



Save the Date for the 4th Annual Houston Reads Day: March 1, 2024

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

The Need:

- **73%** of 3rd graders in the Houston area do not read at grade level.
- **41%** of young children in the Houston area are not ready for kindergarten
- Reading difficulties can create adverse outcomes for children such as serious behavior problems, joblessness, crime, and homelessness throughout their lifetime.

The Solution:

- Since 2006, Literacy Now's programs have made a significant impact on the community, impacting the lives of more than **22,000** 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 a \$6.2 million *Houston Reads* campaign to fund a 5-year expansion plan that will:

- Increase the number of high-needs schools we serve
- Increase the number of students served in our Reading Intervention program

The Houston Reads Day Impact:

- Raised \$2.1M to expand our services
- 1,200 + volunteers read to more than 24,000 Pre-K-3rd grade students
- Past readers include Mayor Turner, Commissioner Garcia, HISD Superintendent House, local authors, television personalities, and Houston Texans players and cheerleaders.
- Allowed Literacy Now to increase the number of students we serve by over **150%**!

Join us for Houston Reads Day 2024 - 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.

- 400 + volunteers
- Encouraged to read to at least two classrooms for 15 minutes each
- More than 35 HISD and Aldine ISD schools participating
- 14,000+ Pre-K-3rd grade students impacted

