



2nd Annual

For the Love of Reading Read-A-Thon

Read-A-Thon Kit

Monday, February 13 - Sunday, March 11, 2012

Thank you for your interest in participating in our Read-A-Thon. Proceeds will help support our adult literacy and Essential Skills upgrading programs.

The Literacy Group of Waterloo Region is a community-based organization that provides accessible literacy training services to empower adults to reach their goals and improve their quality of life.

If you wish to participate or have any questions, please contact:

Kitchener: Joyce

519-743-6090

joyce@theliteracygroup.com

Cambridge: Tanya

519-621-7993

tanya@theliteracygroup.com

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**EMPLOYMENT
ONTARIO**

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2nd Annual

**For the Love
of Reading
Read-a-Thon**

“Literacy is not a luxury, it is a **right**
and a **responsibility**. If our world is to meet
the challenges of the twenty-first century
we must harness the energy and creativity
of **all our citizens.**”

- President Clinton on International Literacy Day, September 8th, 1994.

Thank you for your interest in participating in the 2nd annual “For the Love of Reading” Read-a-Thon to help adults improve their literacy and basic skills.

Take a moment and think about the reading you do each day: selecting your favourite cereal for breakfast, reading signs on your way to the store, using your debit card and reading your bills.

Now imagine making your way through your day struggling to read, and consider that **the literacy levels of 24% of adults in Waterloo-Wellington do not meet the basic standards** considered necessary for home, work and life in Canada (*Project READ, 2010*).

The Literacy Group is a non-profit, community organization that strives to improve adult literacy and essential skills through accessible training programs in basic reading, writing, numeracy, computer and employment skills. Through our free one-to-one and small group programs we empower adults to reach their goals. In 2011, we helped over 240 adults. A current student, G.A., recently said that due to his learning at The Literacy Group, “I am not feeling left out. I’m a part of what everyone else is a part of.” This is just one of our many stories.

We currently have 28 people on our waiting list who want to change their lives. By participating in our Read-a-Thon you will help us engage more adults in becoming an active and dynamic part of our community.

Thank you in advance for sharing your love of reading and making our 2nd annual “For the Love of Reading” Read-a-Thon a great success.

From all of us at The Literacy Group

Gordon's story:

“Schooling became more of a priority in my life when my then 3 year old daughter began asking me to read her a bedtime story. I could not do it and I did NOT want to fail again. I began to swallow my pride, I asked for advice and to get off the dirt road and eventually discovered The Literacy Group to lead myself onto a paved road.” Gordon's daughter is now 6 years old and he can not only read her a bedtime story, he is better prepared to set her on a course of life-long learning.

The Literacy Group's



For the Love of Reading Read-A-Thon

How Do I Participate?

1. Register

- Provide your name, address and phone number to The Literacy Group to sign up, and you will receive your Pledge Sheet and Reading Log.
 - Kitchener: contact Joyce at joyce@theliteracygroup.com or 519-743-6090
 - Cambridge: contact Tanya at tanya@theliteracygroup.com or 519-621-7993

Please return Pledge Sheets and Reading Logs even if you did not raise any funds.

2. Set a goal

- How many hours do you think you can read during the Read-A-Thon (28 days)?
How much money do you think you can raise?

TIP: To set a reading goal, decide how much time you think you can read in one day, then multiply that by 28. Ex. ½ hour every day times 28 days equals a goal of 14 hours.

TIP: Challenge co-workers, family and friends to meet or beat your goal.

3. Ask your neighbours, family, friends and co-workers to sponsor you.

- Ask sponsors to pledge money for every hour that you read. For example, a sponsor may pledge \$2.00 for every hour you read. Sponsors may also choose a maximum or fixed donation. For example, a sponsor may limit their donation to \$20.00 total, or simply donate \$20.00 however much time you read.
- Record the sponsor's name, information and pledge on the Pledge Sheet.
- Remember, small pledges are appreciated as much as large.
- Donations of \$20 or more will receive a tax receipt.

4. READ!!

- Read as much as you can from Monday, February 13 to Sunday, March 11, 2012.
- Keep track of how much time you spend reading every day on the Reading Log.

TIP: Use a clock, timer, or stopwatch to keep track of your reading time

Remember, everything you read counts, whether you are reading by yourself or to someone else, as long as it happens from February 13 to March 11.

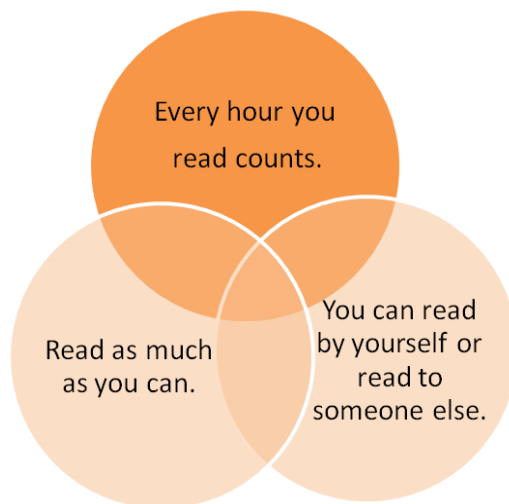
5. Collect the pledged donations.

- At the end of the Read-A-Thon, determine the total number of hours you read and calculate the amount of money your sponsors will donate.
- Collect donations from your sponsors (some sponsors may make donations ahead of time).
- Sponsors may make donations in cash or cheque. (Please have cheques made payable to **The Literacy Group of Waterloo Region.**)
- Pledge Sheet, Reading Log and donations are **DUE BY Monday, March 19** to Joyce in Kitchener or Tanya in Cambridge.

Important Dates

Start Date	End Date	Due Date for Pledge Sheet, Reading Log and donations
Monday, February 13, 2012	Sunday, March 11, 2012	Monday, March 19, 2012

**Remember, you will be reading to help support programs at
The Literacy Group!
So have fun and read a lot!**



Win Amazing Prizes

As a thank you to those fundraising on our behalf, The Literacy Group has arranged a draw for Read-a-Thon participants. Everyone who collects pledges on behalf of The Literacy Group will have an opportunity to win!

Names will be entered in the draw based on the amount of money raised. For every \$20.00 raised in pledges, a participant's name will be entered in the draw once. The more money you raise, the more times your name will be entered in the draw and the greater your chance of winning a prize!

To be included in the draw, participants must submit donations by March 19, 2012.

The Draw will be held March 26 and winners will be contacted by phone that day. Winners' names will also be posted on The Literacy Group's website at www.theliteracygroup.com and published in our newsletter.

Draw Prizes

- Grand Prize** **Laptop Computer**
Refurbished
- 1st Runner up** **Kobo eReader**
6" Touch Edition with Wi-Fi
- 2nd Runner up** **Digital Camera**
Canon PowerShot 14.1 MP
- 3rd Runner up** **iPod Shuffle**
2GB 4th Generation