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When Children Succeed, our Community Thrives

The United Way Suncoast Early Literacy Initiative (ELI) was born from the understanding that if a child is unable to read at grade level by 4th grade, that child is likely to experience the negative effects his or her entire life.

Statistics shows that a child who is unprepared for kindergarten is THREE times more likely to still be behind in 4th grade. If that child is not reading on grade level by 4th grade, he or she is FOUR times more likely to drop out of high school. Adults who don’t graduate from high school earn 75% less over their lifetime. It’s a vicious cycle that repeats generation after generation.

ELI is part of United Way Suncoast’s strategy to break this cycle by providing programs that build literacy skills in children from birth through 12 years of age. Using research-based strategies that include parent engagement, professional development, access to books, enhanced learning environments and quality out-of-school time programs, we help put children on the path to success.

United Way Suncoast works to break the cycle of generational poverty through educational programs that give children the skills to succeed and help adults achieve long-term financial stability so they can support themselves and their families.

Financial Stability
Ages 18+
Goals
Ensure adults achieve long-term financial stability by developing the skills and opportunities to obtain and sustain employment.

Youth Success
Ages 13-18
Goals
Ensure that children are graduating from high school with the skills necessary to pursue post-secondary education or vocational training.

Early Literacy
Ages 0-12
Goals
Ensure that children are surpassing key readiness and early grade reading benchmarks.

Why?
Because under-educated children in poverty are nearly three times more likely to drop out of school and repeat the cycle of poverty than their middle-income peers.

United Way Suncoast works to break the cycle of generational poverty through educational programs that give children the skills to succeed and help adults achieve long-term financial stability so they can support themselves and their families.
The ELI Community Strategy

Children in poverty have unique obstacles related to building literacy skills. ELI takes a holistic view of potential barriers to building literacy skills and addresses them through a continuum of community programs.

The programs within ELI work with four key audiences who have a direct influence on a child’s academic success.

- Children
- Parents
- Providers
- Community

Informed by extensive third-party research and the insights of community education leaders, ELI programs are structured to influence a child’s complete environment to improve academic success.

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![Image of bus and children reading]

**Children Not Reading ON Grade Level IN 3rd Grade By County**

<table>
<thead>
<tr>
<th>County</th>
<th>Children</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>DeSoto</td>
<td>488</td>
<td>56%</td>
</tr>
<tr>
<td>Hillsborough</td>
<td>10,928</td>
<td>41%</td>
</tr>
<tr>
<td>Pinellas</td>
<td>6,297</td>
<td>45%</td>
</tr>
<tr>
<td>Sarasota</td>
<td>1,248</td>
<td>29%</td>
</tr>
</tbody>
</table>

Source: Florida Department of Education, 2013/2014 School Year

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“POVERTY IS THE ENEMY OF EDUCATION.”

—Lori White, Superintendent, Sarasota County School District and Chair, United Way Suncoast Sarasota Area Board

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**CHILDREN NOT READING ON GRADE LEVEL IN 3RD GRADE BY COUNTY**

DeSoto

488 children 56%

Hillsborough

10,928 children 41%

Pinellas

6,297 children 45%

Sarasota

1,248 children 29%

Source: Florida Department of Education, 2013/2014 School Year
Our Role in this Work

It takes a collective effort to create community-wide solutions to our region’s literacy challenges.

United Way Suncoast assumes the role best suited to our strengths. For some programs, we provide leadership and staffing to organize resources and serve as a bridge between partner agencies. For other programs, we support funded partners to deliver services. And, when necessary, we provide the services ourselves. In all work, we align efforts and funding to create the greatest, most effective impact for the community and the child.

A Network of Programs and Providers

There is no solution that fits every child, every family, every neighborhood or every city. Each situation is unique. That’s the beauty of ELI. Through United Way programs and partners, we connect children and families to programs and services that help children get the literacy resources they deserve and, at the same time, help remove barriers for their family’s financial future.

We partner with schools in high need areas to understand where we can make the greatest impact. United Way Suncoast brings together education leaders to build strategies and tactics that enable us to work together in our individual areas of expertise and influence.

Our Shared Early Literacy Goal

In 2014, together with our partners, we defined community level targets to improve 3rd grade reading scores by 10% by 2020. Through this shared objective, along with consistent communication and collaboration, each partner can leverage its individual strengths and resources to achieve the community goal.
If Florida children met their early grade reading benchmarks, the results would be...

90% of students from the Class of 2012 would have earned a high school diploma.

