

# Family Literacy



VAACE Conference  
October 22, 2024

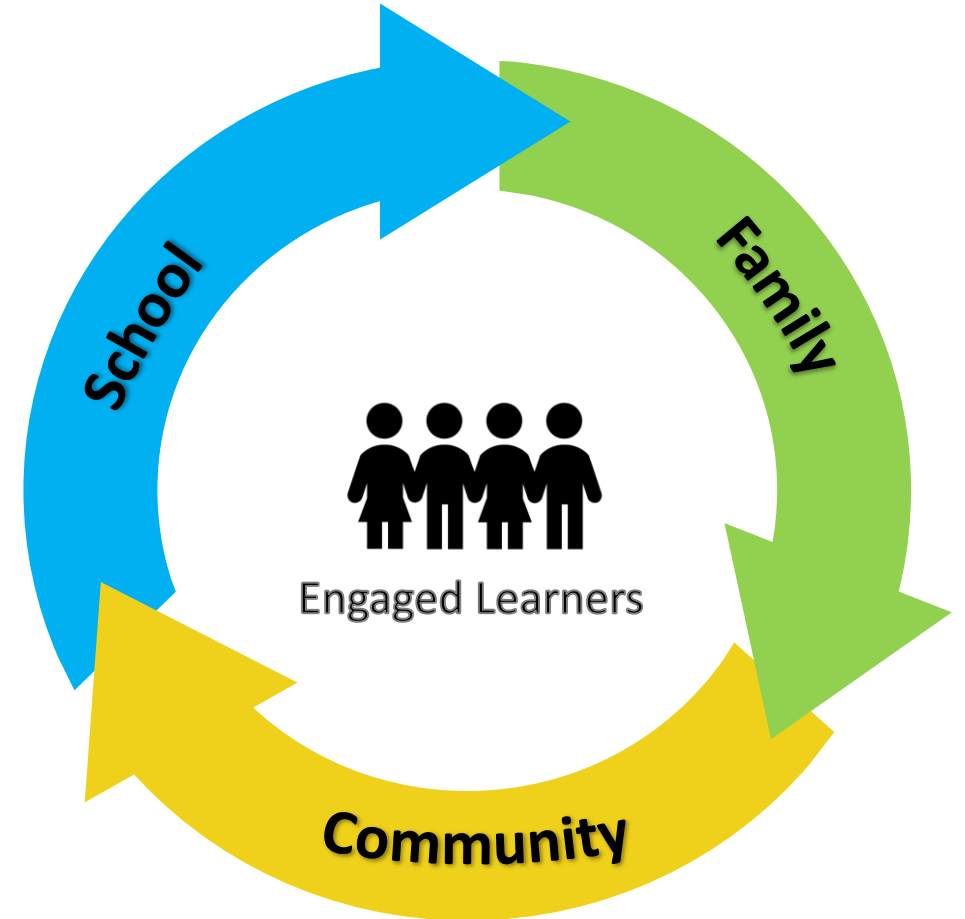


# The Read to Them<sup>®</sup> Model

*The power of reading aloud*

Schoolwide reading programs surround students with literacy:

- at **home**, reading aloud with caregivers
- at **school**, with classroom-based activities
- in the **community**, with participation from civic groups and businesses



# We believe that reading aloud to children has the power to change lives.

- Our mission is to *use the power of reading aloud together to build connections across families, schools, and communities to cultivate students' learning and success.*
- We will continue to do that until we achieve our vision of *a culture of literacy in every community.*

To do this, we have built three core programs...



