

OUR IMPACT

QUARTERLY HIGHLIGHTS
(DECEMBER 2019 - FEBRUARY 2020)



SIX BOLD IDEAS Recent Gains*

EARLY LEARNING

- 39 New subscribers of early learning tips
- 80 Reading-related workshops for parents
- 5,480 Reading is Everywhere video views
- 8 New book installations created
- 38 Reading-related trainings or workshops offered to peer organizations or businesses

HOME LIBRARIES

- 98,074 Books distributed

QUALITY TUTORING AND OST

- 29 Partners offered some kind of out-of-school-time reading programming this quarter

ATTENDANCE MATTERS

- 4 Literacy related parent workshops covered attendance as an important topic

CLASSROOM INSTRUCTION

- 26 Free teacher trainings were offered to support implementation for evidence-based literacy instruction
- 1 University accredited by the International Dyslexia Association

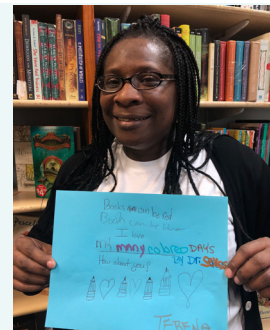
READING CAPTAINS

- 33 Trained Reading Captains

JOIN
ARTSPHERE
IN OUR
FREE
LITERACY
THROUGH
ART AND
MUSIC
PROGRAMS!

Art Sphere and partners have collaborative programming

Art Sphere, Inc. partnered with fishtown sites of the **Free Library, Parks and Recreation**, and the **School District** to lead 30 Lunchtime Literacy Through Music and Art programs for families and children age pre-school and up. To learn more about how Art Sphere, Inc. is continuing to offer programming at this time, visit their literacy through art playlist at <https://bit.ly/ArtSPlaylist>



Reading Captains partner with Tree House Books to distribute books

Reading Captains **Terena Clements, Nichole Ruffins, and Yvonne Hughes** (of **It's Not Your Fault**) partnered with **Tree House Books** to give out books across the city. Terena and Nichole brought books to city hall during the holidays and Yvonne took books to a black history month event at the **Shay Eye Institute**. To partner with Reading Captains email wanda@globalcitizen365.org



Partners come together for a Call to Action Literacy Initiative

Boys and Girls Club of Philadelphia partnered with **Books in Homes USA** to host book giveaways this quarter for their Call to Action Literacy Initiative. These events increase excitement for reading and support literacy programming at the Clubs. Visit www.bgcphila.org or contact Kelly Lemberger, lebergerk@bgcphila.org to learn more.

MORE PARTNER NEWS

- The Family Engagement** and **Home Libraries Working Groups** held a joint meeting to discuss and determine implications of Susan Neuman's research on the work surrounding book distribution and home literacy habits. Partners, visit the [partner portal](#) to see her work.
- Congratulations to **Saint Joseph's University** for being the first university in Pennsylvania to have an IDA-accredited program at both the undergraduate and graduate levels! In Philadelphia, there are now six IDA-accredited programs at 5 institutions: **Arcadia, Drexel, Saint Joseph's** and **Temple**; and **AIM Institute for Learning and Research**. For more, visit <https://bit.ly/LiteracyInst>
- Action for Early Learning (AFEL)** under the umbrella of **People's Emergency Center (PEC)** participated in a celebratory Community Health and Wellness Community Outreach event on Martin Luther King Jr. day at the Lucien Blackwell Recreation Center located in Millcreek. A large part of the focus of the event was on literacy, as well as other topics relevant to neighborhood health and wellness.

DIGITAL TRENDS

We had 4,298 video views on our youtube account this quarter. That's 80% of the amount we had accumulated from one year prior!

FOLLOW US: @Readby4th



*Numbers included in cumulative metrics on other side

OUR IMPACT

CUMULATIVE METRICS

From campaign start (July '15) through the last reported quarter (February '20)



Read by 4th is a citywide coalition of parents and partners protecting every child's right to read. Managed by the Free Library, this multi-year initiative holistically addresses Philadelphia's literacy crisis.