Actual 70%  Goal 90%  Would have increased to an additional 42,000 graduates

The economic benefits to Florida would be huge

- 42,000 new jobs
- $344M in increased annual spending
- $436M in increased annual earnings
- $830M in increased home sales
- $51M in increased auto sales

Source: Alliance for Excellent Education
Our Progress This Year

ELI is a web of interconnected programs and services that have served over 309,000 (duplicated) children over the past year. While some programs are in a pilot stage, gathering data and assessing strategies, others are scaling up based on past success, resources and funding.

### Early Literacy Initiative Plan and Implementation - Phase 1

There are 337,593 children aged 0-11 in the Suncoast region. 126,000 (37%) lack necessary literacy skills for academic success.

#### CHILDREN

**Programs**

- **Read On myON**: Electronic library accessible to children through any internet connected device
- **ReadingPals**: Volunteers help struggling readers through one-on-one and small group tutoring
- **Summer Care**: Program provides access to summer camp for low income families and assistance for struggling readers through pre-service teachers
- **Walking School Bus**: Program matches community volunteers to help children get safely to school on time

**Initial Reach**
- 2,300 books available to 145,000 children in Hillsborough County through Read On myON
- 120 ReadingPals volunteers help 150 children improve their reading skills
- 531 children received scholarships to high quality summer camps
- 285 children received weekly tutoring from Pre-service Teachers
- 153 children safely arrived at school through the Walking School Bus program at Campbell Park Elementary

**2013 Reach**
- 1,240 books added 65% increase in children served
- 37% increase in volunteers
- 80% increase in children served
- 2% increase in scholarships
- 20% increase in children receiving tutoring
- Expanding into Sarasota
- 24% increase in children served

**2016 Projected Reach**
- Expand opportunities for access to books to all children in the United Way Suncoast region
- Expand to 200 ReadingPals volunteers working with 300 children
- Expand other volunteer opportunities
- Increase scholarships offered by 45% and tutoring by 50%
- Increase tutoring capacity by expanding partnerships with local colleges and Universities
- Expand model to other high-need schools

#### PARENTS

**Programs**

- **Born Learning**: Parent Awareness materials and activities designed by the Ad Council and United Way Worldwide
- **Parent Academy**: Literacy resources and assistance for parents
- **Great by 8**: Grassroots campaign to build parent involvement in their child’s education
- **Ready, Set, Grow!**: Custom calendar with important school readiness information for parents

**Initial Reach**
- 14,350

**2013 Reach**
- Began utilizing Born Learning materials in targeted neighborhoods
- Explored new partnership opportunities through school districts’ existing parent engagement programs
- Developed Great by Eight plan for grassroots parent engagement
- Ready, Set, Grow! Calendar distributed to 10,000 families
- 350 parents received child development and school readiness materials at Ready, Set, Grow! Fair

**2016 Projected Reach**
- Expand use of Born Learning materials into all United Way Suncoast education related activities and initiatives
- Expand our model of school-based parent engagement activities to three more high-need schools (in partnership with the school districts)
- Expand Great by Eight efforts into three additional high-need communities
- Continue Ready, Set, Grow! Calendar distribution

#### Activities

**Initial Reach**
- 160,680

**2013 Reach**
- 241,718

**2016 Projected Reach**
- 250,000

**Initial Reach**
- 14,350

**2013 Reach**
- 16,200

**2016 Projected Reach**
- 29,000

**People Served**
**Programs**

**Early Literacy Awareness Campaign:**
Targets stakeholders, donors, local businesses, and parents

**State Level Early Learning Advocacy:**
Focused on improving quality and access

**Programs:**
- Early Development Instrument (EDI) a population measure of how children are developing at the neighborhood level

**Activities**

**Initial Reach**
- Researched effective regional early literacy awareness campaigns
- Public policy efforts were in progress by individual agencies; no unified message/agenda
- EDI assessment completed for three communities in Hillsborough County
- EDI Data used in program planning for those neighborhoods

**2013 Reach**
- Engaged PR Agency to implement a regional awareness campaign
- Campaign was terminated based on results
- Florida Partnership for Children developed to unite 60 agencies in support of early learning
- EDI assessment completed on eight school communities in Hillsborough and Pinellas Counties
- EDI Data informed Early Literacy Initiative planning

**2016 Projected Reach**
- New media relations plan will be developed to achieve the greatest impact
- Continue the advocacy efforts of the Florida Partnership for Children
- EDI Data to be shared with interested partners to aid in the planning and implementation of future early literacy efforts