One School, One Book ®



One District, One Book ®



States Read One Book ®

2M+ FAMILIES • 3K+ SCHOOLS • 50 STATES • 4 CANADIAN PROVINCES

# Our kids are struggling.



2022 Average Reading Achievement In The U.S.  
shown by 2022 reading scores for all students by school district

find a place

MAP

CHART

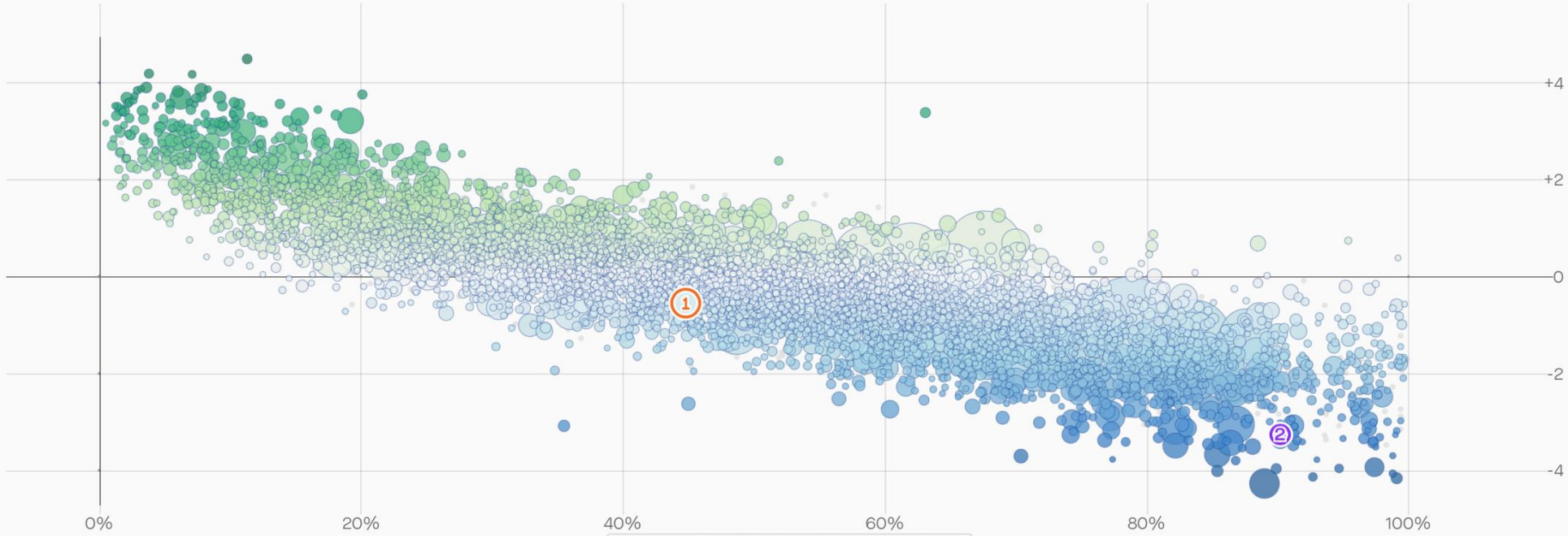
MENU

Data

## Average Students' 2022 Reading Scores vs. Percent Free/reduced-price Lunch

Circles represent school districts, sized relative to the number of students. The largest 5,000 districts are visible.

Aa  
2022



Percent Free/Reduced-Price Lunch

Grade Levels  
Shown As  
2022 Reading Scores  
All Students

# It takes a village to move the needle.

The City of Richmond's children are facing challenges that can affect their entire lives.

- 41.5% are impacted by poverty.
- 57% of Richmond's kindergarteners do not meet school-readiness benchmarks compared to 42% in Virginia overall
- Only 47% of students in Richmond passed the state reading assessment in 2021-22, compared to 73% in Virginia overall.

*Children who are not reading proficiently in 3rd grade are four times more likely to drop out of high school, and black and Hispanic students living in poverty who are not proficient readers are eight times more likely than proficient readers to drop out of high school.*



# Dolly Parton's Imagination Library (DPIL)

Imagination Library reaches more children than any other early childhood book gifting program, and mails free, high-quality, age-appropriate books to children from birth until age five, no matter their family's income.

