



## Rotary and Save the Children Partnership Pilot

In June 2018, Rotary and Save the Children began the concept for a pilot partnership. Save the Children works to give the most underserved and hardest –to-reach children the best chance for success in life. In the United States, one of its programs is an early learning intervention that helps prepare the youngest and most vulnerable children for school success. **Together, We Read** connects Save the Children’s programs with Rotary clubs and districts to build awareness and support for programs that close the academic achievement gap and increase literacy rates in rural communities through research-based early learning initiatives. The partnership unites Save the Children’s expertise in child literacy programs, data collection and outcomes measurement with Rotary’s expertise in advocacy, connecting community leaders, developing and implementing projects and driving public awareness and fundraising efforts – all with the aim of measurably increasing education outcomes for young children living in poverty.



## The Need: Understanding the Early Learning Gap

- Research shows that, for at-risk children, the academic achievement gap starts early and can be measured in babies as young as 9 months old. And 90% of a child’s brain is developed by age 5.
- Low-income children often live in households with no books or early learning resources. Early language and literacy development is a key school-readiness factor. But by age 3, the average child in low-income households knows fewer than half as many words as children in high-income households.
- Young children who don’t have access to high-quality preschool or early education are:
  - 25% more likely to drop out of school
  - 40% more likely to become teen parents
  - 60% more likely to never attend college
  - 70% more likely to be arrested for a violent crime



For every \$1 invested in early childhood education, there is a \$7 return on investment.

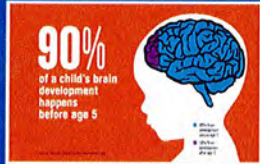


## The Pilot Program

Save the Children is creating a digital hub for **Together, We Read**, where Rotarians can access information, ideas, and how-to guides for each of the (4) program pillars.

**The Ask: Fundraise, AND choose at least 2 other activations from below:**

### AWARENESS



- Understand the early learning gap
- Create awareness
- Distribute posters and brochures
- Share information and resources
- Host a forum
- Host a speaker
- Visit a quality early learning program

### ADVOCACY



- Press Releases
- Letters to the Editor
- Sign Petition
- Advocate to invest in kids
- Connect with other advocates

### ACTIVATION



- Little free libraries
- Story nature walks
- Book drives
- Reading events
- Support for local libraries
- Create Bedtime-in-a-Box kits
- Build home book shelves for families
- Create Reading Corners & Book Nooks

### FUNDRAISING



- Bridge the Gap: Walk over a bridge to raise funds and awareness on the early learning gap

## How to get started

- Email Diane Perillo, [dperillo@savechildren.org](mailto:dperillo@savechildren.org) the contact person for your club or district
- Provide Name/Email/Phone/Address
- If your club is already involved in early childhood education programs, please tell us about them!



## Timeline

- April:** Confirm your participation in the pilot via email by April 20<sup>th</sup>. Welcome Kit sent & Digital Hub access available in May
- June:** Submit your plan
- July:** Pilot program launch
- November:** Hold fundraising event, report activities performed & provide feedback



## Welcome Kit

We will send you your Welcome Kit in May which includes:

- Overview of the Program
- Information on the Early Learning Gap
- Goals of the Program
- Ways to Participate
- Co-branded banner, balloons and bookmarks
- Local ad, social media resources and PR tools
- Access to Digital Hub



## FAQ's

**Q: Is there a cost to participate?**

There is no cost to participate in the program!

**Q: Can we participate in the program even if we are not located in an area where Save the Children currently has programs?**

Yes! All clubs in the district are welcome to participate regardless of current Save the Children program locations.

**Q: How does this program impact any early childhood education or literacy programs and partnerships we currently have? Does it replace what we are currently doing?**

The **Together, We Read** program is intended to augment work clubs are already doing in early education and literacy, including Imagination Library Foundation. The engagement ideas and activations provided on the digital hub are designed to amplify existing efforts, and provide small actions that have a large impact for clubs looking to get involved.

**Together, we can create lasting change for children!**

For any questions or more information about the program, contact Diane Perillo

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