**People Served**

**Initial Reach**
- 15,000

**2013 Reach**
- 16,000+

**2016 Projected Reach**
- 1.56 Million

---

**Programs**

**Professional Development:**
- Provide literacy focused training for child care centers and in-home care providers

**Literacy Resources & Tools:**
- Provide useful literacy focused resources and tools for pre-school and out-of-school time programs

**Collective Community Outcome Planning:**
- Lead community-wide collaborative planning to define collective outcomes associated with early literacy

**Activities**

**Initial Reach**
- Engaged PR Agency to implement a regional awareness campaign
- Campaign was terminated based on results
- Florida Partnership for Children developed to unite 60 agencies in support of early learning
- EDI assessment completed on eight school communities in Hillsborough and Pinellas Counties
- EDI Data informed Early Literacy Initiative planning

**2013 Reach**
- 242 sites / 77,000 kids

**2016 Projected Reach**
- 242 sites / 77,000 kids

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**Initial Reach**
- 70 sites / 42,000 kids

**2013 Reach**
- 75 sites / 44,576 kids

**2016 Projected Reach**
- 75 sites / 44,576 kids

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There are 337,593 children aged 0-11 in the Suncoast region. 126,000 (37%) lack necessary literacy skills for academic success.

**Early Literacy Initiative Plan and Implementation - Phase 1**
**Early Literacy Initiative Update**

Launched in 2014, ELI is a long-term commitment by United Way Suncoast to achieve our regional early literacy goals. A phase 1 plan launched in 2014 to expand high impact programs already in operation, begin new work to address gaps, and to identify resources to fund and support the work.

Our success in the first year, and in future years, is made possible by the support and partnership of non-profit agencies, community leaders, school systems, local government, and generous donors who rally together to make a significant impact around the issue of early literacy.

We are grateful for their support and partnership.

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### 2014 ELI Budget

#### Early Literacy FY 2014 Actuals

<table>
<thead>
<tr>
<th>Program</th>
<th>Expenses</th>
<th>Grants and Partner Support</th>
<th>Revenue</th>
<th>Total Revenue</th>
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<td><strong>$972,621</strong></td>
<td><strong>$2,893,734</strong></td>
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**PHASE 1 RESOURCE DEVELOPMENT GOAL UPDATE**

**ACTUAL GOAL IN DOLLARS**

- **$9.4 M**

**YEAR THREE TARGET**

- **100%**

**YEAR TWO TARGET**

- **60%**

**YEAR ONE ACTUAL**

- **31%**

**YEAR ONE TARGET**

- **30%**
Next Steps for ELI

Tasks for Upcoming Year

1. Convene a regional Literacy Summit in 2014 to partner with community education stakeholders and establish priorities and collective outcomes.

2. Strengthen outcomes across all of the early literacy programs we support.

3. Explore opportunities to better link children to continuous supports as they age and develop.

4. Expand and replicate successful program work into additional United Way place-based initiatives, as appropriate to community needs.

5. Further align United Way Suncoast funding to literacy programs to support ELI objectives and develop a standardized scorecard system for partner agencies.

Challenges and Road Blocks

1. SUSTAINABILITY
   While there is consistent interest in funding pilot programs, it has been more challenging to secure funding to continue existing work. Some grants will end in 2015, which could create a sizable funding gap and prevent programs from maintaining or expanding service levels.

2. PACE
   The pace of planning and implementation is slower in a collective impact environment due to the time required to gather consensus and to plan based on constraints or conflicts of multiple partners. Timelines are proving longer than anticipated.

3. ROLES
   In some cases, it has been more effective and expedient to work through existing partner programs to accomplish our goals instead of launching new programs.

4. VOLUNTEER RECRUITMENT
   Many of our programs are time intensive and require consistent volunteer commitments. Continuous recruitment, training, and recognition are key to sustainability and growth, as volunteers are critical to our success.

Our Partners in the Work

Collective Impact. It’s the way United Way Suncoast seeks to address community-wide issues by working with others on shared goals.

Our ELI Founding Funders are partners who not only share our vision of breaking the cycle of generational poverty beginning with early literacy support, but who also generously support the work through their investments of time, counsel and financial support. They are recognized at the back of this document.

