

# Sparking Literacy



TOPLINE NEWS FROM READ TO ME PROJECT NOVEMBER 12, 2020



**30%**  
**OF CHILDREN ARE**  
**READY FOR**  
**KINDERGARTEN.**

*What about the others?*

**IMAGINE** a 5 year old starting kindergarten with the language, vocabulary and cognitive knowledge of a 3 year old! Sadly, this is the case with thousands (70%!) of children each year who not only start way behind, but stay behind in school. **IMAGINE** the frustration of not knowing the basics of up/down/next to, red and blue, 1,2,3, the A,B,Cs or words for "climbing", "jumping", or "sky" vs. "cloud." These children struggle every day to understand what they are expected to already know when they start school - and tragically, most never catch up.

## IMPRESSIVE IMPACTS...

**ON STUDENTS.** You may have heard...and it's worth repeating...an impacts evaluation conducted by an independent, third-party research firm reported last October that Read to Me Project student participants scored **68% greater** on standard school assessments over students who were not in the program.

**ON LITTLE ONES** 6 months to 5 years old who are participating in the program, are learning vocabulary, language and building cognitive knowledge required for success in kindergarten. They are being given the foundation for learning that can lead to success in school year after year and beyond.

**ON FAMILIES.** Parents are seeing their older children mentoring and reading to the little ones. Read to Me Project's parent education program explains that learning begins at birth and that it's never too soon to read to a child. And, for those adults who don't read, we provide easy, fun ways to turn every-day tasks into learning experiences that also instill early literacy knowledge.

- 49% of Monterey County families do not read to their children.

- 45% of Monterey County parents have less than a high school education and first-generation immigrants often have less than a 6th grade education.

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## COVID-UGLY IMPACTS

**Normally**, schools pay \$700 per class to provide Read to Me Project to their students. Last year those fees were 14% of Read to Me Project's revenue budget. However, Covid-19 caused unbelievable challenges for schools. Among them being budget cuts from the state leaving less money to do an already impossible job. For this reason, Read to Me Project has waived its program fees and is serving schools free of charge for the 2020/2021 school year.

**Monterey County Gives! Campaign organizers selected a limited number of nonprofits to be included in the campaign based on their review of the organization's proven sustainability and impacts on the community. Read to Me Project is honored to have been selected again this year.**

***Because the program is being provided to schools for free this year, new funding support is needed now more than ever.***



***Please help to give kids in low literacy families a great start in school. Please donate now.***

***Thank you!***

