



It's about people . . .

all the people who come together in dynamic and non-traditional ways. Heads, hands and hearts making a difference individually and collectively.

"Being able to read opens the door to a wonderful world of learning, adventure and discovery. I cannot think of a gift I would rather share with others."

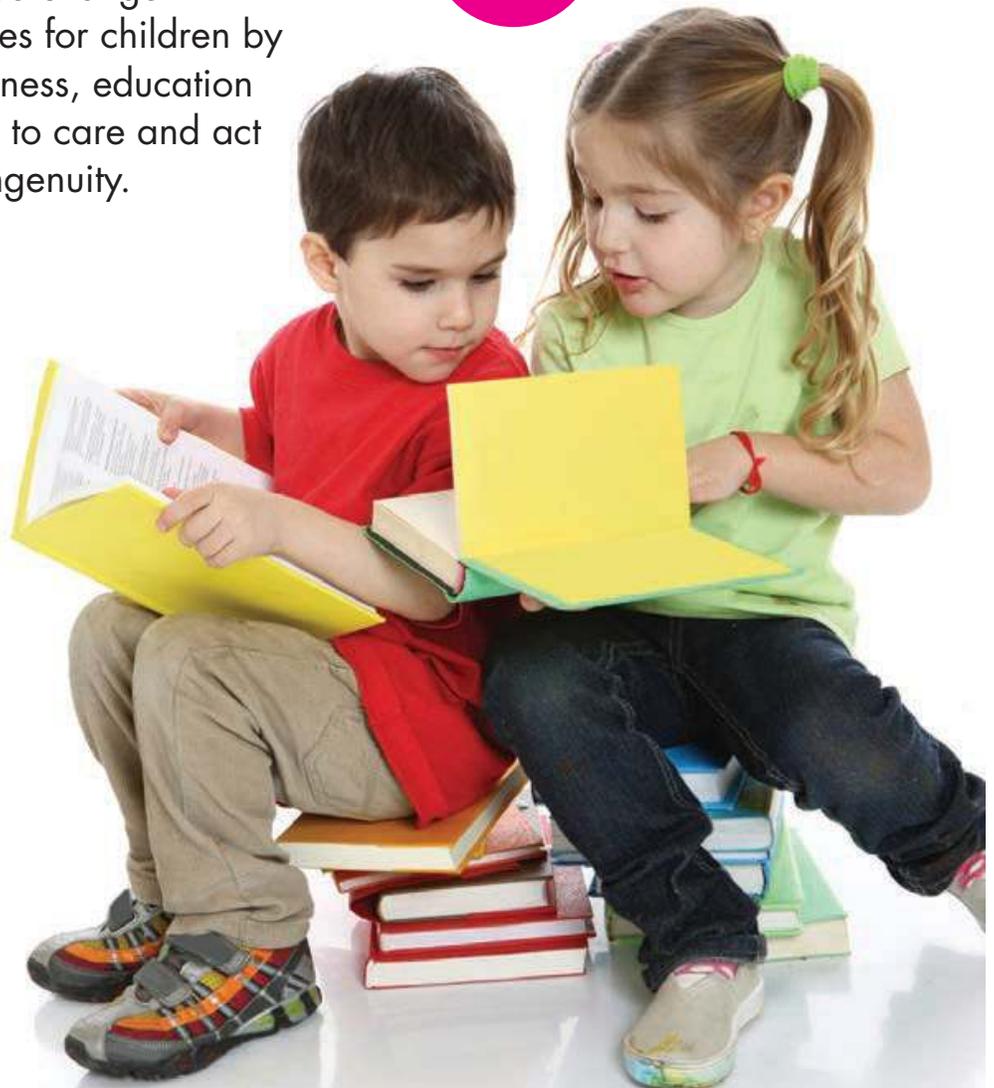
- A Calgary Reads Tutor

Our Vision:

A thriving community where all children read with confidence and joy.

Our Mission:

Creating positive change in literacy outcomes for children by mobilizing business, education and community to care and act together with ingenuity.



About this handbook

At Calgary Reads our work and impact is made possible through our integrated ONE TEAM approach; a mix of talented people including staff and board members, consultants and other contributors—and, our commitment to meaningful community engagement.

