



Campaign for Raising Readers

**Benzie Sunrise Rotary Club
July 23, 2024**



Let's play JEOPARDY!

#1 The answer is... 52%
The question?

#2 The answer ... 4 times more likely
The question?

Local Trends....

- Only **44% of children** in region are kindergarten ready
- **52% of 3rd graders are not** proficient readers
- **4x more likely** to drop out of high school
- **Negative impacts** on child and on ALL of us

No community can thrive unless its citizens can read!

INVEST 150

How much is it worth to you to assure every child in our community can read?

GOAL

Every Rotarian across the 5 counties invest \$150 to help raise \$225,000 for our children's future!

For just \$150, you can help raise a reader!

You will welcome a baby with a book at birth and provide beautiful age-appropriate books **every month**, delivered to their door, **for five years!**



Babies Can't Wait!

Research shows:

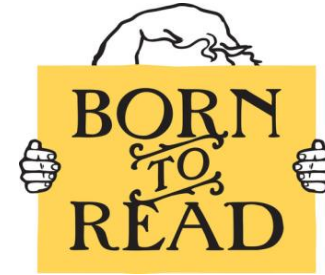
- 90% of brain development by age 5
- Critical window for language acquisition
- Reading to children – strongest predictor of kindergarten success
- Vocabulary: 296,660 vs. 4,662 words



A Little History: Sunrise Rotary Born to Read



Babies are...



- 14 year partnership with Munson Medical and Traverse Area District Library
- Reaches every family with newborn with book and literacy information
- Educates about importance of reading to young children

More than 10 years later... the problem persists!

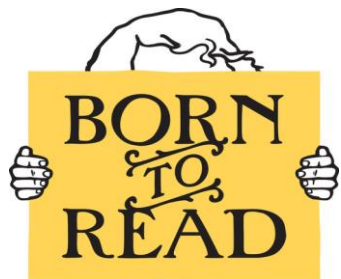


How to move the needle?

Partner with Dolly Parton's Imagination Library!

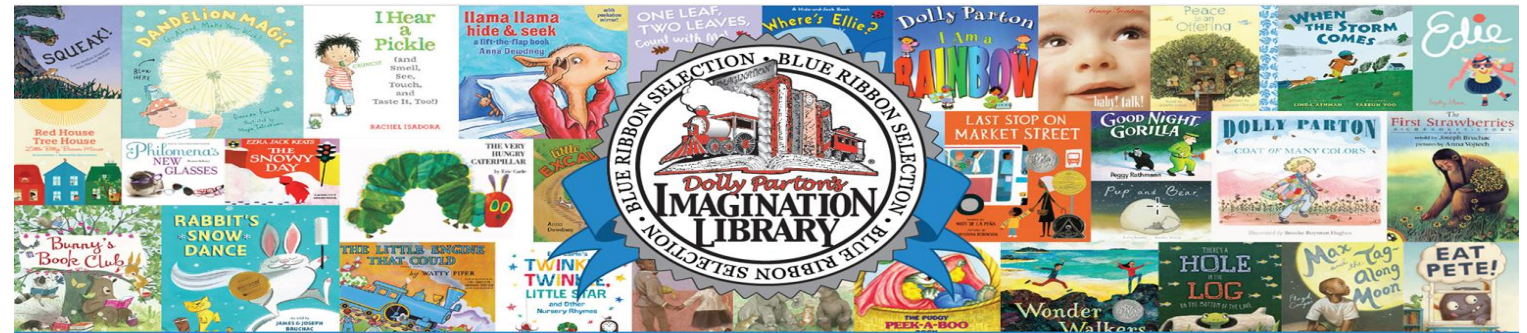


- Distributes age-appropriate books
- Selected by early childhood experts
- Mailed directly to child monthly
- Birth to 5th birthday
- Inclusive
- No cost to families



to Kindergarten!

Does it Work?



