



Malcolm the weaver

Educating future generations in Colour and Textiles



Bringing nature into the classroom

School Sponsorship Opportunities



“The 4 to 8 year olds of today are the students in 10 years time, the apprentices in 15 years, and the young managers in 20 years time” HRH Prince Charles



The SDC

SDC is the world's leading educational charity dedicated to colour and providing education from early years through to degree level. SDC's Malcolm the weaver team aim to engage and educate children, introducing them to the world of colour and textiles and publishing educational material to inspire and support the curriculum.

Malcolm the weaver



Malcolm Campbell

Our aim is to educate and motivate children from an early age to appreciate the art and the science of colour, and to treasure the beauty of life.

The first book in the trilogy, 'Weaver of a Life in Colour', introduces children to

Malcolm the weaver. Malcolm lives on the Isle of Lewis in Scotland where he grows up to be a weaver – learning the magic of the loom, spinning yarns, telling stories and weaving dreams. Children learn about a range of colour concepts including hue, value and the chroma of colour, primary and secondary colours, and both the meaning and emotions of colour.



The second book is a flip book and comprises two captivating stories, 'The Rainbow that mixed colours' and 'The Moon that shone dark'. Both tales inspire and educate children about the dangers of pollution in our rivers and seas and about contamination of our atmosphere.

The third two story Flip book 'The Tide that stayed out' and 'The Wind that never blew' teaches how the Moon affects the ebbing and flowing tides and the power of our natural elements.



All three books have been written by Malcolm Campbell and beautifully illustrated by his daughter Sharon Campbell and are printed in 'open dyslexic' font. They are published by SDC and supported by SDC's Malcolm the weaver team. They are aimed at primary school children aged 4 to 8 years old.

What's the story so far?

Malcolm was inspired to write the stories after appearing on the CBeebies TV programme 'My Story' with his twins Aidan and Zoe. You can watch the programme on YouTube – Malcolm the Weaver.

The three books have been published over the last four years, and books have been sponsored in to Primary Schools around the UK, Australia, Asia, USA and South Africa.

Sponsorship is key to this project's success

Since the 2014 launch of the educational project, over 8,000 books have been sponsored by generous companies who care about colour, craft, nature, the environment and sustainability.

Sponsor companies so far include:

Woolmark, The Cotton Institute, Johnston of Elgin, The Worshipful Company of Dyers, The Worshipful Company of Weavers, British Wool Marketing Board, The Harris Tweed Authority, Bute Fabrics, VP plc, Shofield Dyers, BMB, Camira Fabrics, W.T. Johnson, The Incorporation of Weavers of Glasgow

Will your company be the Next sponsor to support our Educational campaign? It can be

Why get involved?

This is a wonderful opportunity to showcase your brand and align your organization with the positive educational story surrounding the Malcolm the Weaver series of books and the value they bring to local communities, local children and their future.

The books help to:

- Advance the colour education of the children, inspiring them to read and learn
- Raise awareness of the importance and significance of nature, the environment, colour, craft and sustainability
- Support schools in the local community
- Help children see the magic and happiness in the fundamentals of life



Benefits to sponsors

Benefits include brand awareness and association with a major educational initiative. Plus:

- Enhance your corporate social responsibility strategy
- Individual letter sent to each school highlighting the sponsorship
- Positive press and PR story
- Encourage 4 to 8 year old children to have an interest in your business

What else we can offer:

- Logo and link on website
- Social media promotion/Blog stories



What Do Our Sponsors And Supporters Say?

"The Queen wishes me to thank you for your letters and copies of your books for her Great Grandchildren Prince George, Princess Charlotte and Prince Louis. Her Majesty was interested to see that your daughter and young twins were involved with the books creation" **The Queen's Lady-in-Waiting**

"You have ticked all the boxes as far as I can see"
David Dotson, CEO Dolly Parton Foundation

"Bringing Nature in to the classroom can kindle a fascination and a passion for the diversity of life on Earth, and can motivate a sense of responsibility to safeguard it"
Sir David Attenborough

"This lovely book captures the essence of a child's mindfulness in quite magical way. It takes us on a remarkable journey, questioning every step of the way. It is a manual for children everywhere, who look at the colours of the natural world and want to know more. Captivating"
Selina Scott, Journalist / Author

"I hope that distributing this wonderful children's book in Argyll and Bute will help young people understand and appreciate the importance of Scotland's place in Britain's textile industry. I hope the children are encouraged by this book to take an interest in Scotland's rich history in the manufacturing of textiles"
John Crichton-Stuart, the 7th Marquis of Bute

What do the teachers say?

"They are beautifully produced books and have been added to our library. We are grateful for the support"
Gordonstoun school

"A fantastic book that offers a wealth of curriculum opportunities"
Ripon Cathedral School

"We were delighted to welcome the SDC Malcolm the weaver team. Their contribution helped to raise the profile of reading"
Lower Field School, Bradford

"We appreciate the work you are doing in the community, and applaud your commitment"
LGBT Foundation

"Thank you for the Malcolm the weaver book. What a lovely idea and very much appreciated. I shall share it with our pre-prep classes. Please pass on my thanks to the sponsors for this super local initiative"
Fiona Smith, Head, Huddersfield Grammar School

The right package for you

Sponsorship involves supplying the 'trilogy' of 3 books to each Primary School at a cost of £25 per set of 3 books, with a covering letter from SDC and access to Malcolm the weaver. UK postage and packaging is included and you can tailor your own package to suit your budget and your CSR activities, be it 10, 50, 100 or 200 sets of books. Please email MtW@sdc.org.uk or call 0044 (0) 1274 725138 to discuss sponsorship opportunities or contact Malcolm Campbell at malcolm@theclothofkings.com or call 0044 (0) 7707066349