

UNITED WAY SUNCOAST



EARLY LITERACY INITIATIVE





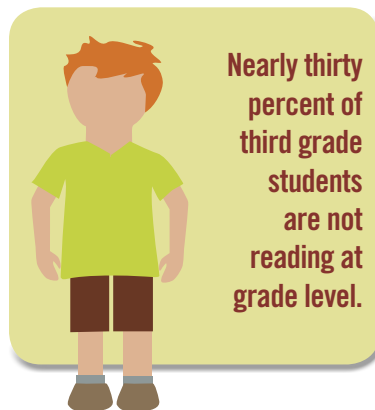
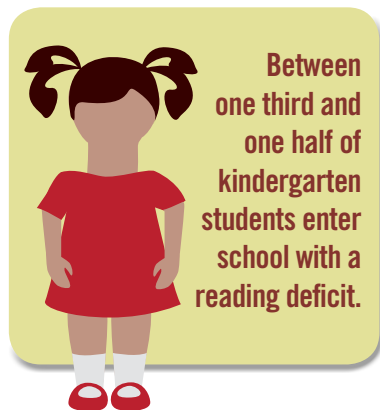
United Way Suncoast *Early Literacy Initiative*

When children are born they have all the potential in the world to succeed in school and in life. But at some point, their circumstances will affect the opportunities they have and ultimately, their chances in life. While many children have the support they need to get started on the right foot, prepared for school and ready to succeed, not all children are as fortunate.

Too many children live in an environment that isn't preparing them for a bright future. Brought on by their circumstances, the barriers they face shadow their belief in themselves and what they are capable of. How do we know this?

Most Americans wrongly believe that it is ok if children enter school without basic literacy skills because they assume they will catch up.

The reality is, 88 percent of first graders who are reading below grade level will continue to read below grade level in fourth grade.



Fourth graders who struggle to read are four times more likely to drop out of school as compared to proficient readers.

When students drop out of high school it's at great cost to themselves and our community. The student will likely not have the same career opportunities and research shows that those without a high school diploma will earn 75 percent less than their peer that graduated. The social implications of a student dropping out are far reaching, beyond any one student or any one family. Communities with higher drop out rates have more crime and poverty, and less social and economic stability. The number of high school students that graduate impacts our entire community from our businesses, schools, and local government to each of us as individuals.

That's why United Way is taking a stand in early literacy.

United Way is committed to help change these conditions by leading a comprehensive approach to improving early literacy in our region. United Way has launched the *Early Literacy Initiative* (ELI), bringing together the resources and the expertise necessary for real progress.

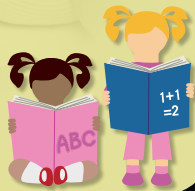
Through partnerships and collaboration, United Way is uniquely positioned to lead an innovative, comprehensive approach to early literacy and deliver at a regional level.

With the objective of sharing and reinforcing proven literacy development techniques, our vision for a successful, regional early literacy initiative requires a multi-pronged approach. ELI will make a lasting change because it helps children build the necessary reading skills through parental engagement, volunteer mobilization, caregiver support, teacher training and community awareness.

4 Elements of ELI

Support for Children

- ▶ Offer additional resources for all children with access to 2,000+ electronic books through myOn.
- ▶ Match trained volunteers with struggling readers.
- ▶ Provide daily professionally guided academic instruction targeting summer learning loss in low-income communities through the *Summer Care* program.



Parent Engagement

- ▶ Supply tangible tools to help parents serve as a child's first teacher.
- ▶ Provide literacy resources with pre/post assessments for parents to ensure effectiveness.
- ▶ Facilitate stronger trust-based partnerships between parents and schools.
- ▶ Partner with pediatric and health care providers to facilitate awareness and importance of literacy.
- ▶ Organize family literacy fairs aimed at informing and connecting parents to available resources.



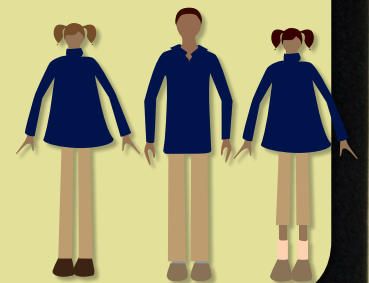
Community Awareness

- ▶ Build a community-wide sense of urgency around the importance of early literacy through a public awareness campaign.
- ▶ Utilize awareness efforts to cultivate volunteer mobilization of tutors and mentors.
- ▶ Partner with local and neighborhood retail outlets to implement a grassroots awareness campaign.
- ▶ Use various communication channels to educate the public and direct the community to resources and tools.
- ▶ Focus state-wide public policy advocacy targeting higher standards for quality pre-school and preserving funding for school readiness.



