

Christmas Shopping

Why not do your Christmas shopping and earn commission for Bag Books at the same time?

In the left hand column of every page on our website www.bagbooks.org you can click on links to "Amazon" or "Buy.At"

Amazon is known for books but also sells a wide range of other goods such as electrical products and toys plus they offer free delivery. By clicking through from the Bag Books website, you still pay the standard Amazon discounted price but we earn up to 5% commission from them. Over the last year we have received £202.95.

Buy.At has a wide range of retailers: we get 12.5% commission from H Samuel; 8% commission from JJB Sports; 6% on hotel books via Expedia; and 4% from Kiddicare for example. Over the last year we have received a total of £206.21 in commission.

Festive Stickers

Add that Bag Books feel to your own Christmas Cards with our Christmas Stickers or use them to secure presents, seal envelopes or put on gift tags.

Each Christmas Sticker represents a 10p donation to Bag Books so a sheet of twenty costs £2. They not only raise vital funds for Bag Books, they also help raise awareness of our charity by displaying our name and website address. Actual size of each label is 63 x 38 mm.

To order, simply complete the order form at www.bagbooks.org/stickers.html and tell us which of the four designs you require.



Storyline is published three times per year and is available in email and print versions. If you would like to change the format you receive in future please contact Dean Casswell. Similarly, please let us know if you'd rather not receive future editions.

Apologies to those who received two copies of the last edition, we ran out of labels half way through the print run and when we restarted we duplicated some in error.

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Car Raffle

In the May edition of Storyline we told you about the car raffle we were taking part in organised by The Foundation for Social Improvement (FSI) on behalf of several small charities. We sold £202 worth of tickets and, with the FSI just taking 4.8% for their administrative costs, that means we raised £192. Many thanks to all those who sold tickets for us.

The Mini First, kindly donated by Zurich, was won by Jill Graham, a carer from Hartlepool.

Muriel Casswell

A total of £626.61 has so far been donated in memory of Muriel, mother of our Chief Executive, Dean Casswell, who passed away in September. The funds will be used to subsidise the production of books destined for Lincolnshire.

Storyline

Issue 15, December 2010

BAG BOOKS

The news from Bag Books

Double your donation

Thanks to a generous pledge of £2,500 from HSBC Private Bank, Bag Books will be participating in The Big Give Challenge 2010.

During the week of 6th December, donations made to Bag Books via the Big Give website will be doubled (up to a maximum total of £5,000). Simply visit www.thebiggive.org.uk/donate/bagbooks to make a donation that week and have it doubled. (A limited amount of matched funds are available at 10am each day that week - the earlier you make your donation, the better).



This is a fantastic opportunity to support Bag Books this Christmas and see your donation doubled. With your help, we can make the most of this fantastic opportunity and bring a smile to the face of hundreds of people with severe or profound and multiple learning disabilities this Christmas. Only donations made via the Big Give website are eligible for matched funding. Remember, there is a limited matched funding pot available each day - please donate as soon after 10am as possible and on a day as early in the week as possible to maximise our chances of exceeding our target.

theBigGive.org.uk

helping your donations go further

Awards

Bag Books has been shortlisted for two prestigious awards:

We are one of three charities shortlisted in the "Everyday Impact Award - Long-term Enterprises" category of the DSC Social Change Awards. The result will be known by the time you receive this copy of Storyline so please check our website www.bagbooks.org to find out how we did.



We are one of 34 charities shortlisted for The Guardian Charity Awards 2010. The five winners will be featured in the Guardian newspaper on Wednesday 8th December. The prize is £6,000 plus free fundraising and media training.

"They squashed Mum's jelly...." from our story *The Uninvited Guests*. Our Storyteller, Bernard Tagliavini, in action at a library in West Dunbartonshire as part of our Story-Go-Round Scotland tour. See page 2 for more information about the tour.

Scotland Story-Go-Round

Our Scotland Story-Go-Round tour took place in September, with Bernard Tagliavini once again running the sessions. We held 56 storytelling sessions, at 22 libraries and 3 schools, attended by 374 children. We received feedback forms from 21 schools and all judged their children to have benefitted from the storytelling session.

The storytelling training that followed the sessions was attended by 119 librarians and 145 others (mainly teachers). Of the Trainees, 9% rated the quality of the training as "good" and 90% rated it as "very good".

The following are some quotes from the feedback we have received:

"It was great to see how the children engaged with the Bag Books stories – they held their attention and focussed them better than anything I have ever seen before." – Librarian at Larbert Library, Falkirk.