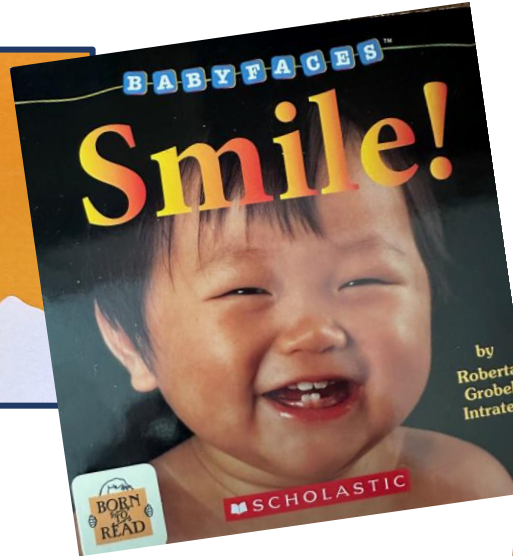
Participating Children:

1. Are Read to More Often
2. Gain Kindergarten Readiness Skills
 - 28.9% more likely to be ready for kindergarten
 - Effects hold regardless of ethnicity, and income
 - Longer enrolled – stronger the impact!



Early Literacy System

At Birth - Munson Medical Center



Every newborn receives:

- Welcome Baby Gift Bag
- Safe Sleep book in crib
- Invitation to enroll in *Imagination Library*

A Gift for You and Your Baby!

We would like to invite you to enroll your baby in Dolly Parton's Imagination Library at no cost to your family!

The Imagination Library makes reading exciting and fun by mailing a new, carefully selected book in your baby's name to your home every month until their 5th birthday.

Dolly's dream is to foster a love of reading, to help children feel the magic that books can create and to ensure that every child has books at home. Since she started the program in 1995, over 200 million books have been mailed to young children across the country and around the world.

Through the generous donations of individuals and organizations across the Grand Traverse Region we are pleased to be able to offer this gift to all babies born at Munson Hospital from the 5-county area!

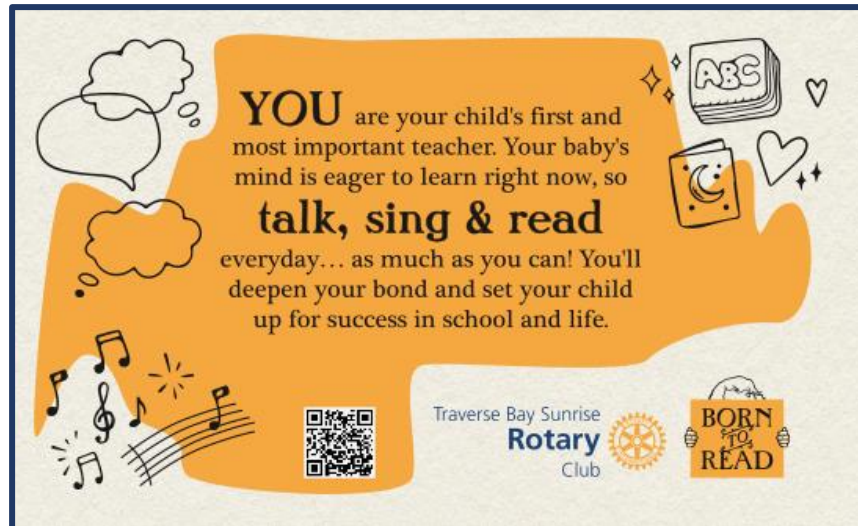
To receive your gift, simply sign up for the Imagination Library when you complete your baby's birth certificate before you leave the hospital.

"If you can read, you can do anything, dream anything and be anything."
— Dolly Parton



After Birth - Pediatric Clinics

Parents offered books, tips on reading with children, another invitation to enroll in *Imagination Library*.



