

# LITERACY LEGACY

*Leading Through Reading*

LITERACY COALITION OF PALM BEACH COUNTY

www.LiteracyPBC.org • Winter 2015



*Celebrating 25 years*





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★★★★★  
**CHARITY NAVIGATOR**  
Four Star Charity

Only 3% of the charities rated have received at least 6 consecutive 4-star evaluations, indicating that Literacy Coalition of Palm Beach County outperforms most other charities in America.



## Celebrating 25 years Leading Through Reading

*A Message from our CEO*

### Literacy Coalition Recognized In Top 3% of Charities Nationwide

For six consecutive years, the Literacy Coalition has been recognized as a **4-Star Charity by Charity Navigator**, earning four out of the possible four stars in recognition of our sound fiscal management and commitment to accountability and transparency. The fact that the Literacy Coalition of Palm Beach County has earned this “exceptional” designation for six consecutive years is a distinction that nationwide only 3% of the thousands of charities rated by Charity Navigator have achieved. Charity Navigator further explains this recognition as the Literacy Coalition of Palm Beach County outperforms most other charities in America, differentiates ourselves from our peers and demonstrates to the public that we are worthy of your trust.

It is distinctions like this that are points of pride for the Literacy Coalition as we celebrate 25 years of work to improve

the quality of life in our community by promoting and achieving literacy.

Through extensive outreach and collaboration with a network of community partners, the Literacy Coalition strives to ensure that individuals who need to improve their literacy skills receive the help they need. In 2014, the Literacy Coalition provided services to more than 27,000 adults, children and families with the goal in mind for every child and every adult in Palm Beach County to be able to read.

As we turn the next page in a new year, we invite you to be a part of our next chapter to help us make an impact. Whether you volunteer as a tutor, attend an event or donate to support our programs, your involvement in our collaboration is a great investment in the people and quality of life in Palm Beach County.

– Kristin Calder

### New Board President Gives Back to Our Community

**Lisa Koza**, longtime Literacy Coalition board member and supporter, was appointed President of the Board of Directors for 2014-2016. Ms. Koza is a Senior Vice President and Senior Commercial Lending Relationship Manager at **Northern Trust** in their North Palm Beach office. A Jupiter resident, Ms. Koza serves on the Coalition's Finance and Executive committees, in addition to supporting the organization's fundraising efforts and literacy initiatives. She recently helped organize a team of Northern Trust executives to participate in Read for the Record in celebration of Northern Trust's 125th Anniversary.



*Lisa Koza (third from right) celebrated Read for the Record at Thelma B. Pittman Preschool in Jupiter.*

*COVER PHOTO: Building Better Readers volunteer Diane Raymond tutors a student.*

Did you know...  
**45%** *of third grade students* **READ**

**BELOW**  
grade level?



**74%** *of students who*  
**FAIL TO READ**

*proficiently by the end of third grade  
FALTER in the later grades  
and often*

**DROP OUT**  
*before earning a high school diploma.*



**Leveraging the power of trained community volunteers to help our county's highest need children read at grade level**



The Literacy Coalition has been recruiting and training adult volunteers for our newest program, **Building Better Readers**, to tutor children who are reading below grade level. Nearly 75 volunteers have enlisted so far to help our most at-risk children improve their reading skills and enhance their chances for long-term academic success. Last fall our trained volunteers began tutoring children in first and second grades at elementary schools throughout Palm Beach County and already, these students are becoming better, more confident readers.

Until the end of third grade, children are “learning to read.” Beginning in fourth grade, they “read to learn” as students use their reading skills to master other subject areas. Children who fail to develop good reading skills at a young age rarely “catch up” as they get older. According to many studies, including the national **Campaign for Grade Level Reading**, 74% of students who fail to read proficiently by the end of third grade falter in the later grades and often drop out before earning a high school diploma. In Palm Beach County, 45% of third grade students read below grade level.

The Building Better Readers program, in partnership with the **School District of Palm Beach County** and made possible by support from community donors, complements the **Literacy Coalition's Mayors' Literacy Initiative** and involvement in the national Campaign for Grade Level Reading to get all children ready to read on grade level by the end of third grade.

**Would you like to volunteer as a tutor?**

Contact the Literacy Coalition of Palm Beach County to learn more.

