



EXECUTIVE SUMMARY

APPALACHIA KIDREACH

World Vision is committed to making a difference in the lives of elementary school children living in poverty in the Appalachia region of West Virginia by providing tutoring and mentoring through our KidREACH program. We seek partners to help us continue serving children in four West Virginia communities where graduating from high school is a challenge. This region is disproportionately affected by decreasing job opportunities and a weak economy. Parents struggle to put food on the table and often are not able to dedicate one-on-one time to assist their children with school work. Our goal is to continue supporting up to 190 children with direct KidREACH mentoring services and to help each child envision a future that includes graduating from high school.



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INTRODUCTION

For more than 30 years, World Vision has worked in both rural and urban America, creating environments where children are healthy, educated, cared for, protected, and thriving. We focus on our nation's distressed areas, equipping individuals, organizations, and communities to discover lasting solutions to poverty that lead to a better future for children.

World Vision is looking to partner with committed individuals, churches, foundations, and corporations to continue supporting elementary school students in vulnerable communities in Appalachia through KidREACH, World Vision's academic tutoring and mentoring program.



Sisters Amber Long, 6, left, and Sarah Long, 8, benefit from World Vision's KidREACH program in West Virginia. KidREACH made it possible for:

- » A third-grader to take her first trip to a movie theater during a KidREACH field trip
- » A young mom to learn about the developmental assets that her children have—and need—to be successful in school and in life
- » A first-grader to feel nurtured and respected by spending time with his volunteer mentor

UNIQUELY POSITIONED FOR SUSTAINABLE, SYSTEMIC IMPACT

HOLISTIC APPROACH AND SUSTAINABILITY: World Vision's holistic approach starts with identifying the assets that already exist within a geographic area (the people, systems, and physical structures), focusing on community strengths as well as needs. We have found that a strong community is the most significant contributor to sustainable development. Therefore, we work to empower all stakeholders, including children and youth, through participation and ownership of our programs.

CAPACITY: In 2011, World Vision served 2 million people in the U.S.—including 1.1 million at-risk children—through a variety of development programs. Our work is achieved by partnering with more than 3,000 churches, schools, and community-based organizations across the country and relying on the dedication of 9,000 volunteers.



Volunteer tutors help KidREACH students like Taylor Evans with their homework. They also provide children with undivided adult attention during the important after-school hours.

THE NEED

Barbour County, in rural north-central West Virginia, is an area of hardscrabble, rural communities tucked into the lush landscape of the Appalachian Mountains. The region has been particularly hard-hit by unemployment and underemployment because of the decline of the coal and timber industries. Many county residents who had been laid off from mining or manufacturing jobs now work at lower-paying service sector jobs at retail stores or fast-food restaurants.¹ U.S. Census figures indicate that 18.4 percent of the people in Barbour County live below poverty level, defined as a family of four making less than \$22,314 per year. The median income in the county is \$31,212.

Many parents who are focused with putting food on the table aren't available to give their children homework support or nurturing one-on-one time. According to The Children's Defense Fund, children spend less than 20 percent of their waking hours in school. Research indicates that what children do during non-school hours has a critical impact on school achievement and long-term success. The activities in which children are engaged, as well as the quality of adult supervision they receive, are as important as family income and parents' education in determining academic success.²

Success in school not only brings fullness of life to children, it also has an economic impact. A high school graduate in West Virginia earns \$6,134 more each year on average than does a high school dropout, according to the Alliance for Excellent Education. In 2011, nearly 6,700 students in West Virginia did not graduate from high school. That's a loss in lifetime earnings for those dropouts of nearly \$659 million.

SOURCES

- ¹ http://www.regionvii.com/images/Barbour_Co_Narrative.pdf, Region VII Planning Board, July 2005
- ² Children's Defense Fund website: Report (School-Age Child Care: Keeping Children Safe and Helping Them Learn While Their Families Work).

THE GOAL

Provide after-school tutoring and mentoring services to vulnerable elementary school children in rural West Virginia



Teacher and KidREACH site coordinator Odie Cassidy grew up in Barbour County and was the first in her family to go to college. Here, she helps students with homework questions.

OUR APPROACH

World Vision works to empower children in Barbour County, West Virginia, through KidREACH, an after-school academic tutoring and mentoring program for students in grades K-5. In West Virginia, the program is a unique partnership between World Vision, the U.S. Department of Education, community organizations, local schools, parents, and students. KidREACH equips and trains volunteers from churches and community organizations to become tutors to struggling students from low-income families. Staff members at local schools identify students in need of tutoring help.

With help from a federal grant and generous donors, World Vision operates a KidREACH site in the small, rural communities of Philippi, Belington, Junior, and Brownton. We provide site coordination, training, technical assistance, and school supplies. Additionally, a World Vision family specialist, funded by a private organization grant, provides information and support through parents of KidREACH participants.

KidREACH operates in churches or schools, depending on the community. The program especially benefits children who show warning signs that may lead them to drop out of school. It offers them positive relationships with trusted adult mentors as well as a safe, well-supervised environment for learning.