Professional Development:

- ▶ Train in-home, child care providers and out-of-school care givers in the most effective literacy-building skills.
- ▶ Supply additional literacy resources to in-home child care providers and out-of-school care givers.



Community Benefits of Investing in United Way's Early Literacy Initiative:

1. An educated community is a safer, healthier community.
2. Parents build confidence in their ability to help their children achieve academic success.
3. The community is engaged as part of the solution through public awareness and volunteerism.
4. A well-educated community is a more economically prosperous community.
5. Investing in early literacy is less expensive than investing financial resources to manage the social manifestations of an undereducated population.

Reducing the number of high school dropouts could result in tremendous economic benefits to our region.

Approximately 16,400 students
in our region dropped out of high school last year.

What if half of those dropouts stayed in school
and earned a high school diploma?



\$95
million
in increased
earnings



\$70
million
in increased
spending

\$24.5
million
in
investments



\$216
million
in increased
home sales

\$6.8
million
in
auto sales



850
new jobs

\$130
million
in
economic growth



\$7.8
million
in increased
tax revenue

Investing in the education of all children affects the entire community. The benefits are felt by our schools, government and businesses. Corporate partners find value in ELI because it will also provide an avenue for highly visible co-branding opportunities with United Way that lead to regional economic improvement.

Source: Alliance for Excellent Education

Corporate Social Responsibility goals can be met by:

1. Co-branding with United Way, a trusted and proven organization that can provide regional results.
2. Higher levels of educational achievement that position the region favorably for future economic development opportunities.
3. Local and regional employers who anticipate a better prepared, "home grown" workforce.
4. Employees who are parents directly benefiting from United Way's *Early Literacy Initiative*.
5. Motivated employees who find a variety of meaningful volunteer opportunities related to early literacy.

Early Literacy Initiative Plan and Implementation - Phase 1

There are 249,000 children aged 0-8 in the Suncoast region. 93,000 (nearly 40 percent) lack necessary literacy skills for academic success.

CHILDREN

Programs

Read On myON: Electronic library accessible to children through any internet connected device
Reading Pals: Volunteers help struggling readers through one-on-one and small group tutoring
Summer Care program provides access to summer camp for low income families and assistance for struggling readers through pre-service teachers

Activities

Current Reach
 myON for children in Hillsborough County birth - 8th grade
 100 volunteers tutor 150 children in schools and out-of-school time sites
 531 scholarships in Hillsborough and Pinellas counties; 285 children receive tutoring from St Pete College Teachers

Projected Reach
 All elementary school age children in region
 200 volunteers work with 300 children
 765 scholarships and 456 tutoring

People Served

Current Reach
 160,680

Projected Reach
 227,065
41% expansion

Cost

Projected Cost
 \$ 7,125,000

Current Support
 \$ 5,570,000

Difference
 \$ 1,555,000

PARENTS

Programs

Born Learning: Parent awareness and engagement is built through literacy tools and materials
Reach Out and Read: Reading techniques are encouraged by local pediatricians and health clinics
Parent Academy classes: Parents will have access to literacy resources and assistance

Activities

Current Reach
 Launching "Born Learning"
 12 sites offering "Reach out and Read" program
 Parent Academy facilitated in Campbell Park Neighborhood

Projected Reach
 Expand to targeted neighborhoods regionally
 "Reach out and Read" regionally
 Expand to targeted neighborhoods regionally

People Served

Current Reach
 12,000

Projected Reach
 17,600
46% expansion

Cost

Projected Cost
 \$671,000

Current Support
 \$201,000

Difference
 \$470,000

COMMUNITY

Programs

Early Literacy Awareness Campaign:
 Targets stakeholders, donors, local businesses, and parents
State Level Early Learning Advocacy:
 Focused on improving quality and access

Activities

Current Reach
 Ready, Set, Grow! Fair and Calendar
 Public policy advocacy focused on support for quality early learning programs

Projected Reach
 Regional awareness campaign with emphasis in targeted areas and neighborhoods

People Served

Current Reach
 15,000

Projected Reach
 1.56 Million

Cost

Projected Cost
 \$1,044,000

Current Support
 \$179,000

Difference
 \$865,000

PROVIDERS

Programs

Professional Development: Provide literacy focused training for child care centers and in-home care providers
Literacy Resources & Tools: Provide useful literacy focused resources and tools for pre-school and out-of-school time programs
Collective Community Outcome Planning:
 Lead community-wide collaborative planning to define collective outcomes associated with early literacy

Activities

Current Reach
 Look for the Stars
 Potter Elementary Neighborhood
 United Way Partner Agencies