## THE DOLLYWOOD FOUNDATION MISSION

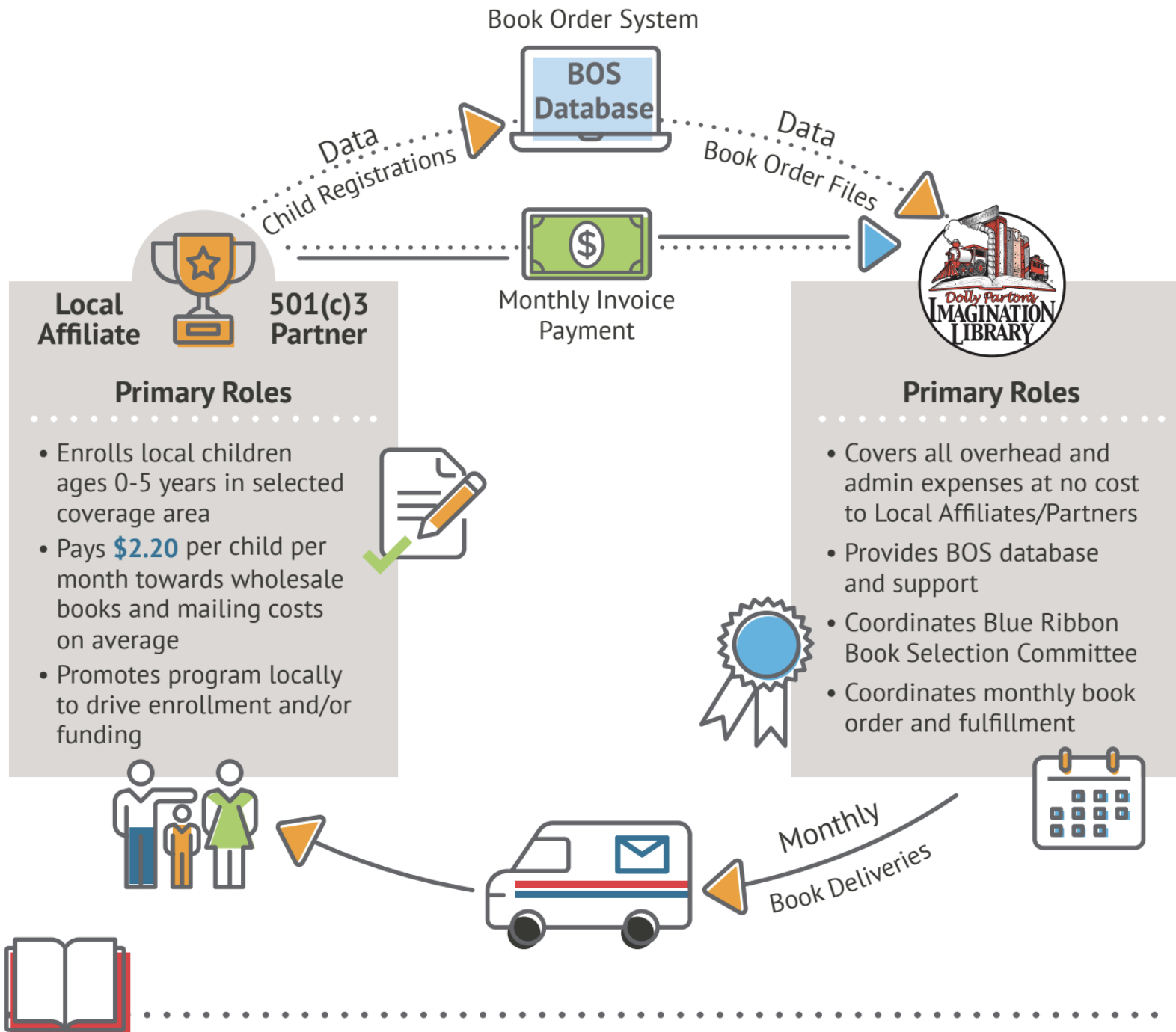
To share the life and legacy of Dolly Parton as an inspiration to all children to Dream More, Learn More, Care More and Be More®.

## DOLLY PARTON'S IMAGINATION LIBRARY MISSION

We aspire to firmly establish Dolly Parton and the Imagination Library as the highest quality, most effective, instantly recognized, global book gifting resource that policymakers, early childhood organizations and families trust to help inspire a love of reading and learning in children as we provide the most powerful opportunity for children to dream more.



