



Engaging Families through Literacy

About: Raising A Reader is an evidence-based early literacy and parent engagement program that has demonstrated it can improve reading readiness skills of children birth to age eight. Nationwide, over 1.3 million children have participated in Raising A Reader.

Program Overview

- Parents receive training in how to develop the habit of sharing books with their children
- Each week, children bring home a different bag filled with beautiful, high-quality multicultural books
- Families are connected to the local library so they can sustain their family book sharing routines



Evidence-Based

Outcome data demonstrates that Raising A Reader effectively fosters family engagement and literacy behaviors, promotes connections with local libraries, and develops early language and literacy skills in young children.

SUCCESS IN THE COACHELLA VALLEY

- 52% increase in family reading routines
- 28% increase in children's interest in books
- 42% increase in family book sharing
- 39% increase in dialogic reading behaviors
- 22% increase in family library visits
- 71% increase in overall family achievement



United Way of the Desert now serves 310 low-income children and their families in the Raising A Reader Program!

Current sites include:

- The Family YMCA of the Desert's Doris Mechanick Child Development Center
- Martha's Village & Kitchen Child Development Center
- CVUSD's Peter Pendleton Elementary School
- CVUSD's Valley View Elementary School

PROGRAM TESTIMONIAL

"Raising A Reader allowed my son to get new books each week that he normally would not have had otherwise. We learned the importance of reading and making time to do so."

Parent at Martha's Village & Kitchen



For information, please contact Melanie@uwdesert.org / 760-323-2731

United Way of the Desert