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**ReadCLT Insiders**  
Read Charlotte [elise@readcharlotte.org]

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Open Books. Open Opportunity.

**ReadCLT Insiders**

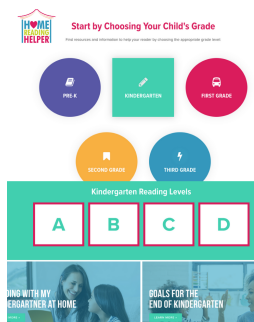
**Read Charlotte Receives \$2,000,000 from Joint Economic Mobility Investment**



Read Charlotte recently received investments of \$1,000,000 each from Bank of America and Albemarle Corporation over the next five years (2018-2022) to support its work to improve early literacy in Charlotte-Mecklenburg.

The grants to Read Charlotte were part of a \$20 million investment by both companies in Charlotte-area nonprofits to drive local economic mobility. Third grade reading proficiency is a key driver of high school graduation and post-secondary success.

“Advancing the economic health of Charlotte and creating shared success are core to how we drive



THOUSANDS of families are using Home Reading Helper, the free online tool created by Read Charlotte to empower parents/guardians to support reading at home (PreK through third grade). The website, which launched in September, provides easy-to-use resources like games, videos, home activities, leveled reading guides and more, all in one place. Plus, the site is enabled with Google's machine language translation abilities so that the website's text and video subtitles can be translated on the fly into nearly 100 additional languages.

Read Charlotte is currently working with dozens of community partners and schools to distribute informational materials to families. If you're interested in spreading the word about

responsible growth," said Charles Bowman, Charlotte market president for Bank of America. "By addressing the underlying issues that impact economic mobility, we can help build a stronger local economy and a pathway for the future workforce."

Home Reading Helper, contact Communications Manager Elise Esasky: [elise@readcharlotte.org](mailto:elise@readcharlotte.org).

Home Reading Helper is funded through grants from Wells Fargo and Read Charlotte's Transformation Fund.

Read Charlotte's Lead Funders made five-year commitments that support our operations through 2019. This support from Bank of America and the Albemarle Corporation provides a head start on Read Charlotte's fundraising for the next five-year period (2020-2024).

"Our priority is to work closely with the many great resources, task forces and organizations in Charlotte that have paved the way for us to power the potential of our community," said Sandra Holub, executive director of the Albemarle Foundation. "We hope this investment sets a tone to encourage others to step up however they can, with dollars, sweat equity or social capital, and help address economic mobility in Charlotte."

These funds will support Read Charlotte's work to coordinate, integrate and align local birth through third grade efforts so that 80% of third graders are reading proficiently by 2025. Some of the funds will support a comprehensive literacy tutoring strategy that includes Tutor Charlotte and the Augustine Literacy Project.

"We are extremely grateful and humbled by this support as it gives us a solid start heading into our fundraising efforts for the next five years of Read Charlotte," says Executive Director Munro Richardson. "We are confident in the blueprint we have worked to create the past several years. It's inspiring to see how the entire community has started to support these efforts and we know that's what it will take. Together, we can improve third grade reading achievement over the next 5 years."



November is all about being thankful. We want to find as many [Reading Heroes](#) as possible this month to THANK THEM for going above and beyond to improve early literacy! Do you know a Charlotte-Mecklenburg volunteer, teacher, tutor, parent, any community member out there helping more children succeed in reading? Nominate them today!



Ready to make a difference in Charlotte-Mecklenburg? [Become a HELPS tutor.](#)



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**Our mailing address is:**

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