Charity of the Year 2023

Information Sheet and criteria

Reading Buses now inviting local and national charities who work with local people to apply to become our Charity of the Year 2023.

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 22 million people every year and your publicity will be feature 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 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 and all of the profits from the day go to our fundraising pot.

If you are a local charity or a national charity which can demonstrate a strong local link or commitment we would love you to apply to be our Charity of the Year 2023.

The criteria for entries is set out below and the application form can be downloaded from our website. Applications and enquires should be sent to coty@reading-buses.co.uk

The closing date for applications is 31 October 2022.

Criteria for entry

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 external advertising 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.