Projected Reach
 Expand to targeted neighborhoods regionally
 All youth-serving agencies supported by major regional funders

People Served

Current Reach
 70 sites / 42,000 kids

Projected Reach
 242 sites / 77,000 kids
> 100% expansion

Cost

Current Cost
 \$559,000

Current Support
 \$200,000

Difference
 \$359,000

Projected Cost \$9,399,000 **Current Support** \$6,150,000 **Resources needed** \$3,249,000

Our Partners

Sarasota/DeSoto Partners

27th Masonic District
Allisongs for Tots
American Red Cross
Arts & Cultural Alliance
Asolo Repertory Theatre
Capoeira Volta Ao Mundo
Child Protection Center
Children First
Circus Sarasota's Sailor Circus
Clear Channel Radio
Community Center for the Deaf and Hard of Hearing
Community Haven for Adults and Children with Disabilities
DeSoto HIPPY
Early Learning Coalition of Sarasota County
Easter Seals Southwest Florida
Family Network on Disabilities
Family Partnership Center
Forty Carrots Family Center
Funtastics Gymnastics
Girls Incorporated
Girls Scouts of Gulfcoast Florida
Gulf Center Early Steps
Gulf Coast Community Foundation
Gulfcoast Ballet
Healthy Start Coalition of Sarasota County
Herald-Tribune Media Group
Humane Society of Sarasota County
IFAS Family Nutrition Program
Jeanine's Professional Dog Training
Jewish Family & Children's Services
Junior League of Sarasota County
KSC Advertising & Pubic Relations
La Leche League of Sarasota County
Macy's
Mommy Magazine
Mote Marine
Planned Parenthood
Preschool on the Island
Publix Super Market Charities
Publix Super Markets
Redlands Christian Migrant Association
Regions Bank

Renaissance Preschool
Revelle Academy
Sarasota County Fire Department
Sarasota County Government
Sarasota County Health & Human Services
Sarasota County Library System
Sarasota County Parks & Recreation
Sarasota County School District
Sarasota County Sheriff's Department
Sarasota Family Support Network
Sarasota Family YMCA
Sarasota Memorial Health Care System
Sarasota Partnership for Children's Mental Health
Senshi Ryu Dojo
SNN Local News
South County Family Y
Stretch-n-Grow of Sarasota
Success By 6 Leadership Council
Target
The Argus Foundation
The Florida Center for Early Childhood
The Players Performing Arts Studio
Unidos Now
United Way 2-1-1 of Manasota
Wells Fargo
Westfield Sarasota Square Mall

Hillsborough/Pinellas Partners

A Brighter Community
Barnett Family
Big Brothers Big Sisters of Hillsborough County
Big Brothers Big Sisters of Pinellas County
Boy Scouts of Gulf Ridge
Boy Scouts of West Central Florida
Boys and Girls Club of the Suncoast
Boys and Girls Club of Tampa Bay
Capstone Digital
Champions for Children
Children's Board
Children's Movement
City of Tampa
Community Pride
Coordinated Child Care
Early Childhood Council of Hillsborough County

Early Learning Coalition of Hillsborough
Early Learning Coalition of Pinellas
Easter Seals
Girls Inc.
Girls Scouts of West Central Florida
Happy Workers
Healthy Start Coalition Hillsborough County
Helios Education Foundation
Helping Hand Day Nursery
Hillsborough County
Hillsborough County Head Start
Hillsborough County Public Library
Hillsborough County Schools
Hillsborough Education Foundation
Juvenile Welfare Board
Life Force Academy
Lutheran Services Florida
PAR
PARC
Pinellas County Early Learning Coalition
Pinellas County Licensing Board
Pinellas County Public Library
Pinellas County Schools
Police Athletic League
Preschool Experience
R'Club
Redlands Christian Migrant Association
SERVE
Success 4 Kids & Families
St. Petersburg College
Tampa Bay Buccaneers
Tampa Bay Partnership
Tampa Bay Rays
Tampa Housing Authority
Tampa JCC
Tampa Metropolitan YMCA
United Cerebral Palsy
University of South Florida
WEDU
YMCA of Greater St. Petersburg
YMCA of the Suncoast
YWCA of Tampa Bay

Founding Funders

Helios Education Foundation

Penny and Jeffrey Vinik

Annette Raymund Endowment

Jane and Jamie Egasti

Sarah and Brooks Watkins

Carlton Fields

Lorraine and Robert Dutkowsky

Florida Blue



About United Way Suncoast

United Way Suncoast develops and implements community programs to help underserved people achieve their academic and financial potential. We help find regional solutions that change the story for all in our community.



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