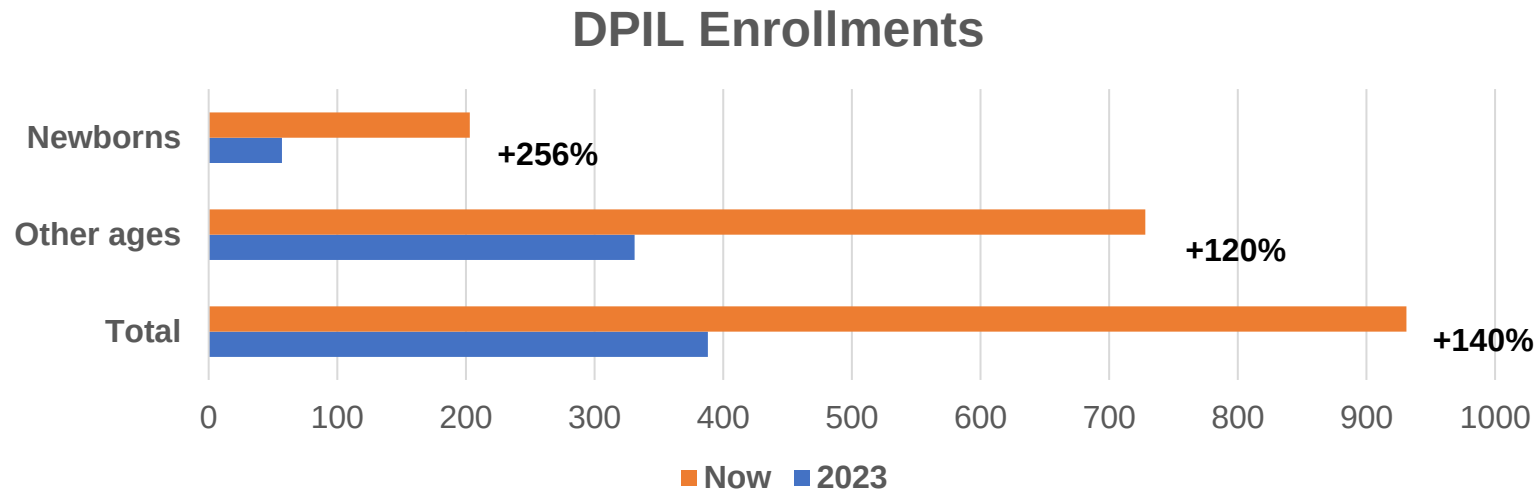
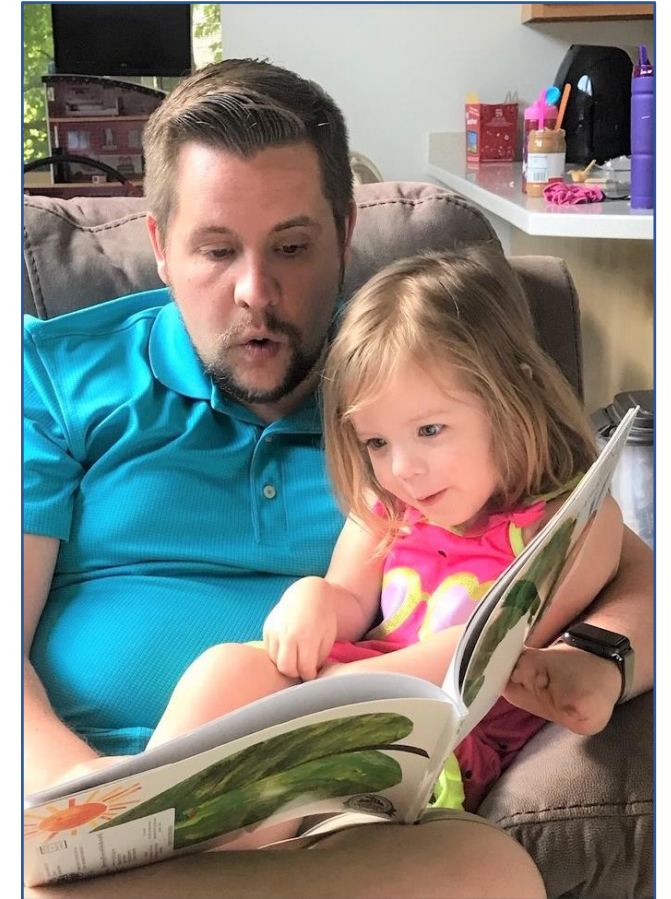
An advertisement for Dolly Parton's Imagination Library. At the top left is the logo, which features a red train and the text "Dolly Parton's IMAGINATION LIBRARY". To the right of the logo is a quote: "YOU CAN NEVER GET ENOUGH BOOKS INTO THE HANDS OF ENOUGH CHILDREN" with Dolly Parton's signature below it. On the right side is a photo of Dolly Parton smiling. The main headline is "INSPIRE A LOVE OF READING". Below it, the text says: "Enroll your child in Dolly Parton's Imagination Library and get a FREE BOOK every month until their 5th birthday." A quote from a parent follows: "Our daughter LOVES READING and being read to, and the VARIETY she receives from the Imagination Library is a SIGNIFICANT part of this". At the bottom, a red banner contains the text: "Dolly Parton's Imagination Library is dedicated to inspiring a love of reading by gifting books free of charge to children from birth to age five, through funding shared by Dolly Parton and local community partners in the United States, United Kingdom, Canada, Australia and Republic of Ireland." Below the banner are the "Dolly Parton's IMAGINATION LIBRARY" logo, contact information for the Grand Traverse Region (P.O. Box 4441, Traverse City, MI 49685-4441, website, and email), and a QR code.

