

## Individual Project Final Report

Please complete, print, sign, scan and upload this report into your project's Documents tab. In addition to this form, include all invoices (be sure they are marked "paid"), receipts, and/or copies of checks for the full amount of the project budget.

Rotary Club: Juneau Rotary Club  
 Project Title: Juneau Loves to Read

### Project Description

1. Describe the project. What was done, when, and where did project activities take place?  
See Attached
  
2. How many people benefited from this project? \_\_\_\_\_
  
3. Who were the beneficiaries, how were they impacted by this project, and what humanitarian need was met?  
See Attached
  
4. How many Rotarians participated in the project? \_\_\_\_\_
  
5. What did they do? Please give at least two examples, not including financial support provided to the project.  
See Attached
  
6. If a cooperating organization was involved, what was its role?  
See Attached

### Financial Report (District must retain receipts of all expenditures for at least five years)

Currency Used: \_\_\_\_\_ Exchange Rate: \_\_\_\_\_ = 1 USD

#### 7. Income

Sources of Income	Currency	Amount
1. District Grant funds received from the District		
2. Rotary Club Contribution		
3. Other funding (specify)		
<b>Total Project Income</b>		

#### 8. Expenditures (please be specific and add lines as needed)

Budget Items	Name of Supplier	Currency	Amount
1.			
2.			
3.			
4.			
5.			
<b>Total Project Expenditures</b>			

### Certifying Signature

By signing this report, I confirm that to the best of my knowledge these District Grant funds were spent only for eligible items in accordance with Trustee-approved guidelines, and that all of the information contained herein is true and accurate. I also understand that all photographs submitted in connection with this report will become the property of RI and will not be returned. I warrant that I own all rights in the photographs, including copyright, and hereby grant RI and TRF a royalty free irrevocable license to use the photographs now or at any time in the future, throughout the world in any manner it so chooses and in any medium now known or later developed. This includes the right to modify the photograph(s) as necessary in RI's sole discretion. This also includes, without limitation, use on or in the web sites, magazines, brochures, pamphlets, exhibitions and any other promotional materials of RI and TRF.

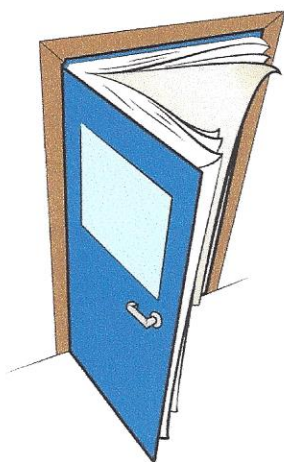
Certifying Signature  
 Print name, Rotary title, and club

*Karen Morgan*  
 \_\_\_\_\_  
 Karen Morgan

Date: 10/29/14



Rotary Club of Juneau



# Opening Doors Through Literacy

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JUNEAU'S CAPITAL IDEA

[www.juneaurotaryliteracy.org](http://www.juneaurotaryliteracy.org)

# Goal:

## Make Juneau the most literate small town in America

Rotary launched a citywide campaign in 2013 to increase literacy - to make Juneau Alaska our state's most literate town, maybe the nation. 6.6% are not even at level one literacy - a pretty low bar. 2000 people can't find an intersection on a map or can't total an order form or find two significant facts in a sports article. We paired up with the School District, Coeur Alaska and United Way by actually getting into the classroom and getting children to read at grade level by third grade. Why? Because all indicators, research and data, substantiates the importance of this one single skill in someone's life. To be able to read allows a child to succeed in school, it opens doors for them -- it opens the world to them.

Why is this important? Because there is a correlation between reading scores in third grade and jail cells needed 10 years later. They spend the first three years of school learning to read -- after third grade they read to learn. If kids aren't successful by the end of third grade, they will struggle all the way through school - often dropping out. If they drop out, well then there not be a job at all or at best a low paying job. When they don't have sufficient income to take care of themselves or their families...they are a drain on the social care system.

Adults who learn to become fluent in English improve their income and opportunities.

## The Program

In early August, data was gathered to set the baseline for literacy in Juneau. We identified and gathered partners looking for ways to expand on what they were currently do-

ing. We identified opportunities and the chair of our literacy project then was hired by United Way of SE Alaska to help coordinate their program and ours. She worked with the school district to train and match mentors for the United Way/Coeur Alaska Learn United Reading Tutor Program at two elementary schools.

We reached out to Association for the Education of Young Children – they needed volunteers to come in once a month to enter the names and addresses of the new subscribers to Dolly Parton Imagination Library and remove students who had moved or aged out of the program. They also asked if we could donate \$1,000 to the Dolly Parton Imagination Library to kickoff their 10,000 book and help with early literacy. We started a website. [www.juneaurotaryliteracy.org](http://www.juneaurotaryliteracy.org) that highlights partners and opportunities and gives tips.