**LiteracyPBC.org**





*Chef David Pantone, Lincoln Culinary Institute, Cressman D. Bronson, PNC Bank, Kristin Calder, Literacy Coalition of Palm Beach County, Tania Rogers, WPTV, and Bill Adams, Sunny 107.9 celebrate Read for the Record with children at the Lincoln Culinary Institute.*

## Read for the Record

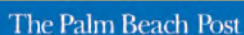
The Literacy Coalition celebrated the 2014 Read for the Record on October 21 by coordinating hundreds of local volunteers to read to 12,000 children at childcare centers and schools throughout Palm Beach County. The campaign was funded locally by **PNC Bank** and featured the book, *Bunny Cakes*, by Rosemary Wells.

The main event was held at the Lincoln Culinary Institute with children from the Literacy Coalition's early literacy and family literacy programs. **Chef David Pantone**, Dean of Culinary Education, and his students provided a cake baking demonstration followed by story time with celebrity readers **Tania Rogers** from WPTV NewsChannel 5, **Bill Adams** of Sunny 107.9, **Cressman D. Bronson** and **Kim Reckley** of PNC Bank and **Chef Pantone**.

Mayors and public officials participated in our annual competition to see which municipality would have the greatest number of community leaders reading. The results were 19 municipalities participated, represented by 173 officials and staff members, reading at 95 childcare centers, to 5,775 children. The **City of Boynton Beach** won for larger cities, having read to more than 2,000 students and the **Village of Palm Springs** was the winner for smaller municipalities, having read to 500 students. Honorable mentions went to **Lake Worth, Lantana, West Palm Beach** and **Jupiter**.

We thank everyone who participated in Read for the Record and give a special thanks to the 78 members of the **Palm Beach County Fire Rescue** from 26 stations who read in 34 locations.

Thanks to our Read for the Record partners:



*Kim Reckley, PNC Bank, Kristin Calder, Literacy Coalition CEO and Cindy Pilloni, PNC Bank*



*Children enjoyed having "Bunny Cakes" read to them at the Lincoln Culinary Institute.*



*Children created bunny cupcakes at the Lincoln Culinary Institute.*



# Mayors' Literacy Initiative Luncheon highlights Campaign for Grade Level Reading

The Literacy Coalition hosted its 7th annual Mayors' Literacy Initiative Luncheon to provide updates for Mayors and City Commissioners about literacy and education issues. Held in partnership with the **Palm Beach County League of Cities** and sponsored by **Comcast**, the Literacy Coalition involves the officials in the Campaign for Grade Level Reading and encourages participation in our literacy efforts including with Read for the Record.

Twenty-five Mayors, along with Vice Mayors and representatives from all 38 municipalities gathered to learn about current strategies and initiatives to encourage literacy as a priority in every city. The featured speaker, Dr. Dione Christy, President, Council of Great Public Service Leaders and Deputy Director, Boston Public Schools, spoke about "Leveraging Community Engagement for Literacy Success" as part of our efforts with the nationwide Campaign for Grade Level Reading.

Dr. Christy's presentation emphasized the importance of family and community ties, as early as birth to age nine, to increase the "quality" of intentional time with children's language and literacy (speaking, listening, writing and reading). Dr. Christy referenced the two components of the grade level reading campaign that were discussed at this luncheon the two previous years, attendance and summer learning, and provided direction for the third component, which is school readiness through family engagement.



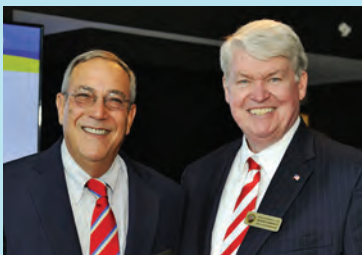
*Dr. Dione Christy, Marta Casas-Celaya, Kristin Calder, Lisa Koza and Richard Radcliffe*



*Colin Walkes, Mayor of Pahokee, Debie L. Isaacs, Chief of Staff for the Mayor of Riviera Beach, Kristin Calder, Literacy Coalition and Thomas Masters, Mayor of the City of Riviera Beach*



*Literacy AmeriCorps members with City of Boynton Beach officials including Mayor Jerry Taylor, center, and Literacy Coalition board President Lisa Koza, far right.*



*Representatives from the Town of Jupiter Inlet Colony: Milton "Chip" Block, Commissioner and Dr. Daniel Comerford III, Mayor and Police Commissioner*



*South Palm Beach Mayor Dr. Donald Clayman with Bonnie Fischer, Council Member*



*City of Boca Raton Mayor Susan Haynie and Council Member Robert Weinroth with Kristin Calder and Village of Palm Springs Vice Mayor Sergio Escalada and Council Member Patti Waller*



# Creating A Buzz About Literacy

The Literacy Coalition's 23rd Annual **Great Grown-Up Spelling Bee** was held October 16 at the Harriet Himmel Theater at City Place with 18 teams participating in our friendly competition vying for the coveted Spelling Bee trophy.

