

Literacy Log

PHILADELPHIA READS WINTER 2006

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We Need Books!

✿ If you have children's books which are just laying on a book shelf in your home or packed away, give us a call and we will put the books back in circulation and in the worthy hands of a child who can truly benefit from your donation.

Save the Date: Read Across Philadelphia Day!



✿ For the past six years, PHILADELPHIA READS has hosted the City's "Read Across Philadelphia Day" celebration. Read Across Philadelphia Day, which is in line with the national "Read Across America Day," celebrates the birthday and legacy of Theodore Geisel, better known as Dr. Seuss.

March 2, 2007 will mark the beloved author's 103rd birthday.

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Get ready for the Martin Luther King Day of Service!



✿ On January 15, 2007 more than 50,000 people of all ages and backgrounds will come together to celebrate Dr. Martin Luther King's

birthday in the largest King Day of Service event in the nation. This federal holiday has been transformed into a day of volunteer service and citizen action across the Philadelphia region.

PHILADELPHIA READS will be partnering with many organizations and individuals to carry out projects that support children's literacy. This year, we are focusing on three, literacy based projects: collecting books in a region-wide

book drive, recording books on tape, and training reading coaches. If you would like to get involved in one of these projects, please contact Sarah Galbally at (215) 851-1845.

The literacy of our children is central to the tenets of equality and equal opportunity, which Dr. Martin Luther King, Jr. addressed. On King Day 2007, let's send a resounding message to children and adults that literacy is paramount to success by making it a day ON, not a day OFF!

From Adrienne's Desk

✿ What a wonderful fall it has been! In November, we received the Please Touch Museum's Great Friend to Kids Education Award. It was so rewarding to have all of the hard work we do on behalf of children's literacy recognized. The award ceremony was magnificent and we were touched by all of the attention. Working on behalf of the children of Philadelphia is truly an honor and a privilege that gives us joy and enriches our lives.

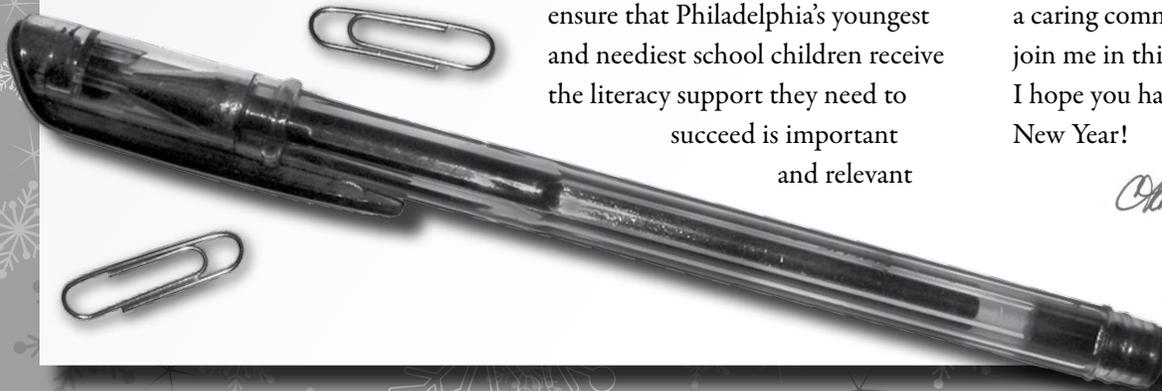


However, there is still work to do on behalf of the children of Philadelphia. Much has been written lately about school drop-out rates, violence, and low literacy skill levels. Research shows us that children who read at proficient levels and achieve academic success at an early age have greater self-esteem and are less likely to drop out of school and commit violent crimes. PHILADELPHIA READS is aware that our mission to ensure that Philadelphia's youngest and neediest school children receive the literacy support they need to succeed is important and relevant

to a prosperous Philadelphia.

During this holiday season, I am going to spend time with my family reflecting on these issues and thinking of ways we can make a positive impact in the New Year. Change can not happen without the help of the community. When schools, corporations, community partners, and the general public view one another as partners, a caring community forms. Please join me in this time of reflection. I hope you have a happy and safe New Year!