The support of community and program partners enables our community success. Working collectively and collaboratively with the school systems, early learning coalitions, education foundations, children’s services councils, leading area businesses, and non-profit agencies, we utilize our combined strengths and resources to support children in school, out of school and through their caregivers. This strategy creates community-wide alignment so all the participating agencies are aligning their strategies to achieve the same goal. Our key partners engaged in ELI are listed on the following page.

“THE PARTNERSHIPS AND COMMUNITY CONFIDENCE UNITED WAY SUNCOAST HAS EARNED OVER THE DECADES MAKE IT THE NATURAL AND TRUSTED LEADER IN THIS WORK.”

– Dave Pizzo
West Florida Market President, Florida Blue
United Way Suncoast Board Member
Our Partners

A Brighter Community, Inc.
ACCES
All Children’s Hospital
Alliance for Early Care & Education
Alliance for Public Schools
Allstate
Association of Early Learning Coalitions
Ballard Partners
Bank of America
Bank of Tampa
Barnett Family Foundation
Big Brothers Big Sisters of Pinellas County, Inc.
Big Brothers Big Sisters of the Sun Coast
Big Brothers Big Sisters Tampa Bay
BOKC – Head Start
Boy Scouts of America, Gulf Ridge Council
Boy Scouts of America, West Central Florida Council
Boys & Girls Clubs of Tampa Bay
Boys & Girls Clubs of the Suncoast
Bretz Chiropractic Clinic
Capoeira Volta Ao Mundo
Capstone Digital
Center for Prevention & Early Intervention Policy
Champions for Children
Child Development Education Alliance
Children First, Inc.
Children’s Board of Hillsborough County
Children’s Forum
Children’s Movement
Children’s Service Councils
Citizens Alliance for Progress (CAP)
City of Sarasota/Van Wezel Performing Arts
City of St. Pete
Clear Channel Media and Entertainment
Clearpoint
Colours Beauty Salon
Coordinated Child Care of Pinellas County, Inc.
COQEB (Concerned Organization for Quality
Education for Black Students, Inc.)
Council for Educational Change
Community Foundation of Sarasota
CredAbility
Crisis Center
Cross and Anvil
Curva and Assoc.
DeSoto Literacy Council
Dr. Donna Elam
Early Childhood Initiative Foundation
Early Learning Advisory Council
Early Learning Coalition of Florida Heartland
Early Learning Coalition of Hillsborough County
Early Learning Coalition of Pinellas County
Early Learning Coalition of Sarasota County
Easter Seals Florida, Inc.
Florida Academy for Child Care Management
Faith Memorial Baptist Church
Family Central
Florida AYC
Florida Afterschool Network
Florida Alliance of Boys and Girls Clubs
Florida Atlantic University
Florida Blue Foundation
Florida Catholic Conference
Florida Center for Early Childhood
Florida Clinical Research Center
Florida Family Child Care Home Assoc.
Florida Head Start Assoc.
Florida State Alliance of YMCAs
Florida Studio Theatre
Florida’s Children’s Councils
Girl Scouts of Gulfcoast
Girl Scouts of West Central Florida
Girls Inc. of Pinellas
Greenpath Debt Solutions
Gulf Coast Community Foundation
Happy Workers Children’s Center
Head Start Collaboration Office
Helios Education Foundation
Helping Hand Day Nursery, Inc.
Herald-Tribune Media Group
Hillsborough County Extension
Hillsborough County Housing Authority
Hillsborough County Library System
Hillsborough County Public Schools
Jabil
Juvenile Welfare Board
Lutheran Services Florida
Macy’s
Mommy Magazine
Moyle Law Firm
National Foundation for Debt Management
PAR
PARC
PBS
Pennington Firm
Pinellas County Library Cooperative
Pinellas County Licensing Board
Pinellas County Public Schools
Pinellas County Urban League
Police Athletic League
Preschool Experience, Inc.
Prime Time Palm Beach County
Publix Supermarkets
Publix Supermarkets Charities
PWC
R’Club
Redlands Christian Migrant Association, Inc.
Regions
Religious Community Services
Rhea Lana’s
Sanchez Full Service Center
Sarasota All Star Elite
Sarasota Classified Teachers Association
Sarasota County Health & Human Services
Sarasota County Library System
Sarasota County School District
Sarasota Cuban Ballet School
Sarasota Memorial Health Care System
Sarasota YMCA
Scottsdale Academy
Seniors in Service of Tampa Bay, Inc.
SERVE, Hillsborough County Schools
SNN Local News 6
St. Petersberg College
Starlite Puppet Show
Sulphur Springs School Readiness Workgroup
Suncoast Center, Inc.
Tampa Bay Rays
Tampa Bay Times Forum
Tampa JCC/Federation
Tampa Metropolitan Area YMCA
The Children’s Campaign
The Children’s Trust
The Players Theatre
The Young Women’s Christian Association of Tampa Bay
UCLA
UCP Tampa Bay
USF Manatee/Sarasota
Wal-Mart
Warrior Karate Dojo
WEDU
Weekly Challenger
Well Care
Wells Fargo
Westfield Sarasota Square
YMCA of Greater St. Petersburg
YMCA of the Suncoast, Inc.
Early Literacy Initiative Programs

