



San Francisco and Alameda Counties

## Honor Mothers at your company, and make a difference for kids who need it most!

Research shows that a family's active participation in their child's education is twice as predictive of academic learning as a family's socioeconomic status. The earlier in a child's educational process parent involvement begins, the more powerful the impact. The most effective forms of parent involvement are those that engage parents in working directly with their children on learning activities at home, such as shared reading. This behavior is linked to demonstrated improvements in children's vocabulary, grammar, phonemic awareness, letter knowledge, and memory for language.

Raising A Reader's home book rotation program and parent and educator training are providing opportunities for 11,000 low-income families with young children to share books daily this year. Each \$1,000.00 raised ensures that ten families will receive a new book bag filled with great children's books each week for a year.



**Raise \$1,000 at your company to help 10 families read daily with their children.**

## Ways to Get Your Company and Employees Involved:

1. Provide a corporate match for our Mothers' Day Campaign.
2. Get employees involved! Challenge employees to raise \$500, and have the company match the other \$500.
3. Host a fundraising Happy Hour or work event to honor Mothers in your company.
4. Have a company "shout out" about great Mothers – Post your tributes to Moms on our website.
5. Host a brown bag lunch. Sponsor companies are eligible for a Raising A Reader on-site workshop on effective book sharing techniques.
6. Host a book drive at work. Raising A Reader will provide a list of books used in our workshops. Employees purchase them, and RAR distributes these at workshops for children to keep.
7. Make a donation in honor of the 'Mother of the Year' at your company, or in honor of all the working moms in the company.
8. Help us spread the word. Get involved in our social media, and share our Facebook posts about the Mother's Day campaign.
9. You tell us! We'll help you make it work ☺

We would love your involvement and help to make this campaign a success! Raising A Reader staff is available to help with logistics for your campaign, and we are also available to give presentations or demonstrations at your events. To learn more about our Mother's Day Campaign, visit <http://give.rarbayarea.org/>

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