This means: community, individuals, donors, schools, businesses – and their people: partner, collaborate, participate and give in many different ways.

We attract and engage people and organizations who share our values and our commitment to creating positive change in reading impacts for children.

This handbook highlights ways to be involved with, or support, Calgary Reads: Ways to positively influence children’s lives now and for the future. This handbook also provides an overview of current programming and resources.

Our work is possible when we engage with schools, community and business partners.

There are meaningful opportunities for you with Calgary Reads. Please explore them through this handbook and contact us to join our team!

Ways to be involved

At **Calgary Reads** we have a holistic approach to early literacy; we recognize that a child's reading skills are developed at school, at home and in the community.

In response, the ways we engage individuals and organizations to be involved are integrated, flexible and adaptable. We build connections, strengthen networks, champion, involve and innovate—because we ALL have a role to play in creating a thriving community where all children can read with confidence and joy!

The level of your involvement is yours to choose and evolve. We have one-time, occasional and longer term opportunities available that provide meaningful rewards.

Your skills, time and/or financial contribution all have a place here.

Calgary Reads engages:



Retirees
Educators
Business sector
Post secondary students
Families
Moms
Education systems
Employees
Consultants
Dads
School
Youth
Custodians
support staff
Teachers
Community members

Our goals 2014 – 2016

Lead and influence a culture of reading and a shared commitment to children's literacy.

Enhance the joy of reading, and improve the confidence and competence of struggling young readers.

Achieve organizational resilience.



"Companies need to think hard about the societal issue that they as a company can have a part in tackling. To do this, companies should ask themselves: What core capabilities does a company have? And then, how can we use that to make a difference that will not only create new business value but measurable impact on society?" - David J. Abood, Managing Director, Accenture

Calgary Reads is funded primarily by donations and grants.

Invested corporate partners are an important part of our sustainability. We supplement this support through our annual Big Book Sale, government contributions, foundation grants, earned revenue through our innovative product sales, and fundraising events including our Big Book Club.

Ways to be involved

There are numerous and varied engagement opportunities with Calgary Reads.

Sometimes a group or individual's first experience of Calgary Reads is at one of our community events or a workplace presentation. Or they may visit our website to explore book clubs to join. Then, people may get involved by volunteering once a year to help us (perhaps with our annual Big Book Sale) or through fundraising they initiate. Later, with their friends or co-workers, they may decide to read once a week to a group of kindergarten and grade 1 children. Later, their corporation may become a partner with us and help fund a series of new initiatives or programs in the community.

Others approach Calgary Reads directly, looking to get involved. We also have distinct ways older students and youth can make a difference too.

One time opportunities

If you'd like to roll up your sleeves and help us once a year, we have many ways you can choose to help! Our annual Big Book Sale needs brawn and brains as we collect, sort and sell our books at one of Calgary's most anticipated and attended events!

Or, you or your book club members, team at work or family might like to be part of a Reading Rally where a group is organized to go en masse to a local school for a fun filled celebration of reading and great books.

Perhaps you'd like to join us for a 'done in a day' painting experience to decorate a Little Free Library that will pop up in a local community. These teeny tiny homes for books are provided so everyone can enjoy reading: *Take a book, give a book.*

Once, occasionally
or longer term!

Regularly involved

Consider being trained as a tutor for our signature in-school one-on-one tutoring program Read Up! that helps struggling readers in grade 1 and 2. You'll help give them a boost, catch up and remain on level.

Or, you might like to read aloud and talk with children in elementary school whose first language isn't English.

Often we're busy as we package books and other resources. Join us for a 'helping hands' day at Calgary Reads fun office as we prepare for a new school year!

Perhaps you'd like to deliver 'baby book bags' and read aloud at a doctor's office or well baby clinic near you.

Or, bring your love of reading to a local school, or to your own home, as part of Calgary Reads 'read aloud revival'. *Reading Places* as spaces and mindsets in schools are bringing education, community and business together to improve the literacy skills and educational outcomes of children.

Skills contribution

You may have skills such as finance, writing, legal, fund development, information technology, graphic design or event planning that you'd like to contribute.