Adrienne Jacoby, Ed.D.
Executive Director



Read Across Philadelphia Day

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To celebrate, approximately 500 business, civic and education leaders will read to students at Philadelphia schools throughout the week of February 27, 2007. We encourage you to pick a day during this week to join students in the reading celebration. This is a wonderful opportunity for you to inspire a group of children to read, impart your love of reading onto others, and just simply to have a great time. If you are interested in spreading the spirit of Dr. Seuss,

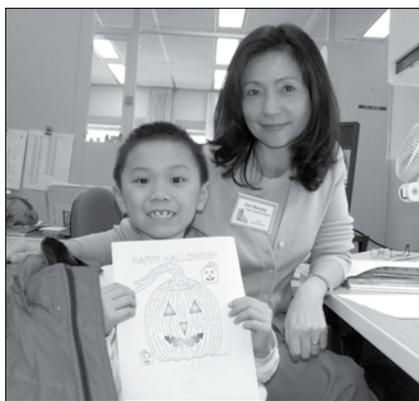
please contact Sarah Galbally at (215) 851-1845. In the words of Dr. Seuss, "You're never too old, too wacky, too wild to pick up a book and read to a child."



Benefit Auction

✿ The 41st annual conference of the National Collegiate Honors Council was held in Philadelphia this past November. Students from the University of North Carolina and Columbia College joined together to organize the second annual Shop Across America silent auction which benefited PHILADELPHIA READS. Conference attendees donated one or more item representing their region to be auctioned off. It was a great success and we feel so lucky to have been chosen to represent Philadelphia.

Power Partners



✿ All of the volunteers have been trained, the buses have been scheduled and the students have received their reading bags. The 2006-2007 Power Partner program has officially begun! Each week 1300 students from Philadelphia schools are traveling to their Power Partner for literacy support and mentoring.

2006-2007 Power Partners

Arkema, Inc.
 Ballard Spar Andrews & Ingersoll
 Blank Rome, LLP
 Board of Pensions of the
 Presbyterian Church
 Buchanan Ingersoll-Rooney
 Community Legal Services
 Dechert
 Delaware Investments
 Drinker Biddle & Reath, LLP
 Duane Morris, LLP
 Elsvier
 Environmental Protection Agency-
 Office of Communication &
 Government Relations
 Exelon Business Services (PECO)
 First Judicial District
 -Common Pleas Court
 First Judicial District
 -Office of Prothonotary
 Independence Blue Cross
 -Blue Crew

Jewish Community Services
 Building/Jewish Federation
 Lippincott Williams & Wilkins
 Montgomery, McCracken,
 Walker & Rhoads
 Pepper Hamilton, LLP
 PFM Advisers
 Philadelphia Legal Assistance
 Philadelphia Newspapers, Inc.
 PNC Center City
 PNC Eastwick
 PNC New Jersey
 Prudential Financial
 Reed Smith, LLP
 Rohm & Haas Company
 Saul Ewing, LLP
 School District of Philadelphia
 US Court of Appeals
 US Attorney's Office
 Wolf Block Shorr &
 Solis-Cohen, LLP



Fall Power Partner News

As part of their commitment, we ask our Power Partners to make a donation so that their classroom can purchase a new library. Since our non-profit Partners do not always have the means to donate, PHILADELPHIA READS purchases the libraries in their name. To offset the cost of supporting the non-profits, **the School District**

of Philadelphia Office of Curriculum and Instruction, one of our Power Partners, held a fundraiser. Led by their coordinator, Barbara Pignatelli, the office sold candy and aromalight candles.



Drinker Biddle & Reath LLP is back! Last year the law firm was not able to participate because of lack of volunteers. Missing the weekly one-on-one interaction with students, Drinker Biddle & Reath LLP connected with **PFM Advisers**, a division of PFM Management, LLC, and is once again working with Greenfield Elementary School.

On November 16, 2006, **Independence Blue Cross/Blue Shield** received the Please Touch Museum's Great Friend to Kids Philanthropy Award. This is the 6th year that the Blue Crew is working with students from the Sheppard School.

Have Power Partner news you would like to share?
 Please email Sarah Galbally
 at sgalbally@gpuac.org.