Our Focus on Children.

Summer Care
Provide quality full-time child care during the summer for low income families and address summer learning loss disparities for low income children. Low income children lose the equivalent of two months of reading skills during the summer compared to middle and high income peers. Over time this disparity compounds, leaving some children as much as three years behind by the end of their elementary school years without intervention.

Location:
Hillsborough, Pinellas and Sarasota Counties (23 sites)

Program Overview:
Low income families are identified by participating sites and provided a scholarship for free, full-time summer camp. Adult family members of children receiving scholarships attend financial education workshops prior to the beginning of the summer. Every child (regardless of scholarship status) at the child care sites receives his or her own Summer Bridge Book and spends a minimum of 30 minutes each camp day on the curriculum. St. Petersburg College (SPC) and University of South Florida - Sarasota - Manatee (USFSM) pre-service teaching students spend 8 weeks tutoring children who have the greatest reading deficiency (regardless of scholarship status) at the Summer Care sites.

2013/2014 Impact:
- Expanded the model to a pilot program in Sarasota (Sarasota YMCA and USFSM)
- 539 students received scholarships (+17 over prior year)
- 368 parents received financial education (+12 over prior year)
- 345 students received SPC tutoring (+100 over prior year)
- 3,718 students received Summer Bridge Books (+689 over prior year)
- 86% of Summer Bridge Book recipients maintained or increased their reading skills over the summer
- 94% of students receiving tutoring maintained or increased reading skills over the summer
- 69% of students receiving tutoring were reading at grade level by the end of the summer
- 57% of emergent readers receiving tutoring increased their literacy skills by the end of the summer
- SPC student tutors reported a very positive effect from the program for their future teaching careers

Key Partners:

Annual Budget:

<table>
<thead>
<tr>
<th>Program</th>
<th>Expenses</th>
<th>Revenue</th>
<th>Total revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer Care</td>
<td>$561,645</td>
<td>$22,000</td>
<td>$583,645</td>
</tr>
</tbody>
</table>

Melanie and Yuri’s Story

To all the amazing people at United Way,

My name is Melanie and I’m writing this letter to say thank you for a fun-filled summer camp experience. The truth is that I couldn’t have gone through the summer without being a part of your program. My daughter, Yuri, and I are just getting back on our feet after being at our lowest point. Just last year we were homeless and living in a shelter. I was able to find a part-time job while I attend college, graduate from the self-sufficiency program at the shelter, and find a home for us to start our new life.

(But) as the summer approached, I became truly concerned that I would not be able to afford full-time care for my daughter. Yes, I was on the path to self-sufficiency, but I was still a single mother of a special needs child who worked part-time and attended school full-time and my options were very limited. Thank you so much for coming to my rescue!

Knowing that whenever you are up against a rock, there are always caring people who are willing to help was truly moving and humbling! It is a blessing that you care for children that otherwise go unnoticed and give parents a respite they so deserve. I want to say thank you on behalf of all the parents that have benefited from this program. Also, I want to say thank you on behalf of my daughter, Yuri, who had a great summer of fun and learning with teachers that care for her and always greet her with a smile.

Eternally Grateful,
Melanie
ReadingPals
Address students in grades K-3 with low reading performance. Contrary to popular belief, most children who start school behind in their reading skills will not catch up over time. The reality is that nearly 9 in 10 first graders who are reading below grade level will continue to read below grade level without additional help.

Location:
Hillsborough and Pinellas Counties (24 sites)

Program Overview:
Train and deploy adult volunteer reading "pals" to spend at least one hour each week during the school year working on literacy skills with a struggling reader. Student participants receive at least one book per month for their personal home library.

