



THE NEXT CHAPTER IN YOUTH LITERACY

Hi, friends –

The numbers don't lie: ReadUP students perform better in reading and are more likely to succeed in school. For one hour a week, struggling 3rd grade students and their "tutors" read together. A simple act. Yet a profound one. Thanks to ReadUP volunteers and the program's financial supporters, ReadUP is preparing children for success in school and in life. And it is improving lives of volunteers and students alike.

When I think of the profound effects of ReadUP, one story comes to mind: Lori's story. When Lori, a ReadUP tutor, first met her student for the semester, Michael, it was a real challenge; Michael struggled to put the letters together to form words and the words together to form sentences. He couldn't focus and was easily agitated. Lori suspected his poor reading skills were the least of his worries. As they worked together, Lori tried to connect with him—make eye contact or get a smile. No matter how hard she tried, he remained distant. Eyes down. Disconnected. There they sat, Lori and the boy, turning pages side-by-side but worlds apart.

With time, persistence and strong ReadUP programming, Michael's skills gradually improved. By the end of the school year, he caught up with his classmates and was reading at a 3rd grade level. On their last day together, Lori congratulated Michael on his progress: "I'm so proud of you," she smiled. Then she paused and in a softer tone said, "I've really liked working with you. I want to ask for you as my ReadUP student again next year."

Suddenly and for the first time, Michael turned his gaze to match hers. Lori was surprised—his eyes were bluer than she expected. Then she noticed those deep blue eyes filling with tears. She felt horrible; she hadn't meant to upset him. Maybe he didn't like her? Maybe he didn't like ReadUP? Maybe... and then Michael spoke. Slowly, softly.

"No one has ever told me they wanted me for anything."

Each year, opportunities are identified to help more children like Michael. Approximately 25% of ReadUP students do not receive the recommended number of sessions due to tutor shortage. By advocating for and informing others about ReadUP volunteer opportunities, YOU will be improving the lives of so many children in our community, and investing in a brighter future for our Central Indiana.

Sincerely,

Ann D. Murtlow
President & CEO
United Way of Central Indiana

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PROGRAM

Literacy in Action



WHAT IS READUP?

The ReadUP Program pairs community and corporate volunteers with local elementary schools and sites to help kids get on track—and stay on track—with grade-level literacy. Through ReadUP, volunteer tutors help 3rd graders reach grade-level literacy and pass the English Language Arts portion of the state standardized assessment.

TIME COMMITMENT

All it takes is one hour a week. Specific days and times vary per the site's program needs. You may decide based on your availability which site will be the best fit. And, you must attend a 90-minute training session before going to the site.

QUALIFICATIONS AND REQUIREMENTS

- Spending time with young children
- Love to read
- Be on time
- Have patience
- Complete all required paperwork and undergo a background check

BENEFITS

- United Way provides initial program orientation and training
- Experience the joy of learning through a child's eyes
- Connect with your community
- Meet some great people and make new friends
- Develop new skills

This is you and your company's chance to make a difference.

HOW DOES READUP HELP?

- ReadUP volunteers help 3rd graders progress three times faster than their peers
- ReadUP provides year-round opportunities for students to improve their reading skills
- In addition to academic enrichment, ReadUP students benefit from positive mentorship provided by volunteers

HOW CAN YOU HELP?

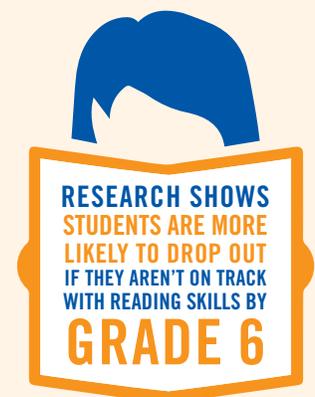
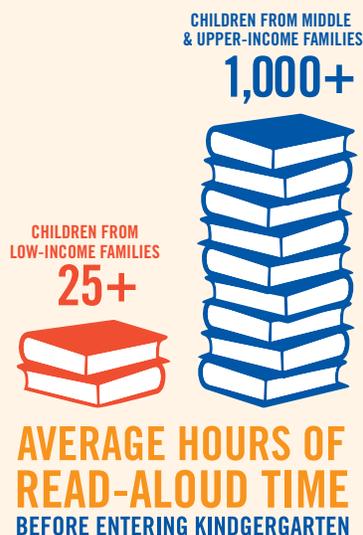
- Join other companies dedicated to ReadUP
- Volunteer weekly, individually or alternating with a partner
- Encourage friends and colleagues to get involved

Thank you for your interest and support! To get started today, please contact United Way of Central Indiana at educationvolunteer@uwci.org or visit uwci.org/readup.

