



Help Increase Childhood Literacy!

Learning to read is the most important predictor of a child's future success. Yet, many kids miss this important milestone. In the time it takes to have lunch, employees can create United Way Literacy Kits – a fun, simple solution to engage children and help them learn to read!

What You Can Do

- Create arts & crafts to go along with a book
- Develop games and activities for readers
- Design bookmarks for a book
- Use your imagination!



Sponsoring companies will have their logo sticker attached to each bag containing a Literacy Kit, and representatives may deliver kits firsthand to local schools and learning centers! To sponsor a Literacy Kit event, a donation of \$1,000 is required. This will provide for 50 kits.

Why Are Literacy Kits Important?

Access to books for children in low income families has become an increasing problem, with statistics showing the ratio of books to children is 1:300, compared to 13:1 in middle class families. Childhood literacy is a key element in setting a child up for the greatest success in their future. By creating Literacy Kits, you can **directly impact** those most in need in our communities.

United Way of Southeastern Connecticut will provide "Live United" t-shirts for all volunteers and necessary materials, set up/clean up, take photos of the volunteers and the event, and distribute the completed kits to United Way partners.

LIVE UNITED



United Way
of Southeastern Connecticut