

The Power of Collective Impact: The Read by 4th Story (Philadelphia, Pennsylvania)

October 27, 2020

The Campaign for
**GRADE-LEVEL
READING**

Moderator and Panelists



Jenny Bogoni
Executive Director
Read by 4th
Free Library of Philadelphia
Foundation



Wanda Mial
Program Director
Global Citizen



Simone Partridge
Communications Director
Read by 4th
Free Library of Philadelphia
Foundation

Protecting every child's
right to read.





Children who read well by 4th grade

before schools rely on reading to teach new subjects

have a better chance at school and life success.



Families and communities also thrive

and we can build a more just society

when all our children read well by 4th grade.



But in Philadelphia,

only one in three of our children

are making the early-literacy mark.

A woman with glasses and a white cardigan sits on a wooden chair, holding a book. A man in a dark suit sits on a brown sofa, also holding a book. Three young children are sitting on the floor in front of them, looking at their own books. The room is decorated with a plant, a vase, and a poster that says "WHAT HAPPENS HERE."

To end this crisis,

an unprecedented number of Philadelphians
have joined the **READ BY 4TH** movement since 2015.



Philadelphia's Read by 4th is the nation's boldest citywide call-to-action led by families and partners to protect every child's right to read.

Join our movement.

Readby4th.org

PARTNERS: 150 and counting.

COMMUNITY ACTIVISTS: 350 and counting.

READING CAPTAINS: 400 and counting.

FAMILIES: Countless.

PARTNERS:

AARP Foundation Experience Corps Philadelphia
Achieve Now
AIM Institute for Learning & Research
AluA
American Reading Company
Arcadia University
Archdiocese of Philadelphia Schools
Art Sphere, Inc
Artwell
ASAP/After School Activities Partnerships
Asociación Puertorriqueños en Marcha
Belmont Charter School
Bethanna
Better Tomorrows
Book Trust
Books in Homes USA
Boys & Girls Clubs of Philadelphia
Center for Literacy, Inc
Center for the Collaborative Classroom
Children's Hospital of Philadelphia (CHOP)
Children's Literacy Initiative
Children's Scholarship Fund
City of Philadelphia Department of Human Services
City of Philadelphia Department of Parks and Recreation
City of Philadelphia Department of Public Health
City of Philadelphia Mayor's Office of Community Empowerment and Opportunity
City of Philadelphia Mayor's Office of Education
City of Philadelphia Office of Homeless Services
City of Philadelphia Office of the Deputy Managing Director for Health and Human Services
City of Philadelphia Office of the Managing Director
City of Philadelphia Office of the Mayor
City Year Philadelphia
Cookman Beloved Community Baptist Church
Cradles to Crayons
Diversified Community Services
Drexel University
Drexel University Action for Early Learning
Eagles Charitable Foundation
Eastern University
Educating Communities for Parenting
Education Law Center – PA
EducationWorks
Educational Opportunities for Families
Esperanza Cyber Charter School

Everyone Love Someone – The Social Entrepreneur Brand
Families Forward Philadelphia
Fathers Read 365
First Up: Champions for Early Education
Free Library of Philadelphia
Girl Scouts of Eastern Pennsylvania
Global Citizen
GreatPhillySchools
HACE CDC
Historic Fair Hill
Horizons at Greene Street Friends School
iHeartMedia
Independence Mission Schools
Indochinese American Council
Inspire Philadelphia Youth Program
Jane Addams Place, Lutheran Settlement House
Jounce Partners
Karen Schuler Tutoring
KIPP Philadelphia Schools
Learning Ally
Legacy Youth Tennis and Education
Lenfest Center
Let's Read Math
Literacy How
Mastery Charter School
Maternity Care Coalition
Mighty Writers
Montgomery Early Learning Centers
Morning Circle Media
Mt. Airy USA
Need in Deed
North 5th Street Revitalization Project
Nurse Family Partnership and Mabel Morris Family Home Visit Program
PA Branch of the International Dyslexia Coalition
Parent Leadership Advisory Network (PLAN)
PARENT POWER (What Will You Do With Yours?)
Pennsylvania Higher Education Network for Neighborhood Development (PHENND)
People's Emergency Center (PEC)
Philadelphia Federation of Teachers
Philadelphia Freedom Valley YMCA
Philanthropy Network Greater Philadelphia
Philadelphia Out of School Time Literacy Initiative (POSTLI)
Philadelphia Reads
Philadelphia School Partnership
Philadelphia Writing Project

Philadelphia Youth Network
Please Touch Museum
Prodigy Learning Center
Project HOME
Public Citizens for Children and Youth (PCCY)
Public Health Management Corporation (PHMC)
Puentes de Salud
Reach Out and Read Greater Philadelphia
Reading Recycled
Reading Captains
Regenerating Our Offspring Through Stories, Inc.
Russell Byers Charter School
School District of Philadelphia
SchoolKit Group
Smith Memorial Playground & Playhouse
Something to Grow On Educational Center, Inc.
Southeast Regional Key at PHMC
Springboard Collaborative
St. Christopher's Hospital for Children, Center for the Urban Child
St. Joseph's University
Stephen and Sandra Sheller 11th Street Family Health Services of Drexel University
Sunrise of Philadelphia, Inc.
Teach for America Greater Philadelphia
Teach Plus
Team First Book Philadelphia
Temple University
Temple University Nursing
The Chamber of Commerce for Greater Philadelphia
The Educational Advocates Reaching Today's Hardworking Students, In. (The EARTHS)
The Fund for the School District of Philadelphia
The Office of State Senator Art Haywood
The Parent-Child Home Program
The Philadelphia Public School Notebook
The Salvation Army
The Salvation Army, Philadelphia Citadel Corps
The World Was Made For You Inc.
Tree House Books
Turning Points for Children
Uncommon Individual Foundation
United Communities Southeast Philadelphia
United Way of Greater Philadelphia & Southern New Jersey
University of the Arts
Urban Affairs Coalition
Vantage Learning

West Philadelphia Alliance for Children (WePAC)
WHYY
Wills Eye Hospital
Zion Baptist Church

FUNDERS:

Allen Hillis Fund
Anonymous
The Barra Foundation
Lisa F. Becker and Joseph M. Becker
Believe in Reading Foundation
The Benolief Family Fund
Meg and Roger Berlin
Better World Fund
The Chamber of Commerce for Greater Philadelphia
Connelly Foundation
The Douty Foundation
Eagles Social Justice Fund
The Elkes Foundation
Greenberg Traurig, LLP
Samuel S. Fels Fund
Otto Haas Charitable Trust, recommended by Janet and John Haas
Emily Hall Tremaine Foundation
Hamilton Family Foundation
John S. and James L. Knight Foundation
Lincoln Financial Foundation
PNC Grow Up Great
Virginia Cretella Mars Foundation
Terry Marek and Peter L. Bittenwieser
Tobias Harris Family Foundation
PECO
The Philadelphia Foundation
Caroline J. Sanders Fund
Patti Segal
Tobias Harris Family Foundation
United Way of Greater Philadelphia and Southern New Jersey
Vanguard Foundation-Strong Start for Kids™
Harriet and Larry Weiss
Wells Fargo
William Penn Foundation





Core Belief

FAMILY LOVE

What families do with their children from birth can grow critical skills and confidence in reading.

Journal of Instructional Psychology, 2000

Parents are essential partners. They love their child, believe in their potential and want them to succeed in school.

Teach Well, Live Well, 2009

Family support is the most significant factor. Family is the first learning place.

Family Support, 2000

The Right Books Campaign

It's time to get the right books in our schools. We're asking you to help us make sure that every child has access to the books they need to succeed.



We're almost there.
We're almost there.



What You Need to Know:

A collaboration of the Best Books Campaign

There's a deep connection between poverty and reading.

That's why we have to focus on the books that are the most important. Let's not give up on them.

Our teachers have their hands full.

