



REACH OUT AND READ WISCONSIN

Fundraising Opportunities for Your Reach Out and Read Program

LOCAL HOSPITALS

Contact your hospital's volunteer services and/or outreach department for fundraising and volunteer support. Any staff time or funds a non-profit hospital provides to your Reach Out and Read Program can be counted as a 'community benefit.' Ask if you can hold a Scholastic Inc. book fair in the hospital lobby. Contact your local hospital's foundation for fundraising support.

LOCAL SMALL BUSINESSES

Small businesses often want to support community initiatives. Reach Out and Read is evidence-based, impacts local families and offers concrete ways for small businesses to make a big difference. Check out our Support-A-Site documents:

http://www.reachoutandread.org/FileRepository/AdoptASite_MA_Package.zip

SCHOOLS AND LIBRARIES

Alpha Delta Kappa, www.alphadeltakappa.org, an international honorary organization of women educators dedicated to educational excellence, altruism and world understanding.

Alpha Phi Alpha Fraternity, www.alpha-phi-alpha.com develops leaders, promotes brotherhood and academic excellence, while providing service and advocacy for our communities

Local colleges, high schools, and elementary schools. As a service project, local schools can either collect gently-used children's books or funds for your Program. You may want to contact the student service organization (Jefferson Forum, National Honor Society, etc.), the English Department, or school library department directly.

Libraries. Sometimes libraries have gently used books they no longer can use that might be available for your waiting rooms. Libraries may have access to grant opportunities that could help support your Program.

SERVICE CLUBS AND ORGANIZATIONS

Try engaging these organizations to help you raise money to buy new Reach Out and Read books or host a gently-used children's book drive for your Program:

Boy Scouts of America, <http://www.scouting.org/Visitor.aspx> Since 1910, Boy Scouting has helped mold the future leaders of this country by combining educational activities and lifelong values with fun.

Daughters of the American Revolution, <http://www.dar.org/> The DAR, founded in 1890 and headquartered in Washington, D.C., is a non-profit, non-political volunteer women's service organization dedicated to promoting patriotism, preserving American history, and securing America's future through better education for children.

Girl Scouts of America, http://www.girlscouts.org/who_we_are/facts/ . Girl Scouting builds girls of courage, confidence and character; girls who make the world a better place. Girl Scouts often look for opportunities to serve the community.

Lions clubs, <http://www.lionsclubs.org/EN/common/pdfs/iad511.pdf>. With the renewed commitment to the *Reading Action Program*, Lions Clubs International has made literacy promotion their primary focus for the next decade.

Rotary clubs, <http://www.rotary.org/en/ServiceAndFellowship/Pages/ridefault.aspx>. The Rotary motto, *Service Above Self* conveys the humanitarian spirit of the organization's more than 1.2 million members. Strong fellowship among Rotarians and meaningful community and international service projects characterize Rotary worldwide.

STORES

Barnes and Noble

Each year, Barnes and Noble stores are required to create a charitable partnership as part of each store's commitment to the local community. Many Reach Out and Read Programs successfully take advantage of this opportunity. Your health center can initiate the outreach to a local Barnes and Noble and propose a partnership during one of their seasonal or holiday book drives. It is best to approach the store before the holiday season (August or Early September). Provide the store manager with literature about Reach Out and Read, and even a list of preferred books for their customers to purchase, at check out, for your program. (Childhood classics seem to hold most appeal).

Local book stores

Any bookstore can help support your Reach Out and Read Program in the same way Barnes and Noble does. Reaching out to a smaller, neighborhood bookstore about a similar partnership can also reap rewards for your program site because independent booksellers are interested in giving back locally. It's good visibility for your Reach Out and Read Program and good business for the store, they get an extra sale and you get the book. It's a win-win! You may wish to collaborate with other clinics in your area. Providing a list to the bookstore on how many children are served by Reach Out and Read in your area gives them a clear picture of how their donation serves the community. (Alternatively, they may wish to offer you a small percentage of a day's proceeds).

Target

Target funds early childhood reading programs that promote a love of reading or encourage children to read together with their families. **This is an opportunity raise \$2,000 in book funds for your site. The Target Stores Community Giving grants cycle opens up each spring.** Reach Out and Read Wisconsin announces in the monthly Coalition Update when the applications are available online and provides information on how to apply, as well as a template application with much of the information requested. Reach Out and Read programs have been very successful each year, collectively raising as much as \$400,000 annually across the country. The application is very straightforward and completing the online process should take no more than one hour. These materials are available on www.myROR.org under the Fundraising Materials section. **Please read through the FAQ's before beginning the application.**

The materials below will assist you with the application process:

- [grant application template and sample narrative](#)
- [FAQ's](#)