A young girl with dark hair, wearing a white hoodie with "old navy" written on it, and a young boy in an orange jacket are sitting on the floor. They are both looking at and pointing to pages in colorful children's books. The background is a bright, slightly blurred library or classroom setting with bookshelves.

The Campaign for a Lifetime of Literacy

THE LIBRARY FOUNDATION

DRAFT AUGUST 19, 2005

Portland: There's no place like home.

The Portland area is a rare place in America. We are a community of readers. Every day, more than 35,000 books and other items are circulated at Multnomah County Library, the public library system serving Portland and all of Multnomah County. Our community is alive with people forging a worldwide reputation for creativity and innovation in everything from organic farming to digital filmmaking. For all these people, it is likely that reading was the first step to sparking their imaginations and engaging them in the obligations of citizenship.

Think about how many of your greatest moments in life involved your ability to read and comprehend information. Literacy is a basic need. Without it, a child is less likely to mature into an active neighbor, a valuable employee, a committed volunteer, or a strong parent. The child who doesn't read is at greater risk of a life of poverty, poor health and limited opportunity.

Ten years ago, when Central Library's walls were cracking and branches were closing due to reductions of county revenues after Measure 5, residents of Multnomah County came together and did the impossible. Tens of thousands of engaged citizens voted to pass tax levies and bonds, and gave record numbers of charitable gifts to re-build our library system and make it better. It was transformed into one of the most beautiful and state-of-the-art library systems in America.

Today, Multnomah County Library ranks first in circulation among urban libraries in the nation.

Imagine how much would be lost without the readers, writers and thinkers that make our community a great place to live.

Consider what could happen to our great libraries, schools, museums, parks, Internet cafes, transit system, and neighborhoods if the majority of the population could not read a book or a newspaper. There is no need to imagine. It's happening now.

Twenty-two percent of Oregon adults function at the lowest literacy levels. Many of their children never see the alphabet before their first day of school. Thousands of people have difficulty reading a prescription bottle, a bus schedules, a job application or a voting ballot.

One of our top priorities as a community must be to give our children and families the basic literacy tools they need to succeed.

"In Multnomah County, 28 percent of children enter kindergarten unprepared. Many of those same children remain behind throughout their school careers. It is our responsibility to give every child the tools they need to succeed."

—NAME, HONORARY CO-CHAIR

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Early Literacy: the first years of life are crucial.

Long before school begins—between the ages of 0 and 3—experiences shape the way vital connections are made in the brain. The brain grows from 25 percent to 90 percent of its adult weight. When a child is exposed to adults reading out loud, they are developing cognitive skills that will be cemented for life. It is essential for us to expose a child to language during this early window of learning.

Many adults, parents and caregivers, don't know that the window for early brain development closes well before a child starts kindergarten. Even those who understand the importance may not have the ability or time to read to their infant. Most vulnerable are those with risk factors for low literacy—poverty, speaking English as a Second Language, few books in their homes, and little parental time at home. Low literacy concentrates in poor areas where children have few reading role models.

The typical middle-class child enters first grade with up to 1,700 hours of one-on-one book reading, while a child from a low income family averages just 25 hours.

In Multnomah County, 28 percent of children enter kindergarten not ready to succeed. This sets the stage for struggling with reading throughout life. Educators who intervene once school begins often fight a losing battle. By 10th grade, 50 percent of local children cannot read at grade level.

Children can't wait for literacy to find them later in life. It has to happen early, while their minds are taking shape, and the foundation for lifetime literacy is being laid.



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School Age Literacy: motivating young people to read.

In Multnomah County, thousands of young people every year enter adulthood without strong literacy skills. Most report they do not even read for pleasure. Decades of research support the premise that children who like to read practice it more, and children who practice reading get better at it.

Each year, 60,000 young people are at risk of low literacy in Multnomah County.

While our public schools teach children how to read, schools and families need further support to motivate a child to pursue reading on their own. Activities that inspire young people to practice reading and that encourage adults to read to them on a regular basis can make a big difference.

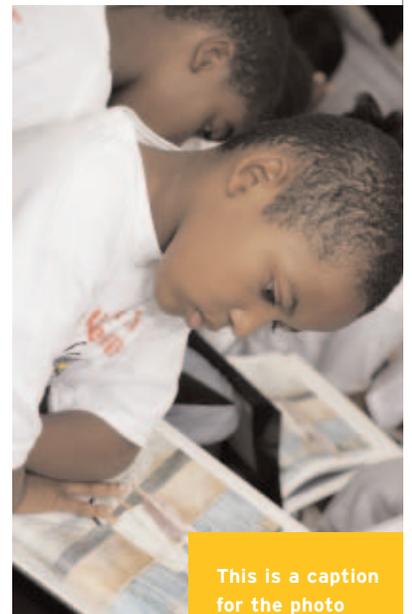
The best way to develop a child's literacy skills is to introduce reading as a stimulating adventure. Proven solutions focus on partnering with educators to bring exciting books directly into classrooms, giving children access to great children's books with

compelling subjects and enticing them with programs that spark their imaginations and compel them to read more.

