

# LOOK FOR A BOOK

your family  
community fundraising pack



**1. Download  
this pack**



**2. Set up your  
fundraiser**



**3. Receive  
the books**



**4. Hide the  
books**



Sara's Story Store

## What is Look For A Book?

Look For A Book is a family fundraising adventure. Here's how it works:

You and your child raise money by asking friends, family, neighbours and local businesses for donations and pledges. Every penny you raise is goes towards brand-new books, delivered straight to your door. Then comes the best bit: you head out into your community together and hide them in plain sight for other children to discover, take home and love.

According to the National Literacy Trust's most recent research, 1 in 10 children in the UK does not have a book of their own at home. Imagine a child spotting a bright new book on a bench, realising it's theirs to keep, and falling in love with reading right there. You and your family can make that happen.

### Your reward for taking part

Once you've raised £150 or more, you'll unlock 10% of your total in free books from Usborne Publishing, on top of what you've raised, as a reward for your efforts. These are separate from the books you hide, and yours to keep, gift or donate as you please.

*For example:*

- *Raise £150 and choose £15 of free reward books*
- *Raise £220 and choose £22 of free reward books*
- *Raise £300 and choose £30 of free reward books*

Your child will also receive a digital certificate celebrating what they've achieved.



“  
**My boys had so much fun hiding  
the books for children to find.  
The eldest likened it to  
hide-and-seek and said it  
was the best hide-and-seek ever!**  
”  
— Beth

Setting up your fundraiser

This campaign is supported by SuperKind, a free platform built especially for young fundraisers and their families. It's simple to use, makes collecting donations easy and safe, and is currently the only fundraising site that legally allows children under 18 to take part.



- 1

**Go to [superkind.org](https://superkind.org) and create a free account.** Children can register themselves, or a parent or guardian can sign up for them.
- 2

**Start a new fundraising campaign.** Give it a fun name, such as 'Lily's Look For A Book' or 'The Smith Family Book Hunt', and add a short description.
- 3

**Select Sara's Story Store as the beneficiary.** When asked for the beneficiary, search for "Sara's Story Store" and select it. This makes sure your donations reach the right place.
- 4

**Set your target at £150 (or more) and publish.** Why not add your description and, if you're comfortable, an optional photo.
- 5

**Share everywhere and start collecting!** Send your link by WhatsApp, email and social media. A few ready-to-use lines are below, just fill in the brackets.

Template messages — copy, fill and send!

WhatsApp / Text — friends & family

Hi! [Child's name] is taking part in a community fundraiser called Look For A Book. They're raising money for books for children in our community. Would you kindly make a small donation on their page: [link] Thank you!

Email — local business

Subject: Could you support a local children's literacy project?  
Dear [Name],  
My child [child's name] is fundraising for books through Look For A Book. Every pound raised goes towards brand-new books, which we then hide around [town/area] for local children to find and keep. Would [Business] be able to make a small donation? Our page: [link] Many thanks, [Your name] and [Child's name]

Social media post

[Child] is doing something brilliant! They're raising money to buy brand-new books, then hiding them around our community for other children to find. Please donate if you can: [link] #LookForABook

Print this page, cut along the dotted line, and tuck one note inside each book. Or let your child write their own version by hand — that makes it even more special!

cut here

# You Found a Book!

*You found a book to take home and read,  
A world of stories waiting to be freed.*

*Share it with your family, enjoy the fun.  
Keep it forever or, once you're done,*

*Hide it again for others to find too,  
And share this book with someone new.*

**From a book lover in your community**

This book was hidden as part of the Look For A Book campaign by Sara's Story Store.  
Download your own free pack or find out more at [www.saras-story-store.co.uk](http://www.saras-story-store.co.uk)



Ready, order, hide!

1

Close your SuperKind campaign

Once you're happy with the total you've raised, close your campaign. The funds will be directed to Sara's Story Store.