We are looking for: motivators, mobilizers, readers and storytellers. We welcome and appreciate all talents and interests!

Leadership opportunities

We thrive and progress through the commitment and insight of our Board of Directors. Explore this opportunity (or as part of a task team, a priority project or advisory committee) and other ways to share your leadership and mentoring with us at an organizational level.



BIG THINKING; BOLD PLANS

At Calgary Reads we think big! We are innovators and strategically build our early-literacy programs, services and resources as we enthusiastically engage and collaborate with our school, community and business partners.

Our programs and resources are utilized within schools, homes and the community. Many groups and individuals collaborate with us: school boards, educators, parent and school councils, university partners, pre-service teachers, early childhood professionals, civic leaders, corporations and their employees, researchers, policy makers, doctors, nurses, youth leaders and community members.

Our future is anchored in a 'reading revival'. We are igniting a movement to help improve the literacy skills and educational outcomes of children who will graduate in 2025 (and those that come beyond). We'll do this in part by expanding our cross-sector and multi-system collaboration through the First 2000 Days Network and the Alberta Reads Network that focus on children from birth to age eight.

The reading revival movement will succeed if you join our team and take part!

WHY IT MATTERS

Literacy is a fundamental life skill

Competent literacy skills are linked to: positive self-esteem, high school completion rates, ongoing employment, financial resilience, good health and lower crime rates. Development of literacy skills from an early age is critical to future success in school and life.

A powerful mix of influence and support

Children spend around 900 hours per year in school and 7,800 outside school. It's clear the responsibility for ensuring all children can read with confidence and joy is shared. It must involve schools, families, caregivers, and the greater community.

Twenty-nine per cent of Alberta children entering school today are already significantly behind their peers in language, literacy and learning skills.

We know that if a student doesn't catch up by grade three, it is unlikely he or she ever will. Our model with programs and resources at school, at home and in the community is proven.

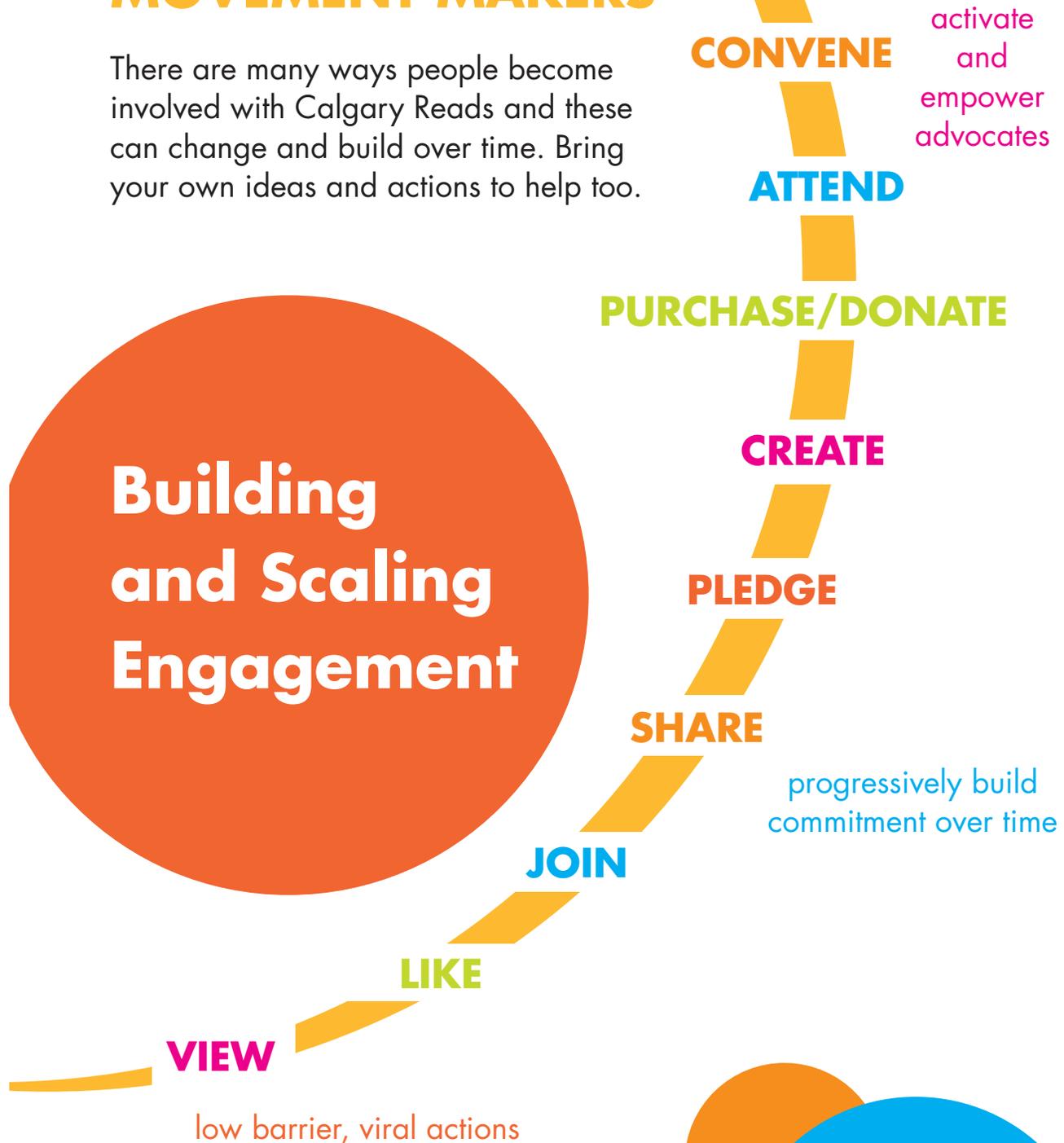
With your help . . . we are making a meaningful difference in the lives of Calgary children—now and for the future.