We congratulate the **Lynn University** team who prevailed in the midst of some fierce competition. We also give special mention to the runner-up teams, the **Friends of the Palm Beach County Library System**, and the third place team **NextEra Energy**.

We thank **Ice Legal, P.A.**, who generously served as the Beekeeper Sponsor, **Publix Super Markets Charities** who was the Bee

Hive Sponsor and **NextEra Energy** who was the Honeycomb Sponsor.

**SV Microwave** was recognized as the team with the most spirit and **Keiser University** won a prize for creating the Most Creative Bee. The Best Spirit Award for the most active audience participation was a tie between the **Friends of the Palm Beach County Library System** and **Lewis, Longman & Walker, P.A.**

More than \$35,000 was raised through the Spelling Bee to fund literacy programs and ensure that children and adults in our county gain the literacy skills they need to succeed in school, work and life.



*Ken Montgomery as "Buzzby Bee", Tom and Ariane Ice, Kristin Calder, Amanda Lundergan, Lisa Koza and Rob Gingras, Event Chairman*



*SV Microwave: Brian Katz, Evan Tarr, Steve Weagle, WPTV NewsChannel 5 and Domenic LoPresti*



*Bee Hive Sponsor Publix Super Markets Charities team: Robert L. Bottoms, Al Banks and Laurie Cripe*



*Winning bee team Lynn University: Paula Hyman, Elaine Deering and Amy Filatreau*



*Duffy's Sports Grill team: Tina Maura, Ed Lucas and Patricia Packard*



*Second Place team Friends of the Palm Beach County Library System: Jayme Bosio, Susan Kelly and John Campbell*

## Presenting Beekeeper Sponsor



### Bee Hive Sponsor



### Honeycomb Sponsor



## BEE TEAMS

Akerman LLP  
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## Gearing up for Loop the Lake for Literacy

Plans are underway for the 5th Annual Loop the Lake for Literacy on **Saturday, February 28, 2015**. This fun and exciting cycling event fosters economic development in the Glades area and helps raise much needed funds for the Literacy Coalition's efforts including our **Glades Family Education** program in Belle Glade serving the Tri-City Glades area.

The Literacy Coalition recently honored Loop supporters and past outstanding fundraisers at a reception to kick-off the event. **Brandon Hass**, an Oxbridge Academy Senior, was also on-hand to present a check of \$10,001 from his six-week cross country cycling journey in which he also raised funds and awareness for literacy.

Literacy Coalition board member **Tom Streit** of **Akerman LLP** is the event chairman and **Mrs. Dolly Hand** is being recognized again as our Honorary Chairman. Committee members include **Elizabeth Cayson**, **Kathy Metzger**, **Larry Katz**, **Rob Kennedy**, **Steve Leveen**, **Margaret Blume**, **Susan Erickson**, **Jordan Gerber** and **Kenny Lutz**.

Visit [LooptheLakeforLiteracy.org](http://LooptheLakeforLiteracy.org) to register as an individual or a team and to learn more about sponsorship opportunities starting at \$500. Participants who fundraise more than \$200 can ride for free in the event and those that raise more than \$400 can ride for free and earn a free Loop the Lake jersey.

- Unique ride around Lake Okeechobee starting at Port Mayaca
- 14-Mile "Sonnet" ride (\$85)
- 34-Mile "Short Story" ride (\$85)
- 68-Mile "Classic" ride (\$85)
- 115-Mile "Epic" ride (\$145)
- If you raise \$200 or more you ride for free, and if you raise more than \$400 you also get a free jersey. Register at [LooptheLakeforLiteracy.org](http://LooptheLakeforLiteracy.org).
- Jerseys available for purchase for \$69.

