

READ BY 4TH PARTNERS

AARP Foundation Experience Corps Philadelphia	Drexel University	Mt. Airy USA	School District of Philadelphia*
Achieve Now	Drexel University Action for Early Learning	Need in Deed	SchoolKit Group
After School Activities Partnerships*	Eagles Charitable Foundation	Nurse Family Partnership and Mabel Morris Family Home Visit Program	Smith Memorial Playground & Playhouse
AIM Institute for Learning & Research	Eastern University	PA Dyslexia Literacy Coalition	Southeast Regional Key at PHMC
American Reading Company	Education Law Center - PA	The Parent-Child Home Program	Springboard Collaborative
Arcadia University	EducationWorks	Parent Power*	Sunrise of Philadelphia, Inc.
Archdiocese of Philadelphia Schools*	Families Forward Philadelphia	People's Emergency Center (PEC)	Teach for America Greater Philadelphia
Asociación Puertorriqueños en Marcha	FathersRead365	PHENND	Teach Plus
Belmont Charter School	Free Library of Philadelphia**	Philadelphia Charters for Excellence*	Team First Book Philadelphia
Bethanna	The Fund for the School District of Philadelphia*	Philadelphia Federation of Teachers	Temple University
Better Tomorrows	Girl Scouts of Eastern Pennsylvania	Philadelphia Freedom Valley YMCA	Tree House Books
Books in Homes	Global Citizen*	Philadelphia Out of School Time Literacy Initiative (POSTLI)	Turning Points for Children
Boys & Girls Clubs of Philadelphia	Greater Philadelphia Chamber of Commerce	Philadelphia READS	United Communities Southeast Philadelphia
Center for Literacy, Inc.	GreatPhillySchools	Philadelphia School Partnership*	United Way of Greater Philadelphia and Southern New Jersey*
Children's Literacy Initiative	HACE CDC	The Philadelphia Writing Project	University of the Arts
City of Philadelphia Department of Human Services*	The Office of State Senator Art Haywood	Philadelphia Youth Commission - Fun Safe Philly Summer Initiative	Urban Affairs Coalition*
City of Philadelphia Department of Parks and Recreation	Historic Fair Hill	Philadelphia Youth Network	Vantage Learning
City of Philadelphia Managing Director's Office*	Horizons at Greene Street Friends School	Philanthropy Network Greater Philadelphia*	Wells Fargo*
City of Philadelphia Mayor's Office of Community Empowerment and Opportunity	iHeartMedia*	Philly Reading Coaches	West Philadelphia Alliance for Children
City of Philadelphia Mayor's Office of Education*	Independence Mission Schools*	Please Touch Museum	WHYY
City of Philadelphia Office of Homeless Services	Jane Addams Place, Lutheran Settlement House	Public Citizens for Children and Youth (PCCY)*	Wills Eye Hospital
City Year Philadelphia	Jounce Partners	Public Health Management Corporation (PHMC)*	The World Was Made For You Inc.
Cookman Beloved Community Baptist Church*	KIPP Philadelphia Schools	Puentes de Salud	
Cradles to Crayons	Learning Ally	Reach Out and Read Greater Philadelphia	
Delaware Valley Association for the Education of Young Children (DVAEYC)*	Legacy Youth Tennis and Education	Reading Recycled	
Diversified Community Services	Lenfest Center	Regenerating Our Offspring Through Stories, Inc.	
	Let's Read Math	The Salvation Army	
	Mastery Charter School - Frederick Douglass	The Salvation Army, Philadelphia Citadel Corps	
	Maternity Care Coalition*		
	Montgomery Early Learning Centers		

*Leadership Council Member Organization
 **Managing Partner

READ BY 4TH FUNDERS

Anonymous Fund of The Philadelphia Foundation	The Elkes Foundation	The Lenfest Foundation	Staples Foundation
The Barra Foundation	Emily Hall Tremaine Foundation	Lincoln Financial Foundation	United Way of Greater Philadelphia and Southern New Jersey
Louise Beardwood	Greater Philadelphia Chamber of Commerce	William Loeb	Virginia Cretella Mars Foundation
Believe in Reading Foundation	Janet Haas	Otto Haas Charitable Trust #2	Wells Fargo
Peter Buttenwieser	Hamilton Family Foundation	PECO	William Penn Foundation
The Connelly Foundation	The Huron Foundation	The Philadelphia Foundation	
The Douty Foundation	IKEA	Rotary Foundation of Philadelphia	
Eagles Youth Partnership	John S. and James L. Knight Foundation	Samuel S. Fels Fund	
		Scholastic, Inc.	



Your child's love of reading begins with **you.**

Rewriting Philadelphia's early literacy story takes more than one author.

Real change happens together.

Read by 4th Six Bold Ideas

Read by 4th is a citywide campaign bringing together an ever-growing coalition of partners **to double the number of children reading at grade level by the start of 4th grade**—when school instruction changes from teaching students how to read to using reading to teach new subjects. Which means students who are not reading proficiently by then could fall further behind.

