools that we have been working with this academic year, we will have additional attainment and attitudinal data:

- Baseline, midpoint and end of year NGRT reading assessment scores for all pupils (both those that have taken part in the Bookmark programme and those who have not, to serve as a control group)
- Baseline and end of year attitudinal surveys completed by all pupils (both those that have taken part in the Bookmark programme and those who have not, to serve as a control group)

We are in the process of completing our impact evaluation at the time of writing this, the results of which were made available in September 2021. We will publish a short, highly visual impact report that will allow us to communicate the findings of our impact evaluation to all of our stakeholders. We will also use the dedicated impact section of our website to host a digital version of the report.

Going forward, meaningful impact reporting is crucial for:

- Continuous development and improvement of our reading programmes
- Fundraising and corporate engagement
- School attraction and retention

TRUSTEES' REPORT (continued)

- Volunteer attraction and retention
- Engaging with external organisations
- Building impactful projects and partnerships with other charities

Due to the ongoing uncertainty regarding schools and any potential re-closures in the next academic year, Bookmark has committed to internally evaluate our impact during 2021/22. We will also seek to continue to work with our Multi Academy Trust partners on data collection, sharing and analysis. It is then likely that a repeat independent evaluation of our programme will take place in academic year 2022/23.

Measuring our impact in 2021/22

The change we want to make	• A positive impact on pupils' reading attainment • A positive impact on pupils' enjoyment of reading, confidence in reading, reading motivation and reading frequency • A positive impact on pupils' comprehension skills, vocabulary and reading fluency
What we plan to measure	• Changes in pupils' reading attainment pre and post intervention • Changes in pupils' attitudes towards reading pre and post intervention • We will also collect data on a range of measures related to volunteer and school experience of Bookmark, including levels of overall satisfaction, effectiveness of training, support and resources and usability of technology
How we will measure it	Teacher and volunteer data: • Teacher surveys and interviews • Volunteer surveys and interviews Pupil data: • Reading level data • Attitudinal data, through surveys and play-based focus groups • Demographic data e.g. gender, age, BAME, EAL, SEN and Pupil Premium • Numerical data, such as number of programmes complete and number of children supported
How we will use what we learn	• Continuous evaluation of data will allow us to be responsive to volunteer and school needs and to make evidence-based operational changes • Annual evaluation of outcomes will create the opportunity for a period of learning and development over the Summer holidays and will support school and volunteer attraction each new academic year • Stand-alone evaluations of pilot projects will inform wider learning and development while also helping us to develop and sustain relationships with partner organisations • Robust evaluation would allow us, should we deem it necessary and appropriate, to build towards the long-term aim of an additional independent external evaluation of the impact of our reading programme, for example a Randomised Control Test carried out by the Education Endowment Foundation
How we will communicate what we learn	• We aim to publish annual impact report that are similar to that published in September 2021, based on either internal or external evaluation of our impact • In order to effectively communicate our impact to our stakeholders, our impact reports will combine quantitative and qualitative data - including extended case studies

TRUSTEES' REPORT (continued)

This academic year, 45% of our beneficiaries received Pupil Premium Grants (PPG) and we expect to see this number, or higher, in the future. PPG provides additional funding to schools, for raising the attainment of disadvantaged pupils of all abilities to reach their potential, and for supporting children and young people with parents in the regular armed forces[2]. A further 31% of our beneficiaries had English as an Additional Language (EAL). 48% of our beneficiaries are of Black, Asian, and minority ethnicity (BAME), 2% are Looked After Children (LAC) and 13% have Special Educational Needs (SEN).

For the children who need us, we are changing the story.

Public benefit

The Trustees confirm that they have complied with the duty in section 4 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit when reviewing our strategic aims and in planning the activities of the Charity.

The Trustees have satisfied themselves that Bookmark meets the public benefits requirements, in particular:

1. The objectives of the Charity are clear – Bookmark was set up to advance the education of children in the United Kingdom, in particular by promoting and supporting the development of literacy;
2. The aims and activities of the Charity are directly related to its objective, as set out in this report;
3. The people who receive support are entitled to do so according to the criteria set out in the Charity's objectives – all of Bookmark's work is focused on children in the UK who require additional reading support.

Financial Review

In the 17 month financial period to 31 August 2020, the income in our audited financial statements was £2.036m and in the 12 month financial period to 31 August 2021 Bookmark's total income was £2.23m. Key successes, despite a challenging COVID-19 fundraising environment, included a new £100,000 corporate partner, six successful COVID-19 specific Trust and Foundation applications, and four new members of The Literacy Network. No physical fundraising events took place due to COVID-19 restrictions but a virtual event was used alongside other activities, to engage and steward donors.