Presenting Sponsor



Gold Sponsors



Bronze Sponsor



*Brian O'Malley, Domino Foods, Inc., Barbara Miedema, Sugar Cane Growers Cooperative, Kristin Calder, Literacy Coalition, Tom Streit, Akerman LLP and Kathy Metzger, Florida Crystals*



*Cross country fundraiser Brandon Hass and his grandmother Barbara Hass celebrated Brandon's successful journey at the Loop the Lake for Literacy kick off event.*



*Linda and Bill Sanderson, who was recognized as the 2014 Top Individual Fundraiser*



*Rob Kennedy of Daruma Tech, Kristin Calder and Steve Leveen of Levenson Foundation have been actively planning the event.*

Loop the Lake for Literacy jersey



# The Love of Literacy Luncheon

**Guest Speaker: Kate DiCamillo**  
**Noted American Author & Literacy Advocate**

**Thursday, March 12, 2015**

11:30 a.m. • West Palm Beach  
Raymond F. Kravis Center for the  
Performing Arts Cohen Pavilion



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To benefit the  
programs of



## Love of Literacy Luncheon Welcomes National Ambassador for Young People's Literature

We are proud to welcome Newbery award winner and *New York Times* bestselling author Kate DiCamillo as the featured speaker of the 24th Annual Love of Literacy Luncheon. DiCamillo is serving as the 2014–2015 National Ambassador for Young People's Literature as appointed by the Library of Congress. "Stories Connect Us" is the theme of her two-year platform as she tours the nation to promote reading. Her 2003 novel *The Tale of Despereaux* and latest novel *Flora and Ulysses* each won the annual Newbery Medal recognizing the year's "most distinguished contribution to American literature for children." Her book, *Because of Winn-Dixie*, was recognized in 2000 as a Newbery Honor Book.

The Luncheon will take place Thursday, March 12 at the Kravis Center in West Palm Beach. The presenting sponsor is **Bank of America** and Literacy Coalition Board Member **Bettina Young** is serving as Chairman. Sponsorships of support, with opportunities to meet the author, are available. Visit [LiteracyPBC.org](http://LiteracyPBC.org) to learn more.

## Sponsorship Opportunities

### Platinum Sponsor \$7,500

- Receive recognition in all publicity
- Name on produced media
- Full-page ad in event program with prime placement
- Recognition from podium
- Reserved table for ten with prime seating
- Name on sponsor board at luncheon
- Private reception with speaker (for 10 guests)



### Gold Sponsor \$4,000

- Receive recognition in all publicity
- Name on produced media
- Full-page ad in event program
- Recognition from podium
- Reserved table for ten with priority seating
- Name on sponsor board at luncheon
- Private reception with speaker (for 4 guests)



### Silver Sponsor \$2,500

- Recognition in event program and publicity
- Reserved table for ten with preferred seating
- Half-page ad in program book
- Name on sponsor board at luncheon
- Private reception with speaker (for 2 guests)



### Table Sponsor \$1,250

- Reserved table for ten
- Recognition in event program and publicity

*All sponsors have the option to have two adult literacy students or AmeriCorps members at their table.*

#### Patron Ticket \$250

- Includes a personal color photograph with speaker at a private reception prior to the luncheon.
- Patron ticket(s) to private reception will be mailed.

#### Individual Ticket \$125

- No ticket(s) will be mailed.
- Registration is complete upon payment.

#### Ad Sponsor

- Half Page \$175 • Full Page \$275
- Back inside cover \$400

Full page (5" w x 8.5" h) and half page (5" w x 4" h) black and white ad sponsorships are available. Artwork may be e-mailed to [kmatczak@LiteracyPBC.org](mailto:kmatczak@LiteracyPBC.org). Acceptable formats: JPG, TIFF, Photoshop, Illustrator or PDF. Please embed fonts for PDF and include all images. Image resolution should be no less than 150 dpi. Ad submission deadline is Friday, February 13.

#### Please mail payment to:

**Literacy Coalition of Palm Beach County**  
3651 Quantum Blvd, Boynton Beach, FL 33426  
[www.LiteracyPBC.org](http://www.LiteracyPBC.org)

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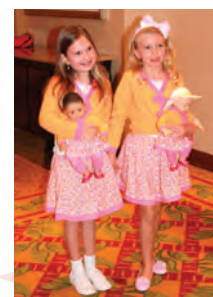
Presenting Sponsor  
Saadia I. Mohammed, D.D.S.  
**Palm Beach Pediatric Dentistry**  
Saadia I. Mohammed, D.D.S.



