



**INFORMATION BULLETIN**

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**Circle of Success to expand LET'S READ in the Yakima Valley!**  
**Foundation for Early Learning Match Award Ignites the Let's Read Future Fund**  
**Imagination Library Book Program Available to More Children Aged 0-5**

One year ago, an early education program called Circle of Success® introduced Dolly Parton's Imagination Library early literacy program to Yakima Valley families. The program delivers books each month right to the mailboxes of children aged 0 to 5. Circle of Success® launched the program when they were awarded a \$225,000 grant from the Foundation for Early Learning's ~ Yakima Children's Fund. One year ago, there were 114 children enrolled in the ***Let's Read –Imagination Library*** book per month club. Today there are over 1,400. The goal is 10,000.

In support of the goal to enroll 10,000 children, Circle of Success has been awarded a spectacular \$375,000 matching grant from the Foundation for Early Learning's ~ Yakima Children's Fund. The Yakima Children's Fund will match each community dollar contributed up to \$375,000 - for a total of \$750,000 - for the purpose of growing the ***Let's Read*** early literacy program in the Yakima Valley. As of today, Circle of Success has raised an amazing \$311,750 and has \$63,250 still to raise to reach the \$375,000.

Circle of Success director Bret Bohoskey is chairman of the "Let's Read Future Fund" campaign. Bret announced that, "The goal is not only to raise the \$375,000 but to exceed the target amount in order to insure 10,000 preschool children in the Yakima Valley – that is 50% of the preschool children - can participate in the program. We already have pledges for over \$311,000 of the \$375,000. Generous contributors have already committed 84% of the target amount and we are asking the community to help us achieve the full amount. We thank Superior Asphalt, Nick Temple, Yakima Family Farm Worker Clinic, Tree Top, RBC Dain Rauscher and the numerous individual donors who have committed to Let's Read Future Fund this month. With the match from the Foundation for Early Learning, this Future Fund can insure the school readiness of Yakima Valley children."

Board chair, Nick Temple, states that, "The goal for this campaign is high, but the goal is absolutely attainable. We have an incredible opportunity to raise the bar of school readiness for the children of this valley." Individual, business, and grant contributions will all be included in the local contribution total. The slogan of the campaign is "Changing Lives Through Reading ~ One Match at A Time!"

Jeanne Anderson, executive director of the Foundation for Early Learning states, “The Foundation for Early Learning is delighted to offer a challenge grant in support of the Let’s Read program. This matching fund drive will engage the entire community in an effort to prepare Yakima Valley’s youngest learners for success in school and in life. Early literacy is a critical part of getting children school-ready. Reading to children not only helps with reading skills, but also provides wonderful opportunities to create strong nurturing relationships that are so important to a child’s development.”

Those who live in Yakima County are aware that the county is challenged by poverty, language barriers, adult educational levels, crime and the availability and affordability of literacy experiences for the preschool population. Adult educational attainment in the county is also significantly lower than national averages. Approximately 4000 children are born each year in Yakima County. Of those 4000, an estimated 3000 are Medicaid eligible. Particularly at-risk are children from low-income families whose dominant language spoken in the home is other than English. The **Let’s Read** program is needed in Yakima County.

The Yakima Children’s Fund was established in 2001 with a one million dollar donation by the Temple Family and it has generously supported early learning programs in the Yakima Valley for five years. **Let’s Read** is an early literacy program and it includes the **Imagination Library** and a quarterly newsletter. Like Circle of Success, **Let’s Read** is a universal access program which means all children in the valley are eligible to participate and there is no cost to the family. The business plan involves a community donation program designed to maintain the book program in the future beyond the eighteen-month grant life.

A team of business and community “Champions of Early Literacy” is being assembled to meet the **Let’s Read** challenge. Businesses participate in the program by supporting the enrollment of their employee’s children or by direct contributions for public enrollment. At this time Yakima Valley Farm Workers Clinic sponsors 210 enrollments for the children of their employees.

Contributions are welcome because donations support the enrollment of children in the **Imagination Library**. Businesses and organizations have supported the launch of the Let’s Read program and they are asked to support this matching fund campaign that will sustain the program into the future. Businesses that have supported Let’s Read this start up year include:

Yakima Valley Memorial Hospital	Yakima Valley Farm Workers Clinic	Tree Top, Inc.
Noel Corporation	Western Materials, Inc.	Tree Top Employees
H.R. Spinner Corporation	Weyerhaeuser	Michelsen Packaging Co.
KNDO TV	Central Chain and Transmission Co.	Endodontics Exclusively
Yakima Rotary Club	Yakima Sunrise Rotary Club	West Valley Kiwanis
Yakima Chamber of Commerce	Junior League of Yakima	Yakima Bears
Thrift Recycling Management	Yakima Federal Savings & Loan	Central Valley Bank
Southwest Rotary Club	RBC Dain Rauscher	Superior Asphalt

A team of volunteers is being assembled to meet the teaching, administrative and customer service opportunities of the Let’s Read program. A variety of skills and talents are needed and the rewards of building lives will last a lifetime. If you would like to join the “Let’s Read Posse” as a volunteer, please call the office at 469.9888.

The cost of an individual child's registration into *Let's Read* is \$50.00 per child per year and private pledges are requested at that amount. Family friendly employers in Yakima County are supporting the enrollment of the preschool children of their employees because they are aware of the local economic impact of quality early child care. Yakima Valley Farm Workers Clinic supports the enrollment of 250 children of their employees and Western Materials supports their employee's children. Books are available in English and some are in Spanish.

A parent satisfaction survey was conducted last month with 30 Yakima Valley families who had been with the program for one year. In the survey, 100% of the families say they would recommend Imagination Library to other families and 100% state the books that come to their home fit the age of their child. 47% feel that the books improve family and bonding time and 40% see their child becoming interested in reading. 30% say receiving books in the mail each month is the best thing about the *Let's Read* program. Parents also state they like the books being free, educational and having the books come in the child's name.

Circle of Success services include the *Let's Read* program with the **Imagination Library**, the quarterly Let's Read newsletter, and the distribution of newborn resource information. Circle of Success early learning activities are structured to foster a child's social, emotional, physical, and intellectual growth for later success in school and life. More information about Circle of Success, Inc. can be obtained on our website at [www.circleofsuccessinc.org](http://www.circleofsuccessinc.org).

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Circle of Success, Inc is a private, nonprofit 501-c-3 partnership of community organization that empowers parents to prepare their children to enter school ready to learn. Circle of Success provides home based learning materials in order to connect parents to community resources throughout Yakima County

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*"Empowering parents to prepare their child to enter school ready to learn"*

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