

**Save the Date: March 2, 2022**

**Houston, we don't just have a problem. We have a crisis – a literacy crisis.**



**The Need:**

- Reading difficulties can create adverse outcomes for children such as serious behavior problems, joblessness, crime, and homelessness throughout their lifetime.
- Low-income children will hear **30 million fewer words** over the first four years of their life compared to their more affluent peers.
- **41%** of young children in the Houston area are not ready for kindergarten.
- **63%** of 3rd graders in the Houston area do not read at grade level.

**The Solution:**

- Since 2006, Literacy Now's programs have made a significant impact on the community, impacting the lives of more than **20,000** children and parents.
- Literacy Now provides reading intervention, reading readiness, and trained volunteer mentors to students along with interactive parent engagement programming that is instrumental to children's long-term success.
- These programs empower students to read on grade level by the end of 3rd grade.

**The Opportunity:**

Literacy Now has launched an \$8 million *Houston Reads* campaign to fund a 5-year expansion plan that will:

- Increase the number of high-needs schools we serve from 10 to 45
- Increase the number of students served in our Reading Intervention program from 516 to 2,880
- Reduce our per child cost from \$2,246 currently to approximately \$1,400.

**The 2021 Houston Reads Day Impact:**

- Raised \$447,000
- 411 volunteers read to 9,000 K-3<sup>rd</sup> grade students
- Allowed Literacy Now to expand to five (5) new schools for FY 2021-2022

**Join us for Houston Reads Day 2022 - Engage. Impact. Empower**

**A single day for Houstonians to come together to read to students, support Literacy Now's expansion, and bring awareness to the literacy crisis in our city.**

- 650 + volunteers
- Read to at least two classrooms (on the same campus) for 15 minutes each
- Very limited virtual reading opportunities will also be available
- 50 HISD and Aldine ISD schools participating
- 18,000 Pre-K-3<sup>rd</sup> grade students impacted
- Fundraising goal: \$1,000,000



**Background checks required.**

**For more information, please visit [www.literacynowhouston.org](http://www.literacynowhouston.org)**

