

ReadCLT Insiders -- August

Read Charlotte [elise=readcharlotte.org@mail83.atl31.mcdlv.net] on behalf of Read Charlotte [elise@readcharlotte.org]

Sent: Wednesday, August 08, 2018 10:18 AM

To: [Steve Johnston](#)



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ReadCLT Insiders



\$100K Bank of America Challenge Grant to Benefit Read Charlotte and Third Grade Reading Outcomes

Bank of America has issued a challenge grant to Read Charlotte, pledging \$50 for every parent or caregiver that enrolls in Ready4K text messages in the 2018-2019 school year, up to a total of \$100,000.

Read Charlotte brought Ready4K to Charlotte-Mecklenburg in 2017 as a free and easy source of tips and advice for families to help prepare their kids for Kindergarten. About 2500 local families with kids ages 0-5 years old have received a total of about 340,000 text messages thus far. The texts, which are available in English and Spanish, deliver age appropriate tips and advice proven to boost learning in young children.

This fall, Ready4K is expanding and is now available for Mecklenburg County families with children from birth through third grade. The K-3 content spans across language and literacy development, socioemotional learning and even early math.

“We are very grateful to Bank of America for this new initiative to get more families signed up for Ready4K in Mecklenburg County while also helping to make sure we have the resources we need to do our work,” says Read Charlotte Executive Director Munro Richardson.

“Empowering families to support literacy at home is one of our key strategies in getting 80% of our third graders reading proficiently by 2025. We know that Ready4K is a powerful tool to make it easier for families to know what to do.”

“To help our community thrive, we have to ensure our children are reading on grade level,” said Bank of America Charlotte and North Carolina Market President Charles Bowman. “Reading is one of the greatest predictors of future success, so we’re excited to support a program that helps families support literacy at home.”

Mecklenburg County families can enroll in Ready4K by texting ReadCLT to 70138 or completing the [online form](#).



Congratulations to our very own Katie Morris (Read Charlotte Board Chair) who was recognized as a new member of the Campaign for Grade-Level Reading's **Council of Champions** this summer for her tireless efforts to support the work of Read Charlotte in our community! Read more about the Campaign for Grade-Level Reading [here](#).



MEET MARIE BROWN

Marie Brown runs Toddletown Kidz, a home-based childcare center here in Charlotte. While Toddletown Kidz is early child care, she is exposing children to the reading skills they'd learn in preschool and kindergarten. Children have homework, they learn about sight words and take part in activities that build comprehension and fluency skills throughout their day! Read Marie's full story [here](#).





The Read Charlotte Transformation Network (RCTN) launches this month! This is a network of literacy-focused school partnerships, helping schools create measurable, transformative change. The RCTN will implement highly effective literacy practices at participating schools to get 80% of third graders reading at College and Career Ready on the North Carolina End of Grade (EOG) assessments. During the launch, Read Charlotte will explain how RCTN will operate and support the work, and then quickly move into action planning for this fall. Thinking about getting involved? More detailed information will hit your inbox next week!



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220 N. Tryon Street
Charlotte, NC 28202

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