The objectives of Appalachia KidREACH are to:

- » Improve student academic performance in a safe, nurturing environment
- » Enrich students' lives and improve nutrition, physical activity, and positive choices
- » Empower and inspire children to lift themselves out of poverty
- » Empower parents to become active participants in their children's lives

KIDREACH: SERVING UP HELP AND HOPE

Pastor Richard Chambers will do just about anything to make a difference in the lives of children in his rural community of Belington, West Virginia. Every weekday afternoon during the school year, he drives a 15-passenger van to nearby Belington Elementary School to pick up students for KidREACH, located at Belington Church of the Nazarene, where he serves as pastor.

Pastor Chambers sees the grinding poverty in the community as being a huge contributor to the sense of hopelessness felt by children and teens in the area. World Vision's Shelby Dettinger concurs: "People don't have hope... I honestly believe that is the root cause of so much of what we deal with."

Breaking the cycle

Pastor Chambers sees KidREACH tutoring as a way to help break the cycle of generational poverty. Many people in Belington, he relates, make life choices based on the examples of others. He'll hear them say, "That's what my mom and dad did, so that's what I'm going to do."


He hopes that KidREACH will help children get the educational foundation they need to make it to and through middle school. If they have that strong foundation, Pastor Chamber believes, they'll be less likely to drop out of high school, which in turn will help increase their opportunities to be successful in life.

A group of caring adults

One local success story is Odie Cassidy, KidREACH Site Coordinator. Raised in poverty by a single mother, Odie was the first in her family to attend college. She went on to get a master's degree and now teaches third grade at Belington Elementary School.

"Parents at home...sometimes don't understand how to help their kid with the homework. It becomes a struggle and it becomes a fight," Odie says. KidREACH helps alleviate some of those burdens on the parents by giving children "a safe, secure place to be in the afternoons for just a couple of hours, and then after they get their homework done, they can do something fun," she says. "[KidREACH helps each child] become a well-rounded individual!"

Odie hears from teachers and parents alike that more children need to be involved in the program. "I can tell a difference [when they attend KidREACH]...in their homework, in their grades," she says.

A key component in the program's success is the faithful participation by a core group of volunteers. Seven volunteers tutor on a regular basis in Belington. "I'm blessed by the volunteers that I have," Odie says 

She knows that the tutors provide the students with more than just homework help. The relationships built between tutors and children help students see that they are capable of more than they might have realized before. "They just build that secure relationship where they can confide in their tutor," Odie says.

WORLD VISION FIELD AND PROGRAM SITES ARE STRATEGICALLY LOCATED TO SERVE:

Albany, Georgia

Appalachia (West Virginia and Southern Ohio)

Chicago and Chicagoland

Greater New York (New York City)

National Capital Area (Washington, D.C.)

Immokalee, Florida

Mendenhall, Mississippi

North Texas (Dallas-Fort Worth)

Pacific Northwest (Seattle-Tacoma)

Smith Lake, New Mexico

Southern California (Los Angeles)

Tuscaloosa, Alabama

Twin Cities (Minneapolis-St. Paul)

INVITATION

World Vision is a global leader in the effort to improve the well-being of children. In Appalachia, we urgently seek partners to help improve educational outcomes for low-income, at-risk elementary school students by supporting our KidREACH tutoring and mentoring program. Because of decreased federal grant money and a depressed economy, we need additional partners to help us keep the doors of our four local KidREACH sites open during the next two years. Will you consider supporting our vision—that every student in Barbour County will have the opportunity and community support needed to graduate from high school? Your gift to World Vision will help rebuild hope for children and families in need in rural West Virginia.

- » Your gift of **\$53,900** will fund one Appalachia KidREACH site for one year, giving academic tutoring support and mentoring to up to 40 children in grades K-5. This is the only program of its kind in this rural area.
- » Your gift of **\$27,000** will provide half of the funds needed to support one of the Appalachia KidREACH sites for one year, including half the cost of staff, supplies, food, training, and transportation.
- » Your gift of **\$11,200** will provide all of the program supplies, including curriculum materials, and cover all of the transportation costs for one KidREACH site for one year. Funding transportation enables students who live in remote rural areas to participate in KidREACH because they will have bus transportation to their homes. It will also enable students to travel to enrichment activities on KidREACH field trips.



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World Vision is a Christian humanitarian organization dedicated to working with children, families, and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice. World Vision serves all people, regardless of religion, race, ethnicity, or gender.

At World Vision, stewardship and financial accountability are integral parts of everything we do because we recognize that every resource entrusted to us can transform children's lives. As part of our stewardship, we optimize resources and distribute them where they are needed most.

We carefully monitor and review programs and costs, use donations and grants for their intended purposes, and look for ways to leverage funds for maximum impact. In addition, we continually strive to keep our overhead rate low. In 2010, 85 percent of our total operating expenses were used for programs that benefit children, families, and communities in need.

Our effectiveness has earned the trust and support of nearly one million individual donors, thousands of churches, and hundreds of corporations, institutions, and government agencies around the globe.