We have successfully diversified our income to include new donors and we've established a robust pipeline of potential corporate partners, trusts and foundations, and philanthropists. A strategic priority of the fundraising team over the next three years is to continue to grow income from sources beyond the Pindar network, which will help to prevent an over reliance developing on any one set of donors. We do remain confident that the Pindars and Literacy Capital plc will remain committed, long-term supporters as they care passionately about improving literacy in the UK. Sharon Pindar knows from personal experience, the impact poor literacy can have on a person's life, and that of their families.

We closely manage all spend, ensuring value for money and utilising pro-bono support where possible. To date, we have built up reserves equivalent to 7.22 months spend and will retain our reserves policy at 6 months spend. We aim to ensure reserves fluctuate within 20% of our reserves policy.

In order to realise the strategic objectives that the charity has set out, we aim to grow and diversify our sources of income so that we can realise:

- £2.4m of income by 31 August 2022
- £2.8m of income by 31 August 2023
- £3.7m of income by 31 August 2024

[2] https://www.gov.uk/government/publications/pupil-premium-allocations-and-conditions-of-grant-2019-to-2020/pupil-premium-conditions-of-grant-2019-to-2020

TRUSTEES' REPORT (continued)

Structure, Governance and Management

Constitution

Bookmark Reading Charity is both a registered charity and a company limited by guarantee. It was incorporated as a limited company on 8th December 2017 and registered as a charity on 23 March 2018. The Charity changed its name from Bookmark Reading Limited to Bookmark Reading Charity on 28 January 2018. It is governed by its Memorandum of Association.

Governance and management

The Articles of Association require that there are not less than two and not more than eight Trustees and at least one Trustee must be a natural person. A Trustee may hold office for a period of three years and any retiring Trustee who remains qualified may be re-appointed. Sharon Pindar, Paul Fletcher and Phil Neal were all reappointed as Trustees following three years in office on the 8th December 2020. The Board of Trustees meets quarterly, and ensures the Charity is well managed and operating within agreed policies, the law and its budget.

The Trustees have reviewed the Charity Governance Code and are using the principles and recommended practice for good governance to effectively manage and control the charity.

The Charity is governed by a Board of Trustees, comprising of Sharon Pindar (Chair of Trustees), Paul Fletcher (Treasurer), Charlie Walker (Trustee), and Phil Neal (Trustee). Each new Trustee is given appropriate induction and training relevant to their responsibility. At least one Trustee on the Board is a trained reading volunteer.

The Board delegates the day-to day management of the Charity to the Chief Executive Officer and the Senior Leadership Team.

Fundraising

Bookmark Reading Charity is compliant with the standards set by the Fundraising Regulator in its 'Code of Fundraising Practice'. We are pleased to make this commitment and feel it gives both our donors and supporters confidence in our fundraising practices. Bookmark's fundraising team has experience in the Code of Fundraising Practice and associated Rulebooks.

We are mindful during our fundraising activities not to be unreasonably persistent or to apply undue pressure on anyone, or to intrude on anyone's privacy. The Charity did not undertake any telephone, doorstep or lottery fundraising in the year.

The Charity received no complaints relating to its fundraising activities during the year.

TRUSTEES' REPORT (continued)

Pay Policy for Key Management Personnel

The Trustees consider the Board of Trustees and the Senior Leadership Team comprise the key management personnel of the Charity, in charge of directing and controlling, running and operating the Charity on a day to day basis.

All Trustees give of their time freely and no Trustee received remuneration in the year. Details of Trustees' expenses and related party transactions are disclosed in notes 20 and 21 to the accounts. The pay of the Chief Executive Officer and senior staff is reviewed annually based on performance and normally increases in accordance with average earnings. Due to COVID-19 uncertainties, there was no pay review for the Senior Leadership Team, including the Chief Executive Officer, in April 2020.

The remuneration is set to ensure it is both fair but also will attract and retain staff of the appropriate calibre and experience required by the Charity.

Staff and Volunteers

At the 31st August 2021, Bookmark had a team of 32. The Charity also had 1,167 vetted and trained volunteers.

In addition to the Charity's Board of Trustees, Bookmark has established the following Boards:

- Corporate Partnerships Board – responsible for devising and implementing plans to generate income for the Charity from the corporate sector and identifying sources of corporate volunteers
- Literacy Advisory Board – responsible for providing inspiration, challenge, guidance and thought leadership to the Board and Charity's Senior Leadership Team to ensure the Charity continues to provide effective literacy support to children and schools who need it
- Technology Advisory Group – the primary purpose of the Technical Advisory Group is to advise on how best to apply industry best practice, provide a comprehensive peer review and oversight of our current and future technology developments. They also ensure the Charity receives input from different technology sectors to support, confirm and challenge our decision making and development
- Volunteer Advisory Board – responsible for providing feedback, inspiration, challenge, guidance and occasional system testing to ensure Bookmark continues to provide a fulfilling and beneficial volunteer experience

These four boards have no delegated authorities, cannot pass resolutions on behalf of the Charity, and cannot direct the Senior Leadership Team or other employees of the Charity.

