

Sponsorship Opportunities

Our mission is to transform lives through literacy and foster a lifelong love of reading. Our programs help adults, children, and families gain the reading skills they need to achieve their goals and decrease literacy disparities between low-income children and those from more affluent families.

LAST YEAR, FRIENDS OF LITERACY:

- **Distributed** 4,997 Literacy To Go packs
- **Provided** 5,409 families with literacy resources
- **Served** 6,637 low-income children
- **Gave** 9,849 books to children to build their home libraries

HOW YOU CAN HELP



Adopt a Focus School: \$5,000

Each focus school will receive Literacy To Go packs twice a year, books for 3rd - 5th grade twice a year, Reading Mentor resources year-round, and the Raising A Reader program for pre-k.

Spring or Fall Break Literacy Enrichment: \$2,500

Provide an entire school with Literacy To Go packs for pre-K through 2nd grade and books for 3rd through 5th graders for one break at a Title 1 school.

Spring or Fall Break Literacy To Go: \$2,000

Provide Literacy To Go packs for all pre-K through 2nd graders at a Title 1 school.

Books: \$1,500

Provide a new book for all children at a Title 1 school.

Literacy To Go: \$600

Provide Literacy To Go packs for one grade at a Title 1 school.

Books: \$300

Provide books for one grade at a Title 1 school.

BENEFITS OF SPONSORSHIP

- Recognition as a program sponsor on our social media and website, including your logo and a link to your website or Facebook page
- Recognition in Friends of Literacy's annual report
- Opportunity to promote your sponsorship via a "why we support FOL" testimonial on the website and/or in our e-newsletter





Reading Mentors

Our Reading Mentors program places tutors with students in kindergarten through third grade to help them become proficient readers. Reading mentors includes one-on-one and small-group instruction. Instruction takes place at local elementary schools or directly with families.



Literacy To Go

Our Literacy To Go packs makes it easy for families to practice literacy skills at home. Each pack includes a new book; engaging literacy, STEAM, and physical movement activities based on the book; all the supplies for the activities; and parent tips for engaging the child in reading the book. Packs are available for pre-K through second-grade students. Our Mommy & Me packs provide expectant mothers at Cherokee Health Systems with a reusable tote bag, new board books, educational toys, early literacy activities, and information on other community resources.

Raising A Reader

Our Raising A Reader Classic Red Book Bag program allows students to borrow a bag of books each week to take home, share with their families, and return the next week to exchange for a different bag. At the end of the program, children and their families are connected with the local library so they continue the habit of borrowing and sharing books. The program also educates parents on how to be reading coaches for their children.

Books Build Readers

We provide books, resources, and activities to engage the whole family in reading—improving literacy skills and fostering a love of reading. We host six Little Free Libraries in Knox County, stock several others, host two Anna’s Book Nook locations in Oak Ridge, and distribute children’s books through local community events, Title 1 schools, and Cherokee Health Systems’ Brush, Book, Bed program.

WHY WE DO WHAT WE DO

Nationally, about 50% of children are read to daily by their parents or other caregivers.

Only 40% of Knox County third graders are reading on grade level. For low-income students, the rates are even lower.



Parent involvement and having access to books are two of the most significant predictors of early literacy success and future academic achievement for children.

61% of low-income families have no children’s books in their homes.

One in six children who are not reading proficiently in the third grade does not graduate from high school on time, a rate four times greater than that for proficient readers.



When you donate to Friends of Literacy, you give the gift of reading to someone in our community.
Scan here to make your payment online.

