



Inspiring Young Readers Through Partnership

gift of literacy

Dear Friend,

Thank you for your interest in Springfield's Gift of Literacy (GOL) program. We are pleased that you're interested in starting a literacy program in your community.

Our hope is that this document, and the materials found on our website (www.giftofliteracy.org), will provide you with a general overview of the GOL program and answer some initial questions you may have about starting a literacy program.

On the following pages you'll find information about our:

- Program History
- Key Values & Defining Characteristics
- Book Selection Criteria
- Location Ideas
- Partnership Recommendations
- Basic Budget Considerations
- Contact Information

Additionally, the following resources are available under the "resources" tab on our website:

- Sample school newsletter
- Sample teacher packet
- GOL video & PSA

Since the program's inception in 2006, partnership has been the underlying theme to our success. Through rich community partnerships, the GOL program has shown to be an outstanding model for volunteerism, community involvement, and celebrating literacy. Thank you for your consideration of this program. Together we can inspire young readers through partnership!

Sincerely,

Jeff DeFranco
Program Director

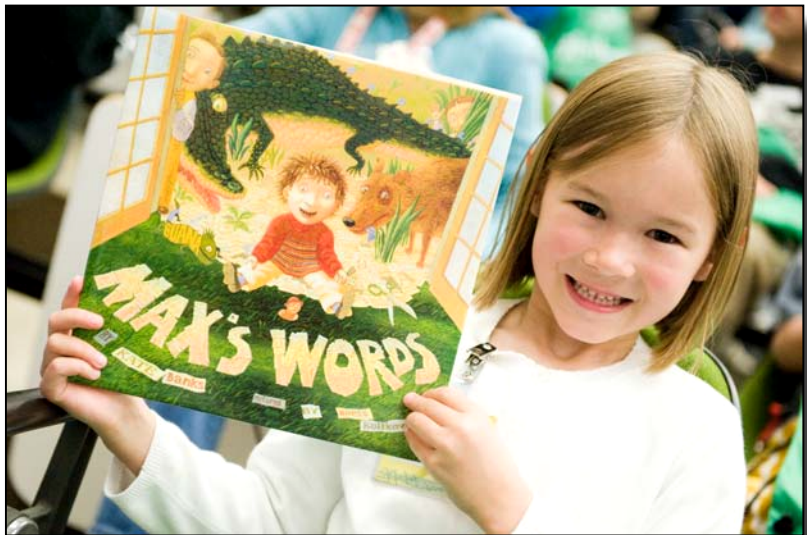
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PROGRAM HISTORY

Gift of Literacy began in the fall of 2005 when the Rotary Clubs of Springfield approached Springfield Public Schools with the idea of creating a book-giving program to inspire young readers through partnership. It is modeled after similar programs in Klamath Falls, Oregon, and Casper, Wyoming.

The original program was created by John Jorgensen, who started the Sue Jorgensen Library Foundation in 1996 to benefit libraries and advance the cause of childhood literacy in Wyoming. After making a significant contribution of books to the library of their children's



elementary school, the foundation learned of a community that held an annual drive to raise enough money to give every first-grade student a book to encourage early enthusiasm for reading. With the support of local teachers, administrators, and parents, the "Casper Cares, Casper Reads" program was born.

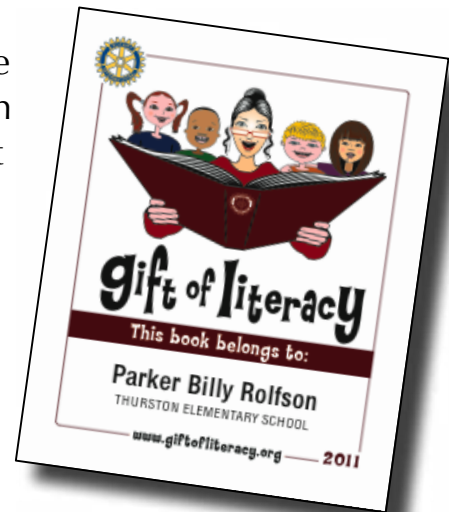
In similar fashion to "Casper Cares, Casper Reads," Gift of Literacy gives every first-grade student in Springfield Public Schools a new hardcover book, encouraging early literacy in our community. Since the first Gift of Literacy celebration, held in the spring of 2006, Springfield's program has grown and changed to meet the specific needs of our students. Please read on for ideas about how a Gift of Literacy program can be started in your community.

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KEY VALUES & DEFINING CHARACTERISTICS

To ensure that the key values and defining characteristics of any program called “Gift of Literacy” are the same, we ask that you uphold the following checklist of criteria in order to obtain permission to use the name “Gift of Literacy” and/or the Gift of Literacy logo for your event. To determine whether or not the criteria have been appropriately followed, and to gain permission to use the name and/or logo, please contact the Gift of Literacy program director.



