



Charity of the Year 2022

Information Sheet

Reading Buses now inviting local and national charities who work with local people to apply to become our Charity of the Year 2022.

Being Reading Buses Charity of the Year is about much more than fundraising. We can offer the chance to raise local awareness of your work through our network of services across Reading and the Thames Valley. We carry over 20 million people every year and your publicity will be featured on all of our in-bus screens. Your charity will also be featured on our website and social media channels.

Our show-stopper is one of our generic buses incorporating your own design on the sides and rear. This can be used on any and all of our routes throughout the year and gets your message out to all parts of the communities on our network. You will need to be able to provide a professional design (we will provide the specifications for this if you are successful).

Our big annual Open Day every summer is in aid of our Charity of the Year attracting thousands of people. Sadly due to the pandemic we have had to cancel the last two Open Days but we are hoping to hold one in 2022. Previously we have been able to raise over £10,000 across the year.

If you are a local charity or a national charity which can demonstrate a local link or commitment we would love you to apply to be our Charity of the Year 2022.

For more information about the criteria and benefits please download our fact sheet and application form from our website. Applications and enquires should be sent to coty@reading-buses.co.uk

The closing date for applications is 31 October 2021.