Rotary Club of Juneau commissioned a YouTube video featuring Alaska's First Lady to help parents make reading more exciting.

We started a Rotary book club and had programs that have revolved around literacy. One fun one was asking members to bring in their favorite passage from a book and read it aloud. We had so many members who wanted to do it that we will have to do a second program.

We cut 5 radio spots that have aired on public and commercial radio stations promoting reading 20 minutes a day. Newspaper ads were plentiful and we published a op-ed piece on the value of literacy.

We asked people to pledge to read 20 minutes a day. If they have children then please read to them 20 minutes a day but even adults can improve their literacy by committing to reading.

Posters and pledge forms were put up in all elementary schools, libraries, passed out at all local Rotary clubs, at the University and bookstores.

Direct beneficiaries are preschoolers and children at Riverbend and Gastineau Elementary School.

The new state GED test required agencies to teach differently. Students seeking a GED under the new guidelines will now be helped because we purchased the new GED teaching materials, providing them to SERRC who deals with adults and to Johnson Youth Center, a correctional youth facility.

Indirect beneficiaries include the entire community of Juneau as we work to great more active readers.

As literacy improves nearly every other social indicator improves. Voting goes up. Unemployment decreases. Crime decreases. Graduation rates increase. People are able to get higher paying jobs. Even obesity declines when literacy increases. Mentored K and 3<sup>rd</sup> graders at a two elementary schools, helping readers who are behind get caught up to grade level. Volunteers work with the students one or two 1-hour sessions per week during their lunch hour. Some signed pledge forms. Some participated in the program to Read Your Favorite Passage from Your Favorite Book.

United Way of Southeast Alaska had developed an early literacy-mentoring program at Riverbend Elementary a title 1 school and Gastineau Elementary. Rotary supplied mentors and a coordinator. Association for the Education of Young Children oversees the Dolly Parton Imagination Library in SE Alaska. Rotarians provided funds and volunteers to keep the database up-to-date and donated \$1000 to kick off their 100,000<sup>th</sup> book campaign. <http://juneauempire.com/neighbors/2013-10-27/juneau-rotary-kicks-literacy-campaign#.Uu76gPldVjN>

The Juneau Empire launched a subscription program in cooperation with Juneau Rotary's Literacy project – offering gift subscriptions for low income residents. If someone donates 6 months – the Empire will throw in the next 6 months.

All radio stations in Juneau, commercial and public broadcasting, aired commercials promoting literacy.

In addition, working with AEYC, our Rotary Family Action Committee identified a need for distribution of books in underserved areas and proceeded with the construction of a book mobile (Literacy Line Caboose) that will be put into service during the next year. The Literacy Line Caboose will supplement book distribution provided by the Imagination Library but target kids who have aged out of Imagination Library distribution (ages 6-12). Two of our members designed and built the Caboose that is designed to be pulled behind a vehicle. Train hats and whistles will be provided to the kids to entice them to recognize the book mobile when it visits their neighborhood. For pictures and more information about the project visit: <http://juneauempire.com/local/2014-10-06/all-aboard-literacy#.VFCvTLV0zIU>

We donated the balance of the literacy grant to United Way of Southeast Alaska to continue promoting literacy in the community.

## Financial Report

Sources of Income	Currency	Amount
1. District Simplified Grant funds received from the District	3500	
2. Other funding (specify)	3500	
3. Donated media		26,400
<b>Total Project Income</b>	7,000	26,400

### Expenditures

Budget Items	Name of Supplier	Currency	Amount
1. Pledge Forms	Alaska Litho	932.00	
2. Posters	Printing Trades	130.00	
3. Radio spots (KINY:19,936)	KINY and KTOO		22,500
4. Newspaper ads	Juneau Empire		3,900
5. Books	SERRC GED books	343.60	
6. Video	Patricia Kalbrener	800.00	
7. Dolly Parton Imagination Library	AEYC	1,000.00	
8. America's Most Literate City Speaker	Jack White	747.90	
9. Website	SEO Sport	85.60	
10. GED books	Johnson Youth Center	156.00	
11. Literacy Line Caboose supplies	Wayne Jensen	1,900.82	
12. Train hats and whistles	Courtney DeGuzeman	460.23	
13. Books for Literacy Line Caboose	Christy Murphy	79.00	
14. United Way Literacy Campaign	United Way of SE AK	428.85	
<b>Total Project Expenditures</b>		7,000.00	