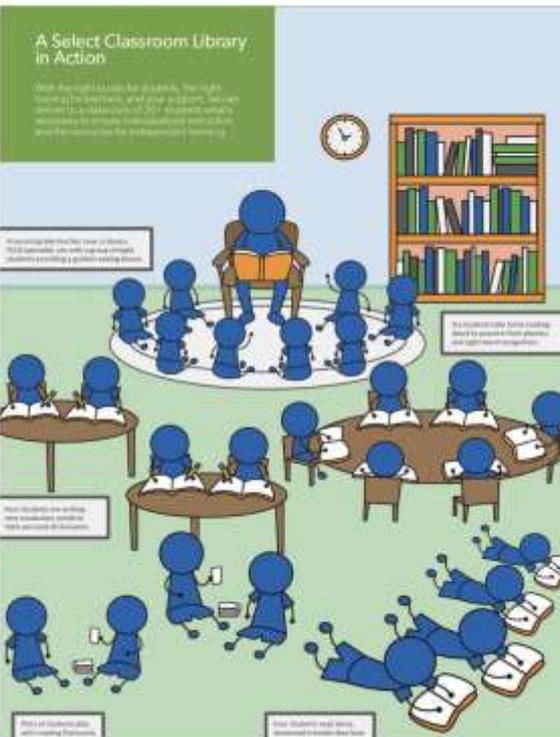
We're **30** miles to go before we're home.

Up to **26** million students are in need of reading books.

1 million books are donated annually. **4** different learning styles.

A Select Classroom Library in Action

With the right books, the students, the right teachers, the parents, and your support, we can improve the literacy skills of 30 million students who are struggling to succeed in our schools.



Reading is the key to success in school. It's the only way to get ahead in life. Reading is the key to a better future.

Students who have reading skills to read their books, and can understand what they are reading.

Students who are reading and understanding what they are reading.

Students who are reading and understanding what they are reading.

Students who are reading and understanding what they are reading.

THE SCHOOL DISTRICT OF PHILADELPHIA

Action Plan Update 2018

The year of our progress.



DEAR FAMILIES:

Dear families, it's always exciting to see our students and staff working together to make a difference in our schools. We're proud of the progress we've made and excited to see how you get involved in our schools.

99% of our students are on track to graduate on time.

4 years to go before we're home.

\$520 million in new investments.

1 million books donated annually.

Action Plan Update 2018

The year of our progress.

99% of students will graduate ready for college or career.

99% of 8-year-olds will read or be above grade level.

99% of positions are filled by great people, teachers, and employees.

99% of our students are on track to graduate on time.

4 years to go before we're home.

\$520 million in new investments.

In Partnership:

SCHOOLS



“
Your children couldn't
be it without you.
And neither could we.
Thank you families.”
”

PHILADELPHIA
IS SHOWING UP FOR ATTENDANCE
Family Packet to Support School Attendance

THE SCHOOL DISTRICT OF PHILADELPHIA 

EVERY DAY COUNTS START TO FINISH

"I DON'T FEEL GOOD!" WHEN SICK IS TOO SICK FOR SCHOOL

SEND TO SCHOOL

KEEP AT HOME

CALL THE DOCTOR

PHILADELPHIA 

JANUARY DAYS OF SCHOOL

RESOLVE

EVERY DAY COUNTS START TO FINISH

PHILADELPHIA 

FEBRUARY DAYS OF SCHOOL

LOVIN'

EVERY DAY COUNTS START TO FINISH

PHILADELPHIA 

EVERY DAY COUNTS START TO FINISH

WE MISSED YOU!

WE'RE WANT YOU MISS!

PHILADELPHIA 

OCTOBER DAYS OF SCHOOL

TREAT YOURSELF

EVERY DAY COUNTS START TO FINISH

PHILADELPHIA 

 THE SCHOOL DISTRICT OF PHILADELPHIA

 INDEPENDENCE MISSION SCHOOLS

In Partnership:

LIBRARIES, CAMPS AND PLAYSTREETS

JUNE 3 – AUGUST 3
2019 SUMMER OF WONDER

free LIBRARY OF PHILADELPHIA

Read and EXPLORE

with the FREE LIBRARY

this summer at your neighborhood library and online!

PHILADELPHIA UNIVERSITY BOARD OF MANAGERS | COMCAST NBCUNIVERSAL | WORLD TRUST | READ BY 4th

freelibrary.org/summerreading 215-686-5372

2019 SUMMER OF WONDER

Read and EXPLORE

2019 SUMMER OF WONDER

 IDEA Use a piggy bank to save up for a special treat or reward.	 EMPOWER Use a heart to show love and support for someone.	 LEARN Use a lightbulb to show a new idea or discovery.
 SHARE Use a megaphone to share your thoughts and ideas.	 COMPETE Use a paper airplane to compete in a race or game.	 FINISH Use a book to finish a story or project.
 GOALS Use a target to set goals and track progress.	 PROFESSION Use a microscope to explore a profession or career.	 READER Use an open book to become a reader.

Philly

READING CHAMPS

How We Beat the Summer Slide

Seriously Fun

Reading Activities

DESIGNED FOR ANY GRADE
SCHEDULE. OVER 100 PAGES FOR 11 WEEKS.

No Stuff Needed

The ABCs of Our Lives

Take turns being a word that means something to you for every letter of the alphabet.

A. My Aunt lives in **ARIZONA**
B. My three **blackberries**
C. My cat's name is **CLARA**

Play all activities with a partner!

NEW AUTOGRAPHERS

Write up with ANY word you can think of for every letter.

OLD AUTOGRAPHERS

See how many meaningful words you can say for one single letter.

My name is **ALISA**. My family moved back from **ARIZONA**. I want to finish my **ARIZONA**...



free LIBRARY OF PHILADELPHIA

In Partnership:

READING SUPPORT & RESOURCES



vello



Reading Allowed

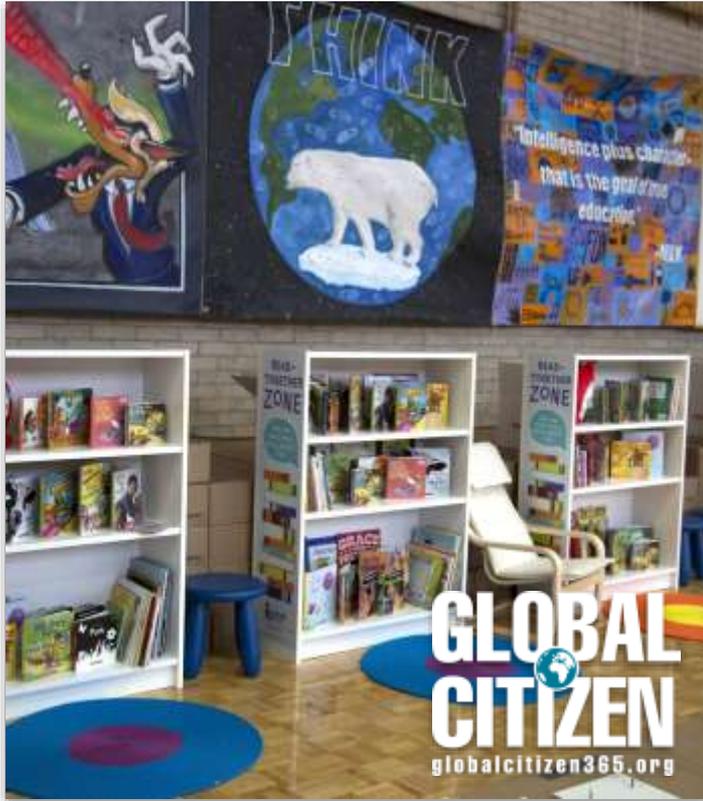


Office of
Children and Families

CITY OF PHILADELPHIA

In Partnership:

NEIGHBORHOOD BOOK NOOKS



In Partnership:

FAMILY LIFE



Take Note

Three things to remember from today's presentation:

1. Include the *how* in TOC
2. Speak as a peer
3. Make space for the community to be the change agents

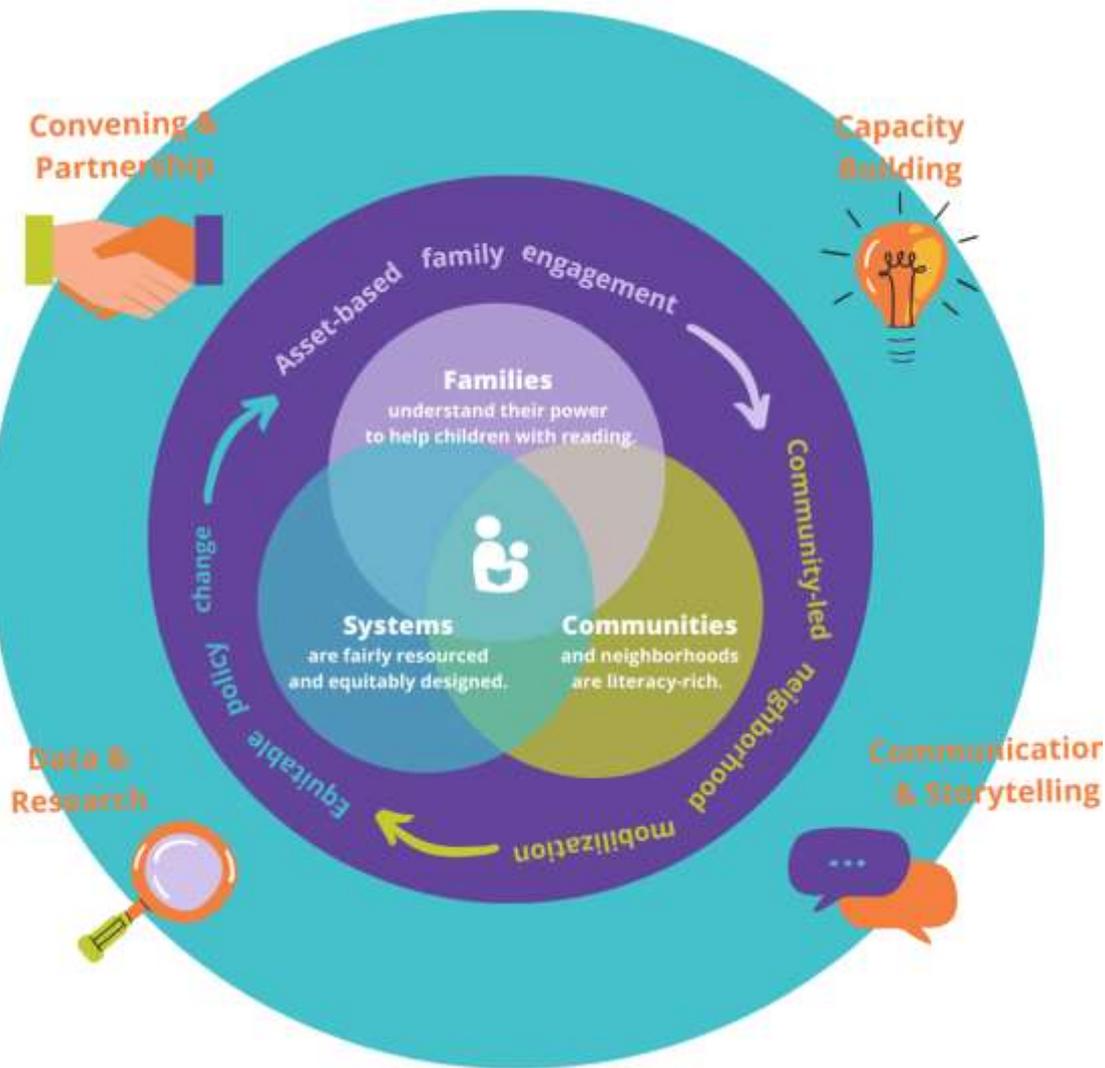
The pathway to reading proficiency:

- Brain development
- School readiness
- School attendance (participation)
- Quality reading instruction
- Out-of-school and summer learning



Theory of Change

Our roadmap
to growing
stronger
readers in
Philadelphia.



Our Values

We come from every sector and neighborhood with perspectives as diverse as our backgrounds. But as a movement, this mindset guides our work.

Collaboration

We leverage the wisdom of Philly's families, communities, and the organizations that serve them.

Equity

Our children have the right to read. We know our fight for educational equity is one for racial justice.

Continuous Learning

We're lifelong learners looking towards data-driven research and cultural insights. And always test what works best.

Urgency

There's no time to waste. We seek to scale innovative solutions quickly and without sacrificing quality.

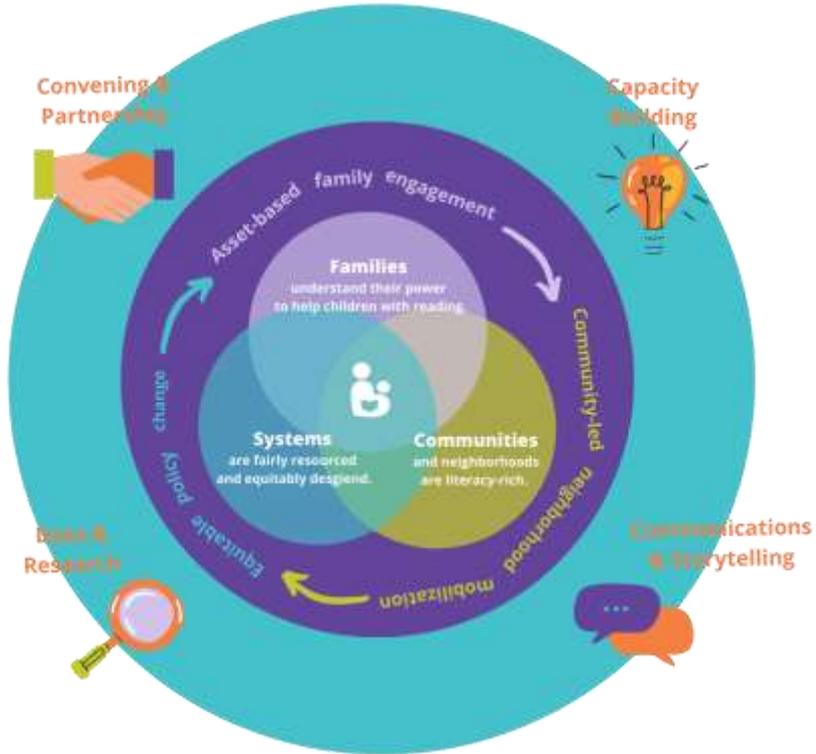
Accountability

We're honest, self-reflective, and open to listening. Our trusted relationships allow us to offer critique in ways that are respectful and productive.

Evolution

A holistic approach is a realistic approach. Our work responds to the ever-changing context of our world.

Convening Structure



Parent Council

Facilitates the inclusion of family perspectives throughout our work

Funders Roundtable

Convenes funders of the backbone efforts for updates and input

Steering Committees:

- Leadership Council (systems change)
- Family Engagement
- Community Mobilization

Working Groups:

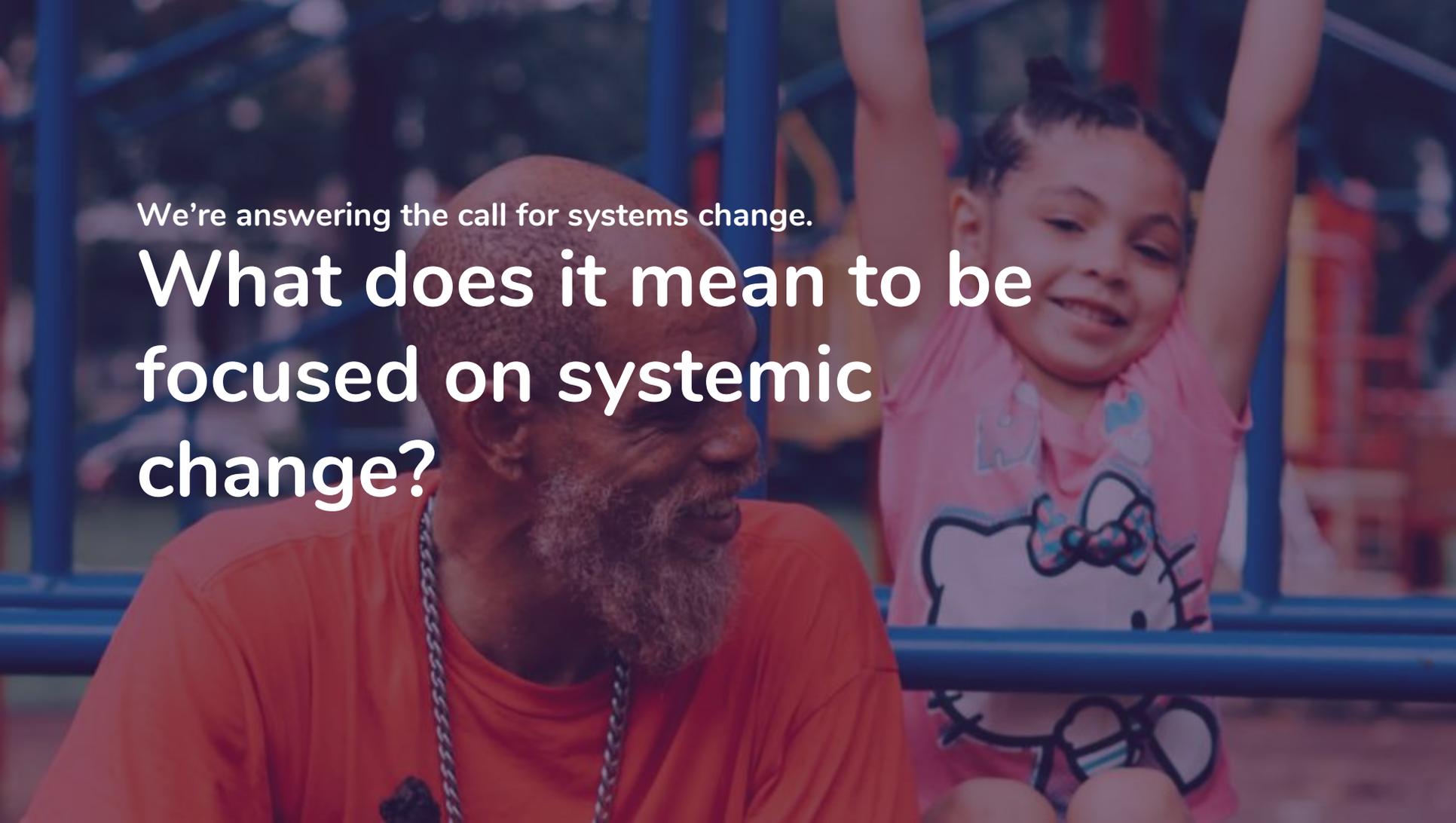
- Teacher Prep & Support
- Volunteer Engagement
- Attendance
- Home Libraries
- Reading Support
- Data

Partner Network Meetings

Campaign updates for current partners

Special Events

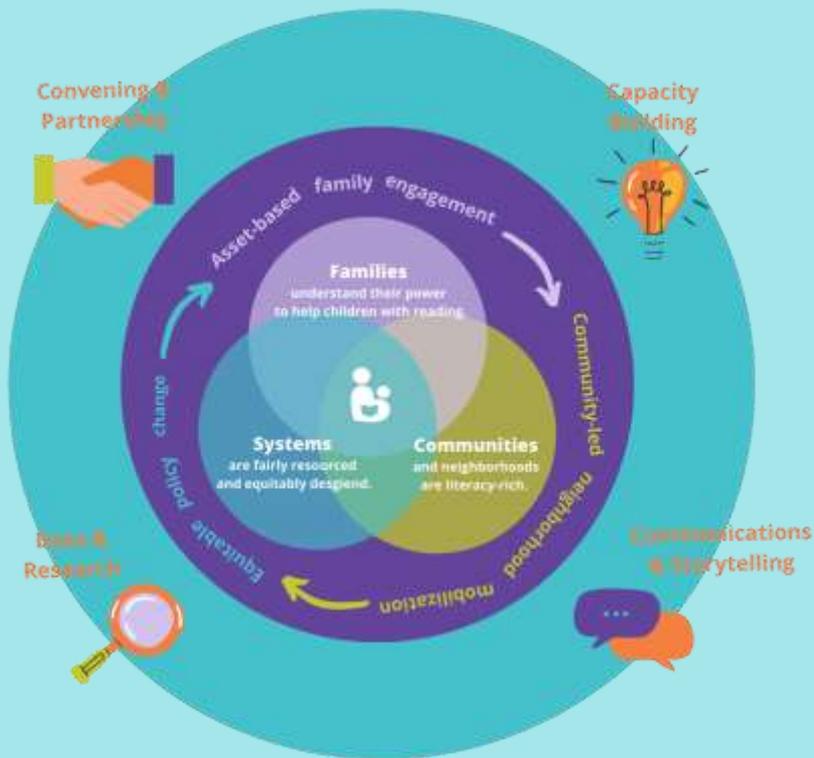
Capacity-building learning opportunities for all

A photograph of a man with a grey beard and a young girl at a playground. The man is in the foreground, wearing an orange t-shirt and a chain necklace, looking towards the right. The girl is in the background, wearing a pink shirt with a Hello Kitty graphic, smiling and holding onto a blue metal bar. The background is slightly blurred, showing other playground equipment and people.

We're answering the call for systems change.

**What does it mean to be
focused on systemic
change?**

Convening Structure

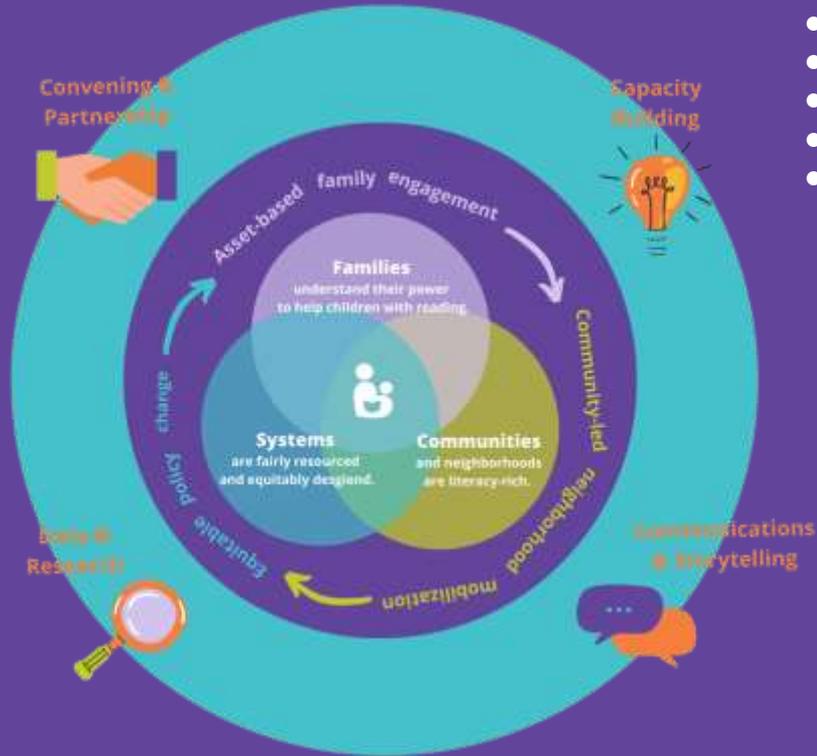


Steering Committee: Leadership Council (systems change)

- Teacher preparation programs (PreK - 3rd) are aligned to the science of reading
- Teachers (PreK - 3rd) are engaged in high quality literacy professional development and on-going coaching
- In school reading instruction is aligned to the science of reading
- School leaders understand and support the science of reading
- New investments get made in education systems for literacy
- Out-of-School reading supports are aligned with and set-up to support literacy goals of schools
- Libraries and Rec Centers are aligned with and leveraged to support early literacy goals
- TBD statement of alignment with emerging ECE/PreK agenda
- TBD statement of alignment with health sector on developmental screening work (promoting use, monitoring scores, guiding responses)

NOTE: Bullets are not final. They are illustrative of the key targets of this steering committee