DID YOU KNOW?



*According to the National
Assessment of Educational Progress*



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COMPANY PARTICIPATION

When Your Team Joins Ours, Lives Change



Kelly

readUP
The Best Way of Central Indiana

COMPANY PARTICIPATION OPTIONS

There are many ways a company can encourage team members to participate in ReadUP.

ENCOURAGE YOUR TEAM MEMBERS TO VOLUNTEER AT THE SAME SCHOOL, ON THE SAME DAY.

By carpooling and volunteering together at the same site, volunteers can discuss their experiences together, share success stories and offer tutoring tips to one another.

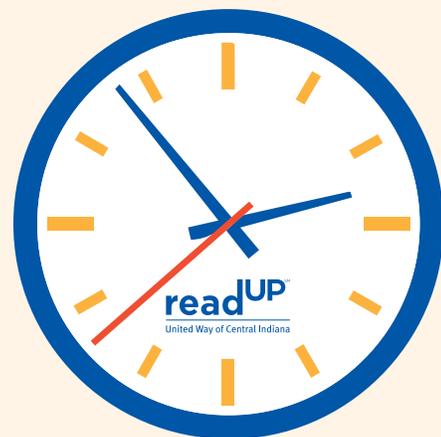


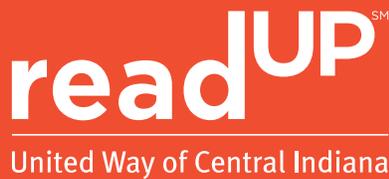
ENCOURAGE YOUR TEAM MEMBERS TO PARTNER UP.

They can alternate their weekly tutoring session with a colleague. Partnering up will enable them to discuss the student's progress they are achieving together!

ENCOURAGE YOUR TEAM MEMBERS TO PARTICIPATE AT THE SCHOOLS THAT ARE MOST CONVENIENT FOR THEM.

Schools offer ReadUP at various times throughout the school day. Some sites offer ReadUP in the morning. Some offer the program mid-day, during traditional lunch times or even later afternoon sessions.





COMPANY SUPPORT

There are many ways a company can support ReadUP. Below are a few approaches that have been proven the most effective for area companies.

PAID TIME TO PARTICIPATE

Provide your employees the opportunity to volunteer for ReadUP without using personal time or paid time off (PTO). Incorporate this incentive into the employee handbook or inform staff through memos and newsletters.

COMPANY MORALE INCENTIVE PLAN

If your company has an incentive plan, you can allow employees to accrue rewards related to ReadUP participation. These points or dollars can then be “cashed in” for company branded items (such as apparel) or “banked” for paid time off.

AWARDS FOR SERVICE HOURS

Offer awards or prizes to employees who accumulate the most hours throughout the program year.

DONORS CHOOSE

Donors Choose makes it possible for teachers to request classroom items for their students that schools do not have the funds to purchase. Dollars can be contributed to schools in local areas, including many in Central Indiana, that are ReadUP sites.

T-SHIRTS FOR READUP

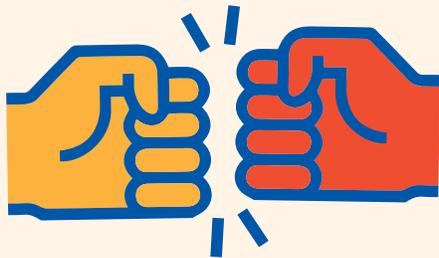
Create ReadUP t-shirts for staff members who participate in the program. The shirts may incorporate both the ReadUP logo and the company’s logo so others in the community are aware of your company’s program support. (Refer to the online ReadUP toolkit for the logo). Offering jeans/casual days on the staff member’s ReadUP day might be an appropriate incentive, as well.