At Home

A new, age-appropriate **book every month** until their 5th birthday – **60 books** before kindergarten!

First Year Progress

- All children in 5 county region can now enroll
- Antrim County opened: 283 enrolled (30.4%)
- Benzie County: 435 children enrolled (58.6%)
- All Counties Increase:

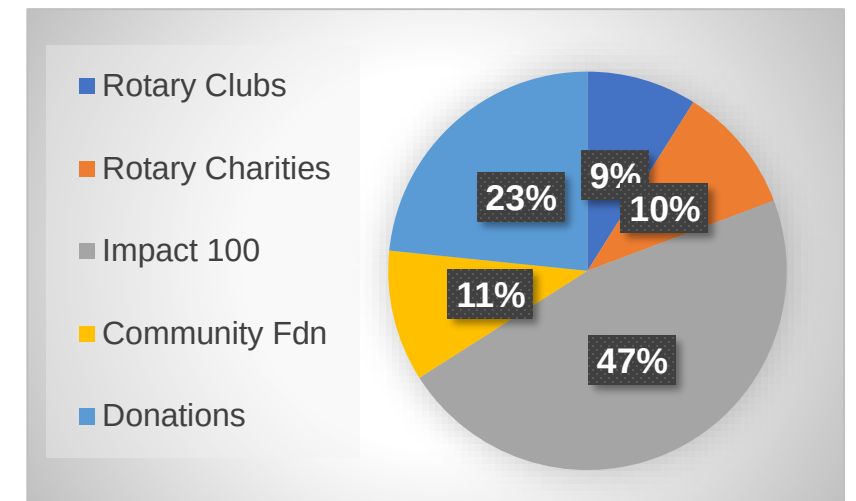


What Does it Cost?

- **Cost-Efficient Program: only \$150 per child**
- **Still adds up! 1,500 Munson babies born annually = \$225,000**
- **Benzie County – 140 each year x \$150 = \$21,000**

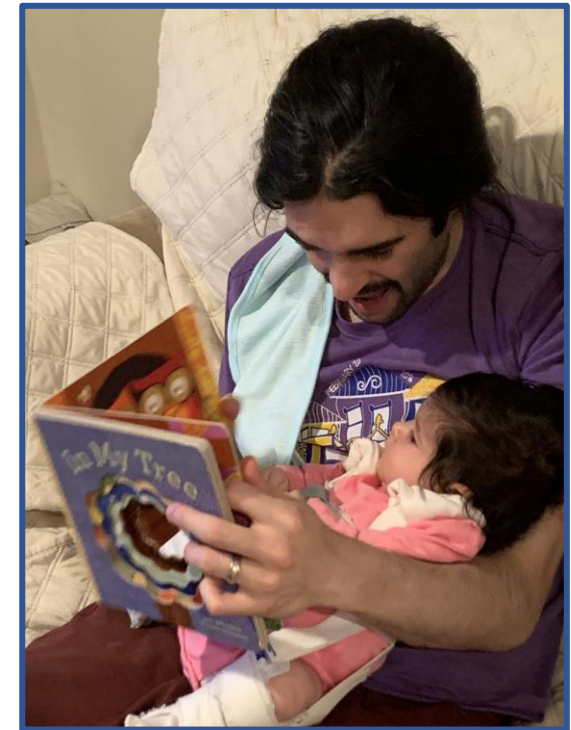
You're helping! Started DPIL Benzie 2019 with District grant and then contributed \$1,000 each year

- **2023 Books from Birth Campaign:
Raised \$241,900**



How Do We Sustain This Progress?

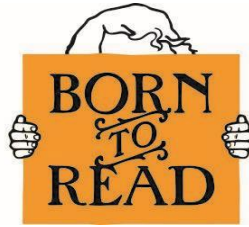
INVEST 150!



“If you can read, you can do anything, dream anything and be anything.”

- Dolly Parton

Traverse Bay Sunrise
Rotary
Club



Working Together to Increase Early Literacy

In Antrim, Benzie, Grand Traverse, Kalkaska, Leelanau Counties