A SMART APPROACH

SMART
START MAKING A READER TODAY

1. Who We Are

SMART (Start Making A Reader Today) is a nationally recognized, statewide nonprofit organization with a network of volunteers, educators, donors and advocates across Oregon who are banding together to empower children for more successful futures through books and reading.

Since 1992:
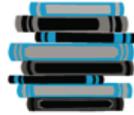
CHILDREN SERVED:	VOLUNTEERS:	VOLUNTEER HOURS:	BOOKS GIVEN:
170,411	113,664	3,347,591	2,184,103

SMART is at the forefront of Oregon's early literacy issues, leveraging public infrastructure and private dollars to deliver a high quality program that is building a better Oregon through confident readers.

Library of Congress: American Prize in Literacy

In October 2014, SMART was awarded the American Prize in Literacy by the Library of Congress. SMART was selected from hundreds of U.S. organizations to receive the prize, which is awarded to an organization that has made a significant and measurable contribution to increasing literacy levels or the national awareness of the importance of literacy.

WINNER OF THE 2014
LIBRARY OF CONGRESS LITERACY AWARD
AMERICAN PRIZE

2. How it Works

SMART engages communities to provide critical reading support and books for Oregon children.

- SMART partners with over 275 low-income schools and Head Start programs to implement the program as a free, evidence-based support to classroom instruction.

- Volunteers read one-on-one with PreK through third-grade students throughout the school year, fostering reading confidence and enthusiasm.

- SMART's work is funded primarily by private sources. Hundreds of individuals, businesses and foundations provide the resources needed to fulfill our mission.

Volunteers

Schools

Supporters

3. Why it Works

A data-driven program with proven results, SMART provides the two essential ingredients children need to succeed with reading: shared one-on-one reading time and access to books.

- An independent study by the Eugene Research Institute found that students who participated in SMART as first-graders were 60 percent more likely to meet state reading benchmarks than non-participants.

- According to teachers, over 90 percent of SMART students show improvement in reading fluency, vocabulary, enthusiasm about reading, and self-esteem and confidence.

- More than 92 percent of educators report the SMART program benefited students and positively contributed to literacy outcomes in their schools.

- SMART is endorsed by the U.S. Department of Education's What Works Clearinghouse, and the Coalition for Evidence-Based Policy recognized SMART as one of five national K-12 intervention programs yielding positive results in well-designed, randomized, controlled trials.
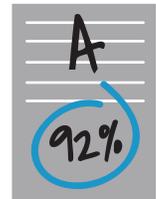
4. What We're Asking

Access to books is essential to a child's early literacy development. There are two categories of books in the SMART program:

- **Giveaway Collection Books:** Each child in SMART chooses two new, soft-cover books each month to take home and keep, to build a home library and stimulate reading outside of school.

  ➤ We are asking for $500,000 to provide 200,000 diverse, soft-cover giveaway books for over 14,000 PreK through third-grade students SMART will serve in 2014-2016.

- **Permanent Collection Books:** During weekly school-based SMART reading sessions, children read books from the "Permanent Collection" at each site. These books stay at each site and are the primary source of reading material for student-volunteer pairs.

  ➤ We are asking for $300,000 to provide 100 new, appropriate, hard-cover books to replenish the permanent book collection in each of SMART's 275 sites. In the interest of enhancing the quality of the school-based reading experience, we are developing a list of the top 100 children's books and providing each site with a new permanent book collection.

Equity is a key consideration throughout this process. New books will take into account the demographic, cultural, and geographic nuances of individual sites.

> **Total Ask: $800,000 to provide 227,500 books for diverse permanent and giveaway collections benefiting over 14,000 SMART students in 275 sites statewide.**

Contact

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