



**Impacts on students:  
68% greater reading  
Improvements.**

[readtomeproject.org/impact-evaluation-report/](http://readtomeproject.org/impact-evaluation-report/)



*I feel like I'm actually helping her learn lots of new stuff. I'm really thankful for being in Read to Me Project.*  
— Alexa, 5th Grader

*It feels awesome to read to someone and have them to learn.*  
— Maria, 4th Grader

*I am a reading intervention teacher and my most reluctant reader is now an avid reader because of Read to Me Project.*  
— Rebecca Bishop, Teacher

*The Read to Me Project is the only way schools have to penetrate into homes to provide early literacy experiences for children beginning at birth. The Read to Me Project is a simple and impactful program that benefits communities, schools and the lives of students, little ones, and parents.*  
— Sonia Arámburo, Principal

*As the former president of an educational assessment company, I find Read to Me Project's approach to reaching pre-k aged children through their student siblings and evaluation of its impacts unique, and innovative – clearly aligned with the goal of developing innovative means of creating and sustaining a lifelong love of reading.*  
— David Taggart, President, CTB/McGraw-Hill, Retired



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[Readtomeproject.org](http://Readtomeproject.org)



## WHAT IS READ TO ME PROJECT?

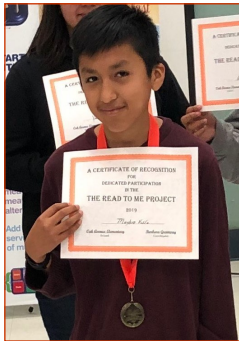
**Mission: To help underserved children achieve kindergarten readiness and a lifetime of literacy by empowering school-age brothers and sisters to read to their young siblings at home. We also raise public awareness about the literacy crisis and the need for language development and pre-reading skills during a child's first five years of life.**

Read to Me Project is a prevention-based preliteracy program that is simple, direct, and powerful. The program fosters readiness skills among children ages 6 months to 5 years in underserved communities by bringing books and early literacy experiences to their homes.

### HOW IT WORKS

Rather than simply handing out books hoping they will be read, 4th, 5th and 6th grade students are taught about early brain development and the importance of reading to young children to help “light up” their minds with wonder and knowledge.

A carefully curated selection of books is provided to students and their Read to Me Project program coordinator coaches them on fun and effective ways to read out loud to young family members.



***Students who have read 100+ days to the little one by year-end are awarded a special medal.***

## WHY IS READ TO ME PROJECT IMPORTANT?

Learning and language literacy begin at birth. 85% of brain development occurs before age five. By that age, early exposure to literacy-building experiences, through books for example, establishes the foundation for school success and a lifetime of greater opportunity. Statistics in Monterey County alone are alarming:

- Currently 7 out of 10 children start school as much as 2 years behind — most never catch up.
- 49% of families do not read to their children.
- 45% of parents have less than a high school education and first-generation immigrants often have less than a 6<sup>th</sup> grade education.
- Fewer than 25% of families are accessing preschool programs and licensed day-care.

## SOLUTION

**Read to Me Project:**

- **Is a prevention-based, cost effective program that helps prepare thousands of young children every year to enter kindergarten with the readiness skills needed to succeed in school and beyond.**
- Works to interrupt a family’s generational cycle of low-literacy.
- Creates home libraries by giving away new and donated books to participating children.
- Provides parents with information about early brain development and how to nourish language through simple, daily activities.

## SUCCESS STORY

**An independent study released in October 2019 showed that Read to Me Project students have 68% greater yearly reading improvements compared to students who were not participating in the program.**

Read to Me Project launched in 2011 in four classrooms, serving 110 students and their pre-kindergarten aged siblings. In recent years the program has averaged 4,000 participants per year. In addition, on average:

- 93% of students have said Read to Me Project has helped them to become a better reader.
- 93% of students also say their little one has learned “a little” to “a lot”.
- 98% of students report that they enjoy reading to their younger family members.

Read to Me Project continuously seeks to deepen partnerships with schools and forge collaborations with other community organizations to improve literacy outcomes for children.

PLEASE HELP CHANGE THE LOW-LITERACY SITUATION IN OUR COMMUNITIES. EVERY DOLLAR AND HELPING HAND WILL MAKE A DIFFERENCE.

*Thank you!*

\$25 buys 5 books for students  
\$50 buys 10 books  
\$500 sponsors one classroom

Donate online at [readtomeproject.org](http://readtomeproject.org)  
or mail a check payable to Read to Me Project,  
POB 6434, Salinas, CA 93912 (Tax ID 47-1224251)