Stress Busting Holiday Reading Tips from Reading Is Fundamental

❁ When the weather outside is frightful (and the shopping mall is even worse), turn to books to brighten the holiday season. If cabin fever sets in during winter vacation, take a moment to read aloud with your family. You can all escape to another world without bothering with snow boots and mittens. To make reading a part of your holiday traditions try some of these fun literacy activities:

- Encourage your child to create bookmarks to enclose in a gift book or to mark the place in your own book where you leave off during read-aloud time.

- Ask your child to help with holiday shopping. Have him or her write out the list and then read the items aloud as you peruse the aisles together.



- Give your child a companion book to traditional holiday gifts, such as a book on juggling and several brightly colored balls; a book about fossils and a bag of plaster of Paris; or a book about stamp collecting and a stamp album.

- When it's time for holiday baking, ask your child to read the directions aloud to you. While the cookies are in the oven, read a short book together.

- Suggest that your child's teacher turn the classroom holiday gift exchange into a book exchange.

- Help your child make his or her own holiday gifts for family and friends by following the directions in a how-to-book.

- Ask your child to help you write out gift nametags. Use extra large gift tags for tiny hands!

- Encourage your child to volunteer to read to

residents in a local retirement home or hospital.

- Give a bookstore gift certificate as a holiday present so your child can select a new book on his or her own. Read the book together.

- Visit the library and pick out some holiday favorites for festive family reading all season long.



Reading Is Fundamental, the nation's oldest children's literacy organization, has an amazing website filled with creative, literacy building ideas for parents, caregivers and teachers. For ideas on choosing good books, creating reading spaces at home, and encouraging struggling readers visit www.rif.org.

New Years Resolutions

2007

As January 1st approaches, we all begin to think of personal goals for the New Year. In addition to your vow to exercise more and lay of the chocolate, PHILADELPHIA READS has come up with some easy to implement resolutions that will impact not only you but also your community. For a rewarding 2007, we suggest incorporating the following into your routine:

- I will read every day to set a good example for my child
- I will take my child to the library to borrow books
- I will give books as presents
- I will volunteer to work with a struggling reader in my community
- I will donate books that my child is no longer reading
- I will get involved in reading events such as Read Across Philadelphia Day, the Philadelphia Reading Olympics, and Philadelphia READS in the Park
- I will host a book drive at my office, school, or community organization

Help us replenish the READS Book Bank!



✿ PHILADELPHIA READS is looking for businesses and schools to host book drives. PHILADELPHIA READS can provide you with book collection bins and can pick-up the books. We accept new and gently used books for children in Preschool through 8th grade. Please do not donate adult books, magazines, encyclopedias or workbooks. New supplies such as notebooks, crayons and pencils are accepted. For more information on organizing a book drive, please call (215) 851-1845.

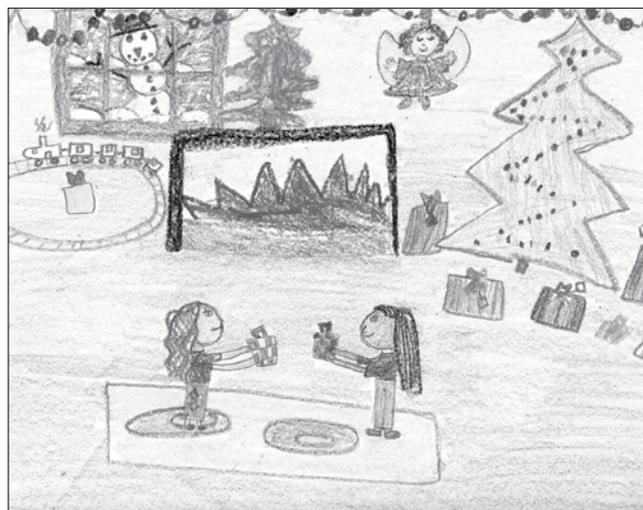
Volunteers Needed

✿ PHILADELPHIA READS is currently looking for volunteers to work with struggling readers and writers at Philadelphia schools and after school programs. All volunteers must commit at least one hour a week. Sites are located throughout the City. For information about training and to receive an information packet, please call us at (215) 851-1845. With your help, we will make Philadelphia a city of readers!