Most important of all, adults must reach beyond the classroom to find youth who are at the greatest risk of not reading. This means taking reading to a child's home or neighborhood park, working with adults to help children enjoy and practice reading and removing the barriers that keep books out of the hands of those who need them most.

"Children watch four hours of television every day, on average. Motivating children to choose to read, rather than watch TV or play video games, is one of most challenging problems we face."

—NAME, HONORARY CO-CHAIR



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Family Literacy: inspiring adults and children to read together.

Literacy starts at home. When adults fail to read to their children, talk with their children about reading and show an interest in reading themselves, they fail to provide the essential experiences children need to become strong readers.

Recent research proves that adults reading books on their own—not just reading with their children—is key to modeling a love of reading that cements strong reading in children. Today, nearly 60 percent of American adults do not read a single book of any kind in a year.

While we live in a community known for its culture of reading, the number of people falling below basic literacy levels is growing rapidly each year.

Twenty-two percent of Oregon adults function at the lowest literacy levels.

It is critical that we help adults and families make reading a fundamental part of their lives.



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The Library is a **vital** literacy partner for children and families.

National researchers and organizations from the US Department of Education to the DeWitt Wallace-Reader's Digest Fund have reported that public libraries play a crucial role in children's learning, in partnership with schools and parents.

Given today's lack of funding for public school librarians, aging school book collections, and limited availability for year-round literacy programs, the community needs Multnomah County Library as a significant hands-on partner, with our schools, in reading motivation.

For decades, Multnomah County Library has motivated children to read with year-round public library programs that reach at-risk children and families.

Library programs are much more than fun activities. They are a critical and innovative part of the solution to our community's literacy divide.

Library programs are not designed to teach reading. They are designed to motivate the practice of reading for life. The programs are built on a set of principles that encourage consistent reading, leading to greater comprehension of words, language and ideas.

For example, think about how you are reading this case for our campaign. You are learning about literacy in our community by absorbing key words, phrases, and written ideas. Many children, especially those with risk factors for low literacy, are growing into adults who cannot read this document the way you are. They need help advancing their reading skills—whether they are simply learning to read or moving toward that more advanced stage of reading to learn.

"Multnomah County Library is a vital partner in creating generations of children eager and able to learn. No other community partner that I know of has the reach and impact on children's reading skills that Library programs offer."

—VICKI PHILLIPS, SUPERINTENDENT OF PORTLAND PUBLIC SCHOOLS

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Our plan for building a lifetime of literacy in Multnomah County.

Over two years ago, The Library Foundation worked with the Library to identify community needs where private funds could have the greatest impact. This partnership led to a strategic plan to support the Library's extraordinary work in children's and family literacy.

The Library Foundation set a goal to engage the very hardest to reach children and their families in three essential ways:

- Prepare babies and toddlers for learning to read.
- Partner with schools to motivate young people to practice the skill of reading.
- Help parents to be the first, best and most permanent teachers of their children.

The Library currently reaches out to an estimated 30 percent of children at risk in our community. This plan will triple its reach.

The programs identified in the Lifetime of Literacy strategic plan have been developed based on the latest research, evaluations and best practices from libraries and educational institutions across the United States.

The Library Foundation's plan extends and builds on these programs, with a few selected new creations. Funds raised by 2008 will expand, establish, and test programs between now and 2010.

The continuum of Campaign programs are listed below. A detailed description of key Campaign programs is also included in the appendix of this case statement.

Early Literacy

RAISING READERS FOR A LIFETIME

The brain grows to 90 percent of adult size by age 3 and vital connections must be made during this crucial early window. Early literacy programs surround children with adults who read to them and teach parents the fundamental needs of their child's early development.

PROGRAMS INCLUDE:

- Raising A Reader Program
- Early Brain Development Classes & Workshops
- New Parent Library Packages
- Enhanced Early Literacy Collections
- Early Literacy Venture Funds

School Age Literacy

MOTIVATING CHILDREN TO BECOME BETTER READERS

School age literacy programs motivate children to read, enhance reading skills and support literacy-rich environments. Dozens of research studies over several decades have determined that this strategy increases fluency and cements literacy skills.

PROGRAMS INCLUDE:

- Summer Reading
- Books 2 U
- Children's Author/Illustrator Series
- Read to the Dogs
- Tapestry of Tales
- Children's Collections
- Children's Literacy Venture Funds

Family Literacy

BUILDING FAMILIES OF READERS

Family involvement and a reading-friendly home environment are also key to a child's literacy success. The Library's family literacy programs are designed to help parents, especially those with limited resources and reading skills, become reading role models.

