



Media Trust wins Best Charity Film at 2020 Third Sector Excellence Awards

Media Trust won Best Charity Film at the Third Sector Excellence Awards for #WordsTakeYouPlaces, produced for children's literacy charity Doorstep Library.

The film was produced in 2019 as part of Media Trust's Volunteer Films initiative which gives front line charities in London the chance to showcase the work they do through a short film delivered by Media Trust at no cost to the charity. Media Trust matches each charity with a volunteer director/producer from Media Trust's network. Media Trust provides support for the charities and filmmakers throughout the filming and production process and also advises the charities on distribution via social media and other channels.

Media Trust's Volunteer Films initiative is funded by various trusts and foundations including John Lyon's Charity and City Bridge Trust. Doorstep Library was one of ten charities that Media Trust worked with last year thanks to funding support from John Lyon's Charity.

Doorstep Library applied to be a Volunteer Films grantee in 2018 needing a film to bring their energetic projects to life in a way that images and text simply couldn't. #WordsTakeYouPlaces follows a family who are on a journey to bring reading into their home. With the help of Doorstep Library, families living in disadvantaged areas of London are able to access the magic of reading.

The winning film was produced by freelance creative Michaela Lowe who previously worked with broadcasters such as the BBC and MTV. Michaela, who has over 10 years' worth of experience in TV and digital content, was ready to burst back onto the small screen after having a baby when Media Trust tapped her for the project.

#WordsTakeYouPlaces has become an invaluable tool for Doorstep Library to increase their online presence and exposure. It's also helped Media Trust demonstrate its capabilities to forge partnerships between small charities and media and creative industry volunteers looking to give back.

The film has touched thousands of online viewers with over 2,500 views on YouTube, almost 1,000 likes and shares on social media. It also features in a myriad of different online spaces from corporate postings via the BBC and Grosvenor Property Group, to student newsletters at UCL. It was also awarded Silver in its category at the Charity Film Awards earlier this year.

Katie Bareham, Director of Doorstep Library said:

“Working closely with partners Media Trust, John Lyon's Charity, Director Michaela Lowe and an amazing group of actors and crew, we have seen so much skill, commitment and passion. The finished film is beautifully shot and paints a truly heart-warming picture of one family's journey with Doorstep Library and reading. We

hope that watching it will inspire more people to join our growing team of volunteers, helping us to continue to reach those families who now more than ever, need our support.”

Media Trust continues to support charities and underrepresented communities across the UK by promoting their vital work through powerful storytelling, access to creative and digital expert volunteers and communications training programmes. Besides volunteer films, Media Trust also works with charities who have the budget to commission a short film to find appropriate directing and producing talent.

Charities that are interested in Media Trust’s #VolunteerFilms initiative and filmmakers interested in directing a #VolunteerFilm should get in contact with daisyc@mediatrust.org.

NOTES TO EDITORS:

For more information, contact Rob Janke at robertj@mediatrust.org.

About Media Trust

Media Trust believes in the power of the media to transform lives.

As a charity, we work in partnership with the media, creative and tech sectors to give charities, under-represented communities and young people a stronger voice. We do this by promoting skills-based volunteering, empowering young people from diverse backgrounds to work in media and facilitating capacity building for charities and multi-sector collaboration.

By bridging the gap between the media and creative industries and charities, under-represented communities and young people, we are contributing to a more responsible, representative and connected media sector and ultimately, a more socially cohesive Britain.

www.mediatrust.org

About Doorstep Library

Doorstep Library is a literacy charity that believes in the power of words to take children places, not just in their imagination, but in their lives. We want to see a world where all children can thrive in homes in which books are celebrated and a love of reading is embraced.

With one in four 11 year olds leaving primary school unable to read or write properly, and the educational attainment gap increasing, we recruit and train reading volunteers to go into some of the most disadvantaged areas in London to help introduce young children (aged 0-11 years) to the pleasure of reading.

Our projects not only improve literacy skills and confidence in children, but they increase family wellbeing and bonding through the joy of sharing stories.

<https://www.doorsteplibrary.org.uk/>