

A new literacy initiative for your club



1 in 5 CHILDREN IN AUSTRALIA START SCHOOL UNPREPARED

They'll be much less likely to finish school, will find it harder to get a job and will be at a greater risk of mental illness.

Most of a child's development occurs in infancy and early childhood. Brains are rapidly wired during the first 3 years with important connections created which are responsible for major cognitive and emotional function and language acquisition. These connections can only be made through stimulation and interaction.

Research has found that as few as 20 books in the home dramatically improve the educational outcomes for a child (*ScienceDaily, May 20 2010*). Parents who regularly read to their children significantly improve their child's readiness to learn and succeed at school and life.



United Way
Australia



Rotary clubs in Australia

A NEW PARTNERSHIP: United Way Australia with Rotary Clubs in Australia bring the Dolly Parton Imagination Library to our local communities

Rotary Clubs in Australia will be able to bring this excellent early childhood literacy program, the Dolly Parton Imagination Library, to their community by working with United Way Australia. The Rotary club will be the local Champion and organiser, raising funds in their local community and managing registrations.

United Way Australia has been granted a licence to operate the Dolly Parton Imagination Library in Australia as part of their READLEARNSUCCEED program.

READLEARNSUCCEED is a program aimed at improving school readiness in under-5s. It includes delivering books to homes through the Dolly Parton Imagination Library, providing the resources for parents to be their child's 'first educator'. It supports local groups to deliver community awareness activities such as annual reading days.

The Dolly Parton Imagination Library

was launched by country music star Dolly Parton through The Dollywood Foundation. Dolly founded the program to allow all children the opportunities that literacy can bring. Growing up in rural Tennessee, she knows that sometimes families literally can't buy any books. The Dolly Parton Imagination Library means that a love of reading can be nurtured in all families by providing children with a free, specially selected book every month from birth to five. Over 700,000 children receive books and over 40 million books have been delivered. Currently, the Dolly Parton Imagination Library has programs in 1,700 communities in Canada, the UK and the US.

An Official Rotary Partner:

Rotary International and Dolly Parton's Imagination Library have established an official partnership covering the USA, Canada and UK to advance children's literacy. Rotary clubs have programs in more than 300 communities across these countries. And this number continues to grow with community and business support.

United Way Australia and READLEARNSTUCCEED

United Way has 125 years' experience internationally operating in 41 countries. They commenced operations in Australia in 1958 and last year raised over \$6m from corporations and employees.

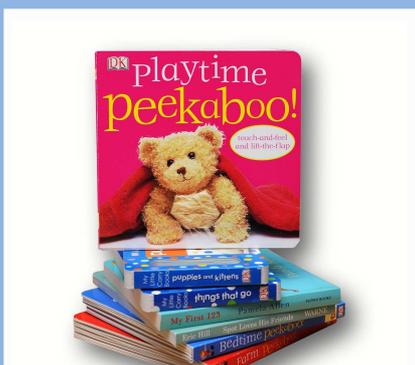
United Way is focused on improving education, financial security and health in local communities because these are the necessary building blocks for a good quality life. They do this by building collaborative partnerships to create social change and community impact.

ROTARY CLUBS and ROTARY INTERNATIONAL:

Rotary International is a global humanitarian organisation founded in 1905. We are over 1.2 million active Rotarians and 500,000 alumni and youth participants. Rotary clubs are the 'engine room' of our Rotary organisation. 34,000 clubs worldwide drive projects and raise \$billions to make the world a better place. In Australia, 1200 clubs work on local, regional and international projects as part of this global network. Every year, over \$40 million is raised by Australian Rotarians that becomes the funding part of our volunteering and projects.

PROGRAM COSTS:

The cost per child per annum is \$72.00. Clubs would establish the distribution area and the number of children they wish to support. Once a child is entered into the database, they will receive a book every month whilst funding continues. This is a universal program; there are no selection criteria no and means testing – it is for 0-5 year olds.



Rotary clubs can establish a local partnership with United Way Australia that will bring books, supplied by Penguin Australia, into the homes of babies, from birth to 5 years old in our own communities.

What would your club gain by being part of this program?

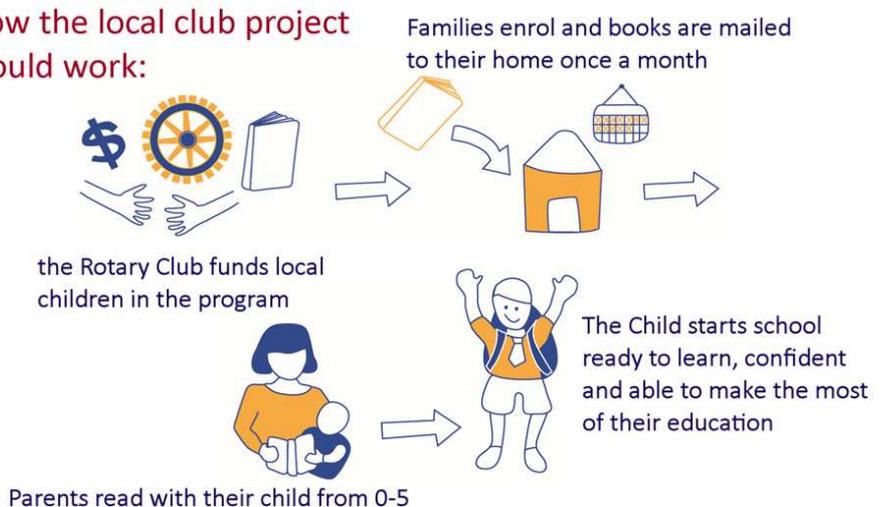
Strategic Benefits:

- Connects clubs to a global Rotary initiative.
- Direct alignment to Rotary's Future Vision Area of Focus in Basic Education and Literacy.

Local club Benefits:

- Participation in a valuable literacy project that has some "hands on" elements for Rotarians.
- Direct connection with community professionals and local families.
- Opportunity to mobilise and support disadvantaged communities.
- Potential to develop partnerships with local businesses and corporate entities for funding the program.
- Volunteering opportunities with local communities through associated literacy and promotional reading events.
- Potential to promote Rotary to a larger audience and increase membership.

How the local club project would work:



Contact our Rotary Literacy Working Party to find out more:

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