2

Email me

Email me at [saras.story.store@gmail.com](mailto:saras.story.store@gmail.com), subject "Look For A Book: Ready!", with your name, your child's name, your SuperKind link, your choice of free reward books and your delivery address

3

How to choose your free reward books

If you've raised £150 or more, you can also claim 10% of the total in free reward books. Simply browse any in-stock, non-promotional title from the Usborne website, then email me the titles you'd like. I'll place the order for you. These will be included along with the books for you to hide that I will select based on in-stock availabilty.

4

Your books are on their way!

Once you've confirmed your choices, please allow 2 working days for me to process your order with Usborne, and a further 3-5 working days for delivery to your home address. Then you can go and hide the books in your community!

5

Receive your digital certificate

You'll be emailed a digital certificate for your child celebrating the amount they raised and the difference they made. Print it, frame it, or share it. They've absolutely earned it!

Important

Free reward books are subject to availability: please choose in-stock, non-promotional Usborne titles only.  
The minimum fundraising amount to qualify is £150.  
Please double-check your delivery address when you email me.  
Questions at any stage? I'm always happy to help — don't hesitate to get in touch.

Where to hide your books

Leave books somewhere visible and welcoming: on your local high street, at playgrounds, on a bench. Somewhere in plain sight. This isn't a game of hide-and-seek. They are a gift waiting to be found!

If you'd like to leave books at a shop, cafe or other business, pop in and ask first. In my experience they almost always say yes, and many will proudly share your campaign with their customers too!

We know what British weather is like...

Put each book inside a clear plastic wallet and tape the seal before hiding it. This keeps it dry. Tuck the 'Found a Book!' note inside each wallet (see the print-out page in this pack).

**Share the joy!** Snap a photo of your hiding spot and post it with #LookForABook, tagging @saras.story.store. I love seeing the smiling faces of children making a positive impact in their communities, and it helps other local families join the hunt.

Frequently asked questions

Do I have to use SuperKind?

If you'd prefer not to, simply raise the funds in any way that suits you, then email me for details of how to transfer them. SuperKind is currently the only fundraising site that legally allows children under 18 to fundraise online, which is why I recommend it, but the choice is entirely yours.

Can my child run the campaign themselves?

Absolutely, that's the whole idea! Children can register directly with SuperKind, be the face of the campaign, do the sharing and track their own progress. It's a wonderful little confidence-builder.

Do I have to add a photo of my child?

This is entirely optional. Many families prefer to keep photos of their children private online, and that is completely respected. A warm description works just as well.

Where does the money go?

All the money you raise is spent directly on the brand-new books you and your child hide for your community. Your reward books come on top of that, funded separately through Usborne’s generous offer via its partners such as myself.

Is Sara's Story Store a charity?

No, I'm an independent business partner of Usborne Publishing, so donations through this campaign aren't Gift Aid eligible. But that means that the money raise goes straight into books, quickly and personally. I handle it all myself as the only middle-man in this process. To find out about the other charitable work I do at Sara’s Story Store, supporting schools and nurseries across the UK access free books, please check out my website.

What if I raise less than £150?

That's absolutely fine. Every penny still raises funds for books in your community. But the free book reward unlocks at £150 which is why I recommend this is a goal. There's no time limit, so why not keep going until you get there!

Can I raise more than £150?

Yes, please! Your reward is always 10% of your total, so the more you raise, the more books go out into your community, and the more you receive back too.

What if my books don't arrive?

Once placed, delivery takes 3 to 5 working days. If anything seems to have gone wrong, email me at [saras.story.store@gmail.com](mailto:saras.story.store@gmail.com) and I'll look into it right away.

I have a technical question about SuperKind.

Please contact the SuperKind team directly at [hello@superkind.org](mailto:hello@superkind.org), they are always happy to help.

Get in touch

I’m always happy to answer questions. Please don't hesitate to reach out and tag me in social media posts.

- Email: saras.story.store@gmail.com
- Website: [www.saras-story-store.co.uk](http://www.saras-story-store.co.uk)
- Follow: @saras.story.store on Facebook & Instagram