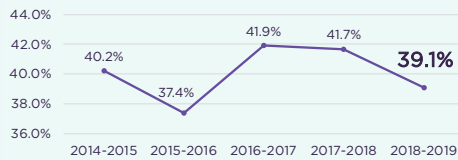
We know the key levers to grade-level reading are school readiness, school attendance, quality classroom instruction, and out-of-school learning. Based on this and the urgency of our mission, we've focused on six bold ideas to advance early literacy.

CAMPAIGN GOALS

TARGET: 85% (13,200 students)

READ BY 4TH

3rd graders reading at grade level

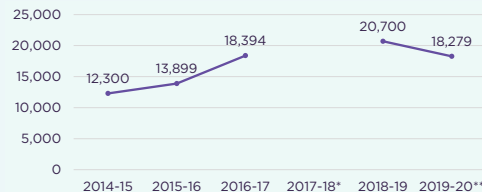


(Source: ELA, PSSA, and Terranova)

TARGET: 25,000 Children

QUALITY CHILDCARE

Children 3-4 who enrolled in publicly funded, high quality, PreK

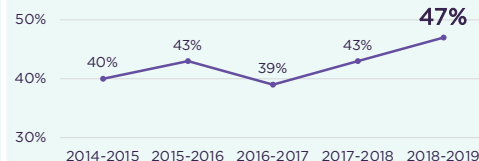


(Source: PA Partnerships)

TARGET: 90% K-3 students

SCHOOL ATTENDANCE

K-3 students attending 95% or more of instructional time

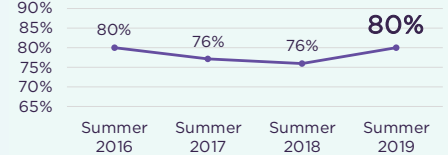


(Source: SDP)

TARGET: 90% students

SUMMER READING

K-2 students who saw their independent reading level stay the same or rise from Spring to Fall



(Source: SDP)

SIX BOLD IDEAS: Theory of Change in Action

ATTENDANCE MATTERS

330 Attendance Toolkits distributed to principals or ECE center directors

READING CAPTAINS

365 Reading Captains citywide

HOME LIBRARIES

1,699,028 Books distributed

QUALITY TUTORING AND OST

120+ Summer Camp Challenge sites

3,000+ Students served by Summer Camp Challenge sites each summer

EARLY LEARNING

2,679 Subscribers of early learning tips

1,144 Reading-related workshops for parents

11,313 Reading is Everywhere video views**

1,170 Book installations created

1,142 Reading-related trainings or workshops offered to peer organizations and businesses

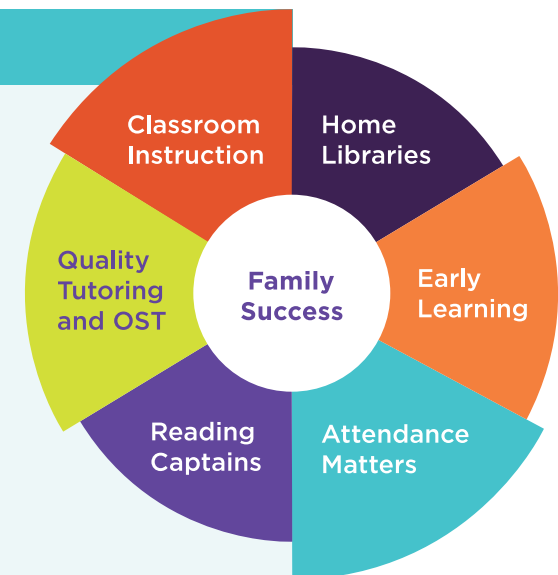
30 Place-based messaging signs distributed

CLASSROOM INSTRUCTION

6 IDA-accredited programs at **5** institutions

380 Free teacher trainings offered to support implementation of evidence-based literacy instruction

All 150 SDP elementary schools have a teacher literacy coach



*Number unavailable because of lack of Star 3&4 Child Care Works Data

**Number reduced from last measuring period because of removal of duplicate counts