Convening Structure

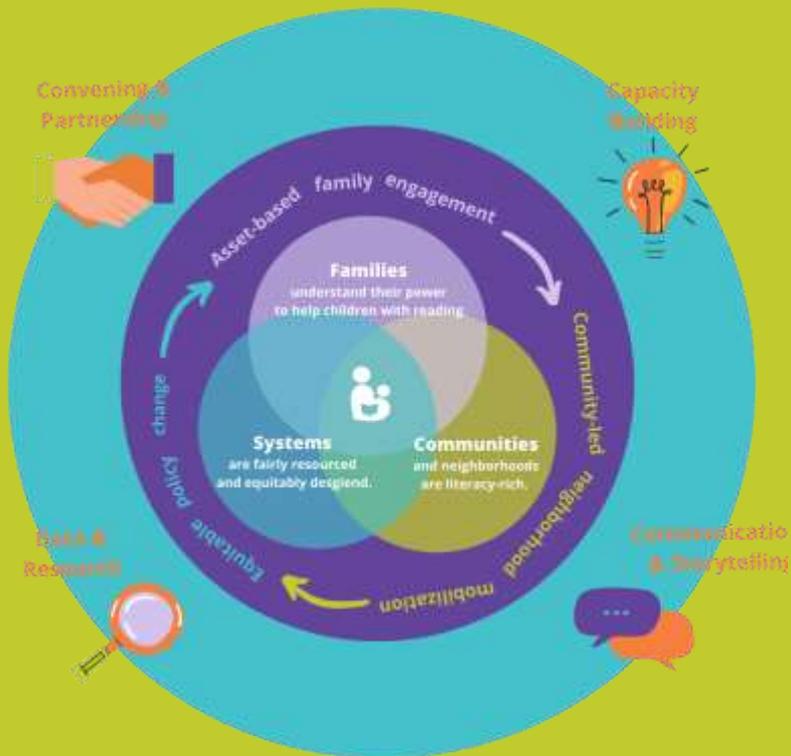


Steering Committee: Family Engagement

- Grown-ups make reading together a special time
- Grown-ups talk it up, take turns and tune in
- Grown-ups champion their child's school success
- Grown-ups create with their child
- Grown-ups advocate for and protect their child's right to read

NOTE: Bullets are not final. They are illustrative of the key targets of this steering committee

Convening Structure



Steering Committee: Community Mobilization

- Neighborhoods have assets that support good at home literacy habits
- High quality out-of-school reading supports, ECE, and PreK are accessible
- Children are constantly exposed to messages and opportunities about good literacy habits
- All public and private entities and sectors within a community articulate and prioritize the role they play in protecting a child's right to read
- Public and private sectors dedicate resources to support literacy outcomes
- Every neighborhood has champions committee to prioritizing early experiences with literacy

NOTE: Bullets are not final. They are illustrative of the key targets of this steering committee

To advance systemic change we:

- Build **shared understanding** of the underlying data, issues and concerns
- Build a shared knowledge about **possible solutions**, what other communities are doing that is showing results
- Facilitate honest and constructive dialogue so that partners **understand one another's perspectives and constraints**
- Build **public and political will** for change - general education about why this policy goal is important
- Identify and **act on moments of opportunity** for change
- **Provide the political cover** and/or “win” for making the targeted policy shifts
- **Celebrate those who make these shifts** happen, give credit and recognition for the work

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Advocacy Strategy Framework



Communications and Storytelling



Speaking to the
community as
the community.





Reading
Promise



My
Reading
Promise

I PROMISE TO:

**Make reading together our special time,
and reading our special thing.**

Talk It Up. Take Turns. Tune In.

Champion your school success.

Create with you.

Protect your right to read.

For more info visit:
readingpromise.org



My
Reading
Promise

I PROMISE TO:

**Make reading together our special time,
and reading our special thing.**

Practice the ABCs of reading together: ASK questions, BUILD vocabulary, CONNECT stories to our lives. Enjoy the different ways you read as you grow. Show you what it means to be a strong reader.

Talk It Up. Take Turns. Tune In.

Stretch every chance to talk more. Talk with you, not at you. Hear the power of your voice.

Champion your school success.

Make attendance our family priority. Stay connected with your teachers. Get the help you need when you need it. Soak in summers of wonder and learning with you.

Create with you.

Share our family culture, language and stories. Discover new ways for you to express who you are.

Protect your right to read.

Stay informed and rally others. Support the fight for fairer systems so every child can become a strong reader and set up for school and life achievements.

For more info visit:
readingpromise.org

I dream beyond
black and white.
I read in color.

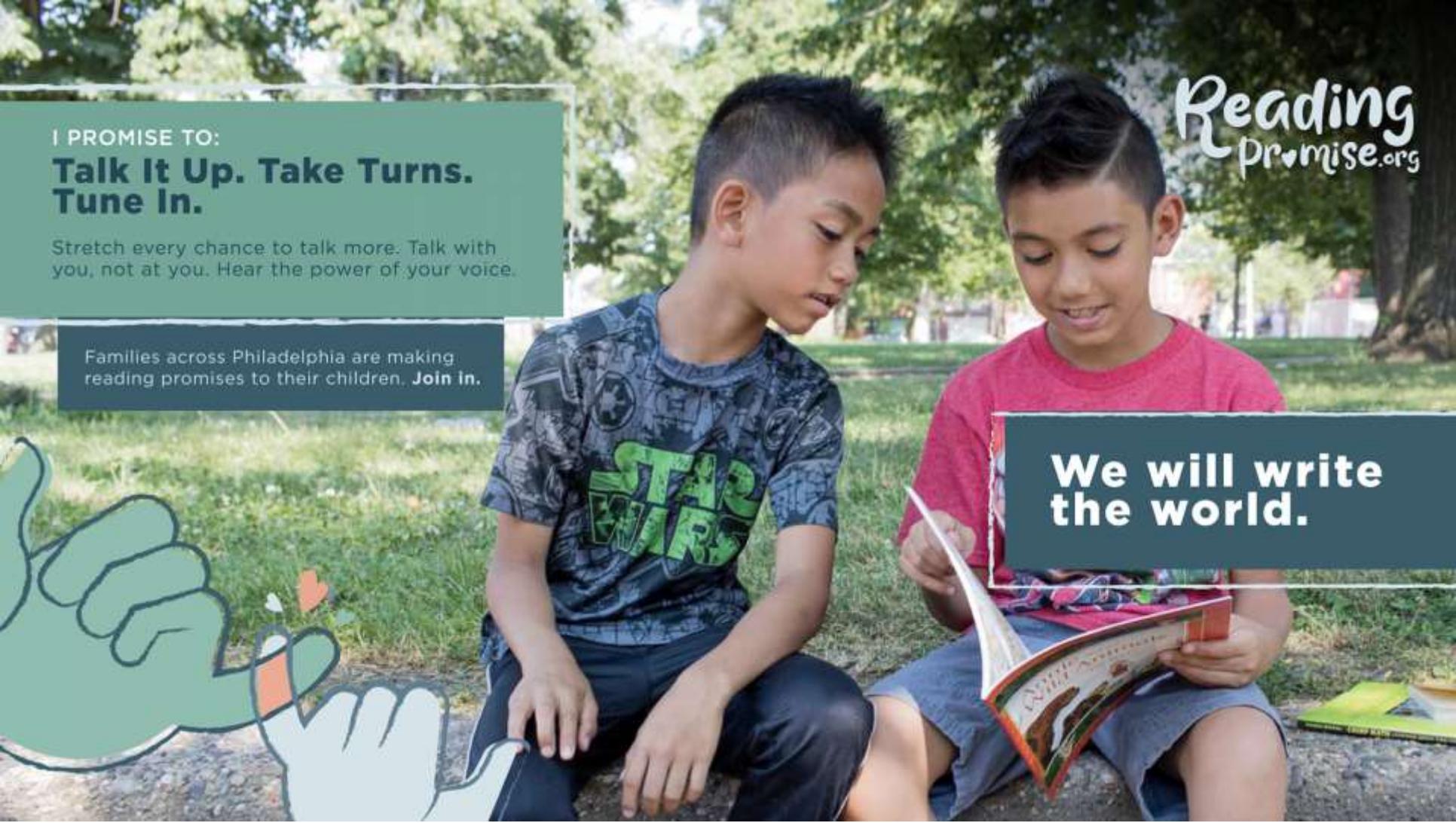
Reading
Promise.org

I PROMISE TO:

**Make reading together our
special time, and reading
our special thing.**

Enjoy the different ways you read as you grow.

Families across Philadelphia are making
reading promises to their children. **Join in.**



Reading
promise.org

I PROMISE TO:

**Talk It Up. Take Turns.
Tune In.**

Stretch every chance to talk more. Talk with you, not at you. Hear the power of your voice.

Families across Philadelphia are making reading promises to their children. **Join In.**



**We will write
the world.**





MY RIGHT TO READ

I have the right to read.
To dream beyond just black and white.
To see myself within the pages
And find a book that is just right.

With each chapter I see what's possible.
Read through and between each line.
I hold the power of each word
And share ideas that are just mine.

Let me write the world I want to live in.
Raise my voice, my mind, my hand
To tell stories from my neighborhood and
off in distant lands.

