



2018-2020 Durham's Campaign for Grade-Level Reading Highlights

Goals:

- Stabilize and grow existing funding sources, secure new funding opportunities, and energize stakeholders.
- Continue to deepen the identity and approach of Durham's Campaign as a parent-facing and parent-led movement. With a focus on increasing bilingual language capacity and connecting with families where English is not their first language.
- Establish robust relationships with community and parent groups (formal and informal) which nurture and invite their leadership for the work ahead, including continued close collaboration with Durham Public Schools, Durham Council of PTAs, Durham Public School Foundation and local elected official leadership.

Achievements:

- **Grant Opportunities:**
 - In partnership with Durham Public Schools Foundation (DPSF), we awarded a total of 6 literacy grants totaling \$4,250. Each grant funded an initiative that creatively engaged families and community members to positively impact third-grade reading outcomes. The initiatives strengthened the collaborative impact between the PTA, school, and families while also providing each stakeholder with a unique takeaway.
- **Campaign Identity:**
 - Our membership grew this past year, adding campaign members representing Reach Out and Read Carolinas (Jackie Lorge and Carolyn Merrifield), Durham Children's Initiative (Yuridiana Alston), and Cate Elander (Early Childhood Coordinator Durham County Government)
 - ***Prior to 2019, Durham's Campaign for Grade Level Reading had not implemented a plan or had incorporated parent leadership. There is now a 10-member Parent Committee that meets as their own group and with the other 16 non-parent DCGLR members. Parent engagement (measured by Campaign membership) increased by 38%. Since the formation of the parent committee, parents have helped to lead and provide feedback on 100% of DCGLR's work, including the Community Solutions Action Plan, grant proposals, and community trainings.
- **Community Relationships:**
 - **(2020)** The Parent Leadership Workgroup drove the planning of an Active Reading Training (a literacy training focused on building language, vocabulary, and

comprehension) that was held in partnership with Durham Technical Community College. There were 18 attendees at this bilingual training, including practitioners from Durham Tech, parents, and community members. Survey responses illustrated that the trainings increased the campaign's parent reach in Durham County and also increased community knowledge of effective literacy interventions. As of July 2020, we have hosted 2 additional trainings and have an upcoming training in August.

- **(2020)** Parents on the DCGLR Parent committee attended the statewide CGLR meeting to assist in the development of NC's CGLR communication tools.
- **(2019):** DCGLR supported the purchasing of 1000 books for Reach Out and Read, 500 books for Early Head Start, and 500 books for PreK
- **(2019)** DCGLR hosted its first Summer Learning Summit with a diverse pool of summer care providers. During the session, Campaign leadership lead a walkthrough of the North Carolina Early Childhood Foundation's Summer Learning toolkit and shared about the importance of summer learning to families and children.
- **(2019)** DCGLR sponsored Read-A-Palooza. During this event, 650+ families attended, 14 partner organizations shared resources, and 1910+ books were given out.
- **(2019)** ***Book Harvest, a DCGLR member organization, launched their Wash-n-Learn program, which focuses on transforming the idle time families spend at laundromats into content-rich, activity-filled, literacy-enhancing experiences for our Durham neighbors. This initiative is part of a growing national movement that understands that informal learning spaces can be a vital way to reach every child. The program provides language nutrition and access to books that are the essential foundation for school readiness and third-grade reading proficiency.
- **(2018-Currently)** Our CGLR partners, as well as other early childhood providers, assist in enrolling families in Dolly Parton's Imagination Library in Durham. This program sends a book to enrolled children ages 0-5 every month at no cost to the family. Since February 2018, more than 9,212 children ages 0-5 have been enrolled.

* This work received national recognition from the Grade-Level Reading Campaign's peer review process involving nearly 400 individuals from across the network.

