

The Road to Reading – Presented by Denton Rotary

Goal:

1. Instill excitement and curiosity in incoming Denton ISD kindergarten students through book ownership by providing them with a new book as part of the Kindergarten Roundup or registration. There were 2,203 kindergarten students in DISD for the 2022-2023 school year.
2. Provide a set (10 books) of Peace focus books to each Elementary School Library in Denton ISD, which Rotary International has identified to teach the importance of Peace at a young age. There are currently 25 elementary schools in DISD.
3. Promote Rotary’s area of focus in the community related to:
 - a. Supporting Education
 - b. Promoting Peace
 - c. Growing Local Economies

Project Notes:

- The goal is to have the books be from the District 5790 peace book list but the final book selection is based upon approval from Denton ISD and is pending. If any of the peace books are not approved by Denton ISD we would replace the books with Denton ISD-approved books that encompass the spirit of peace.
- The goal is to launch this project and fund books for all Denton ISD kindergarten students but is based upon funding available. If full funding is not secured then the Denton Rotary Club will work first with Title 1 schools focusing on the more low-income and those schools with the most need first.

Cost:

The total cost of this project is **\$20,872.50** with the following break out.

Supplies	Qty	Cost Per Unit	Ext Cost	Notes
Books	2500	\$ 6.00	\$ 15,000.00	1 Rotary sticker per book for the cover
Stickers	2500	\$ 0.29	\$ 722.50	1 book per Kinder Student
Peace Books	25	\$ 146.00	\$ 3,650.00	1 set for each Elementary
Supplies	1	\$ 500.00	\$ 500.00	Pens, Signs, Marketing, etc.
Pickup Party	1	\$ 1,000.00	\$ 1,000.00	Educators and Sponsors are invited

\$20,872.50

We have used 2500 as our book count to allow for the high growth in the district.

Funding Sources(projected):

Source	Amount	Notes
Presenting Sponsor	\$ 5000.00	Potentially Peterbilt or another local sponsor
Denton Rotary	\$ 5000.00	From our Local Grant bucket

District Grant	\$ 5000.00	
Community Sponsors	\$ 5000.00	Sponsor Levels listed below
General Donations	\$ 872.50	

Community Engagement:

1. Work with Patchouli Joe's to order the books.
2. Approach Community Leaders and Businesses about sponsoring books.
3. Celebrate the work of our local educators.

Distribution (Club Member Involvement):

Books will be distributed to schools in two ways, first through a Pickup Party and second through Delivery to schools. Books will be delivered the first week of February in preparation for March registration activities.

Pickup Party

1. A Pickup Party will be held at Patchouli Joe's. This will be Come-and-Go for Educators (Principles and possibly Librarians) to pick up the books designated for their school.
2. Sponsors will be invited to attend based on their level.
3. Light snacks will be provided.
4. The hours would be approximately 4:30 to 6:30 in the evening.

Delivery

1. For those schools that were not able to pick up their books then, they will be delivered to the principal.
2. These groups will consist of 2 – 3 Rotarians who can visit the school during school hours. Advance arrangements will be made with the principles. *(note- this could be at the school or pickup location dependent upon the final location for all distribution activities as this is still currently in the planning stage)*

Alternative Plans due to lack of funding

1. If total funding is not met, then books will be distributed in this priority order:
 - a. Books for students to designated Title 1 schools. *Title 1 schools have been designated as majority Low-Income schools by the Federal Government.*
 - b. Peace books to designated Title 1 School Libraries.
 - c. Books for students non-Title 1 designated schools.
 - d. Peace books to Non-Title 1 designated schools for the library.

Excess Funding

1. If funding is exceeded, the additional funds will be utilized in the following way.
 - a. A set of the 25 Peace Books will be purchased for each Denton Public Library.
 - b. Additional student books can be purchased and provided to Counseling staff at each school to distribute as needed and for incoming students that start after the official start of the school year.
 - c. The club could utilize funds to support other projects focusing on Literacy or Peace.

Sponsor Levels

Presenting - \$5000

Listed as the Presenting Sponsor for the program in conjunction with Denton Rotary.

- Invite for 6 to Pick up Party with Educators
- Listed as Presenting Sponsor on all printed marketing materials.
- Social and Web Recognition
- Donated By: designation in all books.

Book Smart - \$500

Provides 1 book to each new Kindergarten Student at a single Elementary School in Denton ISD. Appreciatorily 100 books.

Sponsors at this level will be acknowledged in the following ways:

- Invite for 4 to Pick up Party with Educators
- Social and Web Recognition
- Donated By: designation in 100 books

Bookworm \$250

Provides one book to each new kindergarten student in a single elementary school classroom in Denton ISD—approximately 20 books. Provides one set of Peace-focused books for one elementary school classroom Library—approximately ten books.

Sponsors at this level will be acknowledged in the following ways:

- Invite for 2 to Pick up Party with Educators
- Social and Web Recognition
- Donated By: designation in 30 books.

Bookish - \$150

Provides one set of Peace-focused books for 1 Elementary School Classroom Library—approximately ten books.

Sponsors at this level will be acknowledged in the following ways:

- Invite for 2 to Pick up Party with Educators
- Social and Web Recognition
- Donated By: designation in 10 books.

Bookmarked- \$100

Provides one book to each new Kindergarten Student in a single Elementary School Classroom in Denton ISD—approximately 20 books.

Sponsors at this level will be acknowledged in the following ways:

- Social and Web Recognition
- Donated By: designation in 20 books.

Contingency:

If for any reason Denton ISD collaboration for dispersing the books is met with a challenge the Denton Rotary Club will work to partner with the local library or similar to ensure books are distributed to youth in the community focused on Kindergarteners and elementary school-aged children.