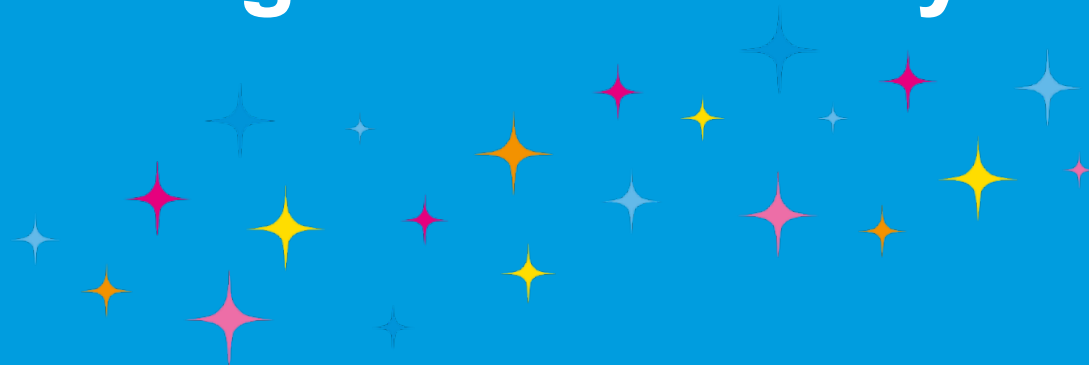


# Our Impact 2025

The reading for fun charity

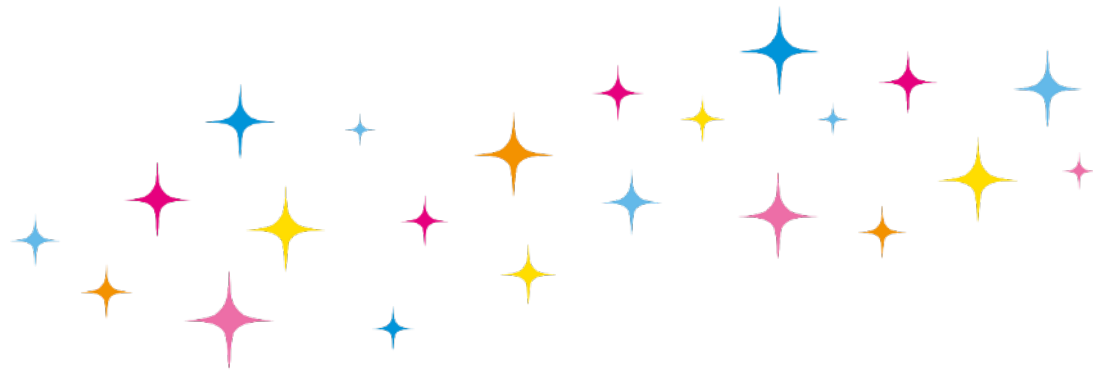


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Our purpose,  
on World Book Day and all year round...

**Championing the fun of  
reading, because it seriously  
improves children's lives.**



# Welcome

“Encouraging engaged, happy readers takes collaboration, commitment and creativity. Thank you to everyone – from partners and educators to families and supporters who worked with World Book Day in 2025 to reach more children with the life-changing benefits of choosing reading.

With the help of libraries, publishers, booksellers, schools and our partners, we distributed 169,000 books into underserved communities, reaching children who might otherwise have missed out on using their token and getting a World Book Day £1/€1.50 book. This year, World Book Day’s fun-filled reading events reached communities and children across the country, with an emphasis in rural areas.

In addition, our partnership with Rubies, Every Child Deserves to Dream and Parentkind, meant that 100,000 costumes were donated to 1,600 schools in disadvantaged areas so that even more children could take part in the World Book Day celebrations.”



**Fiona Hickley**

Interim Executive Director

“The ongoing decline in children and young people reading for pleasure is a serious societal issue. When children don’t read for fun and enjoyment, it is proven that they risk missing out on a wide range of positive life outcomes. We are on a mission to reverse this trend.

We want World Book Day to resonate and connect with children, families and carers, as well as the educators, librarians, booksellers and others who support them to enjoy reading. We are here as the reading for fun charity, to unlock the joy of reading so that more children can benefit from all this brings.

Thank you to all our partners for your ongoing commitment, support and belief in the positive impact of reading for fun.”



**Emma Scott**

Chair, World Book Day



# World Book Day 2025 Impact



**c. 2million**  
£1/€1.50 books gifted

Over **23.5 million**  
book tokens  
distributed through  
schools, magazines and  
partnerships



**169,000** £1/€1.50 books  
to community projects, every UK  
prison, National Literacy Trust  
programmes, libraries, the  
Scottish Book Trust, Magic  
Breakfast schools and the Black  
British Book Festival.