A book is more than just a book,
A line, a ladder through space and time,
I'm the author of my own story.
I turn the page. I claim what's mine.

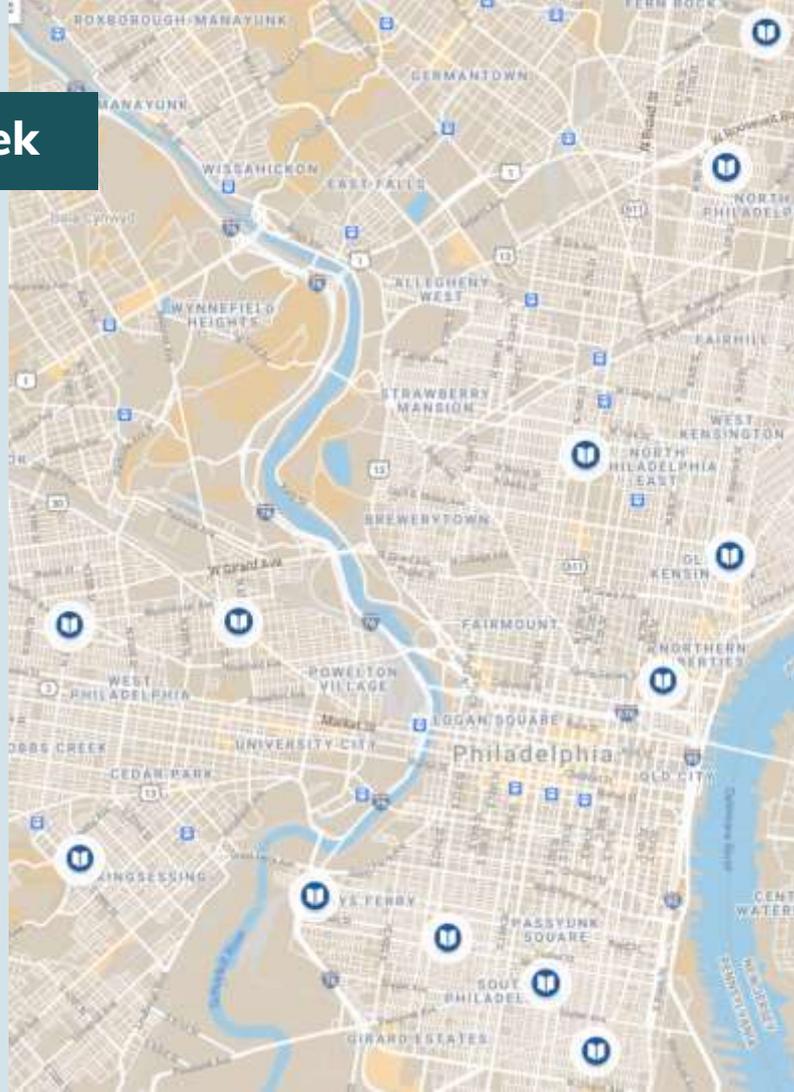
***The story of our lives can change with
just a single word. Reading is the key to
the life our children deserve.***

Reading Promise Week

OCTOBER 12-18

FESTIVAL ORGANIZERS

ASAP/After School Activities Partnerships
Bethanna
Drexel West Philadelphia Promise
Neighborhood
East Passyunk Community Center
Friends of Mifflin Square Park
Indochinese American Council
NET Community Care
Tree House Books
West Philadelphia Alliance for Children
South Philadelphia Kiwanis Club
Gibson Music School of Music and Arts
Read to Succeed
Mt. Airy CDC





Reading Promise Week

Philly is making a Reading Promise to protect every child's right to read.

From October 12-18th, neighborhoods across the city are celebrating reading with free, fun, family activities.

And thanks to hundreds of hardworking community leaders and our sponsors, we'll be giving out over 5,000 new books and 40,000 materials for families to take home!



Reading Captains: Embedding Early Literacy in the Neighborhood

BETWEEN THE LINES

Early Literacy & Education Equity in Philly

October 14 | 6:30-8:00 PM



A frank, action-focused conversation about Philly's early literacy crisis & response.

Featuring, Emily Hanford in conversation with Philadelphia's leading education advocates.



Emily Hanford

Sr. Education Correspondent,
American Public Media



Maria Banks

Early Literacy Supervisor,
Children's Literacy Initiative



Yolanda Fontanez Coleman

Founder & CEO,
Team Tutor



Sharif El-Mekki

Founder & CEO, the Center for
Black Educator Development



Barbara A Wasik, Ph.D.

Temple University School
of Education

Who can **name**



the most **cuts & styles?**

TALK IT UP | Reading *promise*._{us}

Philly families are keeping their Reading Promise by making every conversation count.

TAKE TURNS
naming things that come in **pairs.**



Who can name **the most?**

TALK IT UP | Reading *promise*._{us}

Philly families are keeping their Reading Promise by making every conversation count.

Who can **name**



the most **Philly streets?**

TALK IT UP | Reading *promise*._{us}

Philly families are keeping their Reading Promise by making every conversation count.

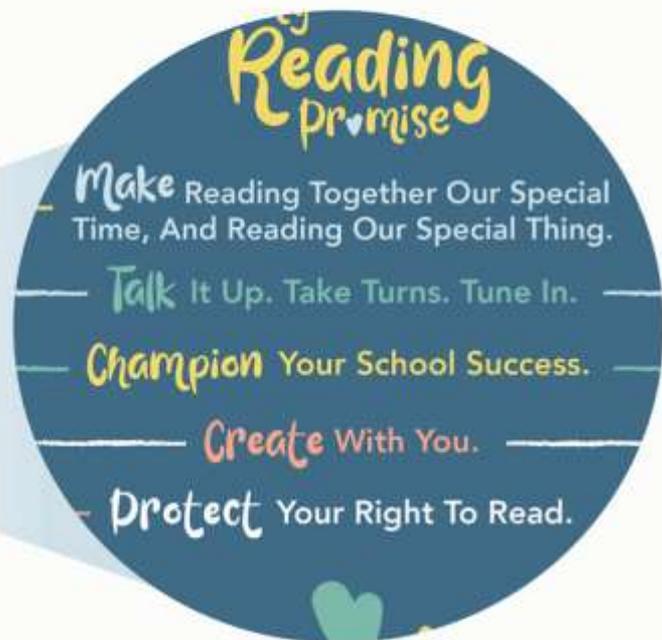
TALK IT UP | Philly families are keeping their Reading Promise by making every conversation count. Reading *promise*._{us}