2013/2014 Impact:
- 269 students (+119 over prior year)
- 144 active volunteers (+24 over prior year)
- 232 volunteers trained (-114 from prior year)
- 5 family literacy events (new)
- 1,450 books distributed (new)

While standardized test results did not show a statistically significant increase in reading ability for participants, 100% of volunteers reported seeing academic progress from their students which they attributed to the program.

Partners:
Children's Movement, Boys and Girls Club of Tampa Bay, Carol and Barney Barnett, Children's Movement, Citizens Alliance for Progress, Hillsborough County Schools, Juvenile Welfare Board, Pinellas County Library Cooperative, Pinellas County Schools, R'Club, WEDU and YMCA of the Suncoast.

Annual Budget:

<table>
<thead>
<tr>
<th>Program</th>
<th>Expenses</th>
<th>Revenue</th>
<th>Total revenue</th>
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<td>ReadingPals</td>
<td>$87,628</td>
<td>$85,000</td>
<td>$87,628</td>
</tr>
</tbody>
</table>

“Watching my student go from not understanding the correlation between letter-sounds and print on a page to actually reading unfamiliar text was amazing and incredibly rewarding. I can’t wait to work with someone next year!”

“The little boy that I was working with reluctantly came into the room at first and when he read it was in a quiet voice and he skipped over words that he did not know. The last few weeks, he practically ran into the room. His voice was confident and louder. He sounded out words, no more skipping over them.”

“Tutoring sessions are an opportunity to help students believe they can be successful and that learning can be enjoyable.”

“The teacher told me that the child had increased a reading level since I started with her. Even though the child seems uninterested in me and the process, she repeated compliments I’d given her to her teacher, “the lady said I read with expression!”

“100% of volunteers reported seeing academic progress from their students”
Walking School Bus
Increase attendance and decrease tardiness for at-risk students. When students are not in class, they miss key academic instruction time. Chronic absence as early as Kindergarten can predict lower performance in reading and other subjects for children, especially those living in poverty.

Location:
Pinellas County, Campbell Park community

Program Overview:
The Walking School Bus program was developed after a community scan showed high tardiness and absentee rates at Campbell Park Elementary school, as well as a parental concern for safety in the community. On school days, volunteers lead a “walking school bus” through the community to ensure children arrive on time and help monitor the children as they eat breakfast in the cafeteria. A United Way Suncoast staff member is housed at the school to help coordinate and recruit volunteers.

Key Partners:
All Children’s Hospital, City of St. Petersburg, Pinellas County Schools and the Tampa Bay Rays.

2013/2014 Impact:
- Chronic absenteeism - Pending data from Department of Education for 2013/2014 but for the 2012/2013 school year, program participants decreased absenteeism from 16 days to 7 days
- 211 students enrolled (-25 from prior year)
- 189 total walkers (+34 over prior year) (NOTE: Participation among enrolled children increased)
- Ten neighborhood volunteers led six “bus” routes

Annual Budget:

<table>
<thead>
<tr>
<th>Program</th>
<th>Expenses</th>
<th>Revenue</th>
<th>Total revenue</th>
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<tbody>
<tr>
<td>Walking School Bus</td>
<td>$47,374</td>
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</table>

Read On myON
Studies show that access to age appropriate books is key to developing reading skills, yet two-thirds of low-income families have no books at home.

Location:
Hillsborough County

Program Overview:
United Way Suncoast is a supporter and partner with Hillsborough County School District to help to fund myON in Hillsborough County, an online library of 3,600 books that can be customized based on the child’s age and interests and has multimedia supports to enhance learning. United Way Suncoast supports the increased use of the program through promotion and incentives to encourage children to read on myON.

Key Partners:
Capstone Digital, Children’s Board of Hillsborough County, Hillsborough County Early Learning Coalition, Hillsborough County Head Start, Hillsborough County Housing Authority, Hillsborough County Library System and Hillsborough County School District.

2013/2014 Impact:
- 240,910 children accessed myON (95,899+ over prior year)
- More than 560,000 hours were spent on myON (+376,000 hours over prior year)
- Held a Summer Reading Summit for partners, teachers and advocates
- Summer and Winter reading challenges encouraged children to read when not in school

Annual Budget:

<table>
<thead>
<tr>
<th>Program</th>
<th>Expenses</th>
<th>Revenue</th>
<th>Total revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>myON</td>
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<td></td>
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<tr>
<td></td>
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<td>$1,115,000</td>
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<tr>
<td></td>
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<td>$102,933</td>
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</table>
Our Focus on Parents.

Ready, Set, Grow!