“ADOPT A SCHOOL” MODEL

Provide financial and volunteer support to a particular school. Companies that have successfully employed this model recruit volunteers internally for all volunteer spots. To learn how you can adopt a ReadUP site, please contact educationvolunteer@uwci.org.

COMPANY ENGAGEMENT BENEFITS

Students benefit academically through the support of their tutors, and our volunteers feel a sense of purpose and value when participating in the program. Additional measurable effects from ReadUP participation can be seen at the corporate level, as well.

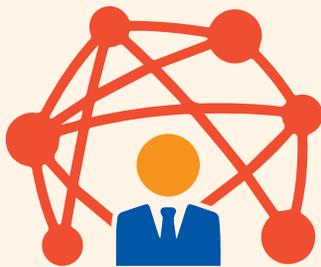


RAISE EMPLOYEE MORALE

94% of companies surveyed believed employee volunteering provides a way to raise morale.

BOOST EMPLOYEE HEALTH

92% of people who volunteer through their workplace report higher rates of physical and emotional health.



PROVIDE SKILL DEVELOPMENT

88% of employee volunteers report that volunteering provides networking/career development opportunities.

IMPROVE THE BOTTOM LINE

80% of businesses believe that corporate volunteering has a positive impact on the bottom line.



RECOGNITION AT UNITED WAY'S ANNUAL MEETING

**Change a life:
Tutor!**

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of Central Indiana



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WORD OF MOUTH

Tutor Experiences by the Book



UNITED BY READING

We know ReadUP is making a huge impact in our community. But don't take our word for it. Hear what some of our corporate partners have to say.

“ There is no greater responsibility than to pursue quality education for our children. We know that if we can ensure kids are reading at grade-level by the end of the 3rd grade, it's a strong predictor of academic performance and success later in life. Through highly effective one-on-one mentoring, ReadUP helps bridge the gap for at-risk children who are struggling to read. We encourage Lilly employees—and everyone, for that matter—to volunteer for this program, which yields so many positive benefits, not only for the kids, but the volunteers themselves. ”

– Rob Smith, Eli Lilly and Company

“ United Way's ReadUp program has not only had a major impact on students in our community, but it has also been very meaningful to our organization. Our employee volunteers have discovered a passion in working with and mentoring these children. They will each tell you that they personally have grown and found great fulfillment in serving with this program. ”

– Lisa Arnold, Home Bank

“ RJE has participated in this program since its inception in 2007. Even the owner, Denny Sponsel, has been a tutor. RJE loves giving back to the community and there's no better way to start than with our children. Not only are we helping these young children read, but they teach and touch our lives in the process. ReadUP is a wonderful opportunity for our employees to participate in our community, United Way and the future of Central Indiana! ”

– Sheryl Hudson, RJE business interiors

Dear United Way,

Thank you so much for letting ReadUp begin at School #56. I really love that I get to come to ReadUp and read. I've learned a lot of new words from the books. My reading has improved a lot. I can read my words better now. Every time I come to ReadUp I get my favorite book. It is called Secret Kingdom. My tutors are very nice and educational. They all help me learn a lot and they still do. Last year before I went to ReadUp I didn't know much but when I began I was getting the hang of it. I learned everything there was to know in 3rd grade. I told my mom I want to go to ReadUp every year. Thank you for letting me write this letter. This was an awesome thing to do. I just love ReadUp. I don't want to leave.

Sincerely,

Kaleea



HERE'S WHAT THEY'RE SAYING

PRINCIPALS

“ The students loved the program and looked forward to it. All of the students involved improved their reading comprehension scores. The tutors are excellent with our students and work well in our environment. ”

“ The tutors not only helped our children with reading fluency and comprehension, but they build friendships with them and raised their confidence and self-esteem. ”

“ I cannot state how strongly I value this program. It is an asset to our students and an asset to our tutors. ”

“ We are so grateful to our ReadUP tutors! Any time we can connect a child with a caring adult who can encourage and mentor them regularly is a win-win! This is a fantastic program! ”

TUTORS

“ It's the most personally satisfying volunteer activity I do. There is an apparent need and I feel I do make a difference. I appreciate helping kids who need the help. ”

“ I enjoy working with the children and seeing them improve, along with the sense of community I find from several other tutors in the classroom. ”

“ I had so many positive interactions with my student, observing her improve in her reading comprehension, and watching her mature as the year progressed. ”

Dear United Way,

Thank you for making
Read Up. Thank you bringing
all of us books and folders.
My favorite book is Junie B
Jones. My tutors help me
with a lot of new words.
Now reading is a lot better
for me and I like it. It
was fun doing activities for
Where the Wild Things Are.
I thank you for everything
you have done for Read Up.