## Support Literacy at the American Girl Fashion Show

American Girl celebrates a girl's inner star – the little whisper encouraging her to stand tall, reach high and dream big. Make plans to join the Literacy Coalition on Saturday, April 18 for the 3rd Annual American Girl Fashion show to see historical American Girls come to life as Kaya, Felicity, Elizabeth, Josefina, Rebecca, Addy, Nellie, Kit, Molly and Julie take center stage showcasing the details of their world.

The American Girl Fashion Show is a fun-filled event for girls and their families, friends and favorite dolls. Celebrate the experience of being a girl, yesterday and today, through a colorful presentation of historical and contemporary fashions. More than 75 local girls will walk the runway in genuine American Girl clothing while carrying a matching doll from the American Girl collection. During each of the three shows, attendees will enjoy elegant refreshments, enter to win door prizes and discover how clothing has changed over the years to reflect history, culture and girls' individual styles. The event, which is co-chaired by Literacy Coalition board members **Maggie Dickenson** and **Nancy Vera**, raises funds for the Literacy Coalition's children's education programs. We are grateful to **Dr. Saadia I. Mohammed**, of **Palm Beach Pediatric Dentistry**, for being our presenting sponsor for the second year in-a-row. For more details, visit [LiteracyPBC.org](http://LiteracyPBC.org).



**Saturday, April 18, 2015**

10 a.m., 1 p.m. and 4 p.m.

**The Boca Raton Marriott**

5150 Town Center Circle  
Boca Raton, FL 33486

**Reservations: \$40**

**VIP \$60** Limited availability,  
includes seating in the first two rows  
(\$18 is tax-deductible)

Make your reservation at **[www.LiteracyPBC.org](http://www.LiteracyPBC.org)**

Recommended for children 6 and up



# Our Pediatric Literacy Efforts Continue to Grow



Give me a book and I will be transported on an island of adventure without leaving my room. There is nothing like a child being completely lost in a new story or creating their own. This is why I love this program so much. It opens a whole new world to my kids in the office and gives them an early start on the road of learning. Reach out and Read changes lives one book at a time."

— Dr. Regine V. Bataille, Pediatrician  
Gentle Medicine Associates



The Literacy Coalition is proud to coordinate the Reach Out and Read program with 68 practitioners in 33 sites in Palm Beach County. This program achieved national attention recently as two major medical societies formally recognized its importance in the last year. The American Academy of Pediatrics now recommends that all pediatric providers give developmentally appropriate early literacy advice in well-child visits at least through kindergarten to advise parents to read aloud with children. The American Academy of Family Physicians also became a literacy partner of Reach Out and Read, announcing that it would support Reach out and Read's message.

As part of a new initiative in our Pediatric Literacy program, the Literacy Coalition began an Early Literacy Distribution program working with the Children's Services Council to distribute books to healthcare programs and to hospital maternity wards, where moms and dads were given a new infant book, perhaps a first book, to take home for their baby.

In the last year, we distributed 34,661 new books through Reach Out and Read and 10,338 through the Early Literacy Book Distribution program.

## The Literacy Coalition's Parent-Child Home Program Celebrates Five Years

In 2014 the Literacy Coalition commemorated five years of coordinating the Parent-Child Home program in Palm Beach County. The Parent-Child Home program is one of the most intensive home visiting programs in the country.

The Parent-Child Home program, an evidence-based early literacy, parenting, and school readiness model, is committed to closing the achievement gap by providing low-income families the skills and materials they need to prepare their children for school and life success.

Our Parent-Child Home program provides two years of twice-weekly 30 minute visits to families with two and three-year-olds who are challenged by poverty, isolation, limited educational opportunities, language and literacy barriers, and other obstacles to healthy development and educational success.