All our staff, volunteers and supporting boards are vital to the work of the Charity and they have contributed enormously to the success of the organisation, and to the services it provides. The Trustees record their sincere appreciation of the contribution from all our staff, volunteers and supporting boards.

Donated Services

We are extremely grateful to the various organisations and individuals who have supported us. We have been provided with management consultancy, legal advice, data warehouse and analytic support, and other incredibly helpful support.

TRUSTEES' REPORT (continued)

Reserves Policy

While the Charity has started to develop a range of income generating activities to support its charitable activities, Bookmark Reading Charity is heavily reliant on voluntary donations. The majority of this income must be newly generated each year. Bookmark's donors to date have mainly comprised of a small number of significant contributors including Trusts and Foundations, Major Donors and Corporate Partners. To prevent an over reliance developing on any one set of donors, we plan to continue diversifying our income through engaging new supporters. Our emphasis remains on building long-term sustainable support from corporate donors, trusts and foundations and major givers.

The Trustees duly consider the uncertainties around funding when setting the Charity's reserves policy. The Trustees aim to generate reserves that are sufficient to underpin the commitment to the continued growth and development of our services. To date, we have built up unrestricted reserves equivalent to 7.22 months' spend with the intention of holding unrestricted reserves equivalent to 6 months' spend over the coming 12 months.

The Trustees are pleased to report that the Charity has a robust balance sheet, which will be used to continue to provide services to support its charitable objectives in the UK.

Risk management

The Senior Leadership Team meet monthly to discuss our risks. Following NCVO best practice, the risk management process has involved the identification, evaluation, and control of risks. Whilst we are not able to eliminate all risks entirely (this would be very difficult and not cost effective), we do aim to reduce the risk to a level that the charity is comfortable with (the risk appetite).

When identifying risks, we assign risk owners and categorise them into the following areas:

- External and Impact
- Regulatory and Compliance
- Financial Sustainability
- Governance
- Operational
- Safeguarding
- Fundraising

We then analyse and score the risks by likelihood (rare, unlikely, possible, probable, certain) and impact (insignificant, minor, moderate, significant, major). These scores are multiplied to give us our initial risk score. We then calculate our target risk score using similar measures in order to identify our risk appetite.

The Senior Leadership Team record all controls that are in place to mitigate each risk and then calculate the residual risk. If this is higher than the target risk, we identify further initiatives and actions to reduce the risk to an acceptable level.

At the monthly meetings, we prioritise the risk log by the residual risk score so that we focus our efforts on areas where it is most needed. This involves assurance that the controls in place are working and that progress is being made on the actions to further reduce the risk.

A quarterly review of the principle risks and uncertainties that the Charity faces is completed by the Trustees. The Trustees are satisfied that systems are in place to manage exposure to the major risks and actions are taken as appropriate to reduce the overall level of risk.

TRUSTEES' REPORT (continued)

Trustees' Responsibilities in Relation to the Financial Statements

The Charity Trustees (who are also Directors for the purposes of company law) are responsible for preparing a Trustees' Annual Report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Charity Trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the Charitable Company and of the incoming resources and application of resources for that year. In preparing the financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and the group and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the Charity and financial information included on the Charity's website.

Appointment of Auditors

Hazlewoods have been appointed as Auditors for the year ending 31 August 2021 and they have confirmed their willingness to continue in office.

Approval

This report was approved by the Trustees on 25th october 2021 and signed on their behalf.

Sharon Pindar
Chair of Trustees

INDEPENDENT AUDITORS' REPORT TO THE TRUSTEES AND MEMBERS OF BOOKMARK READING CHARITY FOR THE YEAR ENDED 31 AUGUST 2021

Opinion

We have audited the financial statements of Bookmark Reading Charity (the 'charitable company') for the year ended 31 August 2021 which comprise the statement of financial activities, balance sheet, statement of cash flows and the related notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 August 2021 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the original financial statements were authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

INDEPENDENT AUDITORS' REPORT TO THE TRUSTEES AND MEMBERS OF BOOKMARK READING CHARITY FOR THE YEAR ENDED 31 AUGUST 2021 (continued)

Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Report, which includes the Directors' Report prepared for the purposes of company law for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Directors' Report included within the Trustees' Report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Directors Report included in the Trustees' Report. We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us;
- the financial statements are not in agreement with the accounting records and returns;
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations necessary for the purposes of our audit.