Cake & carrot
both begin with **ca.**



Who can name the most words that begin with **ca?**

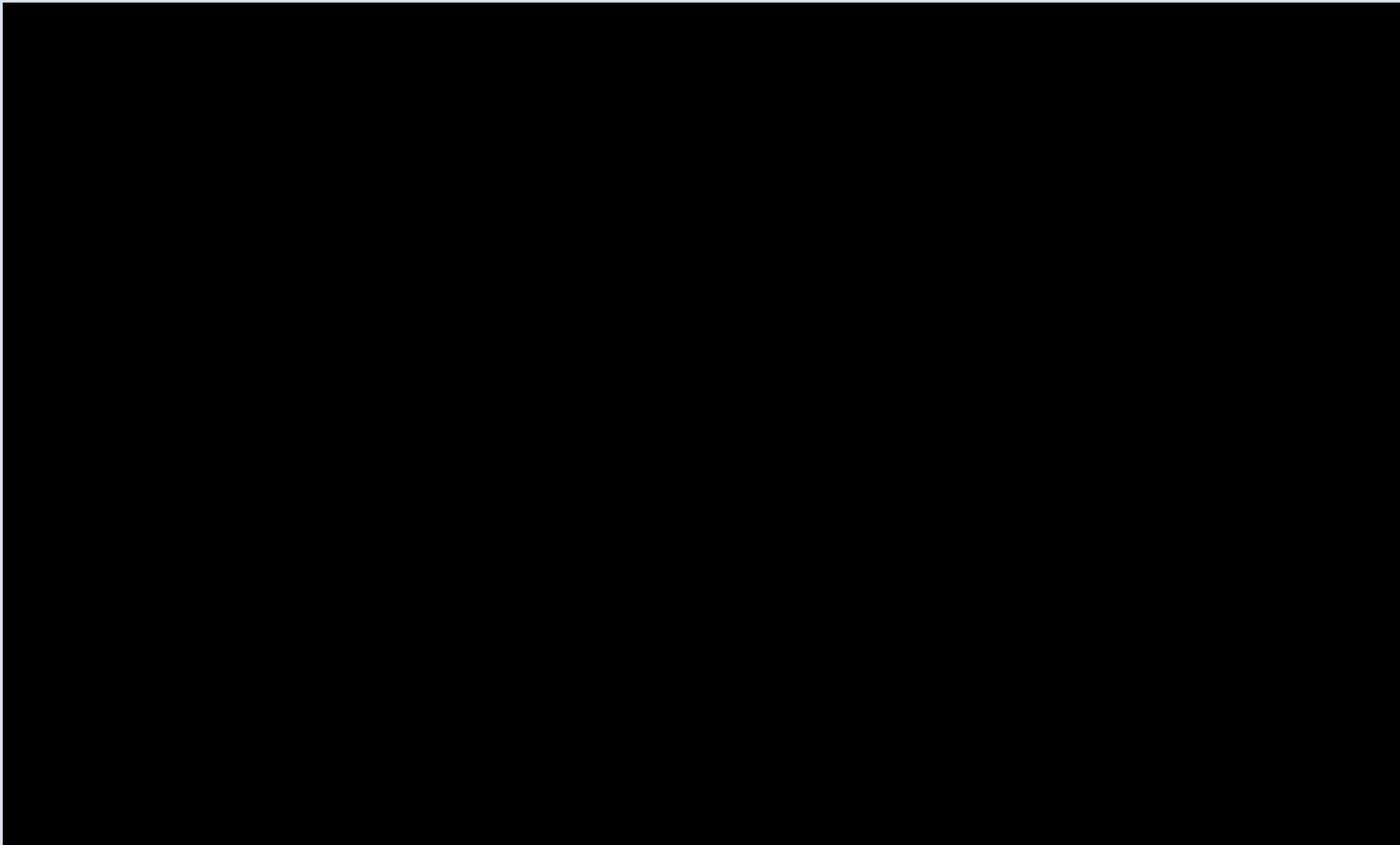




Reading
promise.org



Reading
happens here



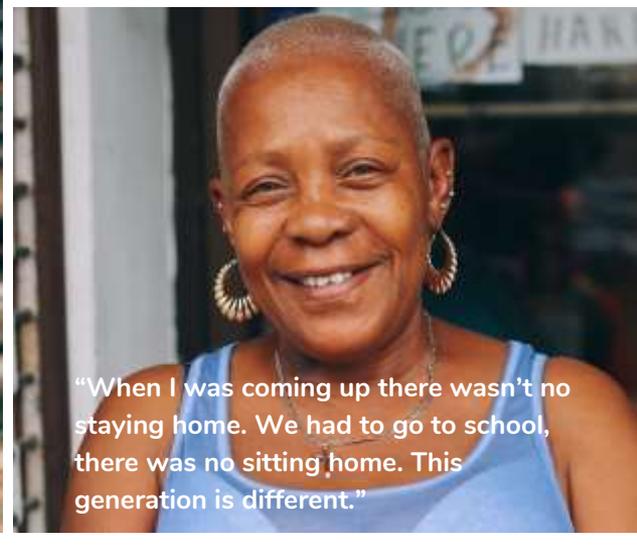




Community Listening Review



“You would think it would be just about the books. But they aren’t enough. We have to spark an interest in reading.”



“When I was coming up there wasn’t no staying home. We had to go to school, there was no sitting home. This generation is different.”

Emergent Themes

**Families
reading
at home**

**Individuals as
literacy assets**

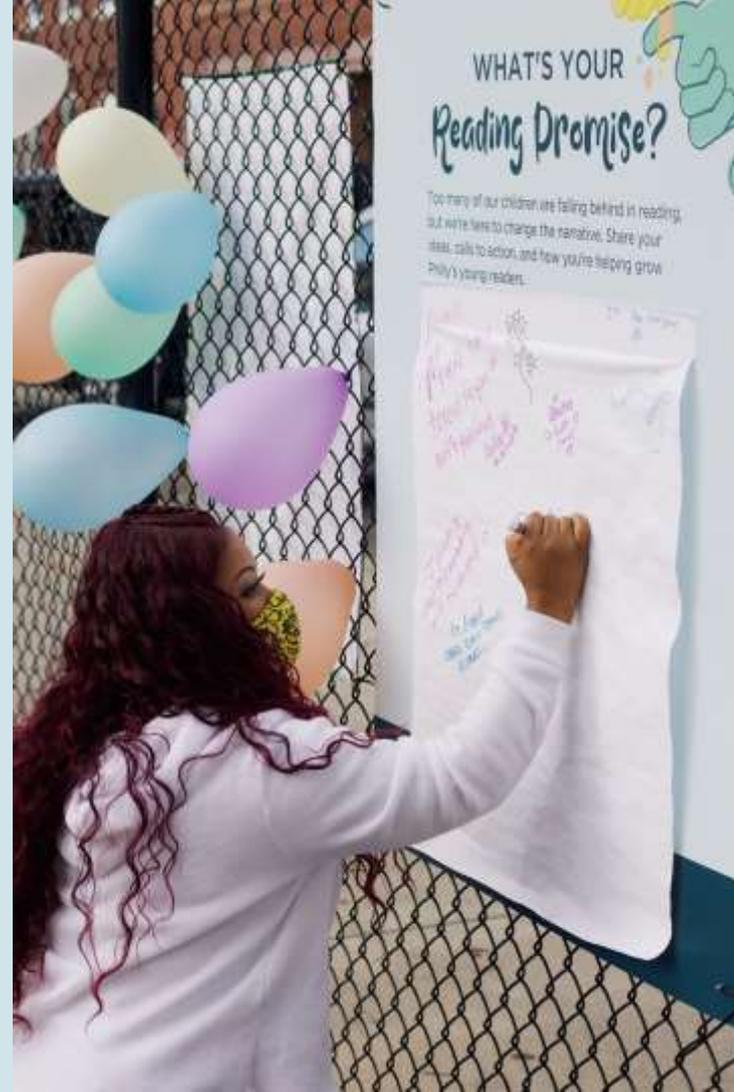
**Culture, book
diversity,
representation**

**Generational
comparisons**

WHAT'S YOUR Reading Promise?

Too many of our children are falling behind in reading, but we're here to change the narrative. Share your ideas, goals to action, and how you're helping grow Philly's young readers.

Handwritten notes on a whiteboard, including phrases like "I will...", "My goal is...", and "I will help..."







Pull out your
cellphones...



And follow us on
social media!

Reading Captains





Philly's Reading Captains are caring neighbors protecting every child's right to read.

Everyone has a role to play in helping grow stronger readers. And in Philly, there's never been more ways to get involved.

Reading Captains champion literacy on their block and in their community by connecting families to practical tips and affordable resources. And most importantly, they remind parents of the power they already have to help their children with reading.

This work is about connection, conversation, and genuine relationships. And in the city of brotherly love (and sisterly affection), it's clear that we've got each others backs.