# DPIL in action



A well-executed Imagination Library requires a whole community working together

- Dolly Parton's Imagination Library
- Affiliates
- Donors/Funders
- United States Postal Service
- Community Partners like libraries, preschools, pediatricians, hospitals

# Community partners are key to success

Birth in Color  
Care Connection for Children  
CCPS Office of Family and Community  
CFA – Healthy Families Richmond  
Richmond City Council  
City of Richmond Dpt. Of Recreation  
Dept. of Healthy Families  
Children’s Museum of Richmond  
Commonwealth of Catholic Charities  
Community Foundation  
Visiting Case Management  
Cross Over RVA Ministries  
Daily Planet  
Early Impact VA  
ExCell  
Family Lifeline

Greater Richmond SCAN  
International Rescue Committee  
Jewish Community Center  
Little Hands Virginia  
Office of Children and Families  
Reach Out & Read  
Peter Paul Promise Family Network  
Read Center  
ReEstablish Richmond  
RHHD Resource Centers  
Virginia State Literacy Association  
Richmond Family Magazine  
Literacy (RJCL)  
Richmond Public Library  
Richmond Public Schools  
Robins Foundation

RPS Education Foundation  
RVA Reads  
Sacred Heart Center  
SCORE  
Soar 365 The Faison Center  
The Literacy Lab  
Thrive Birth to Five (TB5)  
Unite Virginia  
United Way  
Urban Baby Beginnings  
VCU Community Outreach  
Virginia Statewide Parent Education  
VPM  
YMCA/YWCA of Greater Richmond







Join us as we celebrate  
Financial Literacy!

Read with us: March 3 - 21, 2025

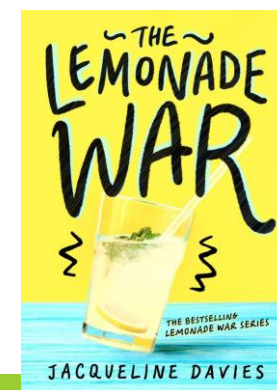
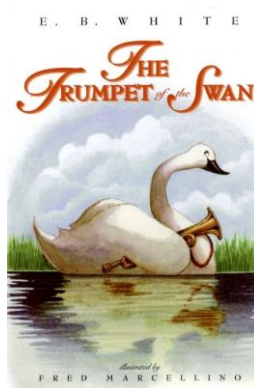
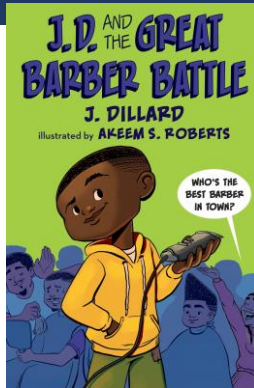
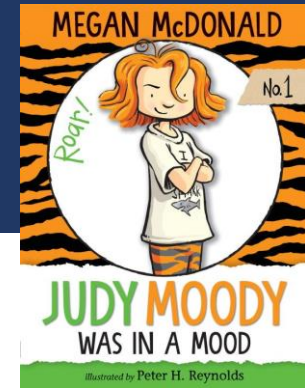
Every family in your school community will  
read *The Lemonade War* by  
Jacqueline Davies at home each night.

Explore and celebrate with school and  
community-based activities throughout the  
reading extravaganza!



# Advantages of *Virginia Reads One Book*<sup>®</sup>

- We choose the title and the kickoff date (March 4, 2024).
- The program has a discounted price of \$5.95 per book.
- Title is available in Spanish with translated home materials.
- Bonus content, including:
  - Financial literacy
  - Author videos
  - An early reader companion
- Title I schools can apply to be sponsored by members of the Virginia Bankers Association.



**Activity with your table:**

**MASH-UP**

# Ways you can be involved...

We need help with:

- Registering families
- Family engagement
- Fundraising
- Advocacy/policy support for literacy
- Promotion/advertising/marketing
- Other...(What haven't we thought of?)

**Dolly Parton's IMAGINATION LIBRARY** | **Read to Them**  
*A Division of the University of Tennessee*

I can help with:

- Registering families
- Family engagement
- Fundraising

Do you know other potential partners we should connect with?  Yes  No  
If Yes, who? \_\_\_\_\_

Do you know other potential funders/donors we should connect with?  Yes  No  
If Yes, who? \_\_\_\_\_

Here is my contact information ( I am interested in learning more about this initiative from you.)

Name: \_\_\_\_\_ Organization: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

Thank you for your commitment to early childhood literacy!

# Questions?



2201 West Broad Street  
Suite 206  
Richmond, VA. 23220

Christa Donohue  
[Christa.Donohue@readtothem.org](mailto:Christa.Donohue@readtothem.org)  
804-367-3195