INDEPENDENT AUDITORS' REPORT TO THE TRUSTEES AND MEMBERS OF BOOKMARK READING CHARITY FOR THE YEAR ENDED 31 AUGUST 2021 (continued)

Responsibilities of the trustees

As explained more fully in the Trustees' Responsibilities Statement set out in the Trustees' Report, the trustees (who are also the directors of the charitable company for the purpose of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as they trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Our responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- We obtained an understanding of the legal and regulatory frameworks applicable to the company financial statements or that had a fundamental effect on the operations of the company. We determined that the most significant laws and regulations included UK GAAP, UK Companies Act 2006, and taxation laws;

- We assessed the susceptibility of the company's financial statements to material misstatement, including how fraud might occur. Audit procedures performed by the engagement team included challenging assumptions and judgments made by management in its significant accounting estimates and identifying and testing journal entries, in particular any journal entries posted with unusual characteristics.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

INDEPENDENT AUDITORS' REPORT TO THE TRUSTEES AND MEMBERS OF BOOKMARK READING CHARITY FOR THE YEAR ENDED 31 AUGUST 2021 (continued)

Use of our report

This report is made solely to the charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

.....
Scott Lawrence FCA
(Senior Statutory Auditor)

For and on behalf of:
Hazlewoods LLP
Chartered Accountants and Statutory Auditors
Staverton Court
Staverton
Cheltenham
GL51 0UX

Date:

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING AN INCOME & EXPENDITURE ACCOUNT)

	Note	Unrestricted £	Restricted £	12 months to 2021 Total £	17 months to 2020 Total £
Income					
- Donations and Legacies	2	1,656,054	555,481	2,211,535	1,955,634
- Investment Income	3	22,050	-	22,050	80,548
Total income	4	**1,678,104**	**555,481**	**2,233,585**	**2,036,182**
Expenditure:					
- Raising funds	5	(261,007)	-	(261,007)	(238,104)
- Charitable Activities	6	(973,176)	(441,971)	(1,415,147)	(1,372,577)
- Governance and support costs	7	(7,838)	-	(7,838)	(10,454)
Total expenditure		**(1,242,021)**	**(441,971)**	**(1,683,992)**	**(1,621,135)**
Net income before transfers		**436,083**	**113,510**	**549,593**	**415,047**
Transfers between funds		6,389	(6,389)	-	-
Net income for the period		**442,472**	**107,121**	**549,593**	**415,047**
Balances brought forward 31st August 2020		572,933	85,314	658,247	243,200
Balances carried forward 31st August 2021	15	**1,015,405**	**192,435**	**1,207,840**	**658,247**

All income and expenditure is derived from continuing activities and is unrestricted.
All gains and losses recognised in the year are included above.

BALANCE SHEET

	Note	31 August 2021 Total £	31 August 2020 Total £
FIXED ASSETS			
Intangible fixed assets	10	153,879	174,248
Tangible fixed assets	11	9,226	18,452
Investments	12	1	1
		163,106	192,701
CURRENT ASSETS			
Debtors, prepayments and accrued Income	13	81,137	98,932
Cash at bank and in hand		1,017,889	471,115
		1,099,026	570,047
CURRENT LIABILITIES			
Creditors and accruals	14	(54,292)	(104,501)
		(54,292)	(104,501)
NET CURRENT ASSETS		1,044,734	465,546
NET ASSETS		**1,207,840**	**658,247**
REPRESENTED BY:-			
Restricted funds	16	192,435	85,314
Unrestricted funds	15	1,015,405	572,933
		1,207,840	**658,247**

The notes on pages 24 to 37 form part of these financial statements.

In approving these financial statements as Trustees of the company, the Trustees acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of accounts.

Approved by the Trustees on 25th October 2021

Sharon Pindar (Chair of Trustees)

Company Number: 11104438

CASH FLOW STATEMENT

	Notes below	2021 £	2020 £
Net cash provided by (used in) operating activities	A	636,422	544,012
Cash flows from investing activities:			
Purchase of intangible fixed assets		(87,467)	(177,000)
Purchase of fixed assets		(2,181)	(22,166)
Change in cash and cash equivalents	B	546,774	344,846

A. RECONCILIATION OF NET INCOME/(EXPENDITURE) TO NET CASH INFLOW FROM OPERATING ACTIVITIES

	2021 £	2020 £
Net income for the reporting year	549,593	415,047
Adjustments for:		
Depreciation of tangible fixed assets	10,434	12,802
Amortisation of intangible fixed assets	84,939	81,614
Loss on disposal of tangible fixed assets	973	-
Loss on intangible assets written off	22,897	46,838
Decrease / (increase) in debtors	17,795	(74,360)
(Decrease)/ increase in creditors	(50,209)	62,071
Net cash provided by /(used in) operating activities	636,422	544,012

