

# LOOK FOR A BOOK

your family  
community fundraising pack



**1. Download  
this pack**



**2. Set up your  
fundraiser**



**3. Hide  
books**



**4. Receive  
free books**



Sara's Story Store

## What is Look For A Book?

Look For A Book is a family fundraising adventure inspired by the 2026: National Year of Reading. You and your child go out into your local community and hide books in plain sight for other children to discover and enjoy.

You fundraise through seeking donations and pledges from friends, family, neighbours and local businesses. The money raised is used to order brand-new books from Usborne Publishing. These books are delivered to you and become the books you hide for others to find.

Once you've raised £150 or more, you'll also receive 10% of your total in FREE Usborne books as a thank-you. These free reward books are separate from the fundraising books and are yours to keep, gift, or donate wherever you choose.

### Your reward for taking part

Raise £150 = £15 in free books. Raise £300 = £30 in free books.  
Choose from any in-stock, non-promotional title from the Usborne website.  
Plus — a special digital certificate for your child.

## Where to hide your books

Leave books somewhere visible and welcoming — on a bench, on a ledge or on a wall. In plain sight. Make them look like a gift waiting to be found, not something tucked away.

### The golden rule — leave them in plain sight

Leave books spine-up, cover facing out. The more visible the better — this is not a proper hide-and-seek. You want people to find them easily and feel that lovely thrill of discovery!

#### Parks & playgrounds

Anywhere near the play area and along busy paths.

#### Your local high street

On a windowsill, a bus stop ledge or outside a cafe or shop.

#### Train & bus stations

On a seat in the waiting area or on a platform bench.

#### Community centres

In the entrance area, on an outdoor seating ledge.

### 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).

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)



## Setting up your SuperKind campaign

I recommend running your fundraiser through SuperKind — a free platform built for young fundraisers and families. It's simple to use and makes collecting donations easy and safe.

**1 Go to superkind.org and create a free account**  
Visit superkind.org Click 'Sign Up' and register as a parent or guardian. Your child can be the face of the campaign!

**2 Start a new fundraising campaign**  
Click 'Start Fundraising'. Give it a fun name — 'Lily's Look For A Book' or 'Our Family Book Hunt'. Add a short description.

**3 Select Sara's Story Store as the beneficiary**  
When asked who the fundraiser is for, search for 'Sara's Story Store' and select it. This ensures all donations are directed correctly.

**4 Set your target as £150 (or more) and publish**  
Add your description and — if you're comfortable — an optional photo. Many families prefer not to share photos of their children online, and that is completely fine. A description alone works just as well. Hit Publish!

**5 Share everywhere and start collecting!**  
Send your link via WhatsApp, email, and social media. See the ready-to-use templates below — just fill in the brackets.

### Prefer not to use SuperKind?

That's absolutely fine. Simply raise the funds in any way that works for you, then email saras.story.store@gmail.com and you'll be sent details of how to transfer the funds.

## Template messages — copy, fill in the brackets, send!

### WhatsApp / Text — friends & family

Hi [Name]! [Child's name] is taking part in a community fundraiser called Look For A Book, in honour of the National Year of Reading. They're raising money for Usborne books for children in our community. Could you spare even £2-5? Here's 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 Usborne books through Look For A Book — inspired by the National Year of Reading. Would [Business] be able to make a small donation? Our page: [link] Many thanks, [Your name] and [Child's name]

### Social media post

[Child's name] is doing something brilliant! They're hiding books around our community and raising money for more Usborne books — as part of Look For A Book and the National Year of Reading. Please donate if you can: [link]

#LookForABook #NationalYearOfReading #LiteracyMatters

## You've hit £150 — here's what to do next!

1

### Close your SuperKind campaign

Once you're happy you've raised as much as you can, close your campaign. The funds will be directed to Sara's Story Store.

2

### Email Sara to let her know you're ready

Email: [saras.story.store@gmail.com](mailto:saras.story.store@gmail.com) Subject: Look For A Book — Ready!  
Include: your name, your child's name, SuperKind link, and delivery address.

3

### Choose your free books

Browse the Usborne website and choose from any in-stock titles. Choose any books to the value of 10% of your total fundraising amount.

For example: raised £200 = £20 in free books. Raised £350 = £35 in free books.

Promotional or out-of-stock titles are excluded; all other titles are available.

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, then a further 3-5 working days for delivery to your home address. Then you can go out and hide the books in your community!

5

### Receive your digital certificate

You will 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 to know

Free books are subject to availability — 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.



“

**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

## 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 the funds. Please note SuperKind is currently the only fundraising campaign website that legally allows children under 18 to take part.

### Can my child run the campaign?

Absolutely — that's the whole idea! Parents set up the account, but children can be the face of the campaign, do the sharing, and track their progress. It's a wonderful 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.

### What if I raise less than £150?

The free book reward unlocks at £150. If you raise less, your donation still goes towards books for children who need them. There's no time limit — why not keep going until you get there!

### Can I raise more than £150?

Yes, please! The more you raise the more books go to children. Your reward is always 10% of whatever you raise — so a higher total means more free books for you too.

### What if my books don't arrive?

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

## 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](mailto: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