"This was fabulous. I have never seen our children sit for so long." – Teacher at Park Primary School, Stranraer.

"Very enjoyable to participate in. Good to see noise and water pistols in Library." – observer at Carnegie Library, Ayr.



"Lots of beautiful birds flew out of the tree and swirled around him" from our story **Kofi and the Magic Shaker**. Bernard running a storytelling session in Dundee.

Telling Tales - Year 1



Our Director of Services, Stuart Cummings, gives a storytelling demonstration to Mentees at London Colney Library, Hertfordshire.

Our end of year report on the first year of the Telling Tales project, was sent off to the Big Lottery Fund in October.

The first year has been a resounding success with 28% of the 335 trainees being mentored rating the overall experience as "good" and 70% rating it as "very good".

In the feedback received from 80 schools, 99% of teachers judged their children to have benefitted from the storytelling sessions. The following are just a sample of some of the quote taken from the school feedback:

"Thank you, it is great that the Librarians are making stories accessible to all children."
– Teacher at Larkrise School, Trowbridge, Wiltshire.

"Great to have a story session for children with special needs and a good opportunity for them to access community facilities. We hope for more!" – Teacher at Portesbury School, Camberley, Surrey.

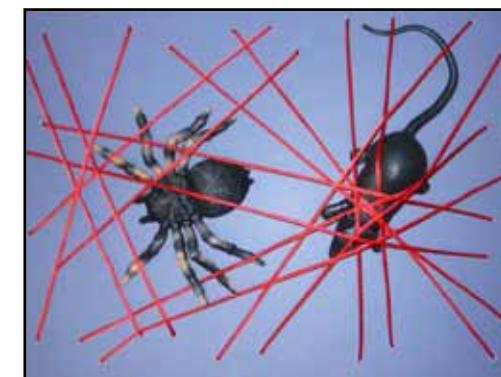
"We have now established a great connection with the school and personally, I am pleased to have done this and feel confident I could tell the stories and interact with the children much better than before." – Library mentee, Chelmsford, Essex.

My Week: Director of Services, Stuart Cummings

Monday

This morning we meet with the filmmakers regarding our new training DVD. We discuss the practicalities and logistics of filming our storytelling sessions and the sort of responses we want to capture.

In the afternoon, I meet with Sophie Baker, our Workshop Manager, to discuss some of the new stories we're developing. It's a complicated process which involves researching the topic, writing the story, thinking of appropriate sensory ideas, making a prototype, and trialling the story. Sophie has come up with a durable solution for a spider web page in a new fairground story (see below), whilst we also look at how to attach a tag to a kazoo for the new "At Home" product.



Tuesday

I spend the day at our local special school, Michael Tippett School, training Alan Tanay, one of our supporters from HSBC Private Bank, to be a multi-sensory storyteller. We have established close links with Michael Tippett School in order to help us out with things such as training storytellers, trialling new books and making the DVD. Then I set off on a journey to Dundee.

Wednesday

My morning in Dundee is spent with our friends at PAMIS, an organisation based at the University of Dundee that supports

people with Profound and Multiple Learning Disabilities, and which makes one-off multi-sensory books tailored towards the needs of specific individuals. Amongst the things we discuss, is the possibility of adapting some of their "sensitive stories" for production by Bag Books.

The afternoon is spent at the Dundee Central Library, observing a storytelling and a training session on our Scottish Story-Go-Round tour with our Storyteller-Trainer, Bernard Tagliavini. The storytelling is a great success and the training is well attended with a great deal of enthusiasm from the Trainees.

Thursday

Back at the office and I spend the morning putting together a PowerPoint presentation to support our training sessions. The afternoon is spent responding to various discussions on our Storyteller's Google Group forum, with queries including what's best to wear for a storytelling and the best ways of handling certain items. The forum seems to be working well, with our more experienced Storytellers keen to help those new to the job.

Friday

The morning gives me time to catch up with Kate and Helen, our Storytelling Co-ordinators and see how our various projects are coming along. The Scotland tour finishes today, so Kate's already looking towards the next tour in Northern Ireland, whilst between her and Helen, they're co-ordinating 90 libraries, 90 schools and 9 Storytellers for the Telling Tales project.

In the afternoon I manage to speak to the manager of an adult day centre in Leicester. They've enquired about having some training, but we're keen to pilot a new project with adults so we combine the two and they agree to let us try out the Tall Stories project with them.