PHILADELPHIA READS Holiday Card Competition at J.R. Lowell School:



Linnette Bermubez-Cruz



Blanca Medina



Anonymous

Kids Run for Literacy

✿ The Verizon Kids Fun Run, which was held on Saturday November 18, 2006, not only emphasized the importance of exercise and physical fitness but also literacy. The short-distance, non-competitive event for future Philadelphia Marathoners, ages 4-12, benefited PHILADELPHIA READS. All runners who brought a brand new children's book received \$5 off the registration fee. PHILADELPHIA READS also had a table where information was distributed. It was a wonderful event and we are so thankful to have been included.



A Day with E.B. Lewis

✿ Noted Illustrator E.B. Lewis spent a day in early December at Overbrook Elementary School to talk to students about his life and the books that have inspired his watercolor illustrations. PHILADELPHIA READS volunteer and Advisory Board member Kathleen Cannon made a donation through PHILADELPHIA READS which enabled the school to buy Lewis's books for Author Studies. The day was a wonderful success!

2007 Reading Olympics!

✿ **Imagine** 9-13 year old students enthusiastically working together, reading together, and sharing their knowledge of books in a fun setting. **Imagine** a project where students from the Philadelphia public, parochial, charter, and private schools as well as students from after school programs come together to compete in an academic activity that celebrates literacy. **Imagine** an academic competition where everyone wins!

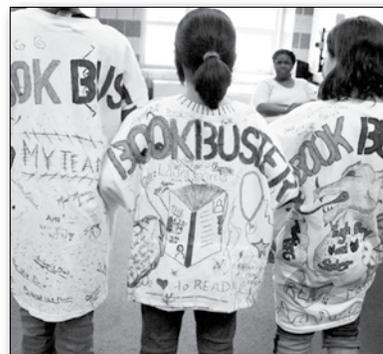
PHILADELPHIA READS is once again co-sponsoring the Philadelphia Reading Olympics. This is the second year that the Olympics will be a city wide event. Last year 86 teams from all over the city participated. This year we hope to expand participation to 150 teams!

The program is designed to promote reading, teamwork, self-confidence and fun. The Olympics is primarily a celebration of reading rather than a contest. Groups of twelve 4th,

5th and 6th graders work together as a team to collectively read 20 books from a book list developed by librarians and educators. In the beginning of May the teams will gather at locations throughout the city for the Olympic competition. Teams will be asked questions about the books (team members collaborate on the answers and one team member responds). Correct answers are awarded points. Teams are awarded ribbons based on the number of points earned. All participants are winners!

For more information and to register visit our website:
<http://libraries.phila.k12.pa.us/readingolympics>

If you would like to become a part of this wonderful program by sponsoring a team please let us know by contacting Bonnie Stone, bstone@gpuac.org.



A Wonderful Day of Caring!

✿ On October 16, 2006 volunteers from Vanguard gave up their Saturday morning to help organize the PHILADELPHIA READS Book Bank as part of the Greater Philadelphia Day of Caring. Even though PHILADELPHIA READS is not a United Way agency,

Vanguard contacted us to set up a volunteer opportunity. During the four hour period, the volunteers completely sorted and organized books in the staging area, stocked the religious and holiday shelves, and filled the nonfiction section. Because of their help, we have been

able to quickly shelve books and keep the shopping area neat and clean.

Thank You
Vanguard!



A Special Thanks

❁ PHILADELPHIA READS would like to thank the following individuals and organizations for donating books this past fall. As a group, they collected more than 12,000 new and gently used children's books!

Anonymous, Darrell O'Connor, Ginder Girl Scout Service Unit, Keena Halsey, Jaelyn Sattler, Janis Longo, Macy's Department Store: Longhorne, Yvonne Brown, Yankelev Family, Verizon Kids Fun Run



2006 Education Winner

Gift Donations to PHILADELPHIA READS

❁ Overwhelmed with gift buying this season? Don't want to give another tie or scarf? You can give a gift to PHILADELPHIA READS in someone's honor, and they'll receive a cheery seasonal card

from us letting them know that you were thinking of them. Donations can be made out to "Philadelphia Reads" and sent to 1207 Chestnut Street, 6th Floor, Philadelphia, PA 19107.



PHILADELPHIA READS helps to strengthen the literacy skills of Philadelphia's youngest and neediest school children. Together with individuals, schools, community and faith-based organizations, and businesses, PHILADELPHIA READS provides mentors, resources and advocacy for in-school, after school and summer programs.



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