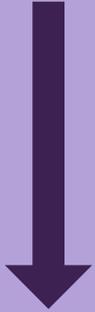
**Philly's
Reading Captains
Are Unstoppable**





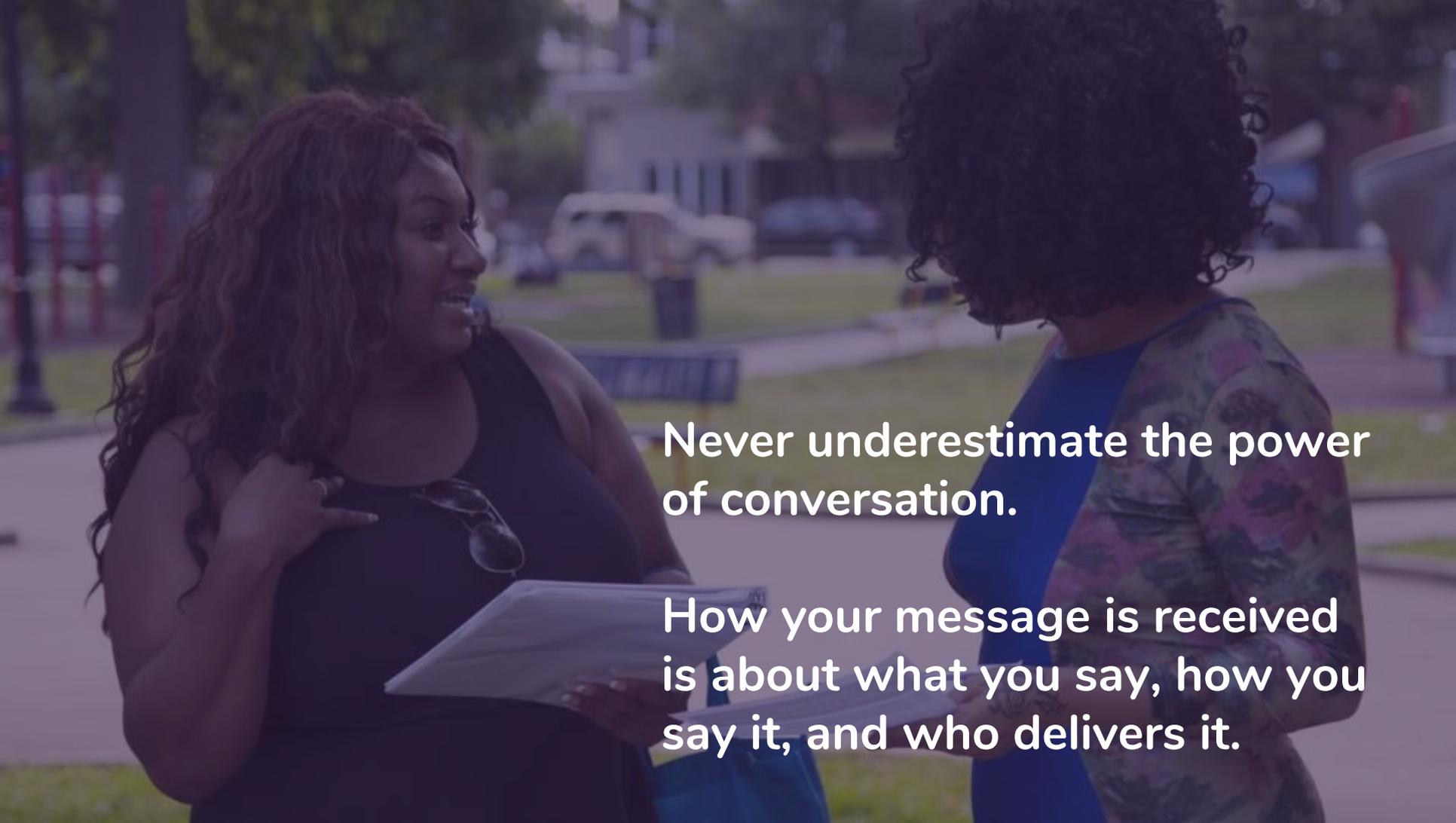


Trust in
institutions



Trust in
peers



A photograph of two women standing outdoors and talking. The woman on the left has long, wavy brown hair and is wearing a black sleeveless top. She is smiling and looking towards the other woman. The woman on the right has dark, curly hair and is wearing a blue top with a floral pattern. They are both holding papers. The background is a blurred outdoor setting with trees and a building. The entire image has a dark, semi-transparent overlay.

**Never underestimate the power
of conversation.**

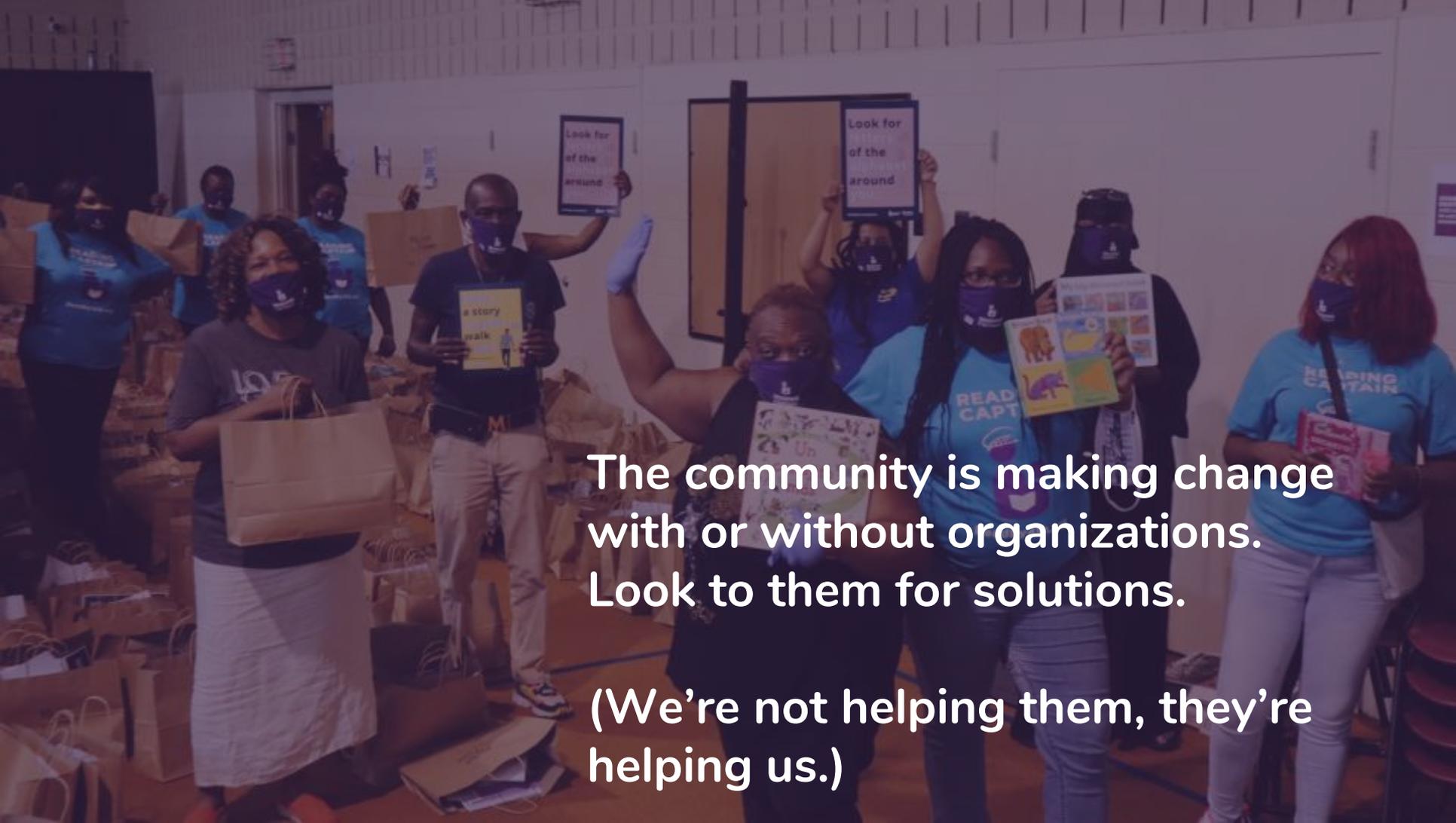
**How your message is received
is about what you say, how you
say it, and who delivers it.**



We're as multi-dimensional
as we are multi-talented.

We represent families, systems,
and communities.





The community is making change
with or without organizations.
Look to them for solutions.

(We're not helping them, they're
helping us.)



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Questions & Discussion

Upcoming GLR Learning Tuesdays Webinars:

LEARNING LOSS RECOVERY WEBINAR SERIES

The Federal Role in Advancing Digital Equity for Early Learning

Tuesday, October 27, 3 p.m. ET/12 p.m. PT

TUESDAY, NOVEMBER 3RD - NO GLR LEARNING TUESDAYS WEBINARS

CRUCIBLE OF PRACTICE SALON

Read Charlotte

Tuesday, November 10, 12:30 p.m. ET/9:30 a.m. PT

SCIENCE MATTERS WEBINAR

The Future of Early Math: What Science and Practice Tells Us

Tuesday, November 10, 3 p.m. ET/12 p.m. PT

PARTNER WEBINAR

Parent Coaching: A Key Ingredient to Parent Success

Tuesday, November 17, 3 p.m. ET/12 p.m. PT

Please stand by...Webinar will begin momentarily

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