Increase family and provider literacy awareness and engagement for Pre-K children to ensure they are better prepared to enter Kindergarten. Research shows that when families are actively involved in their child’s learning, it improves the child’s attendance, behavior, social skills, and grades.

Location:
Sarasota County

Program Overview:
Distribute custom calendars to parents with resources, activities and educational information to foster quality literacy engagement throughout the year. In 2013, a community education fair was also conducted prior to the school year to provide families with school readiness resources.

Key Partners:
Children First, Clear Channel Media and Entertainment, Gulf Coast Community Foundation, Macy’s, Mommy Magazine, Regions Bank, Sarasota Classified Teachers Association, Sarasota County Health & Human Services, Sarasota County Library System, Sarasota County School District, SNN Local News 6, and Westfield Sarasota Square.

2013/2014 Impact:
- Distributed 10,000 calendars to Sarasota families through various venues
- 5,500 parents attended the Fair (1,500+ over prior year)
- The 2013 fair included 50 educational booths on child health, school readiness, parenting, literacy and more, as well as entertainment and activities
- 84% of parents attending enjoyed the event and 81% of vendors reported parents being very engaged in the information

Annual Budget:

<table>
<thead>
<tr>
<th>Program</th>
<th>Expenses</th>
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<tr>
<td>Ready, Set, Grow!</td>
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<td>$12,046</td>
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Great by 8

Educate parents on the benefits of early literacy and share reading strategies for children birth through eight years old, as well as what resources are available.

Location(s):
Hillsborough and Pinellas Counties

Program Overview:
Conduct community outreach to inform parents and stakeholders of the importance of reading and navigating the school system. Distribute age-specific learning packs and literacy activities to parents and community agencies.

Key Partners:
Champions for Children, Children’s Board, Clearpoint, Community businesses and non-profits, Crisis Center, Helios Education Foundation, Hillsborough County Schools, Pinellas County Schools, Religious Community Services, Sanchez Full Service Center and the Tampa Bay Rays.

2013/2014 Impact:
- 731+ parents engaged
- 100% of parents surveyed increased their knowledge of at-home literacy activities
- 400+ parents received financial stability assistance

Annual Budget:

<table>
<thead>
<tr>
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<th>Expenses</th>
<th>Revenue</th>
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<tbody>
<tr>
<td>Parent Engagement</td>
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Our Focus on Providers.

Family Child Care Home Professional Development

Increase the professional development and quality of early literacy instruction among family child care home providers to ensure children are better prepared to enter Kindergarten. Professional development programs and trainings for child care providers help ensure they have the resources and skills to help children stay on track developmentally.

Location(s):
Hillsborough and Pinellas Counties

Program Overview:
Administered through Champions for Children, this program provides onsite technical assistance, coaching, modeling and training to family child care home providers that includes literacy resources, business planning instruction, quality evaluation tools, and early childhood education and kindergarten transition instruction.

Key Partners:
Champions for Children, COQEBS (Concerned Organization for Quality Education for Black Students, Inc.), Helios Education Foundation, Hillsborough County Early Learning Coalition, Pinellas County Early Learning Coalition, Pinellas County Licensing Board and Sulphur Springs School Readiness Workgroup.

2013/2014 Impact:
- 50 family child care homes (30+ over prior year)
- 94.4% increased the quality of their programs, surpassing the goal of 80%
- 90% increased their educational level, earning a CDA or Associate’s degree
- East Tampa Family Child Care Association developed for networking and sharing best practices

Annual Budget:

<table>
<thead>
<tr>
<th>Program</th>
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<tr>
<td>Family Child Care Homes</td>
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<td>$254,000</td>
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Partnership to Advance School Success (PASS)

Partner business and education leaders with principals in struggling schools to leverage additional funding and expertise to improve the education quality and student performance in those schools. This model provides valuable leadership mentoring and access to strategic community resources for the principal and has proven an effective mechanism for initiating and maintaining positive change in failing schools.

Location(s):
Pinellas County (Campbell Park Elementary School and Sandy Lane Elementary School)

Program Overview:
Through the PASS program, a school principal, business leader and education coach work together to develop and implement an agreed-upon plan for the school. The business leader brings a $100,000 donation and a three-year commitment. The Florida Department of Education Council for Educational Change contributes an additional $100,000 and provides coaches and resources. The school district provides in-kind support for the plan.