B. ANALYSIS OF THE CASH AND CASH EQUIVALENTS

	2020 £	Change In year	2021 £
Cash at bank and in hand	471,115	546,774	1,017,889
Change in cash and cash equivalents	471,115	546,774	1,017,889

NOTES TO THE FINANCIAL STATEMENTS

1 ACCOUNTING POLICIES

Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Bookmark Reading Charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Basis of preparation of financial statements

These financial statements are prepared under the historical cost convention adopting the following principal accounting policies, all of which are in accordance with Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Going Concern

The Trustees assess whether the use of going concern is appropriate, i.e. whether there are any material uncertainties related to events or conditions that may cast a significant doubt on the ability of the Charity to continue as a going concern. The Charity has robust controls and measures in place to ensure it closely manages all spend, receives value for money, and has adequate funding in place before entering into future commitments. The Charity uses its CRM system to track all funding opportunities, taking into account stage, probability of success and prudent close dates to calculate its probability weighted income forecast. This information is reflected in a detailed weekly cash forecasting exercise to ensure the Trustees and Senior Leadership Team have adequate oversight of the Charity's projected cash position.

The Trustees make this assessment in respect of one year from the date of approval of the financial statements. The Trustees have also considered the impact of COVID-19 in respect of going concern, to ensure that the charity can continue with its activities in the future. On review, the Trustees have concluded that they are to adopt the going concern basis in preparing the annual financial statements.

Incoming resources

Donations and legacies represent amounts received during the year. Gifts in kind for use by the Charity are recognised as incoming resources when receivable at a reasonable estimate of their value.

Donations and grants receivable for specific purposes are credited to the statement of financial activities in the year to which they relate as soon as conditions for receipt have been met.

NOTES TO THE FINANCIAL STATEMENTS (continued)

1 ACCOUNTING POLICIES (continued)

Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by Donors or which have been raised by the Charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Expenditure

All expenditure is accounted for under the accruals concept.

Costs are allocated between charitable costs, cost of raising funds and governance costs. Shared costs have been apportioned across these three headings and where appropriate into restricted expenditure, according to best estimate of usage. The irrecoverable element of Value Added Tax is included with the item of expense to which it relates. Depreciation is allocated to expenditure headings on the basis of the use of the assets concerned.

Pension costs

Contributions payable on behalf of employees to the defined contribution pension scheme are charged to the statement of financial activities as they become payable in accordance with the rules of the scheme.

Intangible fixed assets

All expenditure on acquisition, enhancement, production and installation and all intangible fixed assets received by way of donation are capitalised as intangible fixed assets. Intangible fixed assets are stated in the balance sheet at cost less depreciation, or in respect of donated assets, at estimated value at the date of donation less depreciation.

Amortisation is calculated to write off the cost or valuation of intangible assets over their estimated useful lives at the following rates:

Software assets	3 years straight line
Assets under construction	Nil

Tangible fixed assets

All expenditure on acquisition, enhancement, production and installation and all fixed assets received by way of donation are capitalised as fixed assets. Fixed assets are stated in the balance sheet at cost less depreciation, or in respect of donated assets, at estimated value at the date of donation less depreciation. Portable computers are not capitalised, unless purchased with an extended warranty.

Depreciation is calculated to write off the cost or valuation of tangible assets over their estimated useful lives at the following rates:

Computer and office equipment	33% of cost per annum

NOTES TO THE FINANCIAL STATEMENTS (continued)

1 ACCOUNTING POLICIES (continued)

Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Creditors and provisions

Creditors and provisions are recognised where the Charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

Financial instruments

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

Operating leases

The cost of and income from operating leases is charged and credited to the profit and loss account on a straight-line basis over the lease term.

Irrecoverable VAT

All resources expended are classified under activity headings that aggregate all costs related to the category. Irrecoverable VAT is charged against the category of resources expended for which it was incurred.

NOTES TO THE FINANCIAL STATEMENTS (continued)

2 INCOME FROM DONATIONS

	Unrestricted	Restricted	12 months to 2021	17 months to 2020
	£	£	£	£
Donations and Legacies:				
- Donated services	82,265	-	82,265	135,520
- Individual donations	16,586	12,959	29,545	50,345
- Corporate donations	1,121,238	86,816	1,208,054	677,899
- Trusts and foundations donations	96,250	372,361	468,611	66,041
- Major donations and Pindar family donations	251,384	77,335	328,719	485,691
- Gift aid	58,651	-	58,651	94,595
- Instagiv / Justgiving donations	7,934	6,010	13,944	4,228
- Corporate fundraising events / Charity Challenge	9,384	-	9,384	5,485
- Charity fundraising events	-	-	-	342,530
- School contributions	744	-	744	450
	1,644,436	555,481	2,199,917	1,862,784
Grants:				
- Furlough income	11,618	-	11,618	92,850
	1,656,054	**555,481**	**2,211,535**	**1,955,634**

Furlough income of £11,618 (2020: £92,850) represents income receivable from the UK Government's Coronavirus Job Retention ('Furlough') Scheme in respect of staff furloughed from mid-March 2020 due to the impact of the Coronavirus pandemic.

