

MAKE WAY



www.makewayforbooks.org

Between the Pages

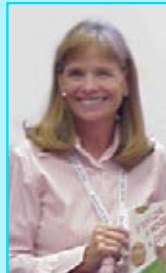
Giving children a chance to fall in love with books and reading

WINTER 2009

(December, January, February)

Dear Friends,

MAKE WAY FOR BOOKS has put more than a hundred libraries in child-care centers and tens of thousands of books into the hands of children over the years. Still, a rising number of children need early literacy support. Their child-care providers and families are struggling just to keep the lights on, let alone make sure children have books and reading in their lives.



When the adults in the lives of children do not read to them regularly, the children are slow to learn to speak and develop language skills. Every year up to 40% of kindergartners in some Pima County schools start kindergarten without the reading readiness skills needed to learn and succeed, according to teacher surveys. Many struggle in school and require extra support from already burdened school systems to catch up. A significant portion do not catch up. They fail, perpetuating a cycle of low literacy and poverty.

We were fortunate this year to receive funding from the First Things First voter initiative tax on tobacco. First Things First funding is making it possible for us to provide more hard-cover books to preschools, child-care centers, and in-home providers as well as to offer early literacy seminars to child-care center staff.

However, like the majority of non-profit funding sources across the country, First Things First is in jeopardy.

Continued: See Dear Friends on back cover.

Story Town 2009: All for the Love of Children

Families came by the hundreds to see Curious George and all the book characters on parade at the sixth annual Story Town Family Literacy Festival on November 14 at the Jácome Plaza. A couple of thousand people enjoyed storybook theater, Irish dancing, bubbles in the lawn, fairytale games, and much more.

“Hey, there are pirates over there,” exclaimed one 4-year-old, tugging on his dad’s arm when he spied the presentation for “Dirty Joe the Pirate, A True Story.”

All the children took home new free books, and families left with information about reading to their young children--starting at birth--every day. The information distributed was part of the new Read to Me, Arizona! public awareness campaign. To learn more about the campaign and resources for reading aloud to children, visit readtomearizona.org.



A big fan greets Curious George at Story Town 2009. Pirate picture inside!

Photo by Lynn Rogalsky

The Year at a Glance

We'd like to share the 2008-2009 Annual Report with all of our supporters and friends. The report is now available online at makewayforbooks.org/support.html. If you haven't seen the report yet, it's the one place you can get a whole year's worth of MAKE WAY FOR BOOKS news in one quick read.

One of the ways we thank our donors and supporters is to name them in the MAKE WAY FOR BOOKS Annual Report. Please help us keep our records up to date by letting us know if your contact information has changed or if your name or a loved one's name has been omitted or listed incorrectly in our Annual Report donor list. Give us a call at 520-721-2334 or e-mail info@makewayforbooks.org to report changes.

We sincerely apologize to any donor who has been listed incorrectly in previous annual reports.

In the 2008-2009 Annual Report, mailed in late November, the following corrections have been brought to our attention:

Latest Bestsellers

Michael Hamant & Lynnell Gardner
John and Carol Ross' Wreckettes

In Honor of

Storytime Volunteers; By Bruce & Jennifer J. Stewart

In Honor of

Mary Jan Bancroft; By Wendy Weltman Palmer

In Loving Memory of

Patricia Bailey; By Bruce & Jennifer J. Stewart



Photo by Lynn Rogalsky

It's a STORY TOWN HIT: "Dirty Joe the Pirate, A True Story," featuring siblings fighting over undergarments, was a crowd pleaser. Thank you to all the volunteers who helped make Story Town a huge success.

Bat Mitzvah Book Drive a Success

Samantha Cohen collected nearly 350 books for the Blue Book Houses to meet her Bat Mitzvah community project requirements. Samantha is the daughter of Mike and Leslie Cohen. Congratulations and thank you, Samantha!

The Blue Book House project places gently used books in social service settings throughout Tucson. Families are encouraged to read to their children while they wait, then take the books home to keep.

Book Drives for the Blue Book Houses are a great way not only to help low-resource families but also to fulfill community service requirements. If you'd like to know more about how to organize a book drive, call 520-721-2334 or e-mail info@makewayforbooks.org.

Storytime Readers

Welcome to the newest members of the Storytime team: Whitney Faust, Susan Camp, Abby Blake, and Rose Ann Essig. Thank you for your dedication to children and early literacy.

We're getting there! We're up to 30 Storytime volunteers now. Every new volunteer brings us closer to having volunteers in the

approximately 150 Tucson-area child-care centers that most need MWFB's help.

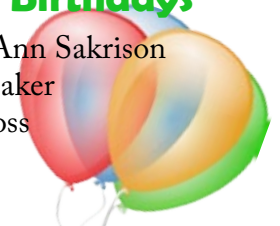
If you would like to join this one-of-a-kind group of men and women who do storytime once a week in child-care centers in limited-resource areas of Tucson and southern Arizona, give us a call at 520-721-2334 or e-mail info@makewayforbooks.org.

Volunteer Birthdays

Dec. 16: Dee Ann Sakrison

Dec. 30: Jeri Baker

Jan. 4: John Ross



Mileage Deduction

Remember, you can deduct your mileage to and from Storytime locations on your tax returns.