BOOKS:

- Students will receive a personalized book.
- Books are free for students.
- Criteria used for selecting book collections.
 - Please read “Book Selection Criteria” on pg. 3.
 - Visit our library on the website to see book titles we’ve selected in previous years using these criteria.
- Books are new and hardcover.
- Students choose the book they want to receive.

PROGRAM & CELEBRATION:

- Focus is on first-grade students.
- Gift of Literacy is a program, not just a one-day event (students are exposed to, and have access to books in the months prior to the celebration).
- Partnerships between Rotary/service organizations, districts/schools, and local library systems are emphasized for mentor, financial, and volunteer support.
- Books are presented in an instructional, educational, and motivational ceremony (preferably at an off-site location).
- Program includes some remembrance of Sue Jorgensen (e.g. DVD of “Good Queen Sue” fairy tale, “Good Queen Sue” coloring book, and/or presentation from John Jorgensen, etc.).

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BOOK SELECTION CRITERIA

The Gift of Literacy strives to put books in the hands of children, in classrooms and in the community. Our mission is to foster a love for reading and encourage literacy among young students; therefore, a wide variety of books should be included in the annual book collections.

The following checklist of criteria should be considered when selecting the Gift of Literacy annual book collections:

- All books should be picture books and hardbound.
- Overall, the collection must appeal to a diverse group of students. The collection should include:
 - Books that are well suited to read aloud.
 - Books that appeal to both genders.
 - An assortment of reading levels, ranging from easy to more advanced.
 - A variety of artistic styles and illustrations.
- Specifically, the collection should incorporate:
 - A non-fiction book.
 - A classic or award-winning book.
 - A multi-cultural book.
 - A book featuring a historical event or human character.
 - A Spanish – English bilingual book.
 - A rhyming or poetry book.
- These characteristics do not necessarily need to be exclusive to one book; multiple themes can be incorporated into one book or many.
- Preferably, the collection should include one book by an author who can attend the Gift of Literacy celebration.

BOOK SELECTION SUB-COMMITTEE

The Gift of Literacy has a book selection committee that coordinates the selection of all books used in the program. This team provides recommendations to the Gift of Literacy steering committee for final approval.

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The committee should be composed of at minimum:

- An elementary school principal.
- A first-grade teacher.
- The literacy coordinator from district level.
- A librarian.
- The Gift of Literacy program assistant.

The Gift of Literacy book selection sub-committee should consider the following:

- There is a life span to typical children's books, which affects purchasing.
 - Newly published (Age 0-1 year) are too hard to obtain.
 - Old books (3+ years) are hard to find .
 - A book published within 2-3 years old of the current celebration year is ideal.

LOCATION IDEAS

- Local community college or university.
- Local public library.
- School gymnasium, cafeteria, or library.

PARTNERSHIP RECOMMENDATIONS

- Local service organizations (e.g. Rotary or Kiwanis Club).
- Local school district.
- Local public library or local government agencies.
- Local business and corporate sponsors.

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BASIC BUDGET CONSIDERATIONS

	LOW	HIGH	NOTES
BOOKS	\$8/student	\$17/student	Cost depends on book selected and potential discounts from partners.
LOCATION	In-kind (free)	\$5,000	Cost is determined by site selected for celebration.
FOOD	Provided by district at no cost	\$2.50/per student	
TRANSPORTATION	Provided by district at no cost	\$1,000	Location selected may also impact total transportation cost.
PRINTING & MAILING	Provided by district at no cost	\$3,000	High estimate includes all printing, design, and mailing for posters, teacher communications, and mailing services.
TOTAL	\$7,200	\$26,550	Totals are based on 900 students.

ADDITIONAL EXPENSES MAY INCLUDE:

- Guest author travel, lodging, and/or appearance fees.
- Reusable backpacks for students.
- Volunteer t-shirts and lunches.
- Character costume rentals.
- Posters, balloons, and other decorations.

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CONTACT INFORMATION

For general inquiries about the Gift of Literacy program, celebration, and for permission requests for usage of the name and/or logo, please visit our website (www.giftofliteracy.org) or contact us!

Gift of Literacy

inspire@giftofliteracy.org

(541) 726-3220

Program Director

Jeff DeFranco

Jeff@giftofliteracy.org

(541) 726-3204

Rotary Contacts

If you are a Rotarian or member of another service club or organization, please contact us for more information about how your club can start a Gift of Literacy program in your community.

Liz Degner

Springfield Rotary

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Ed Baker

Twin Rivers Rotary

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