Included in Restricted Income are funds received in the year ending 31 August 2021 of £190,790 relating to activities and expenditure due to be delivered in the year ending 31 August 2022.

3 INVESTMENT INCOME

	Unrestricted	Restricted	12 months to 2021	17 months to 2020
	£	£	£	£
Bank interest	524	-	524	1,895
Income from subsidiary	21,526	-	21,526	78,653
	22,050	-	**22,050**	**80,548**

The retained profits of Bookmark Reading Trading Limited for the year ending 31 August 2021 of £21,526 (2020: £78,653) were donated to Bookmark Reading Charity in the form of a Gift Aid donation.

NOTES TO THE FINANCIAL STATEMENTS (continued)

4 NET INCOME FOR THE YEAR

	Unrestricted	Restricted	12 months 2021	17 months to 2020
	£	£	£	£
This is stated after charging:				
Depreciation	10,434	-	10,434	12,802
Amortisation	81,102	3,837	84,939	81,614
Loss on write off of intangible asset	22,897	-	22,897	46,838
Loss on disposal of tangible fixed assets	973	-	973	-
Audit Fee	7,440	-	7,440	7,200

5 COST OF RAISING FUNDS

	Unrestricted	Restricted	12 months to 2021	17 months To 2020
	£	£	£	£
Staff costs	140,518	-	140,518	75,969
Legal & professional	-	-	-	11,940
Marketing	378	-	378	239
Premises and IT costs	12,502	-	12,502	19,825
Fundraising costs	36,403	-	36,403	110,960
Other costs	1,300	-	1,300	102
Shared costs (finance, marketing and central costs)	69,906	-	69,906	19,069
	261,007	**-**	**261,007**	**238,104**

6 CHARITABLE EXPENDITURE

	Unrestricted	Restricted	12 months to 2021	17 months to 2020
	£	£	£	£
Staff costs	203,160	351,992	555,152	603,651
Programme and volunteer costs	84,787	44,726	129,513	63,109
Legal & professional	8,236	1,094	9,330	25,150
Marketing	2,089	2,184	4,273	9,676
Premises and IT costs	236,361	41,975	278,336	307,690
Other costs	858	-	858	995
Shared costs (finance, marketing and central costs)	437,685	-	437,685	362,306
	973,176	**441,971**	**1,415,147**	**1,372,577**

NOTES TO THE FINANCIAL STATEMENTS (continued)

7 ANALYSIS OF GOVERNANCE AND SUPPORT COSTS

	Unrestricted	Restricted	12 months to 2021	17 months to 2020
	£	£	£	£
Legal & professional	350	-	350	795
Other costs	48	-	48	59
Accountancy Costs	7,440	-	7,440	9,600
	7,838	**-**	**7,838**	**10,454**

8 STAFF COSTS AND NUMBERS

	Unrestricted	Restricted	12 months to 2021	17 months to 2020
	£	£	£	£
Fundraising				
Salaries	125,142	-	125,142	66,366
Social Security	11,603	-	11,603	5,989
Pension costs	3,416	-	3,416	2,006
	140,161	**-**	**140,161**	**74,360**
Charitable Activities				
Salaries	180,148	310,642	490,790	528,256
Social Security	14,391	29,374	43,765	51,813
Pension costs	6,189	11,976	18,165	18,669
	200,728	**351,992**	**552,720**	**598,738**
Shared Salaries				
Salaries	326,879	-	326,879	238,548
Social Security	34,243	-	34,243	22,238
Pension costs	14,955	-	14,955	9,313
	376,078	**-**	**376,078**	**270,099**
Total	**716,967**	**351,992**	**1,068,959**	**943,197**

NOTES TO THE FINANCIAL STATEMENTS (continued)

8 STAFF COSTS AND NUMBERS (continued)

The average number of full time equivalent employees (excluding Trustees) was:

	2021	2020
Fundraising	4	1
Charitable Activities	16	12
Shared Personnel	7	3
	27	**16**

The number of employees whose emoluments (salaries, wages and benefits in kind but excluding compensation for loss of office) for the year to 31 August 2021 fell within the following bands was as follows:

	2021 £	2020 £
£70,000 - £80,000	2	-
£80,000 - £90,000	-	-
£90,000 - £100,000	-	3

The key management personnel of the Charity comprise the Chief Executive Officer, the Chief Technical Officer, the Chief Financial Officer, the Head of Marketing and Communications, the Head of Fundraising and the Chief Operating Officer. The total employee benefits of the key management personnel of the Charity for the year to 31 August 2021 were £350,239 (2020: £352,474).