Thank you,
Kamora



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8 SIMPLE STEPS

To Becoming A ReadUP Tutor



8 SIMPLE STEPS TO BECOMING A TUTOR



1. SELECT A SITE

Visit uwci.org/readup to select a volunteer site.



2. REGISTER

Complete the remainder of the registration page(s) by filling in contact information details. Select to be a weekly tutor or a partner tutor. If working with a partner, fill in their contact information, too.



3. SELECT A TRAINING SESSION

New tutors must attend a 90-minute training session. Company training sessions can be arranged with a minimum number of participants. For on-site company training, please contact educationvolunteer@uwci.org.



4. COMPLETE BACKGROUND CHECK

Upon registration submission, you may be provided a link to a free online background check, if available for your school/district. All new and returning volunteers must complete annual background checks for ReadUP participation. If the online option is not available for your site, you will be contacted by the school to complete a paper form.



5. RECEIVE EMAIL CONFIRMATION

You will receive an email from a United Way team member providing training details and site contact information.



6. ATTEND TRAINING

Attend the training session selected during registration.



7. RECEIVE SCHOOL CORRESPONDENCE

Approximately one week prior to the start of the ReadUP program year, school site coordinators will connect with you and provide site-specific details and confirm the program start date.



8. BEGIN TUTORING

Meet weekly (or bi-weekly, if working with a partner) with students. You'll work with two students for 30 minutes each during the one-hour session. The same students and tutors are paired together each week.

Looking for more ways to help ReadUP? Summer programming is available during June and July. Be on the lookout for summer registration at uwci.org/readup in April.

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ADDITIONAL ENGAGEMENT OPPORTUNITIES

There's More Than One Way To Change A Life



ADDITIONAL READUP ENGAGEMENT OPPORTUNITIES

United Way offers many hands-on opportunities for companies, groups and individuals to get involved and help boost students' literacy development and performance. Adopting a Supply Drive and/or Literacy Kit project offers flexibility for volunteers and the opportunity to impact students' literacy development. Depending on your group's capacity and resources, several options are available.

OPTION 1: READUP READERS

Research shows—and United Way of Central Indiana can confirm—that children who enter kindergarten ready and eager to learn are more likely to succeed in school and in life. Sadly, in Central Indiana, roughly half of entering kindergarten students lack the necessary literacy skills for success. When you join ReadUP Readers to read aloud to young children at early childhood education sites, you make it possible for more children to enter kindergarten ready to learn.

OPTION 2: SUPPLY DRIVE

Ask volunteers to collect and gather the following supplies, which can be found at local stores:

- Red, two-pocket folders
- 8.5 x 11 wide-ruled notepads
- Pens and pencils
- Tissues
- 8-12 oz. hand sanitizer
- Colored copy paper

Requested supplies will be used on the ReadUP book carts, including student materials (one per program site). These materials are the essential resources for each program location to operate effectively.

OPTION 2A: STUDENT FOLDER ASSEMBLY

You may select to donate the above supplies directly to United Way. Or, you may select to assemble the student folders which will be used for programming.

OPTION 3: LITERACY KIT DRIVE

Ask volunteers to collect and gather the following supplies, which can be found at local stores:

- Shoe-box sized photo boxes
- Index cards
- Highlighters
- Pocket dictionaries
- Markers/Colored pencils
- Reward stickers
- Bookmarks

Requested supplies will be used to supplement the essential supplies. These materials may increase student engagement and interest, while supporting literacy development.

OPTION 3A: LITERACY KIT ASSEMBLY

You may select to donate the above supplies directly to United Way. Or, you may select to assemble the materials.

For questions regarding company/group customization options and additional questions, please email educationvolunteer@uwci.org.



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