*"At the end of the day, the most overwhelming key to a child's success is the positive involvement of parents."*

— Jane D. Hull

In 2013-2014:

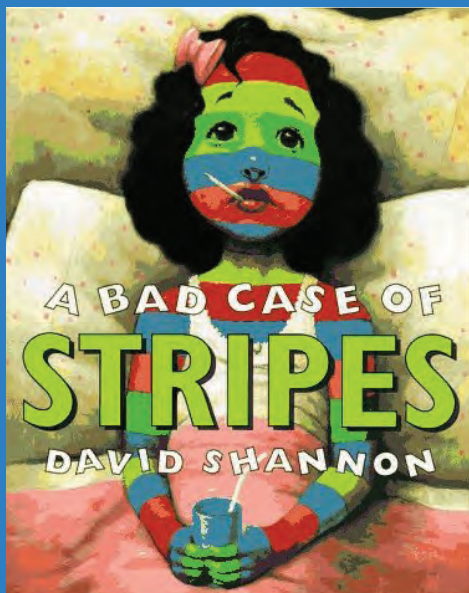


- More than 16,560 home visits were conducted with 455 families.
- More than 8,100 books and toys were distributed.
- 100 percent of families increased positive verbal interactions.
- 100 percent of children increased positive behaviors.





# Family Healthy Living



## “Family Healthy Living” Nights Begin In 2015

There is a strong connection between literacy and health. To lead a healthy, productive life, it is critical that both children and parents understand how health can be impacted by the choices they make regarding nutrition, exercise and lifestyle.

The Literacy Coalition’s new **Family Healthy Living program** addresses this need by bringing children and parents together for dedicated family time through interactive sessions with story time and discussion featuring well-written children’s books, expert speakers, engaging hands-on activities and healthy refreshments.

The programs will be held once a month on Fridays from **January – June from 6:00 p.m. to 8:00 p.m.** and are appropriate for **K-5th grade**. The program will focus on health topics like germs, dental health, nutrition, physical fitness, brain health and sun safety.

The remaining sessions will be held **February 6, March 6, April 24, May 15 and June 5 at the Blume Literacy Center**. Space is limited and registration opens the first Monday of the month prior. Should a session reach capacity, children and families will be given the opportunity to register first for the next session.

We are proud to partner with **Ronald McDonald House Charities (RMHC)** for this Family Healthy Living program. We thank RMHC and the local McDonald’s operators, especially **Brent Bohn of WBF Management**, for their support of the program.

To register for a session call the  
Literacy Coalition of Palm  
Beach County at 561-279-9103.





Celebrating 25 years



Blume Literacy Center  
on the Brenda & C.P. Medore Campus  
3651 Quantum Blvd.  
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## MARK YOUR CALENDAR

### January 9

#### Family Healthy Living Series

Blume Literacy Center  
6:00 - 8:00 p.m.

### January 26-30

#### Florida Literacy Week

### February 6

#### Family Healthy Living Series

Blume Literacy Center  
6:00 - 8:00 p.m.

### February 25

#### Pink Shirt Day

### February 28

#### Loop the Lake for Literacy

Lake Okeechobee, 6:00 a.m.

### March 6

#### Family Healthy Living Series

Blume Literacy Center  
6:00 - 8:00 p.m.

### March 12

#### Love of Literacy Luncheon

Kravis Center for the Performing Arts  
West Palm Beach  
11:30 a.m.

### April 18

#### American Girl Fashion Show

Boca Raton Marriott  
10:00 a.m., 1:00 p.m.,  
4:00 p.m.

### April 24

#### Family Healthy Living Series

Blume Literacy Center  
6:00 - 8:00 p.m.

### May 15

#### Family Healthy Living Series

Blume Literacy Center  
6:00 - 8:00 p.m.

### June 5

#### Family Healthy Living Series

Blume Literacy Center  
6:00 - 8:00 p.m.

# LITERACY BY THE NUMBERS

40%

of our public FOURTH GRADE STUDENTS

and 45%

of our public tenth grade students

READ BELOW GRADE LEVEL.



17% of the births in 2013 were to mothers who had LESS THAN A HIGH SCHOOL DIPLOMA.

12.3%

of adults age 25 and older DO NOT have a high school diploma in Palm Beach County.

\$10,001

was raised by Brandon Hass in honor of his cross country cycling journey to raise AWARENESS and FUNDS FOR LITERACY.



34,661

NEW BOOKS and 3,840 donated books were distributed to 33 sites in the Read Out and Read Program.



The Literacy Coalition provides AmeriCorps members to

66 sites including

The School District of Palm Beach County, Palm Beach County Library, Take Stock in Children, Adopt-A-Family of the Palm Beaches and The Lord's Place.

100%

of the preschool children in our Glades Family Education Program demonstrated improvement in their language, cognitive and early reading skills including print and phonological awareness.