The Charity is supported by volunteers who receive no remuneration.

No Trustee has received remuneration during the year. The details of reimbursement of Trustees' expenses is included within Note 20.

9 CORPORATION TAX

The Charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

NOTES TO THE FINANCIAL STATEMENTS (continued)

10 INTANGIBLE FIXED ASSETS

	Software Assets	Assets under Construction	Total
	£	£	£
Cost			
At 1 September 2020	235,825	-	235,825
Additions	6,534	80,933	87,467
Transfers to asset	58,800	(58,800)	-
Disposals	(33,880)	-	(33,880)
At 31 August 2021	**267,279**	**22,133**	**289,412**
Depreciation			
At 1 September 2020	61,577	-	61,577
Charge for the year	84,939	-	84,939
Disposals	(10,983)	-	(10,983)
At 31 August 2021	**135,533**	**-**	**135,533**
Net book value			
At 31 August 2020	174,248	-	174,248
At 31 August 2021	**131,746**	**22,133**	**153,879**

11 TANGIBLE FIXED ASSETS

	Office Equipment	IT Equipment	Total
	£	£	£
Cost			
At 1 September 2020	3,927	30,494	34,421
Additions	-	2,181	2,181
Write Offs/Disposals	(995)	(4,646)	(5,641)
At 31 August 2021	**2,932**	**28,029**	**30,961**
Depreciation			
At 1 September 2020	1,439	14,530	15,969
Charge for the year	1,142	9,292	10,434
Write Offs/Disposals	(594)	(4,074)	(4,668)
At 31 August 2021	**1,987**	**19,748**	**21,735**
Net book value			
At 31 August 2020	2,488	15,964	18,452
At 31 August 2021	**945**	**8,281**	**9,226**

NOTES TO THE FINANCIAL STATEMENTS (continued)

12 INVESTMENTS

	2021	2020
	£	£
Investment in subsidiary	1	1

The wholly owned subsidiary, Bookmark Reading Trading Limited, is a company registered in England and Wales. It is used to operate the non-charitable activities of Bookmark Reading Charity.

Bookmark Reading Trading Limited has only one share of £1 in issue, which is held by Bookmark Reading Charity.

The activities and results of Bookmark Reading Trading Limited were:

	2021	2020
	£	£
Turnover	22,523	76,108
Administrative expenses	(983)	(1,105)
Interest receivable	1	16
Interest payable and similar charges	(15)	(13)
Corporation tax	-	703
Profit for the period	**21,526**	**75,709**

At 31 August 2021, Bookmark Reading Trading Limited had the following assets and liabilities:

	2021	2020
	£	£
Debtors	1,737	1,145
Cash at bank and in hand	2,239	77,769
Creditors: Amounts due within one year	(3,975)	(78,913)
	1	**1**
Share capital	1	1
Reserves	-	-
	1	**1**

Consolidated accounts for Bookmark Reading Charity have not been prepared as the investment is not deemed to be material.

NOTES TO THE FINANCIAL STATEMENTS (continued)

13 DEBTORS

	2021	2020
	£	£
Trade debtors	750	11
Prepayments	45,974	21,051
Accrued income	34,413	2,914
Amounts owed by related parties	-	74,956
	81,137	**98,932**

Accrued income relates to gift aid claims which the Charity is entitled to before the year end but which were received after the year end.

14 CREDITORS – amounts falling due within one year

	2021	2020
	£	£
Trade creditors	8,699	11,592
Accruals	11,333	17,073
Deferred income	4,060	51,450
Taxation and social security	23,882	19,457
Pensions contributions	6,268	4,929
Amounts owed to related parties	50	-
	54,292	**104,501**

The remaining deferred income of £4,060 (2020: £1,450) relates to donations received before the year end for a charitable event due to take place after the year end. These donations would only be recognised once the event has taken place or when the Charity was authorised to do so by the donor and would otherwise be repaid on demand if the event did not take place.