That only a third of our children successfully reach the read-by-4th milestone is not the failing of any one institution or group of people in our city, nor is it the responsibility of any one group to address it. Indeed, it is something that can be fixed only if we come together as Philadelphians and embrace our collective responsibility to give all our children their best shot at success.

We are families, educators, literacy specialists, youth program providers, neighborhood merchants, faith leaders, block captains, and much more.

From a comprehensive research review and our ongoing conversations with practitioners, we know the key levers to grade-level reading, namely increased:

- School readiness
- Daily attendance
- Quality classroom instruction
- Out-of-school learning experiences

Based on this, we've developed six bold ideas—all organized for impact.



Your child's love of reading begins with **you.**

Six Bold Ideas based on Read by 4th's Theory of Change:

If we can improve school readiness, daily on-time attendance, classroom instruction and out-of-school learning experiences, we can improve grade-level reading.

The shared goal of all our partners is to ensure all our children reach the read-by-4th milestone.

OUR SIX BOLD IDEAS

1

Grownups **embrace life's teachable moments** in a city full of learning landscapes.



RESEARCH SUPPORT

Why These Will Work

Active parent involvement and integrating reading in everyday environments bolster children's language development and school-readiness skills.

KEY STRATEGIES

What They Look Like in Action

- Register families for texting service/app.
- Install adult-child conversation prompts and read-together zones in nontraditional spaces.
- Show parents the power of active reading and everyday teachable moments.

COMMUNITY LEADERSHIP

What Our Partners Are Saying

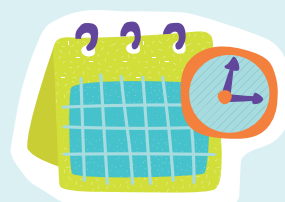
“It is crucial that adults embrace all of the rich teaching and learning opportunities in our city's learning landscapes. Whether it's talking about the letters, colors, and shape of a stop sign with your children, or having fun together on the playground, these are all teachable moments.”

—**RACHEL HONORE**

Parent Navigator for AFEL

2

Families make **perfect school attendance a monthly goal** because **every day counts, start to finish.**



Increases in daily attendance are related to increases in reading test scores, especially for kindergarteners, who consistently miss the most days of school.

- Partnering with school systems, launch a citywide public awareness campaign focused on school attendance.
- Pilot proven interventions to increase attendance.

“Let's help our families get their children to school because EVERY DAY COUNTS, START TO FINISH. Let's set expectations and celebrate families whose children are getting to school on time every day and reading at grade level.”

—**REVEREND DONNA JONES**

Cookman Beloved Community Baptist Church

3

All teachers are **prepared and resourced** to teach reading.



Research says what's needed are more teachers with early literacy training and coaching support.

- Promote the institution of *Knowledge and Practice Standards of Teaching Reading* at local schools of education so teachers are equipped to teach literacy on day one.
- Expand professional development opportunities.
- Ensure classrooms are equipped with the right books.

“We are working to ensure every current and new K-3 teacher has expertise in reading instruction, are given a classroom full of multileveled ‘right books’ and resources, and supported by an onsite, full-time literacy coach.”

—**WILLIAM R. HITE, JR., Ed.D.**

Superintendent, School District of Philadelphia

4

Children are **connected to reading during the summer and out-of-school time** and have **access to free, quality reading support.**



Tutoring can have a significant impact on three key measures of student reading proficiency: comprehension, fluency and sight-word reading.

- Expand tutoring opportunities through the implementation of proven volunteer-powered models.
- Respond to gaps in supply of tutoring.
- Expand evidence-based reading support and reading enrichment activities at summer and OST sites.

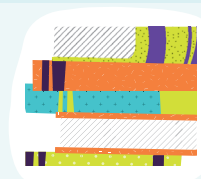
“Evidence-based instructional strategies, paired with extra support for struggling readers through quality summer and out-of-school time programs, are critical to ensuring our students are reading on grade level by 4th!”

—**NANCY ROGERS**

Senior Vice President, Corporate Responsibility, Lincoln Financial Group

5

Children have a **personal home library.**



Books in the home help improve reading.

- Complete research on current state of book distribution activity in Philadelphia.
- Align, enhance and expand book distribution programs based on research recommendations.

“We know that the more children read, the more they succeed. To build a community of readers and achievers, we should strive to create an in-home library for every child.”

—**SIOBHAN A. REARDON**

President and Director, Free Library of Philadelphia

6

A **Reading Captain** on every block connects families to **early education resources.**



Neighbors can play a positive role in supporting the development of reading skills.

- Recruit, train and support a corps of volunteer Reading Captains.

“I love being a Reading Captain because I get to share my love of reading and learning with other families. The families are thrilled about the resources and information I share with them because they are learning about free, quality programs that are happening in their neighborhood. I enjoy providing these connections.”

—**KARISA BARLOW**

Reading Captain