New Libraries By the Dozens

First Things First Update

Directors of the centers in which we are placing new books and for which we are providing early literacy training are so excited, they say they have found a “new best friend” in MAKE WAY FOR BOOKS.

“We’ve really seen a difference in our teachers since they attended the MAKE WAY FOR BOOKS seminar,” said the director of one Tucson Mini-Skool. “They came back very excited. And now they read to the infants and toddlers every day!!”

We are well on our way to placing libraries in 80 child-care centers and homes serving about 2,000 children, over the next year.

In the last two weeks alone, MAKE WAY FOR BOOKS has distributed more than 500 books to five child-care centers.

The nearly 10,000 books and extensive early literacy training for more than 300 preschool teachers and child-care providers is funded

\$90,500 Grant Supports Early Literacy & Reaccreditation

A separate First Things First grant for \$90,500 is allowing MWFB, in collaboration with United Way of Tucson and Southern Arizona, to provide custom support in early literacy programming to 30 child-care providers and one home provider in central Pima County in the process of reaccreditation. Early literacy

through June 2010 by a \$180,400 First Things First state grant. First Things First (FTF), approved by Arizona voters, works to ensure that our youngest children have access to quality early childhood experiences so they will start school healthy and ready to succeed.

“We know that the early years are the foundation upon which a child’s learning, and ultimately their success, is built,” said FTF Board Chair Nadine Mathis. “Investments during this critical time yield the greatest returns to children, to their communities, and ultimately, to our state.”

This particular grant for early literacy is awarded by the Central and South Pima Regional Partnership Councils of First Things First for centers in the Quality First program.

“The Quality First grant is a perfect match for our goal of ensuring children have the early literacy skills they need to succeed once they get to kindergarten,” said Mary Jan Bancroft, MWFB founder and executive director.

consultant Julie Friberg—who joined the MAKE WAY FOR BOOKS team in mid-October—provides collaborative literacy improvement plan development as well as support toward a literacy-rich environment and teacher mentoring for the First Things First Accreditation and Literacy Support Project.



Children at Kids World (Yavapai) get right into the books in their new library.



677 new books added to libraries at **13** child-care sites

2,217 books distributed from Blue Book Houses

861 new books given away at Story Town

384 participants at the last three Family Read Aloud Nights, with **148** new books handed out

4 new Storytime volunteers

201 child care participants attending seminars

Volunteers Needed for Tucson Festival of Books

It may seem like a long way off, but MWFB is already recruiting volunteers for the Tucson Festival of Books on March 13 and 14. MWFB is scheduling and staffing the children’s area, and we could sure use your help during that weekend. If you are interested in being an integral part of Tucson’s premier book fair, contact MWFB at info@makewayforbooks.org or 520-721-2334.

Dear Friends
(Continued from front cover)

Voters specifically set aside the tobacco tax monies for health care and early education to help our youngest children (birth to 5) succeed when they enter school. Now the state legislature is considering rescinding the voter-approved funds to help offset the growing state budget deficit.

With the economic downturn continuing and funding sources dwindling, who will put books into child-care centers in low-resource areas, into the hands of children who have no books? I say, we will. And I encourage you to get personally involved, to give what you can, as much as you are able, any amount.

MAKE WAY FOR BOOKS is at a critical juncture, and your individual donations before the end of the year are key to sustaining many of our programs for early literacy in the coming year.

I am very grateful to our generous donors and our dedicated team of staff and volunteers who have all pitched in to help us move to a new level of service delivery. I want to keep that momentum and position MAKE WAY FOR BOOKS to serve the growing population of low-resource families in Tucson.

Here's to another year of giving children a chance to fall in love with books and reading!

I wish you all happy holidays and a new year filled with peace.

Sincerely,
Mary Jan

Beat the 2009 Tax Deadline

Remember to make your gift before December 31 for federal tax deductions and Arizona tax credits.

Wrap up a Donation for Friends and Family

One way to incorporate donations into your existing family budget is to donate in the name of a friend or loved one in lieu of a traditional holiday gift.

3 Easy Ways to Give

- Call (520) 721-2334
- Mail to 3955 E. Ft. Lowell Road, Suite 114; Tucson, AZ 85712.
- Visit <http://makewayforbooks.org/support.html>



Upcoming Family Read Aloud Nights (6-7:30 p.m.)

Feb. 16 • Cragin Elementary School • 2945 N. Tucson Blvd.
(at E. Blacklidge Drive)

March 22 • Valencia Branch Library • 202 W. Valencia Road
(at S. Fiesta Ave.)

April 21 • Ili Uusim Mahtawapo Head Start • 5060 W. Calle
Tetakusim

May 12 • Lynn Urquides Elementary • 1573 W. Ajo Way

Tiny Tales Story Time for Tots

MWFB is presenting a short story time this winter in collaboration with the Mini-Time Machine Museum. The story times, coupled with a unique arts project, are scheduled for 10 a.m. on January 9 and every Saturday in February (6, 13, 20, and 27) at the museum, 4455 E. Camp Lowell Drive. Call the Mini-Time Machine Museum for more information 520-881-0606.