

Reading for All Results 2010

The Marion County Children and Families Commission launched the *Reading for All* literacy initiative in 2007.

In 2010, the Children and Families Commission distributed more than 37,000 donated books to more than 60 community organizations, local schools and community progress teams. The 2010 Holiday Book Drive received 34,000+ additional donated books, more than triple the goal of raising 12,000 books in 12 days.

Hundreds of organizations and individuals now participate in the project, which impacted an estimated 25,000 people in 2010.



Goals & Progress

- ◆ *Reading for All* increases the community's awareness of the importance of reading, encouraging parents to read to their children, and aligning community resources to expand opportunities for children to receive books and be read to.
- ◆ *Reading for All* aims to increase literary achievement for all Marion County residents; increase the number of children entering kindergarten ready to learn; increase the number of children reading successfully at grade 3; and promote community commitment to literacy as a key to lifelong success.



Partnerships

- ◆ A \$1 million Oregon Community Foundation *Reading for All* grant expanded the initiative's reach in Marion County and extended it to Polk and Yamhill Counties.
- ◆ *Reading for All* inspired a wide range of grassroots book drives, sponsored by banks, boy scouts, legislators, schools and churches.
- ◆ Over the course of 2010, the Statesman Journal donated over \$10,000 worth of media space for *Reading for All* articles and stories.
- ◆ Marion-Polk Food Share and private businesses donated book storage space. The Food Share includes books in food boxes.
- ◆ Comcast donated employee time and expertise to create and run Public Service Announcements valued at \$1,600.