PROGRAMS INCLUDE:

- Everybody Reads
- Every Family Reads
- Expanded Collections and Outreach for Low-Literacy Adults
- Family Reading and Role Model Programs
- Family Reading Venture Funds

Making it happen: The Campaign for a Lifetime of Literacy

In 2003, The Library Foundation worked with the Library to determine where private funds could have the greatest impact on library services.

Based on this planning process, the Library Foundation engaged in a major four-year campaign to raise \$10 million that will expand and sustain the Library's Lifetime of Literacy programs.

Financial goals:

- Raise \$7 million to expand Library literacy programs and reach children and parents who are at most risk of low literacy.
- Raise \$3 million to double the Library Foundation's existing endowment and provide a base of ongoing annual funding for programs and outreach.

Summary of funds:

PROGRAM DEVELOPMENT

(includes materials, staffing and outreach costs)

Early Literacy	\$2,800,000
Children's Literacy	\$3,290,000
Family and Adult Literacy	\$910,000

Subtotal program development **\$7,000,000**

ENDOWMENT

(supports long-term program sustainability)

Program Endowment Funds	\$3,000,000
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Subtotal endowment **\$3,000,000**

TOTAL CAMPAIGN **\$10,000,000***

*Includes cost of raising funds estimated at 10 percent or less of total campaign funds.

Campaign Leadership

The Library Foundation's Campaign for a Lifetime of Literacy is led by a committed team of community leaders who recognize the important role that Multnomah County Library plays in motivating young people to read and in preserving the quality of life that is unique to our community.

HONORARY CO-CHAIRS:

GWYNETH GAMBLE BOOTH
PAUL BRAGDON
SHO DOZONO

CAMPAIGN CO-CHAIRS:

ERIC FRIEDENWALD-FISHMAN
ELISABETH LYON
BRUCE SAMSON

INDIVIDUAL & FOUNDATION

GIFTS COMMITTEE:

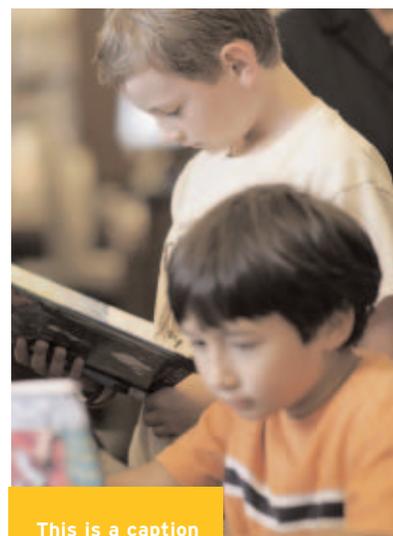
BARBARA MAHONEY, Chair
JULIE BALL
CHARLES CAMERON
DORIS CARLSEN
MARIAN CREAMER
BILL FAILING
GWEN HYLAND
KAREN HINSDALE
DOROTHY HIRSCH
ELISABETH LYON
MARY MARK
JOAN SHIPLEY
LARRY VIEHL
SALLY WELLS

CORPORATE GIFTS & SPONSORSHIPS COMMITTEE:

BRIAN BOOTH, Co-chair
BRUCE SAMSON, Co-chair
BRIAN BOE
ERIC FRIEDENWALD-FISHMAN
HENRY HEWITT
BRETT HYLAND
TOM MACKENZIE
TERRY MCCALL
BRIAN RICE

"Other than ensuring a child's physical health, nothing has a stronger impact on the success of a child's future than to help them to become a strong reader."

—NANE, HONORARY CO-CHAIR



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Join us.

The Lifetime of Literacy Campaign is on track to raise the funds needed to triple the Library's reach to children at risk of low literacy, but we are far from finished.

The Campaign has already succeeded at raising 100 percent support from Library Foundation trustees, two major bequests, several individual gifts and foundation grants.

Now we are cultivating lead and major gifts that will make a tremendous difference in the success of this campaign for children and families.

As a community of donors and citizens, we came together 10 years ago to give the gift of a great Library to future generations. Now we must extend that gift—and the opportunity for a lifetime of literacy—to every child in our community.

We have an opportunity to put the gift of reading into the hands of young people who need it most. The planning is complete. The programs are ready. The need is overwhelming.

The Lifetime of Literacy Campaign is the absolute best impact your private investment can make at the Library.

Your private gift will produce the kind of change that the Library cannot realize on public funding alone.

Before one more child's window of opportunity closes, help us give them the opportunity to experience the power of reading and learning.



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