Unlocking people's power to change the world: MOVEMENT MAKERS

There are many ways people become involved with Calgary Reads and these can change and build over time. Bring your own ideas and actions to help too.

**Building
and Scaling
Engagement**



Calgary Reads' Theory of Change

Based on our understanding of the key factors – barriers *and* enablers – that influence reading proficiency and enjoyment our theory of change is:

If children have access to quality resources, are immersed in a culture of reading, and are surrounded by engaged adults who have the will and skill to support their learning, they will learn to read with confidence and joy.

As we work with **parents, schools** and **community partners** to ensure that these conditions are met our key strategies and outcomes are:

Change values: to create a 'reading revival' movement **so that** educators and parents make time for early literacy and reading because it is a priority in homes and schools.

Increase capacity: of parents, caregivers, educators and tutors **so that** by grade three young readers have acquired the skills to be proficient, lifelong readers.

Increase access: to quality literacy resources in schools and homes **so that** teachers and parents are connected to the information and tools they need to support reading.

Increase engagement: support schools to more effectively engage children, families and the community in reading and literacy **so that** parents are engaged in their children's learning; children read with pleasure and purpose; and community members are engaged in supporting all young readers.

Calgary Reads at school, at home and in the community

Here are a few of our active or evolving programs and initiatives:

Read Up!

Boosting the confidence and joy of struggling readers in Grade 1 and 2 so they read and remain on level

Wee Read

Sharing great read aloud books and games with kindergarten and Grade 1 students

Get Your Geek On

Youth-led activities to build our community's commitment to literacy and to promote the joy and power of reading

"Reading is a meaning-making business. Learning to read and write are social processes. Children learn these important life skills by observing the informal literacy behaviours of their family and others in the community. Each time they see you make a list, read the newspaper, stop at a sign, tell a story about your day, or go with you to the library to borrow a storybook, they are not only learning to decode, print and get things done, they are making sense of the world."