NOTES TO THE FINANCIAL STATEMENTS (continued)

15 ANALYSIS OF UNRESTRICTED FUND MOVEMENTS

Name of Fund	Balance 1 September 2020 £	Incoming resources £	Resources expended £	Transfers between funds £	Balance 31 August 2021 £
General fund	572,933	1,678,104	1,242,021	6,389	1,015,405
Restricted Funds	85,314	555,481	441,971	(6,389)	192,435
	658,247	**2,233,585**	**1,683,992**	**-**	**1,207,840**

16 ANALYSIS OF RESTRICTED FUND MOVEMENTS

Name of Fund	Balance 1 September 2020 £	Incoming resources £	Resources expended £	Transfers between funds £	Balance 31 August 2021 £
Literacy Capital grant	1,800	-	1,800	-	-
Wandsworth grant	7,217	-	7,217	-	-
CVC Support grant*	-	60,000	58,064	(1,936)	-
Headsets fund	2,259	-	2,259	-	-
Bridgepoint*	-	-	1,400	1,400	-
The Big Give fund*	74,038	-	71,824	(2,214)	-
Drapers	-	10,000	6,666	-	3,334
Clarion Old Ford	-	4,935	3,290	-	1,645
Rank Group Foundation	-	30,000	30,000	-	-
Westminster Community Fund	-	10,020	8,198	-	1,822
Literacy Capital Grant	-	16,800	16,800	-	-
Big Give Christmas	-	100,310	68,808	-	31,502
Rank Covid	-	25,000	25,000	-	-
Time to Shine	-	14,045	11,579	-	2,466
Garfield Weston	-	100,000	58,334	-	41,666
Julia and Hans Rausing*	-	48,361	44,722	(3,639)	-
Postcode Lottery	-	20,000	20,000	-	-
Local Giving	-	6,010	6,010	-	-
Batchworth	-	10,000	-	-	10,000
The Big Give fund*	-	100,000	-	-	100,000
	85,314	**555,481**	**441,971**	**(6,389)**	**192,435**

* Transfers between funds consist of £(11,697) (2020: £nil) transferred from restricted to unrestricted funds, relating to the purchase of capital assets for unrestricted use by the Charity. This is offset by £5,308 (2020: £nil) in relation to restricted expenditure that has been transferred to unrestricted funds, owing to the nature of the expenditure.

NOTES TO THE FINANCIAL STATEMENTS (continued)

17 CAPITAL

The Company does not have a share capital as it is limited by guarantee. Each of the Members is a guarantor to the extent of £1 in the event of the Company being wound up whilst they are Members, in respect of debts and liabilities contracted before they ceased to be a Member. There were 3 Members at 31 August 2021 (3 Members at 31 August 2020).

18 ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted Funds	Restricted funds	31 August 2021	31 August 2020
	£	£	£	£
Intangible fixed assets	153,879	-	153,879	174,248
Tangible fixed assets	9,226	-	9,226	18,452
Investments	1	-	1	1
Cash at bank and in hand	825,454	192,435	1,017,889	471,115
Other net (liabilities)/assets	26,845	-	26,845	(5,569)
	1,015,405	**192,435**	**1,207,840**	**658,247**

19 CAPITAL COMMITMENTS

At 31 August 2021 the Charity had total capital commitments of £nil (2020: £nil) relating to the intangible software development costs either contracted or authorised by the Trustees.

At 31 August 2021 the Charity had total operating lease commitments of £33,984 (2020: £35,172) relating to the lease of the Charity's office building and a photocopier.

The amount of non-cancellable operating lease payments recognised as an expense during the year was £109,628 (2020: £149,089)

20 TRUSTEES EXPENSES AND REMUNERATION

The Charity Trustees are not remunerated. During the year Trustee, Sharon Pindar received reimbursement of expenses of £nil (2020: £2,253). These reimbursed expenses relate to charity events, as well as other small consumable items. No other Trustees were reimbursed expenses during the year.

21 RELATED PARTY TRANSACTIONS

During the year, the charity received £642,913 (2020: £550,223) from Literacy Capital plc in the form of corporate donations, grants and payments for charity events. Literacy Capital plc is a company in which P Pindar, spouse of Trustee Sharon Pindar, is a director. Of this amount, a total of £61,816 (2020: £9,213) was restricted income and £581,097 (2020: £541,010) was unrestricted income.

During the year, the charity paid £108,000 (2020: £146,700) to Literacy Capital plc in relation to rent for the Charity's office building. At the year end, there was a balance of £27,000 (2020: £nil) included in debtors in relation to prepaid rent.

NOTES TO THE FINANCIAL STATEMENTS (continued)

21 RELATED PARTY TRANSACTIONS (continued)

During the year, the charity received £70,000 (2020: £87,400) from P Pindar in the form of Gift Aid donations. Of this amount, a total of £47,335 (2020: £nil) was restricted income and £22,665 (2020: £87,400) was unrestricted income. P Pindar is the spouse of Trustee, Sharon Pindar.

During the year, the charity received £21,526 (2020: £78,653) from its subsidiary, Bookmark Reading Trading Limited, in the form of a Gift Aid donation. The subsidiary is wholly owned. At the year end, the amount owed by the charity to Bookmark Reading Trading Limited was £50 (2020: £74,956 owed to the charity by Bookmark Reading Trading Limited). In the current year, this amount represents an overpayment to the charity during the year in respect of profits owed by Bookmark Reading Trading Limited to the charity.