Reception at  
10 Downing Street  
& cross-party support  
from over  
**100** MPs

**40k** £1/€1.50 books  
were distributed to children across  
Ireland. The Irish campaign was  
delivered by An Post in partnership with  
Children's Books Ireland. Irish language  
books and resources supported by  
Foras na Gaeilge.



**1,400** libraries joined in with events, displays  
and activities, sharing the joy of reading, choosing  
and book discovery in their communities.

**49k** £1 books gifted

to 40 libraries to act as community exchange hubs  
thanks to support from Arts Council England, the  
Catherine Cookson Trust, the Foyle Foundation and  
the Julia Rausing Trust.



**80**  
World Book Day celebrations at  
National Trust properties.



World Book Day school resources created  
**UK, Ireland, Scotland and Wales**

**46.5k**

£1/€1.50 token packs sent to  
schools & nurseries

**147k** resource pack downloads including  
our low-cost dressing up pack.



Over a **million** children and  
young people

took part in our online events with £1/€1.50 book  
author Benjamin Dean, and The Great World Book Day  
Footy and Booky Quiz, in partnership with the  
National Literacy Trust.

Schools across the country tuned in to the World Book  
Day BBC Live Lesson and Pobble's live writing  
session.



Over **4,000**  
booksellers

played a vital role in championing reading for  
fun in their communities, hosting events, visiting  
schools, and creating brilliant displays to  
inspire a love of books and reading.



**Extensive online and print  
coverage** including BBC Breakfast,  
ITV news, The Mirror, The Times and a  
BBC Radio 2 takeover

**23k** listens on our  
World of Stories  
free audiobooks hub



Thanks to publishers and our official  
audio partner Yoto. Plus a competition  
on the £1 book token to win Yoto  
Players and audio cards.

**6.9**  
million

motorists reached through digital display advertising  
at motorway stations across the country thanks to free  
digital advertising space from i-media.



## Shop to support

partners, Pawprint Family,  
GoHenry, Yoto, Impact and Tatty  
Devine, donated a % of their  
product sales and the new World  
Book Day shop featuring exclusive  
designs was launched.



Rubies and Every Child Deserves to Dream  
donated **100k**

costumes to schools in disadvantaged  
areas ensuring children could dress-up  
and feel part of the celebrations. Over  
1,600 schools were reached by working  
in partnership with Parentkind.





**I don't have any books at home so I can't wait to read this!**

**Young participant**

**We LOVED being part of World Book Day's selection process! It has worked so well to help promote reading for pleasure with some of our more reluctant readers. The children have really enjoyed being part of the process and loved talking to 'important adults' about books they liked! Teacher**

**"I think World Book Day is doing a great job – my daughter has an intellectual disability and struggles to read as she thinks she can't do it but with the token she picked a free book and allowed me to read other books to her"** Parent

**The ability for children to choose what they want to read, as this gave them confidence. Children enjoyed coming into school in the clothes they feel comfortable reading in and completed a 'Read Your Way' reading trail around the school. Primary School Teacher**

**I just wanted to thank you all for the amazing work you do to motivate and excite our children to read... your work gives me faith... Big huge thank you. School Librarian**

**World Book Day fun sets the tone – then finding the right book for the child sustains it all year round. Teacher**

**World Book Day and its mantra 'Read Your Way' is helping children all over the UK to have the empowerment to pick up some reading material and read.**

**Children and Families Development Officer, Halton Libraries**

**We have given lots of children their very first book that is theirs... it's their very own to keep, forever."**

**Redcar & Cleveland Library Service**

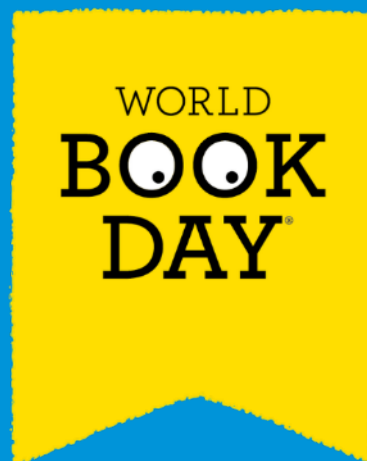
**...my daughter stopped going to school because of bullying so she didn't get one of them things from the school like everyone else... so when you gives me one I was proper chuffed because it's made me the coolest dad ever. I didn't get nothing like this when I was at school... but then again, I did leave at fourteen like, so thank you."**

**Prison Inmate, HMP Maidstone**

**I used to dislike reading but when World Book Day happened, I LOVED IT.**

**Young participant**





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