- Principal, McKenzie Lake Elementary School

Reading Rally

Joining together to celebrate reading with excited children and great books

First 2000 Days Network

Calgary Reads is incubating a community network committed to collective impact and ensuring that all children learn, grow, and thrive by the age of five

Read Every Day That You Eat

Hosting 'lunch and learns' to share the recipe for creating literacy-rich families and partnering with the Calgary Food Bank so families in need have access to children's books

Literacy in a Box

Gathering families together in schools and elsewhere to get them involved in fun and informative family literacy events

Little Free Libraries

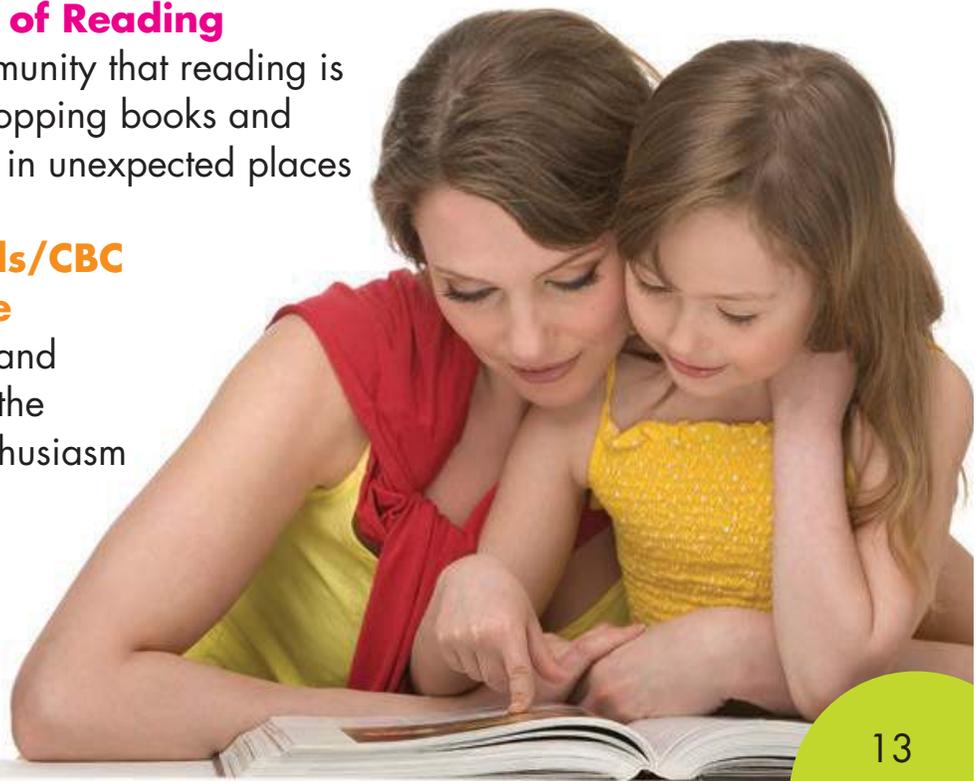
Building teeny tiny homes for books so communities can share and enjoy reading

