Charity of the Year 2020

Criteria information

Every year Reading Buses works with a local or national charity which supports local people. The Charity of the Year programme helps to raise awareness of the charity within our workforce, our customers and people who live and work in the areas served by our network. We look for a charity which is able to partner with us and provide their expertise to help us raise funds and awareness as a joint enterprise.

We can offer:

- Fund raising – we aim to fund raise around £10,000. The biggest fundraiser of our year is our annual Open Day which attracts thousands of people and is in aid of our charity. We also support any events organised by the charity.

- On-bus publicity on our fleet of around 191 buses. We carry around 62,000 passengers every day – that's 22.6 million people every year so you get lots of exposure with our customers.

- Promotion on our website and social media. Our website will include a link to the charity on our home page. We will promote your events through our twitter & facebook.

The successful charity will meet the following criteria:

- Be fully registered with the Charity Commission and have a charity number.

- Be able to describe how it works with and supports people living in the areas served by our network.

- Be able to provide a professional design for a 'wrap' to be applied to one of our buses.

- Have no political or religious affiliations.

- Provide a nominated member of staff/volunteer who can be the main contact for our marketing team and work with them to jointly promote our partnership.

- Be able to attend and support the annual Reading Buses Open Day.

- Describe how it will benefit from the partnership with Reading Buses.

- Be able to provide display material and collecting tins as required to launch and promote the fund raising activities.

- Suggest activities to encourage Reading Buses employees to raise money.