Key Partners:
Council for Educational Change and the Pinellas County School District

2013/2014 Impact:
- Campbell Park Elementary: United Way Suncoast is the business leader for this school. A plan was developed to increase use of technology as a learning tool. Every 3rd, 4th and 5th grade student at the school received an iPad mini preloaded with approved academic activities. School leaders implemented a student data wall to monitor achievement and aid decision making.
- Sandy Lane Elementary became a PASS school for the 2014/2015 school year.

Annual Budget:

<table>
<thead>
<tr>
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Our Focus on Community.

Early Development Instrument (EDI)

Gather community-level data on the current state of Kindergartener development to identify the percentage of children who are vulnerable in each of the critical areas of child development. When school and community leaders can determine the areas where children are behind developmentally (by neighborhood), programs and resources can be more effectively allocated for that community.

Location(s):
Hillsborough and Pinellas Counties

Program Overview:
Within the targeted schools, Kindergarten teachers fill out a questionnaire about their class's physical, emotional, social, cognitive, and language skills. UCLA analyzes the data and provides a report on the neighborhood. The data is used by United Way Suncoast and community leaders to make more informed decisions.

Partners:
Hillsborough County School District, Juvenile Welfare Board, Pinellas County School District, Helios Education Foundation and UCLA.

Annual Budget:

<table>
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<tr>
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Public Policy Efforts

Objective:
Build political will for strategic investment in early learning through educating policy makers on the latest research and how it impacts their community and the value of investing in early learning prevention efforts.

Location:
Florida

Program Overview:
The Florida Partnership for Children was developed as a voluntary coalition of organizations and agencies committed to the well-being and future of children in Florida. Activities included introducing the coalition's mission and intent to come together to support legislative initiatives regarding early care and education, VPK, school readiness, the governance of the Office of Early Learning, after school programs, and other issues that affect Florida children and families.

Partners:

2013/2014 Impact:
- Florida's School Readiness Program received an additional $5.1 million, the first increase in funding in many years.
- A unified early learning position paper was adopted.

Annual Budget:

<table>
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PARTNER AGENCY ALLOCATIONS THAT SUPPORT ELI

Historically, United Way has supported a collection of high quality programs through funding allocations. As part of our ELI efforts, UWS strives to align our allocations to our Early Literacy Initiative through both programmatic elements and outcome measurements.

It is our goal that at the end of Phase 1 of ELI, all of our education focused allocations will be using defined collective outcomes designed to help us reach our goals.

2013 School Readiness Allocations

Agency Name
A Brighter Community, Inc.
Champions for Children
Children First, Inc.
Coordinated Child Care of Pinellas County, Inc.
DeSoto Literacy Council
Early Learning Coalition of Sarasota County
Early Learning Coalition of Florida Heartland
Easter Seals Florida, Inc.
Florida Center for Early Childhood
Happy Workers Children’s Center
Helping Hand Day Nursery, Inc.
Hillsborough County Public Schools
Lutheran Services
PARC
Preschool Experience, Inc.
Redlands Christian Migrant Association, Inc.
Sarasota YMCA
Tampa JCC/Federation
The Young Women’s Christian Association of Tampa Bay
UCP of Tampa Bay

2013 Quality Out-of-School Time Allocations

Agency Name
Big Brothers Big Sisters of Pinellas County, Inc.
Big Brothers Big Sisters of the Sun Coast
Big Brothers Big Sisters of Tampa Bay
Boy Scouts of America, Gulf Ridge Council
Boy Scouts of America, West Central Florida Council
Boys & Girls Clubs of Tampa Bay
Bays & Girls Clubs of the Suncoast
Girl Scouts of West Central Florida
Girl Scouts of Gulfcoast
Girls Inc. of Pinellas
Redlands Christian Migrant Association, Inc.
Sarasota YMCA
Seniors in Service of Tampa Bay, Inc.
Tampa Metropolitan Area YMCA
YMCA of Greater St. Petersburg
YMCA of the Suncoast, Inc.

IN SCHOOL READINESS
29,391 CHILDREN SERVED
$2,305,369 INVESTED

QUALITY OUT-OF-SCHOOL TIME
32,593 CHILDREN SERVED
$2,284,283 INVESTED
Thanks to our ELI founding funders:

Annette Raymund Endowment
Carlton Fields Jorden Burt
Lorraine and Robert Dutkowsky
Jane and Jamie Egasti
Florida Blue
Helios Education Foundation
PAR, Inc.
PNC Bank
Spurlino Foundation
Tampa Bay Times
Penny and Jeffrey Vinik
Sarah and Brooks Watkins