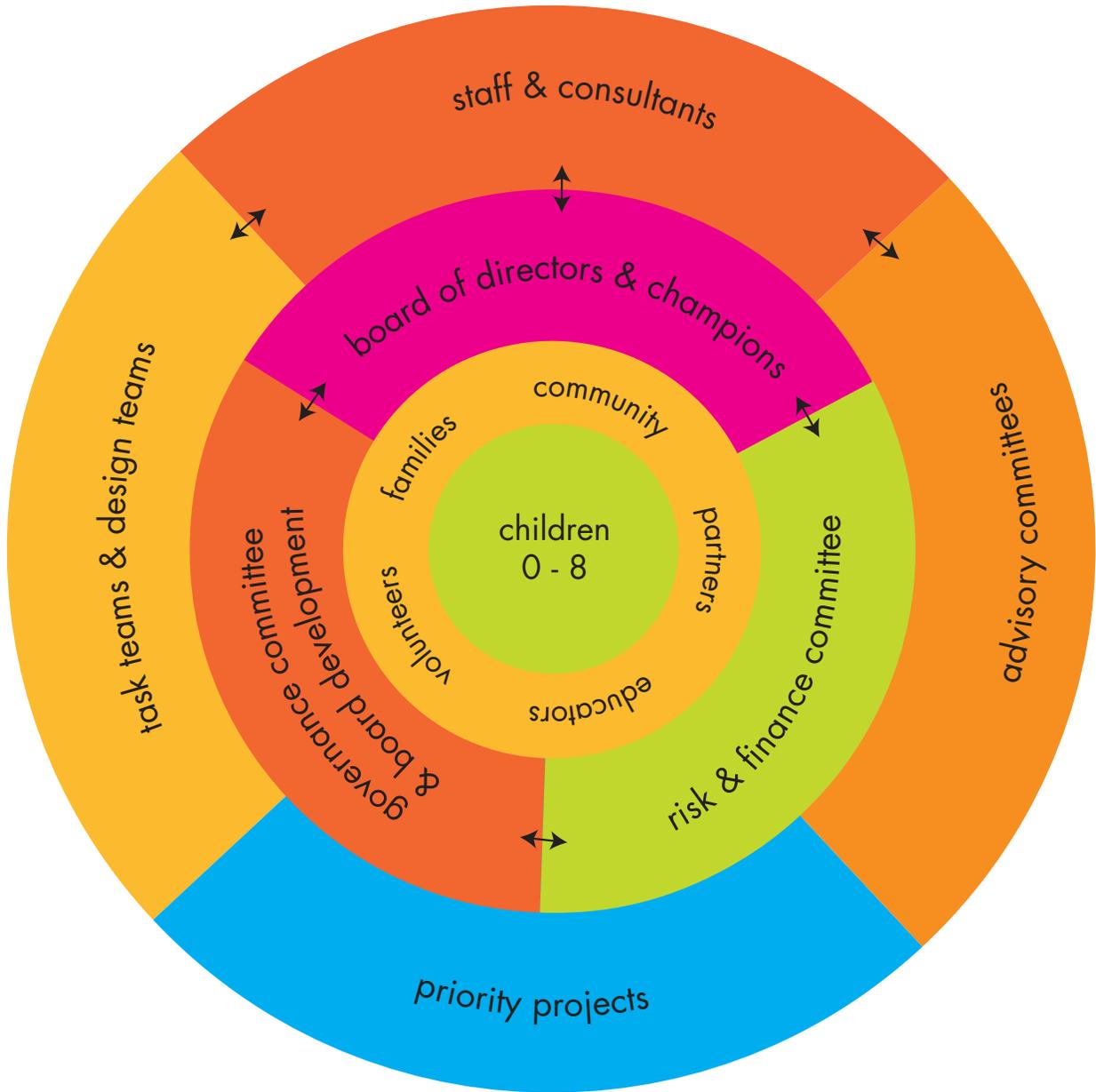
Random Acts of Reading

Reminding community that reading is awesome by dropping books and placing readers in unexpected places

Calgary Reads/CBC Big Book Sale

Contributing to and benefiting from the community's enthusiasm for books





ONE TEAM

Attract • Engage • Sustain • Grow Unlimited Talent

Join our team!

Be part of the reading revival. Bring your talents, your head, hands and heart, time and commitment to help enhance the reading and educational outcomes of Calgary's children!

Contact us to talk about your interests, skills, availability and how you'd like to be involved.

Calgaryreads.com

ENGAGE • JOIN • DONATE • READ

Our website hosts a variety of videos, resources, reading lists and tools for parents and teachers. It details special events and ways our partners, friends and collaborators are supporting our work. Sign up for our e-newsletter and get connected!

Calgaryreads.com

"... the world doesn't change one person at a time. It changes when networks of relationships form among people who share a common cause and a vision of what's possible. Through these relationships, we will develop the new knowledge, practices, courage and commitment that lead to broad-based change."

- Margaret Wheatley

THE WAYS WE MINDFULLY ENGAGE PASSIONATE PEOPLE

have **FUN**:
sing, read,
talk, play

share a compelling
VISION: "a thriving
community where
all children read with
confidence and joy"

connect and
COMMUNICATE
constantly

provide
opportunities to
experience new
LEARNING

create
ONE TEAM:
by integrating
paid and
unpaid talent

build mutually
beneficial reciprocal
RELATIONSHIPS

make
ENGAGEMENT
everyone's
responsibility

INSPIRE
people to
care about
literacy

extend a sincere
invitation to get
INVOLVED and
make a difference

calgary
reads

Charitable #86112 7538 RR0001

Visit our website for more information on our
team, our vision and initiatives and to check out
our web store. **calgaryreads.com**

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